



Administrative Services Committee Meeting Committee Room- 8/10/2009- 12:45 PM

### **ADMINISTRATIVE SERVICES**

1. Approve hiring temporary administrative support for the EEO Office to assist the Law Department with the daily administrative activities of the EEO office. ☐ [Attachments](#)
2. Report from Administrator/staff regarding the proposed Early Retirement Incentive Program (ERIP). (Referred from July 28 Administrative Services) ☐ [Attachments](#)
3. Consider a request from Hall Marketing for a waiver in reference to the "Non-Compliance" status they received at the bid opening for RFQ 09-103 Communications Strategy and Marketing Plans for Housing and Community Development Department on May 28, 2009. ☐ [Attachments](#)

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**Administrative Services Committee Meeting  
8/10/2009 12:45 PM**

**Approve Hiring Temporary Administrative Support for the EEO Office.**

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Department:</b>                                    | Human Resources                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Caption:</b>                                       | Approve hiring temporary administrative support for the EEO Office to assist the Law Department with the daily administrative activities of the EEO office.                                                                                                                                                                                                                                                       |
| <b>Background:</b>                                    | The EEO Coordinator and the Administrative Assistant positions for Augusta are currently vacant and the duties of the department have been assumed by the Law Department until a new EEO Coordinator is selected. The additional duties have strained the administrative staff of the Law Department and it is necessary to bring in a temp to assist with the daily administrative operations of the EEO office. |
| <b>Analysis:</b>                                      | Hiring a temporary employee will greatly assist the Law Department in the daily operations of the EEO Office and could also potentially be a major asset during the transitional period when a new EEO Coordinator is named.                                                                                                                                                                                      |
| <b>Financial Impact:</b>                              | The funds are available in the EEO Office budget                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Alternatives:</b>                                  | Do not approve hiring temporary administrative support for the EEO Office.                                                                                                                                                                                                                                                                                                                                        |
| <b>Recommendation:</b>                                | Approve hiring temporary administrative support for the EEO Office thru the end of FY09.                                                                                                                                                                                                                                                                                                                          |
| <b>Funds are Available in the Following Accounts:</b> | available in account 101-077120, but need to be moved from Perm S&W down to line item for temp staffing. dbw                                                                                                                                                                                                                                                                                                      |

**REVIEWED AND APPROVED BY:**

**Finance.  
Law.  
Administrator.  
Clerk of Commission**



**Administrative Services Committee Meeting  
8/10/2009 12:45 PM**

**Approve the proposed Early Retirement Incentive Program (ERIP)**

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|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Department:</b>       | Human Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Caption:</b>          | Report from Administrator/staff regarding the proposed Early Retirement Incentive Program (ERIP). (Referred from July 28 Administrative Services)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Background:</b>       | <p>The Human Resources Department was asked to obtain a cost study of an Early Retirement Incentive Program. There are several long term Augusta employees who are either close to or at retirement age. Offering an ERIP will make several of the employees who are otherwise not eligible to retire due to age or service eligible to retire. It will also give retirees a boost to their retirement income and make retirement more inviting. The program will incentivize higher paid employees to retire and offer long term savings in job elimination, delayed rehiring, and entry level pay for any new hires.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Analysis:</b>         | <p>In researching and developing criteria for our proposed Early Retirement Incentive Program (ERIP) I have narrowed the criteria to the following: • Benefits are for Defined Benefit (DB) retirement plans only • One time window to apply from August 15 - September 31, 2009 • Applicants must be 60 years old and have 20 years of service as of December 31, 2009 • Effective date of retirement is October 1, 2009 – December 31, 2009 • 5 years credited service • Change multiplier to 1.65% on October 1 instead of 2010 for GMEBS participants • Accrued Sick leave converted to credited service up to six months • No reduction/penalty due to age if otherwise qualified for ERIP The Administrator has the discretion to delay an applicant's retirement through December 31, 2010, if the applicant is in a critical position and there is a need to delay the retirement for business purposes. Departments must show savings incurred by the early retirement in one of the following methods: • Eliminate or vacate position for at least one year • Eliminate a lower level position • Contact the Human Resources Department for assistance with a reorganization plan • Freeze the hiring of vacated position for a period of time specified by the Administrator • Limit the hiring level of the to the entry level of the salary range of the vacation position If the position is critical or the department is sound the Administrator may choose to allow the position to be filled with no savings.</p> |
| <b>Financial Impact:</b> | The financial impact will vary depending on how many employees take the ERIP offer and how the filling of the vacated positions is managed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Alternatives:</b>     | Do not approve the proposed Early Retirement Incentive Program (ERIP).<br><small>Cover Memo</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Recommendation:</b>   | Approve the proposed Early Retirement Incentive Program (ERIP). <b>Item # 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**Funds are Available in  
the Following  
Accounts:**

**REVIEWED AND APPROVED BY:**

**Clerk of Commission**

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**Administrative Services Committee Meeting  
8/10/2009 12:45 PM  
Protest from Hall Marketing**

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**Department:** Procurement

**Caption:** Consider a request from Hall Marketing for a waiver in reference to the Non-Compliance” status they received at the bid opening for RFQ 09-103 Communications Strategy and Marketing Plans for Housing and Community Development Department on May 28, 2009.

**Background:** Hall Marketing was deemed as non-compliant due to the fact that their bid was late. The date and time in which the bid was due was Thursday, May 28, 2009 @ 11:00 am. The RFQ package received from Hall marketing was stamped and received on Thursday, May 28, 2009 at 12:04 p.m. The time was changed from the original bid date and notice was sent on Addendum No. 1 and Addendum No. 2. Hall Marketing acknowledges receipt of both addenda.

**Analysis:** On May, 28, 2009, Hall Marketing submitted a bid which was stamped and clocked as Thursday, May 28, 2009 at 12:04 p.m. Due to the fact that the RFQ was due in the Procurement Office no later than Thursday, May 28, 2009 at 11:00 a.m., the submittal was deemed as non-compliant. A non-compliant letter was sent to Hall Marketing on June 1, 2009. Hall Marketing responded by letter on June 2, 2009 requesting to protest the decision of deeming their company as noncompliant. The Procurement Department responded on June 10, 2009 stating that we had reviewed their submittal and must stand by the initial decision to deem their submittal as non-compliant and also gave them notice of their right to have the Administrator review their request. Hall Marketing responded on June 24, 2009 requesting that we forward their protest to the Administrator’s office for review. Procurement Department responded on June 25, 2009 stating that we would forward their letter to the Administrator for his review. On Thursday, July 16, 2009, a representative from Hall Marketing meet with the Administrator to discuss his non-compliant status. On July 27, 2009 a letter was sent by the Administrator to Hall Marketing stating that he also found that Hall Marketing’s qualifications were properly rejected as non-compliant. He also gave notice in the letter of their rights which is to have all requests to waive or modify any such material conditions shall be submitted through the Procurement Director to the appropriate committee of the Augusta-Richmond County Commission for approval by the Augusta-Richmond County Commission. Hall Marketing responded by letter on July 31, 2009 requesting that they would like to request a waiver through the commission as offered in Mr. Russell’s letter.

**Financial Impact:** None

Cover Memo

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**Alternatives:**

None

**Recommendation:**

None - ARC Code - Article 1-10-43 Seal Bid Selection Method "(b) Invitation for bids and specifications. An invitation for bids shall be issued by the Procurement Office and shall include specifications prepared in accordance with Article 4 (Product Specifications), and all contractual terms and conditions, applicable to the procurement. All specific requirements contained in the invitation to bid including, but not limited to, the number of copies needed, the timing of the submission, the required financial data, and any other requirements designated by the Procurement Department are considered material conditions of the bid which are not waiveable or modifiable by the Procurement Director. All requests to waive or modify any such material condition shall be submitted through the Procurement Director to the appropriate committee of the Augusta-Richmond County Commission for approval by the Augusta-Richmond County Commission."

**Funds are Available in  
the Following  
Accounts:****REVIEWED AND APPROVED BY:****Finance.****Law.****Administrator.****Clerk of Commission**



*Procurement Department*

*Mrs. Peri Sami, Director*

June 1, 2009

**FAXED/MAILED**

Hall Marketing  
Attn: Donna Hall  
519 Blackburn Drive  
Martinez, GA 30907

Ref: RFQ Item: 09-103 Communications Strategy and Marketing Plan  
For the City of Augusta – Housing & Community Development Department  
RFQ Opening Date: Thursday, May 28, 2009 @ 11:00 a.m.

Dear Ms. Hall:

Thank you for your submittal in response to the above referenced RFQ Item. After receiving your package it was noted that you failed to meet the RFQ Opening time of Thursday, May 28, 2009 at 11:00 a.m. We received your package on Thursday, May 28, 2009 at 12:04 p.m. which was hand delivered. We have included a copy of the official time slip for your review.

In accordance to the RFQ specifications and the Augusta-Richmond County Code, your company's submittal was deemed as non-compliant. I wish to call your attention to the following paragraph included in all invitation to bids which we have included below to address omissions of this nature.

**"Bidders will please note that the number of copies requested; all supporting documents including financial statements and references and such other attachments that may be required by the bid invitation are material conditions of the bid. Any package found incomplete or submitted late shall be rejected by the Procurement Office. Any bidder allegedly contending that he/she has been improperly disqualified from bidding due to an incomplete bid submission shall have the right to appeal to the appropriate committee of the Augusta commission. Please mark BID number on the outside of the envelope."**

I further wish to call your attention to ARTICLE 6, Sec. 1-10-43 (b) and ARTICLE 9, 1-10-67 (b) of our Augusta Richmond County Code as it relates to handling claims:

**ARTICLE 6 PROCUREMENT SOURCE SELECTION METHODS AND CONTRACT AWARDS**  
**Sec. 1-10-43. Sealed bids selection method.**

**(a) Conditions for use.** All contracts of Augusta-Richmond County shall be awarded by competitive sealed bidding except as otherwise provided elsewhere in this article (see section 1-10-45-Sealed Proposals; 1-10-46-Professional Services; 1-10-47-Quotations; 1-10-49-Sole Source Procurement; and 1-10-50-Emergency Procurements, of this chapter).

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(b) *Invitation for bids and specifications.* An invitation for bids shall be issued by the Procurement Office and shall include specifications prepared in accordance with Article 4 (Product Specifications), and all contractual terms and conditions, applicable to the procurement. All specific requirements contained in the invitation to bid including, but not limited to, the number of copies needed, the timing of the submission, the required financial data, and any other requirements designated by the Procurement Department are considered material conditions of the bid which are not waiveable or modifiable by the Procurement Director. All requests to waive or modify any such material condition shall be submitted through the Procurement Director to the appropriate committee of the Augusta-Richmond County Commission for approval by the Augusta-Richmond County Commission.

ARTICLE 9 APPEALS AND REMEDIES Sec. 1-10-67. Procurement protests.

(a) *Right to protest.* Any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to Augusta-Richmond County. Protestors shall seek resolution of their complaints initially with the Procurement Director. All protests must be submitted in writing to the Procurement Director.

(b) *Protests concerning invitations to bid.* A protest with respect to an invitation for bids or request for proposals shall be submitted in writing prior to the opening of bids or the closing date of proposals. If not done by that time, the complaint or protest is lost.

(c) *Stay of procurement during protests.* In the event of a timely protest under subsection (b) of this Section, the Procurement Director shall not proceed further with the solicitation or award of the contract until all administrative remedies have been exhausted or until the Augusta-Richmond County Administrator or Commission makes a determination on the record that the award of the contract without delay is necessary to protect the interests of Augusta-Richmond County. (Ord. No. 6939, § 16, 1-2-07)

We would like to thank you for your interest in doing business with the City of Augusta and look forward to your company participating in future bids. Please do not hesitate to contact us at (706) 821-2422 at any time when you have a concern and are preparing for a future bid submission.

Sincerely,



Geri A. Sams, Director  
Procurement Department

GAS/sp

Attachments

cc: Tameka Allen, Interim Deputy Administrator  
Chester Wheeler, Housing & Community Development Department

  
PROCUREMENT DEPT.  
CARTER A. SAMS, Director  
Room 603/530 Greene Street  
Augusta, Georgia 30911  
(706) 821-2422

Date \_\_\_\_\_  
Company Name HILL MCKENNA  
Bid Item# 09-103  
Sign [Signature]  
Comments Hand Delivered  
YU

*Handwritten:*  
V  
14  
2  
C. M. [illegible]  
[illegible]

RESPONSE TO:  
RFQ Item #09-103  
Communications Strategy & Marketing Plan

June 2, 2009

Mrs. Geri Sams, Director  
Procurement Department  
City of Augusta  
530 Greene Street, Room 605  
Augusta, GA 30901

Dear Mrs. Sams:

We are in receipt of your non-compliant letter dated June 1, 2009 regarding RFQ Item# 09-103 Communications Strategy and Marketing Plan for the City of Augusta – Housing and Community Development Department (Laney Walker/Bethlehem Project) as well as a copy of our time-stamped receipt.

We would like to respectfully protest this decision and ask you to accept our bid. It is unfortunate that we missed the 11:00 am deadline, but I can assure you it was an internal misunderstanding and I hope you will reconsider. The original RFQ was due at 3:00pm as were previous RFQs we've submitted in the past. I know we acknowledged receipt of both addendums in our cover letter, but we failed to mention the time change – only the date change, and therefore our messenger did not realize the time had changed as well. A glaring oversight yes, and additionally, he states that traffic was a factor.

Every attempt was made to comply with all other requirements for this bid, and the effort involved has been great – we feel strongly that we have the same goal you do for the City of Augusta, and that with our previous experience, we have the most to offer the Laney Walker project. I sincerely hope that for the benefit of the City's revitalization endeavor, you will review this decision and reinstate our bid. We anxiously await your reply.

Sincerely,



Donna B. Hall  
Vice President

519 Blackburn Drive

Martinez, Georgia 30907

706.869.8180

Fax 706.869.0008

Item # 3



Procurement Department

Mrs. Geri Sams, Director

June 10, 2009

**FAXED/MAILED**

Hall Marketing  
Attn: Donna Hall  
519 Blackburn Drive  
Martinez, GA 30907

Ref: RFQ Item: 09-103 Communications Strategy and Marketing Plan  
For the City of Augusta – Housing & Community Development Department  
RFQ Opening Date:

Dear Ms. Hall:

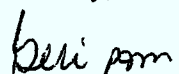
This correspondence comes to you pursuant to AUGUSTA, GA CODE §1-10-67(b), and in response to your June 3, 2009 letter regarding the above referenced RFQ. In your letter you wish to protest your company's submittal which was deemed non-compliant because you failed to meet the RFQ opening time of Thursday, May 28, 2009 at 11:00 a.m.

Your company acknowledged receipt of both Addendums in your protest letter; therefore, the Procurement Office has no choice but to stand by our initial decision to deem your submittal as non-compliant.

If you would like the Administrator to review your request, please let me know and I will forward your request to the Administrator's Office.

Please do not hesitate to contact us at (706) 821-2422 at any time when you have a concern and are preparing for a future RFQ/Bid submission.

Sincerely,

  
Geri A. Sams, Director  
Procurement Department

GAS/sp

cc: Fred Russell, Administrator  
Chiquita T. Johnson, General Counsel  
Chester Wheeler, Housing & Community Development Department

Room 605 - 530 Green Street, Augusta Georgia 30911  
(706) 821-2422 - Fax (706) 821-2811

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Martinez, Georgia 30907  
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## Fax Message

**TO:** Ms. Geri Sams, Director, Procurement Dept.  
**FROM:** Donna Hall  
**RE:** Bid #09-103  
**DATE:** June 24, 2009  
**PAGES:** 1

Ms. Sams,

We would like to request that the non-compliance appeal for Hall Marketing in reference to Bid # 09-103 be forwarded to the Administrator's Office and reviewed by Mr. Russell as offered in your letter of June 10, 2009. A copy of the letter-of-appeal is attached for your convenience.

We sincerely regret the miscommunication within our own office that lead to our submittal being an hour late but feel we have a great deal to offer this project.

Please acknowledge receipt of this request. Your time and consideration is greatly appreciated.

Sincerely,

Donna Hall  
Vice President



*Procurement Department*

*Mrs. Geri Sams, Director*

June 25, 2009

VIA US MAIL AND FAX  
(706) 869 0008  
Hall Marketing, Inc.  
Attn: Donna B. Hall  
519 Blackburn Drive  
Martinez, Georgia 30907

Ref: RFQ 09-103: Communications Strategy and Marketing Plan

Dear Ms. Hall:

This correspondence comes to you pursuant to AUGUSTA, GA. CODE §1-10-45(e), and in response to your June 24, 2009, letter regarding your appeal for the above referenced RFQ. You have requested that your appeal be forwarded to the Administrator's Office for further review. In your letter dated June 2, 2009, you acknowledge that your company missed the 11:00 am deadline and you also acknowledged receipt of the addendum. Augusta, GA. Code states "Proposals will be received at the time and place designated in the request for proposals, complete with bidder qualification and technical information. Price information shall be separated from the proposal in a sealed envelope and opened only after the proposals have been reviewed and ranked". The Procurement Office is forwarding your request for appeal before the Administrator, Mr. Fred Russell for consideration of the acceptance of your submittal.

If you would like to pursue your request further, AUGUSTA, GA. CODE §1-10-69 authorizes the Augusta-Richmond County Administrator "to settle any protest regarding the solicitation or award of a County contract ..." Please feel free to contact the Administrator's Office at (706) 821-2400.

Thank you for doing business with the City of Augusta.

Sincerely,

A handwritten signature in cursive script that reads "Geri Sams".

Geri A. Sams, Director  
Procurement Department

cc: Fred Russell, Administrator  
Chiquita T. Johnson, General Counsel  
Chester Wheeler, Housing & Community Development Department

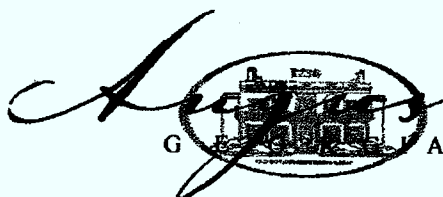
Attachments

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## Office Of The Administrator

Frederick L. Russell, Administrator

Tameka Allen, Interim Deputy Administrator  
Robert Leverett, Interim Deputy Administrator

Room 801 - Municipal Building  
530 Greene Street - AUGUSTA, GA. 30901  
(706) 821-2400 - FAX (706) 821-2819  
[www.augustaga.gov](http://www.augustaga.gov)

July 27, 2009

VIA US MAIL AND FAX  
(706) 869-0008  
Hall Marketing, Inc.  
Attn: Donna B. Hall  
519 Blackburn Drive  
Martinez, GA 30907

Ref: RFQ 09-103: Communications Strategy and Marketing Plan

Dear Ms. Hall:

This letter is in response to your protest regarding the rejection of Hall Marketing's bid on RFQ. 09-103 for failure to meet the submission deadline. AUGUSTA, GA. CODE § 1-10-69 authorizes the Administrator to "settle any protest regarding the solicitation or award of a County contract ... prior to an appeal to the Augusta-Richmond County Commission."

The Procurement Department has indicated that Hall Marketing's submission was unquestionably late as it was due at 11:00 a.m. on May 28, 2009, but it was not submitted by that time. It is my understanding that Hall Marketing does not dispute the fact that their RFQ submission was late and acknowledges that the reason it was late was because of miscommunications within Hall Marketing.

I agree with the Procurement Department and find that Hall Marketing's qualifications were properly rejected as non-compliant. The requirement that RFQs be submitted by the specified deadline is a material condition of RFQ 09-103. Hall Marketing's RFQ submission was unequivocally late without any adequate excuse and thus in my opinion it must be rejected. Any further requests for a waiver of a material condition of the RFQ must be determined by the Augusta-Richmond County Commission. The procedure to appeal to the Commission for this purpose is provided in AUGUSTA, GA. CODE § 1-10-43(b):

All requests to waive or modify any such material condition shall be submitted through the Procurement Director to the appropriate committee of the Augusta-Richmond County Commission for approval by the Augusta-Richmond County Commission.

Thus, if you would like to request such a waiver through the Commission, please submit your request for same directly to the Procurement Director within five (5) days of your receipt of this letter. If you have any questions relating to this matter please let me know.

Sincerely,

  
Frederick L. Russell  
Administrator

cc: Ms. Geri A. Sams, Procurement Department Director  
Ms. Chiquita T. Johnson, General Counsel

**HALL**  
MARKETING

July 31, 2009

Mrs. Geri Sams, Director  
Procurement Department  
City of Augusta  
530 Greene Street, Room 605  
Augusta, GA 30901

Dear Mrs. Sams:

We are in receipt of Mr. Russell's letter dated July 27<sup>th</sup> referencing the rejection of our bid for RFQ 09-103. We would like to request a waiver through the commission as offered in Mr. Russell's letter.

Please let me know if any further information is required.

Sincerely,



Donna B. Hall  
Vice President

519 Blackburn Drive  
Martinez, Georgia 30907  
706.869.8180  
Fax 706.869.0008

Item # 3



*Procurement Department*

*Mrs. Geri Sams, Director*

To: All Bidders  
Phyllis Mills, Quality Assurance Analyst  
Chester Wheeler, Housing and Community Development

From: Geri Sams *GA Sams*  
Procurement Director

Date: May 6, 2009

Subj: Opening and Questions Date Change/Master Plan Information

RFQ Item: 09-103 Communications Strategy & Marketing Plan

New Opening Date: Thursday, May 28, 2009 at 11:00 A.M.

**ADDENDUM NO. 1**

The opening date for RFQ #09-103 Communications Strategy & Marketing Plan has been changed:

From: Wednesday, May, 20, 2009 @ 11:00 a.m.

**To: Thursday, May 28, 2009 @ 11:00 a.m.**

The last day for questions has been changed:

From: Thursday, May 7, 2009 @ 3:00 p.m.

**To: Tuesday, May 12, 2009 @ 3:00 p.m.**

We are providing information and how to access Asset Property Dispositions FTP site to download the Master Plan for the Laney Walker/Bethlehem Community. To obtain a copy of the report, please follow the instructions below:

Type the link below, follow with the user name, then password.

Link <ftp://ftp.assetproperty.com>

User: apdguest

Password: apdpass2008

Click on the "APD Guest" folder then

Click the "Augusta" folder.

Inside this folder is another folder that is named "Laney Walker Bethlehem Report".

There you will find the Master Plan. Should you have problems downloading the Master Plan, please contact the Procurement Department immediately for a copy by calling the Bid and Contract Team at 706-821-2422 or you may pick up a copy from our office, Room 605, 530 Greene Street, Augusta, GA. This project is of the essence to the Housing and Community Development Department; therefore, we will not further extend the opening date.

**Please acknowledge addendum in your submittal**  
**END ADDENDUM**

Room 605 - 530 Greene Street, Augusta Georgia 30911

(706) 821-2422 - Fax (706) 821-2811

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Addendum 1 RFQ Item #09-103

Item # 3



Procurement Department

Mrs. Geri Sams, Director

TO: All Bidders  
Phyllis Mills, Quality Assurance Analyst  
Chester Wheeler, Housing and Community Development

FROM: Geri Sams *geri pgm*  
Procurement Director

DATE: May 15, 2009

SUBJ: Responses to Questions

RFQ ITEM: 09-103 Communications Strategy & Marketing Plan

DUE DATE: Thursday, May 28, 2009 at 11:00 A.M.

#### ADDENDUM NO. 2

Question: What is the City of Augusta's vision for Laney Walker/Bethlehem Neighborhood community revitalization in terms new and existing homes, home ownership, rental housing, new and existing businesses, job opportunities and green spaces in 1 year and 5 years time periods?

**Response:** Within the first year of the Laney Walker/Bethlehem redevelopment initiative it is anticipated that the majority of the project's focus will be devoted to pre-development activities. Many of our pre-development activities will involve establishing a Pattern Book to guide developers and builders in designing houses and neighborhood retail areas. In addition a Homeownership Center will be set up to prepare a pool of new homebuyers. At the end of the first five year period it is projected that several of the primary Project Development Areas will be 50% to 60% complete with an emphasis on renovation of existing houses and homeownership. Re-establishing neighborhood retail districts and the expansion of green space is also an objective for the first five years of redevelopment. A more detailed answer to this question can be found in the Laney Walker/Bethlehem Neighborhood Implementation Plan "Master Plan". Information on how to access a copy of the plan was provided in Addendum 1 dated May 6, 2009.

Question: Who do you currently see as the key targets and stakeholders for communications and why?

**Response:** We anticipate the Laney/Walker Bethlehem redevelopment project to have multiple targets and stakeholders including existing residents, first-time home buyers, moderate to middle income households who want to experience in-town living, and populations interested in living in historic districts.

Question: What is the anticipated timing for the start of the project and stated Scope of Work?

**Response:** The initial stages of the redevelopment project started in January 2009. During the first quarter of the project the focus has been on establishing operational procedures and identifying initial project target areas. We would anticipate the marketing, advertising, and public relations scope of work for the project to start not later than the beginning of the 2<sup>nd</sup> quarter of 2009.

Question: How would you prioritize the elements of the listed Anticipated Scope of Work?

**Response:** We would anticipate the selected firm(s) or team(s) assisting us in prioritizing marketing support for key elements of the Scope of Work. This should be based on their assessment of the target market(s) and recommendations for a marketing strategy.

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Addendum 2 RFQ Item #09-103

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Question: What is your ideal timing for implementation of the key elements of the Anticipated Scope of Work?

**Response:** It will be the responsibility of the selected firm(s) or team(s) to establish a marketing schedule. We would hope that key elements of the marketing plan to be implemented during the 3<sup>rd</sup> and 4<sup>th</sup> quarter of 2009.

Question: What is the anticipated budget level for the project?

**Response:** Once a firm(s) or Team(s) has been selected we expect to negotiate a scope of work and a fee commensurate with the services requested and subsequently selected.

Question: When can we expect a response to all questions?

**Response:** A minimum of five (5) business days prior to the RFQ due date.

**Please acknowledge addendum in your submittal  
END ADDENDUM**