



City of Cambridge

PURCHASING DEPARTMENT

Elizabeth Unger
Purchasing Agent

COLEEN CASELLA
Assistant Purchasing Agent for
Goods & Services

NATALIE M. SULLIVAN
Assistant Purchasing Agent for
Design & Construction

TO: All Bidders
FROM: City of Cambridge
DATE: April 2, 2019
RE: File 8408C Vision Zero Communications & Strategic Toolbox Development
Addendum No.1

This addendum is comprised of:

1. Questions and Answers

The following questions were asked and answered:

Question: Are you looking for design services and if so, is it design concepts or actual collateral material? If you are looking for collateral material, what kind of material are you looking for?

Answer: We are looking for design concepts. Our goal is to work with the consultant to develop designs for materials that we can use in the future for outreach and engagement activities as a part of our ongoing work. The consultant will not be responsible for procuring any of the physical materials.

Question: Can you further define media partnerships?

Answer: Media partnerships include opportunities to partner with print, digital, and television media companies. For example, we'd like more information on advertising in local newspapers, on billboards, and working with local news stations. The consultant should be prepared to provide specific details about partners and recommend best practices for using different platforms as engagement tools.

Question: Is the deliverable at the end of the six weeks of service a strategic plan that includes the four deliverables identified in the RFP?

Answer: The deliverables are the four items listed under deliverables. The organization database and media partnership matrix could be provided as spreadsheets. The activity toolbox and methods for evaluating progress should be a series of concepts that we can implement on our own in the future. The activity



toolbox may include some digital designs that can be used on collateral that we will purchase at a later date.

Question: Will this engagement include implementation of the plan developed?

Answer: No, the consultant will not be responsible for implementation. The goal of this procurement is to find a consultant who can help us develop ideas that we implement on our own at a later date as part of our work plan.

Question: Does the budget include third party costs? (ex. Printing, ad space, etc.)

Answer: There should not be any third-party costs. We are looking for concepts that can be presented to us in digital formats. Any printing would simply be for reviewing purposes and could be done on a standard office printer.

Question: Whether companies from Outside USA can apply for this?
(like, from India or Canada)

Answer: Responsive Bidders need to meet all the requirements listed in the scope of services.

Question: Whether they need to come over there for meetings?

Answer: Yes

Question: Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

Answer: Responsive bidders must meet all requirements listed in the Invitation to Bid, as stated above.

All other details remain the same.



Elizabeth Unger
Purchasing Agent

Addendum No.1