


ADDENDUM NO. 2

DATE: October 22, 2019

TO: All Potential Proposers 

FROM: Julie Smith Maxwell, Procurement Specialist

SUBJECT: Addendum No. 2 – Marketing Campaign for Police Department Personnel Recruitment

BIDS TO BE OPENED: October 31, 2019, at 11:00:00 a.m. Eastern Time

This addendum is being published to respond to questions asked by potential proposers regarding the above-referenced Request for Proposal. This addendum becomes a part of the Contract Document and modifies the original specifications as noted.

Question 1: Can you please tell me who the incumbent is for this solicitation?

Response: There is no current contract for this procurement.

Question 2: Under section V., Scope of Service #9: Regarding the online recruiting campaign, who is responsible for paying for this online campaign (The City of Knoxville or the agency of record)?

Response: The selected firm shall create the content for the online campaign. The City of Knoxville shall be responsible for the cost of implementing this campaign.

Question 3: What exactly is a Gmail Email Campaign?

Response: Gmail Email Campaign is simply one example of an email marketing campaign. The City desires for a firm to create the content to be utilized for an e-mail marketing campaign and advise the City on how to best implement such a marketing tool. The City shall be responsible for implementation.

Question 4: Regarding Section D under Ethical Standards, does this mean Subcontractors are not permitted to fulfill some portions of the scope of work?

Response: No. Subcontracting portions of the work is permitted. Section D refers the proposal process and prohibits contractors from engaging an agent to solicit or obtain a government contract in exchange for a contingent fee.

END OF ADDENDUM NO. 2