



**ADDENDUM NO. 1
Issued July 7, 2008**

TO

**“REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES”
(RFQ Number FY08-PA-002)
(RFQ Issued June 16, 2008)**

Note: Proposers are required to acknowledge this and all Addenda in Section 6(a) of the Statement Of Qualifications Form.

This Addendum consists of the Connecticut Resources Recovery Authority’s (CRRA) responses to written questions that were received by CRRA by the 3:00 p.m., July 3, 2008, the deadline specified in the Instructions To Firms for the submission of written questions.

1.	Question	Is there a current contract holder? If so may we obtain a copy of the current contract?
	Answer	CRRA currently has contracts with Pita Communications and Strategic Persuasion Group. Those contracts are subject to Freedom of Information statutes.
2.	Question	Do you currently have a communication strategy? How much communication is planned to be provided to your stakeholders (e.g. commissioners, town residents, town legislators, businesses, vendors, etc.)? Is there flexibility to adjust based on specific circumstances?

	Answer	CRRA's communication strategy is to emphasize CRRA's standing as the state's leading provider of environmentally responsible, financially responsible state's leader in trash disposal, recycling and environmental education services, underscoring CRRA's commitment to openness, transparency and accountability.
3.	Question	Are there obstacles that you anticipate overcoming (e.g. increased fees/taxes, usage charges, interruptions, etc.)? Have you developed mitigating controls to minimize obstacles?
	Answer	CRRA is faced with a number of challenges stemming from increasing disposal fees, competition from private-sector service providers and litigation resulting from the Enron situation. Some obstacles are beyond CRRA's control, but to mitigate others CRRA focuses on cost containment, quality of services and communication with the cities and towns it serves.
4.	Question	Have any surveys or focus groups been conducted to evaluate current customer satisfaction? How receptive would you be to performing focus groups? Would you entertain giving \$100 or less to participants?
	Answer	CRRA has not conducted any surveys or focus groups, but would be willing to consider both and would consider paying participants if necessary.
5.	Question	Historically, how has CRRA communicated to its constituencies and what has been the most effective method (e.g. calls, direct mailing, media, print publications, newspaper, website, newsletter, email, etc.)
	Answer	CRRA has two constituencies – its customers, namely the governments of the cities and towns it serves, and the people of Connecticut. To reach the larger constituency, CRRA uses a Web site, a blog, newspaper and radio advertising and earned media, as well as an integrated marketing campaign focused on junk mail recycling featuring Phillip D. Bag, a character who has his own Web site. To reach the municipal governments, CRRA uses direct letters, print publications including an annual report, face-to-face meetings with municipal CEOs, an annual meeting for participating cities and towns, presentations to regional councils of governments and other CRRA-hosted meetings.
6.	Question	What are CRRA's complaint and problem resolution practice and procedure? How much flexibility is there to improve the situation if appropriate?
	Answer	CRRA would need more specificity about the type of complaints to which the question refers in order to provide an answer to the question.

7.	Question	Do we have a budget for Public Relations Services, (e.g., overall communications and media strategy, messaging, graphic design and advertising, events, staffing, training, focus groups and surveys, incentives, etc.)? If so, what is the budget?
	Answer	For the fiscal year that began July 1, 2008, CRRA's budgets for marketing, advertising and public relations and related services totaled \$469,500.
8.	Question	Can you give us a sense for what your annual marketing budget is?
	Answer	In FY 2009 CRRA has budgeted \$469,500 for marketing, advertising, public relations and related services.
9.	Question	The Public Relations Services are scheduled to begin in January 2009, would firms have a budget to begin preparation and development in the 3 rd and 4 th quarter of 2008?
	Answer	No.
10.	Question	Can we get a list of CRRA's past/present Board of Directors?
	Answer	The current board of directors is listed on CRRA's Web site.
11.	Question	Do you anticipate the selected consultant would be performing any activity under the award that would be construed as lobbying for CRRA?
	Answer	CRRA is statutorily prohibited from hiring a lobbyist.
12.	Question	You state that you will not pay for rates for function normally performed by clerks or secretaries, would this hold true for mailings selected consultant might do for CRRA and/or general administrative help related to PR/communications projects done for CRRA?
	Answer	CRRA will pay for work done on its behalf, but considers administrative support to be part of the contractor's costs of providing services and not directly billable to CRRA.
13.	Question	Is the Notice of Award (page 52 on of the RFP), presented merely to familiarize potential contractors of the terms that must be agreed to if selected?
	Answer	Yes.
14.	Question	Can you provide more detail about CRRA's current organizational goals, beyond those communications goals related to litigation and issues management?

	Answer	CRRA's organizational goals are to remain the state's leading provider of trash disposal, recycling and environmental education services. Because of its unique situation, CRRA's primary customers are the governments of the municipalities it serves.
15.	Question	Is recycling promotion one of your planned activities for the coming year?
	Answer	Recycling promotion is an ongoing activity of CRRA.
16.	Question	Item (d) on page 10 of Section 2/Instructions to Firms appears to reference an EEO-1 form, but we cannot seem to find it within the RFQ documents. Should we use a particular form for this and can it be obtained through CHRO or another source?
	Answer	The EEO-1 form is a form that must be submitted by certain employers to the U.S. Equal Employment Opportunity Commission. A firm responding to this RFQ should determine whether or not it should be filing the form. A copy of the form may be found at the following location: http://www.eeoc.gov/eeo1survey/eeo1.pdf
17.	Question	Can you clarify what you need us to provide in response to item (e) on page 10 of Section 2/Instructions to Firms? This statement appears to be asking for greater detail than what appears on the Questionnaire Concerning Affirmative Action relating to subcontractors.
	Answer	The reference in the section identified by the question should be to the cover letter (section 10(b)), rather than to the title page (section 10(a)). As indicated in section 10(b) of the Instructions to Firms, the cover letter should include "the firm's promise, if any, to set aside a portion of the contract for legitimate minority business enterprises."