



ADDENDUM #1 INFORMAL BID 2020-140

Kitsap County Emergency Operations Center's Joint Information Center

Marketing Campaign for Covid-19 Recovery

TO: All Respondents
FROM: Vicki Martin, Buyer
CLOSING DATE: Monday, November 16, 2020 at 3:00 PM **(UNCHANGED)**
REF NO.: 2020-140 RFP
DATE: November 12, 2020

The following information is provided to assist in responding to the above referenced proposal.

Question: Is the Selection Criteria grid a Contract Completion Evaluation grid or a Project Execution grid? The reason I ask is that the items under Technical Criteria and Deliverables Criteria seem to be items that can only be evaluated once the campaign strategy is underway or fully developed.

Which criteria on this grid will be used to choose contract awardee?

Answer: The vendors need to address in their response clear indications that they are addressing the criteria in their proposed response.

The intent of the RFP is to help evaluators quickly gauge how the vendor might meet the dimensions described in the selection criteria. While a vendor might not choose to include every detail of their proposed campaign, successful vendors will offer enough information to help evaluators choose the best fit.

END OF ADDENDUM #1