



**CITY OF CORONA**  
**PUBLIC RELATIONS SERVICES FOR CITY OF CORONA DEPARTMENT OF**  
**WATER AND POWER**  
**REQUEST FOR PROPOSALS (RFP) 17-019CG**  
**ADDENDUM No. 1**

**November 15, 2016**

**Administrative Services Department - Purchasing Division**  
**400 S. Vicentia Ave., Ste. 320**  
**Corona, CA 92882**

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Addendum No. 1 to Public Relations Services for City of Corona Department of Water and Power, RFP 17-019CG is issued to respond to “Requests for Information” as submitted by contractors via written requests.

By this reference, all provisions and attachments to this Addendum No. 1 are hereby incorporated into RFP 17-019CG. Prospective contractors shall account for all provisions pursuant to this Addendum No. 1 in submitting their proposal. Each contractor shall acknowledge receipt of this Addendum No. 1 in their proposal in the spaces provided therein.

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**A. Questions and Answers:**

1. Question:

“Can you please let me know who the incumbent is for this solicitation?”

Answer:

There is no incumbent at this time.

2. Question:

“Whether companies from Outside USA can apply for this?”

Answer:

Firms outside of the US are welcome to apply. However, accessibility to a US-based office would be in the best interest of the City.

3. Question:  
“Whether we need to come over there for meetings?”
- Answer:  
Local meetings will need to occur and understanding local issues is critical.
4. Question:  
“Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)”
- Answer:  
All tasks shall be performed in the US.
5. Question:  
“Can we submit the proposals via email?”
- Answer:  
Please refer to Section II.F.2 of the RFP document. Physical copies of the proposals shall be delivered to the address provided therein.
6. Question:  
“The scope of work is broken down by the four tasks, with specific sub-tasks listed as bullet points under each task category. Would you like us to estimate costs based on our recommended quantities for each task, or do you have specific quantities for each task in mind that you could provide? For example, Task 1, the second bullet is to “develop news releases, media advisories, articles, website content, fact sheets.....”
- Answer:  
The City would prefer a cost per release, similar to a cost per hour.
7. Question:  
“Is there currently a public relations consultant providing these services to the City of Corona Department of Water and Power and if so, has the City been satisfied with their services?”
- Answer:  
There is no current service provider.

8. Question:  
“When is the project anticipated to begin?”

Answer:  
This is for “as-needed” work; there is currently no project underway.

9. Question:  
“What is the overall budget allocated to this project?”

Answer:  
There is no budget information available at this time.

10. Question:  
“Is there a specific budget allocated to each task number?”

Answer:  
No.

11. Question:  
“Section B addresses licensing and certification. What licenses and/or certifications are required for this RFP, other than the Business License?”

Answer:  
The City currently does not have a minimum requirement for licensure or certification for this procurement. We request that the PR firms submit their qualifications in their proposals that establish their experience and competency in regards to fulfilling the scope of work for this RFP.

12. Question:  
“Do you have a graphic standards manual for the identity and marketing material?”

Answer:  
The City is in the process of making a style guide, however, it likely won't be completed until after the first of the year.

13. Question:  
“Can you provide past print and web ad samples?”

Answer:

No, this is for water quality events primarily and we have not had any published materials to date.

14. Question:

“Do you have metrics on how marketing items have performed?”

Answer:

No, we do not.

15. Question:

“Who is the incumbent?”

Answer:

There is no incumbent at this time.

16. Question:

“Can you disclose the amount that has been allocated to this contract?”

Answer:

No.

Thank you,

Carlos Garcia  
Purchasing Specialist II  
City of Corona