



DEPARTMENT OF PURCHASING & CONTRACT COMPLIANCE

**Winner 2000- 2007 Achievement of Excellence in Procurement Award
National Purchasing Institute**

Jerome Noble, Director



July 24, 2008

Re: 08RFP62175A-DR, Media and Communication Professional Services

Dear Bidder(s):

Attached is one (1) copy of Addendum 2, hereby made a part of the above referenced **08RFP62175A-DR, Media and Communication Professional Services**.

Except as provided herein, all terms and conditions in the **08RFP62175A-DR, Media and Communication Professional Services** referenced above remain unchanged and in full force and effect.

Sincerely,

Donald R. Riley

Donald R. Riley, CPPB
Assistant Purchasing Agent

08RFP62175A-DR, Media and Communication Professional Services
Addendum No. 2
Page Two

This Addendum forms a part of the contract documents and **modifies** the original ITB documents as noted below:

The submittal deadline for the bid listed above has been extended from July 24, 2008 to the date listed below. The new opening bid date is as follows:

Thursday, July 31, 2008 at 11:00 A.M. EST

For additional information regarding this addendum, contact Donald R. Riley, Assistant Purchasing Agent at (404) 730-7916.

Except as provided herein, all terms and conditions in the bid referenced above remain unchanged and in full force and effect.

Failure to return a signed copy of this addendum could render your bid non-responsive.

ACKNOWLEDGEMENT OF ADDENDUM NO. 2

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the bid package to the Purchasing Department, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the ITB due date and time **July 31, 2008 at 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 2, _____ day of _____, 2008.

Legal Name of Bidder

Signature of Authorized Representative

Title

1. Who is the project manager for Fulton County on this project? Would our team work with all divisions or one particular division of the Tax Commissioner's (TC) office? Which division (if any) would be managing this project?

Response: The Tax Commissioner or his designee will be the principal point of contact.

2. Can more insight be provided on the process the TC's office is looking for, or are they expecting the proponent to design the process as well as tell how they will fulfill it?

Response: The Scope of Services clearly outlines the process that the Tax Commissioner is looking to accomplish.

3. In the requirement to respond to service calls within 2 hours (p. 3-3) – what is considered a response? A return phone call from project staff or a conversation with a project manager or principal(s)?

Response: A satisfactory response would be a return telephone call to the Tax Commissioner or his designee within the required time.

4. In the requirement to provide 24/7 customer support – define “customer” and clarify the expectation of support needs 24 hours a day. Does the 24/7 customer support need to be a live person or call center?

Response: “Customer Support” in this section is defined as support to the Tax Commissioner and Tax Commissioner's Office by the successful vendor. The expectation of support is to be available to communicate with the Tax Commissioner or his designee pursuant to the scope of services defined in the solicitation.

5. On page 3-6, Under 3.5, Section 2, #1, does the Tax Commissioner's office intend to say “Tax Commissioner's Office” rather than “court system”?

Response: We are referring to the Tax Commissioner's Office.

6. On page 3-4, under proposal requirements, section 4 - Relevant Project Experience, point #1 says "In accordance with the minimum qualifications in section 1.4 of this RFP, provide a short narrative...". However, section 1.4 is entitled "Delivery Requirements" and references proposals being delivered on time. Is there another section that the Tax Commissioner's office intends to reference here? Did they mean 3.3.

Response: Appropriately answered by Purchasing Department.

7. Are there any EBO suggested utilization percentages?

Response: Fulton County highly encourages the use of minority participation on all projects; however, it is not mandatory.

8. We see there is a 3 page limit on resumes, but are there page limits on the executive summary, the project plan, or the project experience section?

Response: There are no minimal requirements to the number of pages that a vendor may submit on the executive summary, project plan or the project experience section of this RFP.

9. What are the Tax Commissioner's key objectives over the next year?

RESPONSE: To educate the public about the mission of the Fulton County Tax Commissioner's Office and to garner broad public understanding and support for our specific policies and enforcement procedures. This vendor, ideally, should be experienced in translating even the most technical or controversial policies into clear, persuasive, jargon-free language that educates the public and wins its support.

10. Does the department anticipate any major changes over the next year?

RESPONSE: To be determined by the Tax Commissioner as well as laws that may be passed by the Georgia General Assembly.

11. What does the department need to inform the public about specifically? (general examples will suffice)

RESPONSE: To educate the public regarding tax collection enforcement for Tax Commissioner's Offices in the State of Georgia.

12. Will it be an election year for Fulton County tax officials or any department involved with the tax commissioner's decision making process?

RESPONSE: The Tax Commissioner just won re-election to another 4-year term effective 1/1/09.

Similar Projects:

13. Has there been a public relations plan similar to this one in the recent past? **YES**
 1. Was an outside agency used? **YES. K. Thomas Oglesby**

14. How much time did the primary contact for that project spend on a daily, weekly and monthly basis?
 1. Was the lead person working 25-40 hours per week or were they working more only during certain times throughout the year.

RESPONSE: As needed based on Tax Commissioner's projects

2. Do we need to anticipate having a full-time person devoted to this project?

RESPONSE: To be determined by successful vendor

15. Does Exhibit G Prime Contractor/Subcontractor Utilization Report need to be completed and included in this RFP in the Contract Compliance envelope? If so, I don't have all the information requested, such as Project Name Award, etc. so what do we do?

RESPONSE: Include all of the information that currently has on the project at this time. Make sure that you seal the Contract Compliance documents in a separate sealed envelope.

16. See document for COST PROPOSAL revisions