



April 25, 2023

To: All Potential Respondents
From: Jonathan Koele, Accountant 2
Subject: 2023-004

Addendum One

Please amend the subject RFP to include answers to the following timely received questions:

- Q1. How will the proposals for this RFP be scored? For example, is there a maximum number of points for the Technical and Cost proposal, respectively? And are certain sections of the proposal weighted higher/lower than other sections of the proposal?
- A1. These proposals will be scored out of 1,000 points. The technical proposal will be worth 800 points and the cost proposal will be worth 200 points. Please see the "Specifications" section for the scoring criteria.
- Q2. Is the Department only looking for Radio spots and not Broadcast TV? Would the Department be open to a Scope of Work that did not include Radio and instead focused on Broadcast and Digital advertising?
- A2. No the department does not wish to utilize broadcast tv.