

**The Philadelphia Parking Authority  
Mellon Independence Center  
701 Market Street, Suite 5400  
Philadelphia, PA 19106**

**RFP No. 17-23  
Public Relations Services  
Addendum One**

To: See Email Distribution List

From: Mary Wheeler  
Manager of Contract Administration

Date: August 8, 2017

No Pages: 2

This addendum is issued on August 8, 2017 prior to the RFP due date to add, delete, modify, clarify and/or to respond to questions submitted by prospective offerors regarding the work included in the above referenced solicitation.

**QUESTIONS**

- 1. Question:** Can you clarify the insurance requirements? If I send proof of insurance from an event, is that ok?

**Response:** Yes, as long as the coverages listed on the sample Certificate of Insurance meet the requirements outlined in the RFP.

- 2. Question:** In regards to the one-page special event announcement regarding the Authority's parking app: is this a re-release, as it was suspending in April? If it is a re-release, are there new details and/or app features?

**Response:** A new vendor for the mobile parking payment app has not been chosen to date. Specific details of the mobile parking payment program have not been defined. The special event announcement will not be evaluated for factual content but for style and presentation of the new mobile parking payment program.

- 3. Question:** Will that sample release for the mobile app, if you go online and you read the -- it was there a current definition of the status of the contract or sort of, we would write something that reflects the reality?

**Response:** See response to Question #2.

- 4. Question:** How would we interface with the rest of the marketing team to work on that announcement, whether its social media, you know, your community relations team? What do you see that looking like?

**Response:** The Authority would schedule face to face meetings with the selected mobile parking payment provider.

5. **Question:** So are there any goals that the Parking Authority has set for this RFP?

**Response:** There are no goals for this solicitation. Vendors are asked to only identify if they are a Disadvantaged Business Enterprise.

6. **Question:** Was there -- is there an incumbent? What has been the relationship with PR firms up to this point?

**Response:** Our current contract is with Martin O'Rourke from O'Rourke and Pasquay.

7. **Question:** When was the last time that you held an RFP meeting of this nature to obtain PR proposals?

**Response:** This is the first public solicitation issued for the services outlined in this RFP.

8. **Question:** So your current PR firm, how long have they been servicing this contract?

**Response:** For more than ten years.

**END OF ADDENDUM ONE**