



Dec. 4, 2019

REQUEST FOR PROPOSALS

Fire & Life Safety Department
RFP 2470 FireMed Membership Administration

ADDENDUM #3

The City of Springfield is hereby amending the above mentioned RFP. The original document can be found on the City's website at www.springfield-or.gov (select CITY > Finance > Purchasing and Contracts then RFP# will be linked to the RFP/ITB page).

1. Additional narrative to the I. Project Overview.

The city hasn't definitively decided the course of action they will take with the program. When the proposals are received, they will be reviewed and evaluated. At that time, the city may decide to maintain the program in-house or the city may decide to hire a firm to administratively manage the membership program and marketing campaign. If the city chooses the later, but before awarding the contract, the city will notify labor representatives.

If the city chooses to hire a firm to administratively manage the membership program and marketing campaign, then an implementation strategy will be designed. Over 70% of the current membership base will expire as of June 30, 2020. Any new contract for administration and marketing commencing in March would be for new membership and retained membership campaign after July 1, 2020.

2. QUESTION: What is nirvana? What does that look like?

CITY RESPONSE: Increased efficiency. Sometimes vendors can be more imaginative and cost effective with outreach programs. Also, the city is looking at the long-term sustainability of the program. FireMed is very nostalgic with the current customers and they are very attached to the program. Customer service is key performance indicator and the program success depends on the FireMed communication and maintaining those relationships with the current customer base. For this program word of mouth is huge.

3. QUESTION: Regarding Lane Rural Authority, you aren't going to administer their program?

CITY RESPONSE: The city isn't the contracting authority for Lane Rural Authority. As noted in the RFP Project Overview, this is a permissive procurement and any other public may negotiate a contract for services proposed under this RFP.

4. **QUESTION:** The city is the coordinating agency for ambulance membership reciprocal agreements. Will that continue or be contracted out?

CITY RESPONSE: The city will continue to serve as the coordinating agency for these agreements.

5. **QUESTION:** What would you like to see in terms of growth of the program?

CITY RESPONSE: Yes, this city wants to maintain its base and see the program grow. Further, it is important to maintain the transparency of FireMed, what it is and what it isn't.

The younger demographic has struggled to get traction and how to engage with them. Once they sign up the retention is there.

6. **QUESTION:** Can the LifeFlight contract be broken?

CITY RESPONSE: The question is outside the scope of this solicitation.

In the event that it is necessary to further amend, revise or supplement any part this RFP, additional addenda will be posted on the City's website at <http://www.springfield-or.gov> (select CITY > Finance > Purchasing and Contracts then RFP# 2470 FireMed Membership Administration). As stated in the original solicitation, City will make a reasonable effort to provide the addenda to all Proposers who asked to be on the Interested Parties List. This addendum shall be considered part of the specification of the RFP. The City is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by written addenda issued by City.

ALL PROPOSERS SHOULD ACKNOWLEDGE AND INCLUDE THIS ADDENDA #3 AS PART OF THEIR SUBMITTAL PACKAGE.