



CITY OF SOMERVILLE, MASSACHUSETTS
Department of Purchasing
JOSEPH A. CURTATONE
MAYOR

To: Prospective Bidders

From: Michael Gauthier, Procurement Analyst

Date: February 28, 2013

Re: Addendum 2 to IFB 13-19

Addendum No. 2 to #13-19 Advertising Sales & Placement Services for Hubway Bike Share System

****PLEASE BE SURE TO ACKNOWLEDGE THIS ADDENDUM
BELOW BY SIGNING AND RETURN WITH RESPONSE****

1. Questions & Answers

Please see following pages for questions and answers



Q. There seems to be a discrepancy in the Solicitation with respect to the number of days bid prices must remain firm following the bid opening. For example, pages 6 and 7 indicate 60 days while pages 9 and 13 indicate 90 days. Please confirm which number of days is accurate.

A. 60 days

Q. With respect to the Attachments described in Section 1.4.7 of the Solicitation, please confirm whether documentation other than financials would be acceptable to include along with a bid (e.g. a letter of comfort). If the answer is no, please explain how sensitive information like financials will be treated with respect to confidentiality.

A. As stated in 1.4.7 financials are to be provided as part of your response. Financial information received will be subject to the Massachusetts Public Records Law.

Q. In reference to Sections 3.4.2 and 4.2 of the Solicitation, the process through with the City and the contractor get compensated is contrary to the way payments are typically made in the out-of-home advertising industry. Since the advertising contracts for the Station Panels would be between the contractor and the advertiser or media buying agency, the payments would be made to the contractor and a percentage disbursed to the City. Please confirm whether the City would be willing to amend its proposed payment process.

A. The City's methods of financial payment fall under MGL C41 s52 and C44 s53. However, to ensure contractor comfort of a prompt payment, the City will ensure that funds are delivered within twenty (20) days of receiving monthly sales report as detailed in Section 4.2.3 of the solicitation.

Q. Section 5 of the Executive Policy on Advertising on City Property refers to the City's right to display on its facilities advertisements and notices that pertain to City related matters. Please explain if the City is requesting the right to install its promotional copy on the Station Panels, and if so, at what intervals and at who's cost?

A. For the purposes of the Hubway Bike Share system in Somerville we will require that the contractor fill unsold advertising panels with City PSA materials, as described in IFB section 3.4.3. This shall be conducted on an as needed basis. The City will design and supply digital files of the materials, and the contractor shall cover the costs of printing and installing them.



Q. With respect to Section 3.3.4.1 of the Solicitation and Section VI of the Executive Policy on Advertising on City Property, please describe the specific process for copy approval, e.g. the number of days the City has to respond. We would suggest five (5) business days, and the City's failure to respond in a timely manner be deemed an approval.

A. We are amenable to 5 business days

Q. In Section 1.4.3 of the Solicitation, it states that a "No" to any of the 3 minimum quality requirements will result in disqualification, but in the chart it says "Optional" for quality requirement #3. Please confirm that the failure to satisfy quality requirement #3 will not disqualify the bidder.

A. The optional quality requirement will not disqualify Offeror. Please note updated language in Section 1.4.3 to: "*A No Response to items 1 or 2, or a failure to respond to any of the following minimum standards will result in disqualification of your bid.*"

Q. Please confirm that if the City were to terminate the Contract for any reason other than the vendor's default, the vendor would get back a pro rata portion of whatever MAG was paid up front for the remainder of the term.

A. Yes, see section 4.2.4 of the solicitation.

Q. Given the short timeframe from the time questions are due to the time responses are due, there is some concern as to whether respondents will have enough time to adequately prepare a response to the IFB. Please confirm whether the City would consider extending the submission deadline to 10 days following the distribution of responses to questions.

A. As provided in Addendum 1, the solicitation response date has been extended to Monday, March 11, 2013 @ 11:00AM EST

