

ADDENDUM No. 1

(please sign and return with the submittal)

CHANGES

1. RFP 24-0232 Solicitation Requirements, Table of Contents is revised to remove *Attachment – M Acceptance Form 2023 rev 2-2023*.
2. Section 1, Introductions, Item 1.4, Timeline – Schedule of Events is amended to reflect responses shall be emailed to Procurement@phoenix.gov.
3. Section 2, Instructions, 2.14, Offer Evaluation Criteria, is revised to read as follows:
In accordance with the Administrative Regulation 3.10, Competitive Sealed Proposal awards shall be made to the responsive and responsible Offeror(s) whose Offer is determined in writing to be the most advantageous to the City based upon the evaluation criteria listed below.

The evaluation factors are listed in the relative order of importance and more details are provided in Scope of Work. The following evaluation criteria will be used to evaluate all Offers in accordance with the Evaluation Criteria set forth (maximum 1000 points) and listed in relative order of importance:

- *Experience and Qualifications - 400 Points*
- *Method of Approach – 300 Points*
- *Price – 200 Points*
- *Market Relevance and References – 100 Points*

4. Section 4, Evaluation Process, has been revised to read as follows:

No.	Evaluation Criteria	Scoring Method	Weight (Points)
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<p>1.</p>	<p>Qualifications and Experience</p> <ol style="list-style-type: none"> 1. Offerors are requested to detail their current presence within the Phoenix Metropolitan area, including any offices or facilities located therein. (Section 3, 3.4 (A)). 2. Please provide evidence of at least two years of active business operations within the State of Arizona, including dates of establishment and any relevant registrations or licenses. (Section 3, 3.4 (B)). 3. Describe your organizational capacity to deliver services to the City of Phoenix and other markets comparable in size and scope, including resources, infrastructure, and past performance in similar environments.(Section 3, 3.4 (C)) 4. Outline your capabilities in collecting fees, and ensuring the security of customer data, including any relevant systems, processes, or certifications in place.(Section 3, 3.1 (F); 3.3 (D)) 5. Please provide examples of how your organization has consistently delivered positive customer interaction experiences in past engagements, including specific strategies or practices employed to achieve this. (Section 3, 3.1 (G)) 	<p>Points Based</p>	<p>400 <i>(40% of Total)</i></p>
<p>2.</p>	<p>Method of Approach</p> <ol style="list-style-type: none"> 1. Please provide details of your marketing strategies tailored specifically to the City of Phoenix customer base, including target demographics, sample marketing materials, channels utilized, and key messaging approaches. (Section 3, 3.2 Program Marketing Requirements.)- Describe your reporting methods and the analytics used to measure program participation and effectiveness, including metrics tracked, frequency of reporting, and mechanisms for data analysis. (Section 3, 3.3 (C) 2. Provide an overview of your program operations, including customer satisfaction initiatives and the range of service level options offered to meet the diverse needs of customers, particularly within the City of Phoenix. Section 3, 3.1(C), (D), (H)) 	<p>Points Based</p>	<p>300 <i>(30% of Total)</i></p>
<p>3.</p>	<p>Price</p> <ol style="list-style-type: none"> 1. Marketing agreement terms and fees 2. Compensation structure and estimated annual revenue 	<p>Points Based</p>	<p>200 <i>(20% of Total)</i></p>

4.	<p>Market Relevance and References</p> <ol style="list-style-type: none"> 1. Provide at least 3 municipal references with similar programs as offered to the City of Phoenix 2. References should share similarities with the City of Phoenix demographics, density and utility operations. Note: Offerors are required to provide reliable references. It is essential that the references provided can be easily verified by the City. The City will conduct thorough verification of the references, and the results will be taken into consideration as part of the overall evaluation scoring process. Please note that references that do not respond promptly or adequately during the verification process may have an impact on the overall evaluation score. 	Points Based	100 (10% of Total)
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QUESTIONS AND ANSWERS:

Note: Spelling, grammar, and punctuation of the questions are shown exactly as submitted by the potential respondents.

No.	Question	Answer
1.	Letter "M" notes an "Acceptance Form 2023 rev 2-2023" is listed as an attachment and submittal. This form is not in the packet we downloaded. Is this required and can you please provide it?	Refer to this Solicitation RFP 24-0232 Addendum No. 1, <i>Changes</i> .
2.	2. It was mentioned on the pre-offer conference call that an Addenda will be released. When can we expect that?	Refer to this Solicitation RFP 24-0232 Addendum No. 1
3.	Could you please provide the correct email address where we should submit our proposal? We sent the RFI to procurement@phoenix.gov . Please confirm the correct email address to send the RFP.	Refer to this Solicitation RFP 24-0232 Addendum No. 1, <i>Changes</i> . <i>Proposals should be sent to procurement@phoenix.gov before the bid due date.</i>
4.	After the city provides its preliminary offer tabulation on the City's website, will there be an opportunity for a meeting and/or a live presentation?	Refer to RFP 24-0232, Section 2, 2.27 <i>Discussions with Offerors in the Competitive Range</i> .
5.	Can you confirm which is accurate for how the RFP will be evaluated - the evaluation criteria in section 2.14 or Section 4 "Evaluation Process"? Section 4 looks more comprehensive, but we wanted to confirm.	Refer to this Solicitation RFP 24-0232 Addendum No. 1, <i>Changes</i> and Section 4, Evaluation Process.
6.	Does the city plan to customize the form of city agreement for this RFP post award?	Refer to Section 2, Instructions, Section 2.5, Exceptions. Should Exceptions be submitted, they need to be clearly identified in your response.



7.	What is the total count of residential households in Phoenix, and what percentages of these are renters, single-family homes, and multi-family homes?	Single Family Homes - the number of residential currently active is 399,673. This number is for single-family only and does not include duplexes, triplex, or multi family. The City does not track rental vs owner occupancy.
8.	Is the solicitor who wins the contract allowed to include warranty program charges on the City of Phoenix's water services bill?	It is not the City's intent to allow program charges on water services bills. .
9.	Will the awarded solicitor have access to the City of Phoenix's customer list for marketing purposes?	Yes, the City will provide a list annually - one for water services and one for sewer services customers.
10.	How many permits were issued in 2023 for the repair of residential sewer lines in Phoenix?	At this time, it is unknown how many permits were issued in 2023. A plumbing permit is required for the replacement of the service line; however, the City does not have a separate permit for this work versus any other work requiring a plumbing permit.
11.	What percentage of the residential customer base are seasonal customers and how does the city manage the start/stop process for them?	Currently, it is unknown the number of seasonal customers. Phoenix handles all start/stop the same way - customers can start/stop through the web application.
12.	Is the City of Phoenix interested in home plumbing coverage or should the proposal be limited to water and sewer service line coverage?	Currently, the City is only considering service line coverage.
13.	Where are the curb stops typically located for residents?	The curb stops are located within the meter box upstream of the City meter.
14.	Are providers able to operate the curb stop (turn it on or off), or does the city handle this?	Providers are not able to operate the curb stop. A "request to turn off for repair" must be submitted and the City will operate the curb stop.
15.	Is there a water meter in every home?	Yes, there are water meters in every home.
16.	Can you provide the percentage breakdown of the types of sewer line and water line materials in the ground?	The Water Department or Planning Department do not track customer-side materials. However, for water service lines we expect about 50% are copper and the other 50% a mix of PVC, Galvanized, Ductile, etc. For the sewer service lines, the City has seen various materials including ABS, VCP, PVC, cast iron, DIP, and Orangeburg, but the primary material type has been ABS.
17.	Are there any specific regulations related to field operations work concerning water and sewer lines in Phoenix?	Certified plumbers are required to complete the repairs and replacements.

18.	Are there material requirements set by the city for repairing or replacing a service line?	The vendor will be required to follow the City's currently adopted plumbing code.
19.	Per section 3.2 B of the RFP, will you be sending the award winner email addresses for email marketing purposes? If customer email addresses cannot be provided, is the expectation still that email marketing will be a requirement for this project?	Email addresses will not be provided.

The balance of the specifications and instructions remains the same. Bidder must acknowledge receipt and acceptance of this addendum by signing below and returning the entire addendum with the bid or proposal submittal.

Name of Company: _____

Address: _____

Authorized Signature: _____

Print Name and Title: _____