



VILLAGE OF HASTINGS-ON-HUDSON

Municipal Building

7 Maple Avenue

Hastings-on-Hudson, New York 10706

Request for Proposals

EDUCATIONAL CAMPAIGN MARKETING CONSULTANT FOR THE VILLAGE OF HASTINGS-ON-HUDSON

July 13, 2021

Addendum #1

Question:

Can the Village provide any additional information on the desired “marketing tool to educate restaurants, schools, and other large waste-producing institutions”? Do you anticipate needing a website or a mobile app? Do you have an estimated budget for the development of this tool?

Response:

The desired marketing tools would be the Recycle Right application in conjunction with the Village’s website. As these are existing tools that the Village possesses, there is no estimated budget for the development these.

Questions:

1. What is the expected budget for this project?
2. Who is the incumbent agency if there is one, how satisfied were you with their results?
3. Is there a preference for in-state bidders?
4. Is there any requirement for the vendor to be on site?
5. Will the award be based on the lowest cost bidder?
6. How many vendors will be awarded?

Responses:

1. There is no expected budget at this time.
2. There is no incumbent agency.
3. There no preference for in-state bidders.
4. While remote-based meetings are possible, the vendor should be available for in-person meetings, if desired by the Village.
5. The award will be based on the lowest responsible and qualified bidder.
6. One vendor is expected to be awarded for this work.

Questions:

1. What is the budget for the work indicated?
2. Under Scope of services, please share more details re: school assemblies and what the agencies specific role would be.



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Responses:

1. There is no expected budget at this time.
2. In regard to the school assemblies, the agency or consultant would be responsible for assisting in identifying and coordinating appropriate presenters for the school-aged children.