



# THE SCHOOL DISTRICT OF LEE COUNTY

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## PROCUREMENT SERVICES DEPARTMENT

Richard Cowie – Procurement Agent

### ADDENDUM TO CONTRACT DOCUMENTS

ADDENDUM NO.: 2

PROJECT NAME: RFP No. N177293RC - Branding

DATE OF ISSUE: March 17, 2017

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The following information shall be included in the ITN documents and is hereby made part of the contract documents in the form of clarification, addition, deletion or revision to the contract specifications.

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#### Bidders' questions/issues and District answers (District answers are italicized):

- Q5. Could you please clarify the reference requirements as noted on page 18?  
It refers to 3 and 5 (3 shown in parenthesis, five written), but I want to be sure it's in fact 3 references for a total of 9 (to match point 9 on page 13, evaluation of criteria)
- A5. *Clarification to Specifications page 18, Instructions to proposers:  
**Instructions to Proposers:** Complete the Proposer/Consultant Name and distribute this form to a minimum of three (3) clients and request the form be completed and returned in compliance with the Instructions to Client References. Up to three (3) complete, on time references may earn the Proposer from zero (0) to ~~five~~ three (3) points each during the evaluation process. Missing references will result in a score of zero (0) points each and may result in the Proposer being deemed non-responsive. References shall be **exclusive of the District.***
- Q6. Measurement is critical to determine the success of any initiative. How does the District plan to measure this program, specifically:
- to what level?
  - at what frequency?
  - online only or offline as well??
- A6. *The District would look to the company that we are hiring to provide information on how best to measure the saturation of our brand, how it is being received and whether it is having a positive effect.*

*The District anticipates wanting to measure at least once per year how our brand is resonating with our students, employees and the community as we have 2 targets that address that in Vision 2020, Goal 2*

*Both online and offline*

- Q7. Task A1 - Brand Development, point E refers to producing a communications plan including a budget. Does the District have a budget for this RFP overall that this plan should work within?
- A7. *The District is in the process of developing the budget that will go into effect July 1, 2017. We are seeking cost estimates as part of the RFP process for planning purposes.*
- Q8. With regards to ITN NO N177293RC, would an agency or organization be allowed to partner with a subcontract to execute a portion of the scope of work?
- A8. *If a Proposer desires to subcontract a portion of the work, the response should identify the work to be subcontracted and provide the name and qualifications of the subcontractor with the response. If awarded a contract, the Proposer is responsible for ensuring subcontractor complies with all requirements of the contract with the District, including insurance and background screening requirements; and for paying subcontractor.*
- Q9. If so, would the subcontractor need to be identified by the March 27 deadline?
- A9. *For specialty tasks that may not be known at the time of proposal submittals, such as reproduction of graphical materials, the subcontractor can be identified on an as needed basis during the course of the contract.*

There are no other changes at this time. Please acknowledge this addendum via Attachment D, Addenda Acknowledgement Form.

***Thank you for your interest in The School District of Lee County.***



**Richard Cowie**  
**Procurement Agent**