



Council of San Benito County Governments (COG)

Request for Proposals COG #2012-01

Services for the preparation of the 2012 and 2013 Bike Week Campaign
for San Benito, Santa Cruz, and Monterey Counties

Addendum No. 2

Issue Date: January 24, 2012

Respondents are reminded that receipt of this Addendum No. 2 must be acknowledged in your respective Proposal. Your bid will be declared “unresponsive” should you not acknowledge this Addendum No. 2.

Any information contained herein will be considered part of the Request for Proposals #2012-01 (RFP). All other terms and conditions remain unchanged. In the event of a conflict between any provision of this Addendum and the RFP, this Addendum No. 2 shall prevail.

This Addendum No. 2 is intended to provide questions and answer from potential proposers, additional information, and/or to change the requirements as stated in the RFP. Where existing provisions of the RFP are modified, deleted text is shown in strike-thru format (~~example~~) and added text is italicized and bolded (**example**).

1. Response to Questions:

Question No.	Question / Reference	Response
1	It seems that for the first time the RFP is covering two years of Bike Week. My question is whether you are planning to use the same artwork for two years or if you will be expecting two completely different designs for 2012 and 2013.	Section 3.3 Design and Printing Services of the RFP has been amended: <i>3.3 Design and Printing Services It will be the responsibility of the advertising agency or team to complete the 2012 and 2013 Bike Week advertising campaigns in accordance with the proposed Scope of Work. The advertising agencies are to submit two completely separate artwork designs per year. As an option, advertising agencies may submit a second cost proposal reflecting that the same artwork will be used for both years in order to achieve potential cost savings.</i> The consultant shall provide Bike Week art/logo for all campaign materials with at least three concepts for review by the three agencies. Once the three agencies have selected the preferred concept, the consultant shall finalize one (1) design concept to be used by San Benito County, Santa Cruz, and Monterey Counties. The design shall be representative of characteristics from each County. Each of the three agencies shall provide the consultant with postcard and poster text in both English and Spanish. The above-mentioned process shall occur during the development of the 2012 and 2013 Bike Week campaign. The final contract will be adjusted to reflect the actual printed quantities. The consultant shall prepare a minimum of three drafts, annually, for each County of the posters and postcards for review and comment by COG, TAMC, and EA.

Revisions shall be made to the satisfaction of COG, TAMC, and EA in the following order:

- Draft No. 1 - Comment by COG, TAMC, EA staff
- Draft No. 2 - Comment by COG, TAMC, EA staff and committees
- Draft No. 3 - Comment by COG, TAMC, EA staff

Subsequent drafts shall incorporate all comments provided in previous drafts.

Deliverables:

- Draft No. 1 - Three administrative drafts in electronic format for each County, respectively
- Draft No. 2 - Three drafts in electronic format for each County, respectively
- Draft No. 3 - Three final drafts in color printed and three in electronic format for each County, respectively

One of each poster and postcard for each County in electronic format, respectively
The consultant shall provide design and printing quotes associated with the poster and postcard quantities listed below. The material quantities listed below may vary year-to-year per the discretion of the COG, EA, and TAMC.

2 As for money estimates, do you want separate estimates of all costs included for each year?

Yes. Please separate cost estimates by year.

3 In Article 3.5 (Postcards), Monterey appears to be ordering 800 postcards in English. Am I correct in assuming that 800 is the total number of postcards required and that these postcards will have English on one side and Spanish on the other?

Monterey County would like to print 800 English-only postcards. One side will contain the artwork, and the other side will contain the detailed event information.