



June 13, 2018

TO: HOLDERS LIST

**SUBJECT: Marketing and Advertising Support
CONTRACT NO. 070923**

ADDENDUM NUMBER # 01

This addendum is issued to add, remove, clarify and amend the following:

PROCUREMENT PROCESS-pages 5-6

C. RFP ELEMENTS & EVALUATION CRITERIA:

Proposals are to address, and will be evaluated upon, the following criteria:

INITIAL EVALUATION PHASE

1. Team Experience.....30 PTS

The successful team must have extensive ~~public affairs and public relations~~ **marketing and advertising** expertise and experience. General awareness of the Puget Sound region economy and culture is essential. Experience with the port industry is preferred.

- ~~• Identify specific expertise in strategic, measurable public affairs programs to match research findings, including prevailing science and standards.~~
- Specify the proposed team by name, position and firm (if using sub vendors.) Provide a brief description of each team member's role on the project.
- Outline specific experience and expertise of team members. Include each individual's experience, a list of recent and similar projects and technical expertise.
- **Identify specific expertise and experience in utilizing data to deliver marketing to targeted audiences.**

Resumes of the key individuals may be included as an appendix and are not included in the total page count. Resumes are to be limited to one single-sided, letter-sized page.

2. Approach and Methodology.....40 PTS

Proposals must clearly outline the team's recommended approach and methodology for:

- Accomplishing the Scope of Services: Assisting in developing a ~~strategic public affairs~~ **marketing and advertising** plan, developing messaging to support the objectives of the plan, and designing and producing multi-media materials.
- Coordination: Communications and interactions between the project team, the ports' or NWSA's project managers and the various stakeholders involved.