

Written Questions & Answers
RFP# 19-495-P770-1908
Public Relations Consulting

1. Page 7, section II.B.5 states that, “proposals submitted by electronic means will not be accepted,” but page 20, section III.C mentions “eProNM.” **Is the “eProNM” platform being used for this RFP? If so, should we use it to submit an electronic version of our technical and cost proposals?**

Proposals cannot be submitted electronically through eProNM. All proposals must be delivered in a box per the instructions.

2. Page 3, definition of “Electronic Version Copy” states that electronic versions of proposals can be submitted using USB Flash drives or compact discs (cds). **Can the proposals also be submitted via “eProNM” (as referenced to on Page 20 Section III.C)?**

Proposals cannot be submitted electronically through eProNM. All proposals must be delivered in a box per the instructions.

3. “Proposal Content and Organization” – “Technical Proposal” (Page 20, Section III.C.1) includes a proposal layout that is similar to Section B.1-4 (Page 23-24). However, “Proposal Content and Organization - Technical Proposal” (Page 20, Section III.C.1) does not include Sample Simulations (referred to on page 24 Section IV.B.4) in the organization layout. **Should the “Sample Simulations” (Section IV.B.4) follow the “Mandatory Specifications” (Section IV.B.3) in the overall organization of the proposal?**

Please clarify format and layout for final “Technical Proposal (Binder 1).”

This is an error in the RFP document. The Proposal Content and Organization (Section III.C.1) should also include the Sample Simulations included in Section IV.B.4. All submissions must include Sample Simulations in order to be considered responsive.

4. “Detailed Scope of Work” (Page 22, Section IV.A) precedes “Technical Specifications” (Page 23, Section IV.B) in the “Specifications” section (Page 22). However, “Technical Specification” (Page 23, Section IV.B) also includes a “Mandatory Specifications” section which mirrors the scope of work. **Please clarify where we should respond to the “Scope of Work/Mandatory Specifications” in the final layout of the “Technical Proposal (Binder 1).”**

The “Mandatory Specification” section is where submissions describe how they will address the “Scope of Work.” These are not two separate sections.

5. Page 23, section IV.B.1, states, “Offerors **must** provide a detailed resume.” **What is the preferred format of the detailed resume? Is this a resume for the organization as a whole?**

Submissions should include resumes of key team members that would work under the contract. There is not a specific resume format, although resumes should be formatted following best practices and include information such as Name, Education, and Work History. This is not a resume for the organization as a whole.

6. Page 20, section III.C.1 “Cost Proposal (Binder 2)” states that the completed “Cost Response Form” should go in the “Cost Proposal” binder. **Is that the only item that goes in the Cost Proposal binder?**

The Cost Proposal binder should only contain the Cost Response Form. The Cost Response Form is considered separately and needs to be in a different binder from the rest of the submission.

7. The “Cost Response Form” (Page 47, Appendix D) includes a column for “Role.” **Is the “Role” column asking for the estimated hours it would take to complete a specific public relations task (i.e. writing a press release)? Or is the “Role” column asking the estimated hours for which each person on the team would charge for the whole contract?**

The Role column typically refers to the type of labor at different billable hours. For instance, you might have a Manager, Senior Analyst, Entry Level Analyst, etc. These would all have different rates. The roles you identify should match the rest of your responses in the RFP discussing your team, including the Mandatory Specifications and resumes.

8. **If the “Role” column on the “Cost Response Form” (Page 47, Appendix D) is meant to include different public relations tasks, should we indicate the estimated hours associated with each “Mandatory Specification” (Page 24 Section IV.B.3)?**

The role column is not meant to match up to tasks. It is meant to match up with roles. Different roles will likely perform many different tasks. These should be summed up in each role. The contract is set up for billable rates by role, not billable tasks.

9. **If we are meant to include estimated hours for each “Mandatory Specification” (Page 24 Section IV.B.3) in the “Cost Response Form” (Page 47, Appendix D), are we permitted to add more rows to the chart?**

Mandatory Specification is not meant to include estimated hours for each task. You need to provide estimated hours for the whole contract on the Cost Response Form.

10. **Section II, Paragraph B, Item 2:** Based on the Acknowledgement of Receipt forms you have received, how many proposals do you anticipate receiving?

The number of proposals will be kept confidential until after the contract award.

11. **Section IV, Paragraph C, Item 3:** So we can present appropriate Technical and Cost proposals, can you give us a budget range?

The agency will not provide a budget range.

12. **Section IV, Paragraph A: last bullet point:** How many conferences do you anticipate attending in the coming year? Will any be international? Again, we would like to know so we can budget for time and travel.

Do not include conference attendance in your response. If additional conference attendance is required for targeted events, than the parties can create a change order to the contract for additional cost.

13. **Section IV, Paragraph B, Item 4:** Should anticipated expense for the Sample Simulations be included in our Cost Proposal?

The Cost Response should include estimated annual cost to provide Public Relations support for Spaceport America. The simulations are examples of some events (but not all events) that should be included in the annual support.

14. **Section IV, Paragraph B, Item 4 (3):** Is a representative of the firm expected to accompany the NM school tour? We are happy to do so: just want to reflect that staff time in our proposed budget.

Yes.

15. **Section II, Paragraph A:** Do you anticipate conducting in-person presentations from the selected finalists on or before December 14?

There will not be in person presentations.