ADDENDUM #1
RFQ #2223-06, Marking Services

This Addendum forms a part of the RFQ Documents and modifies the original RFQ Documents.

I. **REQUEST FOR INFORMATION:**

1. Is there an hourly rate target or not to exceed amount?

A. *There is no hourly target rate, but please keep your rates competitive with the marketplace.*

2. Do you seek three references for each service category being bid on or three references total that cover all services?

A. *Three references total that cover any of the services.*

3. Similarly, page 9 requests links to 3 similar marketing campaigns, do you want 3 links for each service category being bid or three links that cover all services?

A. *Three links that showing similar previous marketing campaigns covering any of the services.*

4. Per page 10 of the RFP requests $3M Aggregate of Commercial General Liability Insurance: Would you accept our current General Liability Policy with an aggregate of $2 Million? Or would you accept if our Umbrella Liability covered the General Liability requirement?

A. *We require $3 million of aggregate commercial general liability insurance. If your current General Liability Policy aggregate is $2 Million, we will accept your umbrella liability in addition to the $2 Million General Liability Policy.*

5. Page 8 of the RFP requests a list of services broken down by category—is this where the approach to the scope of work should be located or are you seeking a list of experience in each service area?

A. *We are seeking a listing of your firm's capabilities/experience relevant to any of the requested services.*

6. For radio and television, is it assumed that the advertising creative is part of the project?

A. *Yes, advertising creative is part of the project.*

7. What assets are available for creative services?

A. *No district equipment is available for use by outside vendors.*

8. What CMS are you currently on?

    A.   *NOCE, Fullerton, and Cypress utilize WordPress. NOCCCD is switching to Drupal.*

9.   Please be more specific regarding what is involved with "website management."

    A.   *Website management: includes minor modifications, major alterations, content refreshes,*
website design updates, browser compatibility tests, performance monitoring, optimization, accessibility testing, uptime monitoring, seo monitoring and other possible website services.

10.   Page 7, section 6.00D notes that the SOQ maybe 30 pages if the consultant is applying for two or more service categories. Attachment D also notes Service Categories Prequalifying For. Are the service categories the ones listed in section 3, Scope of Services? If we are applying for all categories, can we note "All"?

    A.   *The service categories are the ones listed in section 3.00 Scope of Services. Yes, you may note all, if you are applying for all categories.*

11.   For Section 7, 4.F, instead of a link can we provide case studies? Is there a number you are looking for?

    A.   *Yes, please provide links to three case studies.*

END OF ADDENDUM #1