



**Marketing and Public Relations Services
Request for Proposals (RFP 17-R002)
Issue Date: March 16, 2017**

ADDENDUM #1

Issued: April 6, 2017

NOTICE TO PROPOSERS:

- A. This Addendum shall be considered part of the Contract Documents for the above mentioned project as though it had been issued at the same time and shall be incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original Contract Documents, this Addendum shall govern and take precedence.
- B. Offerors are hereby notified that they shall make any necessary adjustment in their estimates on account of this Addendum. It will be construed that each Bidder's documentation is submitted with full knowledge of all modifications and supplemental data specified herein.

Addendum #1

- 1. **Question:** Is Commercial General Liability insurance needed?
Answer: General Liability and Commercial General Liability are the same types of insurance. We do require Business General Liability insurance; however, LMHA is willing to lower the limits of liability to \$500,000 per occurrence for personal injury and property damage.
- 2. **Question:** What development platform/content management system (CMS) is the new website being built in? (i.e. WordPress, Drupal, Joomla)
Answer: LMHA's website was built with a proprietary CMS.
- 3. **Question:** Is there an updated launch date of the website?
Answer: Upon approval of the CEO the website launch will occur. All departments have yet to submit their content and we will most likely roll some departments out after launch.
- 4. **Question:** Is there free WiFi access at the housing facilities?
Answer: At this time, there is no free WIFI access at the housing facilities.
- 5. **Question:** Do you have an estimate of how many Press Releases are typically generated during a typical 12 month period?
Answer: There were approximately 6-8 press releases in 2016.



6. Question: Are resident services/programs universal across all communities?

Answer: All public housing residents have access to the services provided by the Resident Services department, however the need may be different based on the community. For instance, the need at a Senior site is different from a Family site.

7. Question: Are paid media placement costs included within the \$100,000 marketing budget?

Answer: We will look to you for your input regarding those costs and make a determination during our evaluation.

The following is the link to the proposal upload site:

[https://na11.springcm.com/atlas/Forms/SubmitForm.aspx?aid=17534&FormUId=bc9ead86-
adf6-e511-97db-d89d67132a6d](https://na11.springcm.com/atlas/Forms/SubmitForm.aspx?aid=17534&FormUId=bc9ead86-adf6-e511-97db-d89d67132a6d)

Please copy and paste into your browser and upload your proposal.

(End of Addendum #1)

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