

**Project: Communications and Media
Relations Services**

Date: March 16, 2016

**RE: Addendum # 1
(1 of 2 pages)**

The following revisions and/or clarifications are to be made to the proposal documents for “**Communications and Media Relations Services**”. They are a result of questions received by Friday, March 11, 2016 by 4:00 p.m.

Questions and answers: (answers to all questions are shown in *Italics* immediately after the question)

1. Who are the “targeted audiences” noted in the first bullet in Exhibit A?

Key stakeholders including but not limited to residents, workers, commercial and retail tenants, and those interested in visiting Battery Park City.

2. How often do you plan to hold the town hall meetings with residents?

Every three to four months.

3. Are the town hall meetings productive?

The BPC Open Community Meetings offer a forum for all stakeholders to stay abreast of BPCA initiatives and provide important feedback to the BPCA.

4. Can you please elaborate on some of the new BPCA initiatives ahead that would be announced in 2016/early 2017?

Information related to upcoming BPCA initiatives can be found on our website’s RFP page <http://bpca.ny.gov/apply/rfp-opp/>.

5. Have you worked with a public relations firm in the past?

Yes.

6. Do you plan to invest in advertising and marketing beyond social media?

We are open to suggestions on how best to advertise our programs and initiatives beyond social media.

7. Is there a Utilization Plan document to be filled in?

Yes.

8. Are you directing any promotions to the residents?

BPCA and BPC Parks currently distribute a variety of flyers and press releases regarding our Parks Programming events and activities.

9. Are there any marketing partnerships in place?

No.

10. What is the demographic profile of the residents?

While BPCA does not maintain demographic information, the residential community has traditionally included a blend of working professionals, families, and seniors.

11. My firm is a state-certified WBE. Do I still need to meet the 15% MBE requirement? Is the only way for us to meet that requirement for us to either partner with an MBE or subcontract 15% of the project to an MBE?

If you are a state Certified WBE, you will need to fulfill the 15% MBE requirement. You should partner and/or subcontract 15% of the project to an MBE.

12. Can you give a percentage to how much time would be dedicated to developing BPCA's social media channels (FB and Twitter)?

We are looking for recommendations as to best leverage our online resources as part of a comprehensive media relations strategy.

13. Regarding the 10 page limit: what counts towards those 10 pages and what items are considered appendices? Are those 10 pages single sided or double sided?

10 pages single sided, not including the Transmittal Letter, Professional biographies of all employees listed in your proposal, References, Financial Statements, and Cost Proposal which are considered appendices.

14. Do M/WBE firms have to be certified prior to submission or can they become certified prior to award?

Must be certified prior to end of contract.

15. Are forms required from all sub consultants? If so which ones?

Only the prime contractors must submit mandatory forms. Subconsultants must present evidence of NYS ESD M/WBE Certification.

By signing the line below, I am acknowledging that all pages of the addendum have been received reviewed and understood, and will be incorporated into the bid price submitted. This document must be attached to the proposal for consideration.

Print Name

Signature

Date

Number of pages received: _____ <fill in>

Distributed to: All present and all prospective Proposers