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PUBLIC WORKS AGENCY

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ADDENDUM NO. ONE

SUBJECT: RFP 17-131 Water Quality Consumer Confidence Report and Auxiliary Support Services

The following changes/clarifications have been made to the request for propose of the subject project:

1. Question: What is the annual budget for this program?
Answer: Previous years' annual budget has been \$40,000.
2. Question: Can the City provide some guidance regarding size/scope for the "water-related campaign"? Who determines the theme for the campaign: City staff or consultants?
Answer: Consultant provides ideas to City Staff. City staff provides final approval on theme.
3. Question: Is the consultant's presence at City Council meetings requested?
Answer: Consultant is not typically expected to attend City Council meetings, unless directed by City Staff.
4. Question: Can consultants bid on just the Water Quality Consumer Confidence Report component of the project?
Answer: Bids must include both Water Quality Consumer Confidence Report's proposed annual costs and rates for auxiliary services.
5. The CCR is usually a static document submitted to customers and the State once per year. However, the RFP calls for updating it quarterly and creating monthly articles related to it. Is the CCR intended to be an in interactive document or even a full microsite?
Answer: The annual Consumer Confidence Report is a static document. However, the City has a microsite for the CCR where articles are updated.
6. The RFP states the consultant shall "create all required standard and special messages and public notices regarding water quality standards." Language regarding water quality "standards" is typically just used in the CCR. Is this request actually referring to water quality results rather than standards?
Answer: Consultant may be asked to create notices for water quality results and/or standards.

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(Continued)**

7. The RFP states the consultant shall “assist with copywriting and editing of all promotional materials such as fliers, brochures, advertisements, scripts, PowerPoint presentations, etc., to maintain brand consistency.” Is this in relation to just water resource-related issues or for all aspects of the Water Resource Division business? How much assistance is anticipated?

Answer: Consultant will routinely assist with copywriting and editing of all promotional materials such as fliers, brochures, advertisements, scripts, PowerPoint presentations, etc., to maintain brand consistency for all aspects related to the Water Resources Division.

8. The RFP states the consultant shall “provide other Support Services and produce printed products.” What type of other services does the City anticipate needing assistance with?

Answer: Support services such as public relations, marketing, etc.

Sincerely,



Rodolfo Rosas, P.E.
Senior Civil Engineer

SANTA ANA CITY COUNCIL