



THE FINANCE AUTHORITY OF NEW ORLEANS
Request for Qualifications (RFQ)
Marketing and Consulting Services

ADDENDUM #2
October 10, 2018

The following are responses to questions received regarding the Marketing and Consulting Services received as of October 9, 2018.

- 1. It says in the instructions that we need to fill up a form for DBE in "Attachment G" but the RFP document doesn't contain the said attachment (RFP file attached). Can we request for the missing "Attachment G" file so we can compile it along with our proposal?*

Please see the DBE form in Addendum #3, <http://financeauthority.org/about-fano/rfps-rfqs/>.

- 2. We'd like to also clarify this statement from the RFP found in "Attachment B" under Relevant Experience and Staff Qualifications of the Firm. For the Relevant Experience section, we read a statement that says "Description of firm's presence in and commitment to New Orleans." For the Staff Qualifications of the Firm, we also read "This should also include the role and responsibilities of each person on this project, their planned level of effort, their anticipated duration of involvement, and their on-site availability. " May we clarify what do these statements mean? Do these clearly mean that participation in the RFQ is available only to those within the area of the State of Louisiana?*

- Depending on the type of service(s) under the contract, the work will need to be performed locally (in New Orleans and surrounding service area).
- Depending on the type of service(s) under the contract, in-person meetings will be necessary.
- Please also refer to page 3 of the RFQ:

“12. Licensure: Where applicable, respondents must maintain licenses and permits to perform the contracted work in the State of Louisiana.

13. Compliance with All Applicable Laws: Any work completed pursuant to a response to this RFQ shall be governed by and construed in accordance with the laws and jurisprudence of the State of Louisiana. At the time of respondent's submission of its RFQ response and at all times during the performance of any work pursuant to this RFQ, the respondent shall be in compliance with all applicable laws of the State of Louisiana, the United States and local ordinances, including licensure requirements.”



3. *I would like to know if we need to submit a separate RFP response for each scope of work or one complete document specifying which scopes we would like to submit?*

A separate response is not required for each service under the scope of work. One complete document is sufficient to outline the services you are responding to. Please refer to “Attachment B - Submission of Information” for instructions on how to submit your response.

4. *Can staff bios be submitted in lieu of resumes or CVs?*

Staff bios may be submitted in lieu of resumes or CVs.

5. *Do we need to provide references for previous employers for staff members?*

As stated on page 9, references must be provided “for most relevant completed contracts that directly relate to the scope of services to be offered by the firm.” References from previous employers of staff members should not be included. However, the resumes, CVs or bios of staff members should include the names of previous firms where they were employed and gained experience to perform the current proposed scope of work.

6. *Are key staff members considered those staff who drive the project and interface with Finance Authority personnel on a daily basis or every staff member who touches the account?*

As stated on page 9, key staff members are those “assigned to the program” which would be the The Finance Authority of New Orleans’ account and the contracted scope of work. Key staff should include those staff members who will interact with FANO staff on a regular basis and perform the scope of work.

7. *Can you provide the budgets and timelines for the individual services contracted or provide past budget ranges as a frame of reference?*

Please refer to Addendum #1, Question #5, <http://financeauthority.org/about-fano/rfps-rfqs/>