



ADDENDUM NO. 2

DATE: March 21, 2017
REQUEST FOR PROPOSAL (RFP): RFP WR1700004076 – Engagement & Communications Services for the Master Plan
DATED: February 19, 2017
RECEIPT DATE: March 28, 2017 @ 3:30 PM
SUBJECT: Maps, & Questions & Answers

Ladies/Gentlemen:

Please take note of the following:

Maps: The City of Richmond has included with this Addendum maps for the following areas for your reference:

- a. Carytown
- b. Citywide
- c. Downtown
- d. Fan
- e. Libbie-Grove
- f. Manchester
- g. Scott's Addition
- h. Six Points

Questions and Responses

- Q1. I would like to know whether companies from outside of the USA can apply for this RFP, like from India or Canada?
A1. Offerors from outside the United States may submit a proposal.
- Q2. Do we need to come over there for meetings?
A2. Offerors are required to attend meetings in person as specified in the RFP. Pre-Proposal meeting can be accessed and attended remotely.
- Q3. Can we perform the tasks (related to the RFP) outside USA?
A3. Offerors can perform tasks outside the United States, but any tasks that include attending, running, and/or facilitating meetings require attendance in-person in Richmond, Virginia, USA.
- Q4. Can we submit the proposals, via email?
Q4. Printed proposals should be submitted as specified in the RFP. See Part 1, Section 3.0, Proposal Contents, "The proposal must include all of the information set forth in this section and be organized as set forth in this section. In addition to the original, the offeror shall submit (i) six complete, bound paper copies of its proposal and (ii) an electronic copy in a portable document format readably by the Adobe Reader program that can be searched and edited."

- Q5. Does the Contractor need to provide materials for all six town hall forums in each of the three Community Series (Community Series #2, Community Series #3, and Community Series #4)?
- A5. Yes, the Contractor shall provide materials for all six meeting in each of the three Community Series, even though the Contractor is responsible for managing the logistics and facilitating three of the Town Hall Forums in each of the three Community Series.
- Q6. In reviewing the RFP there's no mention of outreach beyond email blasts and social media posts. What are your expectations around participant recruitment to ensure large town halls (100+ person) for both our three meetings in each series; and their three meetings for each series? Who is responsible for the outreach for the town meetings?
- A6. Town Hall Forum outreach is the responsibility of the Contractor, where listed in the RFP, and City Hall Staff. In addition the outreach methods listed as tasks in the RFP, the Process and Public Engagement Plan lists various engagement tools on pages 12 through 16 (see Exhibit A). Exhibit A lists public engagement metrics stating a target of reaching 6,600 individual participants throughout the Master Plan Update process. The Engagement Contractor shall assist the City in reaching that target. The Contractor can provide ideas for further ways to conduct outreach as part of the response to Part I, Section 3.3 (B) of the RFP.
- Q7. How many individual listings are on the community list you have in MS Excel?
- A7. As of now, we have an MS Excel document with contact information for 650 individuals, civic associations, and stakeholder groups. This list is a continuous work-in-progress.
- Q8. Does the city have translation / sign language expertise on-staff that could be leveraged for this project (in-person translation, as well as for print and electronic materials), or would we need to include those services in the scope of our proposal?
- A8. Include those services in the scope of your proposal. There are city staff with that expertise; however, those staff may not have availability to assist with these services for the Master Plan Update.
- Q9. Does the city have - and would we be able to access - data about specific neighborhoods that would help us tailor the Mobile Meeting Stand to better engage residents of specific neighborhoods? This could include basic demographic information such as age, gender, race, but also could include education level, occupation(s), mobility (do they own cars, or not?), living situation (do they live in single-family homes or in apartment units?), and how have they engaged with the city - or not - in the last several years.
- A9. Yes, the City has some of the basic demographic information such as age, gender, race, and education level. Data on occupation, mobility, living situation, and engagement with the city is not easily available.
- Q10. Tab 5 Key Personnel: Is this the key personnel or the entire team including subcontractors or only key personnel of the prime?
- A10. The Key Personnel to be identified in Tab 5 should be staff members or employees of the prime. Subcontracting opportunities should be listed in Tab 7.

- Q11. Tab 7 Subcontracting: Is our discussion about our subcontractors confined to this section or can we include their qualifications in other sections as well?
- A11. Subcontracting opportunities should be provided in Tab 7.
- Q12. Tab 1 Signed Forms states we must include “Office of Minority Business Development Forms included in this Request for Proposal”. Attachment B included MBE-3 Monthly Compliance Report, MBE-2/ESB Participation Form, and Good-Faith Documentation. Do we just need to include MBE-2 and Good Faith Documentation or all three?
- A12. For your convenience, the forms to be returned with your proposal will be separated out and placed under a separate link. The forms to be returned are:
- MBE/ESB Participation Form (MBE-2)
 - Good Faith Minority Business Enterprise (MBE) and Emerging Small Business (ESB) Participation Efforts Documentation of Contracts
 - MBE/ESB Past Good Faith Efforts Participation Form (MBE/ESB-5)

RESPECTFULLY SUBMITTED:

NAME OF COMPANY _____ (Please Print)

Signature of Authorized Agent _____

Printed Name of Authorized Agent _____

Title _____ **Date** _____