



**Finance Department**  
Purchasing Division

**REQUEST FOR PROPOSALS (RFP)**  
**Specification No. 19-11277-C**  
**FOR**  
**Recruiting Advertising and Marketing Strategy for the Berkeley Police Department**  
**PROPOSALS WILL NOT BE OPENED AND READ PUBLICLY**

**ADDENDUM "A"**  
12/27/18

Dear Proposer:

Questions received from proposers along with answers are attached.

**Proposals/bids must be received no later than 2:00 pm, on Thursday, January 10, 2019.** All responses must be in a sealed envelope and have **"Recruiting Advertising and Marketing Strategy for the Berkeley Police Department"** and **Specification No. 19-11277-C** clearly marked on the **outer most mailing envelope**.

**Mail or Hand Deliver To:**  
City of Berkeley  
Finance Department/General Services Division  
2180 Milvia Street, 3rd Floor  
Berkeley, CA 94704

Proposals/bids will not be accepted after the date and time stated above. Incomplete bids that do not conform to the requirements specified herein will not be considered.

Thank you for your interest in working with the City of Berkeley for this service. We look forward to receiving your response.

Sincerely,

Shari Hamilton  
General Services Manager

## **Addendum “A”**

### **Questions and Answers for Specification No. 19-11277-C Recruiting Advertising and Marketing Strategy for the Berkeley Police Department**

The City of Berkeley has received questions from some potential respondents regarding **Specification No. 19-11277-C**, Recruiting Advertising and Marketing Strategy for the Berkeley Police Department. In an effort to provide the same information to all, listed below are the questions received to date, with responses from City staff.

1. Q. The RFP does not indicate a budget, and many of the services we provide are based on how many ad impressions or keyword-targeted clicks we can get for you given that budget, rather than a simple flat rate for a specific service. Can you give us an approximate budget to work from, or a range?
  1. A. We have an approved budget of \$60,000.
  
2. Q. Our company doesn't have the ability to complete all the work outlined in the scope of services of the RFP. Should we still respond to the RFP?
  2. A. Yes. As prefaced in the scope of services, proposing firms may suggest a modified scope as part of their proposal.

Except as provided herein all other terms and conditions remain unchanged.