

Mendocino Council of Governments

ADDENDUM No. 2

Request for Proposals (RFP)

Voter Opinion Polling & Assessment for Unincorporated Mendocino County

Pursuant to the RFP issued by the Mendocino Council of Governments (MCOG) on April 10, 2025, the deadline to submit written questions was April 21, 2025. This Addendum addresses all questions received through that date.

Question #1 – Could the Council confirm that hard copies are not required at the proposal stage and will only be required once a firm is selected for the award?

Response: Yes, that is correct. Hard copies are not required at the proposal stage. As stated in the RFP, MCOG will accept proposals electronically and will only request print copies after a contractor has been selected for the award. Please ensure that your electronic submission is received by the deadline of 5:00 p.m. on May 8, 2025.

Question #2 – Who was/were the contractor(s) for the previous polling initiatives that were done in 2002 and 2015? Were you satisfied with the incumbent performance?

Response: The contractor for the 2002 polling initiative was Fairbank, Maslin, Maullin, Metz & Associates (FM3) Research. Their work covered polling for all the local agencies, and the cities of Willits, Point Arena, and Fort Bragg used the data in their decisions to move forward with transportation sales tax measures, which were passed. In 2015, the consultant was William Berry Campaigns (WBC), who conducted polling for the County of Mendocino (unincorporated) and the City of Ukiah. The City of Ukiah utilized the polling data in their decision to pursue a successful sales tax measure.

Question #3 – In response to your requirement that the contractor have "adequate financial management and accounting system as required by 48 CFR Part 16.301, 49 CFR Part 18, and 48 CFR Part 31," will you accept "STANDARD FORM 1408 (REV. 1/2014) Prescribed by GSA - FAR (48 CFR) 53.209 -1(f)" signed by an accounting firm is a valid form to prove compliance with the accounting requirements? If not, what other formats will you accept to show our compliance with this requirement?

Response: Yes, a completed and signed **STANDARD FORM 1408 (REV. 1/2014) Prescribed by GSA - FAR (48 CFR) 53.209-1(f)** by an accounting firm will be accepted as valid proof of compliance with the financial management and accounting system requirements.

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Dated 4/28/25