

**The City of Santa Fe
AND
Public Works/Transit Division**

REQUEST FOR PROPOSALS (RFP)

**MARKETING AND ADVERTISING SALES FOR
'SANTA FE TRAILS' TRANSIT**



RFP# 23/04/P

Amendment # 1

RFP Release Date: February 24, 2023

Proposal Due Date: March 24, 2023

ELECTRONIC-ONLY PROPOSAL SUBMISSION

MARKETING AND ADVERTISING SALES FOR 'SANTA FE TRAILS' TRANSIT
RFP# 23/04/P
Amendment # 1

This amendment is issued to correct the following:

The reference to Appendix "M" in the second paragraph on page 28, form entitled *Acknowledgement of Receipt Form*.

It is corrected via this amendment #1 to read:

In acknowledgement of receipt of this Request for Proposal, the undersigned agrees that he or she has received a complete copy of the RFP, beginning with the title page, and ending with **APPENDIX L.**

End Amendment #1

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REQUEST FOR PROPOSALS (RFP)

**MARKETING AND ADVERTISING SALES FOR
'SANTA FE TRAILS' TRANSIT**



RFP# 23/04/P

Amendment # 2
Issued March 8, 2023

RFP Release Date: February 24, 2023

Proposal Due Date: March 28, 2023

ELECTRONIC-ONLY PROPOSAL SUBMISSION

MARKETING AND ADVERTISING SALES FOR 'SANTA FE TRAILS' TRANSIT
RFP# 23/04/P
Amendment # 2

This amendment is issued to correct multiple dates listed incorrectly, to update the Protest Manager and to update the City of Santa Fe's Living Wage Ordinance.

The revisions/updates are as follows:

1. The Proposal Due Date listed on Title page i, is incorrect in original RFP# 23/04/P. This amendment shall correct the date to read;
"Proposal Due Date: March 28, 2023"
2. Page 5, SEQUENCE OF EVENTS, Action item #3, the year indicated in original RFP# 23/04/P is incorrect. This amendment shall correct the date to read;
"Pre-proposal Conference – Requesting Department – 3/7/2023"
3. The name, title, contact information for the Protest Manager, page 9 of the original RFP# 23/04/P is outdated. This amendment shall update it to read;
Travis Dutton-Leyda, CPO
Chief Procurement Officer
City of Santa Fe
Tkuttonleyda@santafenm.gov
4. The date on the ACKNOWLEDGEMENT OF RECEIPT FORM, page 28, APPENDIX A is incorrect on original RFP# 23/04/P. This amendment shall correct it to read;
This Acknowledgement of Receipt Form should be signed and submitted no later than 3:00 pm on 3/07/23. Only potential Offerors who elect to return this form will receive copies of all submitted questions and the written responses to those questions, as well as any RFP amendments, if any are issued.
5. The date on the ORGANIZATIONAL REFERENCE QUESTIONNAIRE page 37, APPENDIX E, is incorrect on original RFP# 23/04/P. This amendment shall correct it to read;
Offeror is required to send the following Organizational Reference Questionnaire to each business reference listed in its proposal, as per Section IV.B.2. The business reference, if it chooses to respond, is required to submit its response to the Organizational Reference Questionnaire directly to: Central Purchasing at Purchasing_RFP@santafenm.gov by 3/28/2023 at 2:00 p.m. MST/MDT for inclusion in the evaluation process. The Questionnaire and information provided

will become a part of the submitted proposal. Businesses/Organizations providing references may be contacted for validation of content provided therein.

6. The date on the ORGANIZATIONAL REFERENCE QUESTIONNAIRE, page 38, APPENDIX E, is incorrect on original RFP# 23/04/P. This amendment shall correct it to read;

Forms must be submitted no later than 3/28/23 at 2:00 p.m. MST and **must not be** returned to the organization requesting the reference. References are strongly encouraged to provide comments in response to organizational ratings.

7. The LIVING WAGE ORDINANCE, APPENDIX H page 47 is outdated on original RFP# 23/04/P. This amendment shall update the LIVING WAGE ORDINANCE, APPENDIX H as follows;



**PURSUANT TO THE CITY OF SANTA FE LIVING WAGE ORDINANCE, SECTION 28-1 SFCC 1987
EFFECTIVE MARCH 1, 2023, ALL WORKERS WITHIN THE CITY OF SANTA FE SHALL BE PAID A
LIVING WAGE OF**

\$14.03 PER HOUR

The Santa Fe Living Wage Ordinance establishes minimum hourly wages. The March Living Wage increase corresponds to the increase in the Consumer Price Index (CPI).

Who is Required to Pay the Living Wage?

- Contractors for the City, that have a contract requiring the performance of a service but excluding purchases of goods;
- Businesses receiving assistance relating to economic development in the form of grants, subsidies, loan guarantees or industrial revenue bonds in excess of twenty-five thousand dollars (\$25,000) for the duration of the City grant or subsidy;
- Businesses required to have a business license or registration from the City; and
- Nonprofit organizations, except for those whose primary source of funds is from Medicaid waivers.
- For workers who customarily receive more than one hundred dollars (\$100) per month in tips or commissions, any tips or commissions received and retained by a worker shall be counted as wages and credited towards satisfaction of the Living Wage provided that, for tipped workers, all tips received by such workers are retained by the workers, except that the pooling of tips among workers shall be permitted.
- All employers required to have a business license or registration from the City of Santa Fe ("City") must pay at least the adjusted Living Wage to employees for all hours worked within the Santa Fe city limits.



Scan to view more Information, including the
Living Wage Ordinance or visit:
www.santafenm.gov/living_wage_information

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RFP# 23/04/P

Amendment # 3

RFP Release Date: February 24, 2023

Proposal Due Date: March 28, 2023

ELECTRONIC-ONLY PROPOSAL SUBMISSION

MARKETING AND ADVERTISING SALES FOR ‘SANTA FE TRAILS’ TRANSIT
RFP# 23/04/P
Amendment # 3

This amendment is issued to correct internal references throughout the document. The amendments are as follows:

1. RFP# 23/04/P, page 22, the last sentence in section IV.C.3 erroneously identifies APPENDIX I as the City of Santa Fe’s, advertising policy.

This amendment shall correct this sentence to read;

Note: Although ideas may be very creative, they may not be suitable for mass transportation advertising or in keeping with the City of Santa Fe’s advertising policy (Appendix J).

2. RFP# 23/04/P, page 24, references corresponding sections IV.B and IV.C in the Evaluation Factors table.

This amendment shall correct it to read;

Evaluation Factors
(Correspond to sections IV.B, IV.C, and IV.D)

End Amendment #3