

Questions and Responses

1. Please forward a copy of the letterhead and proposed text. Confirm the letter only has one side of text.
 - A sample of the letterhead and proposed text has been attached.
 - The letter shall have printing on only one side.
2. Do we need to supply a return P.O. Box? How do we handle returns?
 - Mail will be returned to the Air District and the return address for the mail will be printed on the envelope.
3. Does the selected vendor have to have an office in California?
 - No, the vendor does not have to have an office in California. However, one scoring criterion may provide up to 10 points for local businesses.
4. Are file layout specifications available for the flat file we will receive?
 - The flat file layout specifications are not available at this time. However, the Air District will work with the California Department of Motor Vehicles (DMV) to provide the file layout specifications once we have contracted with a vendor.
5. Is a sample flat file available?
 - A sample flat file is not available.
6. Will the flat file database contain a unique key for each record?
 - It is unknown whether the flat file database will contain a unique key for each record.
7. Will records in the Microsoft Excel spreadsheet contain the same record key as the flat file database?
 - The records in the Microsoft Excel spreadsheet should contain the same record key as the flat file database.
8. Should any change of address be suppressed?
 - The only records to be suppressed are those of vehicle owners with 1970 and older model year vehicles and individuals that have either requested to be removed from the mailing list or previously participated in the Vehicle Buy Back program.

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9. Is there a need to retain names and addresses that have been suppressed?
 - The vendor shall retain a database of all the names and addresses of individuals that have been suppressed.

10. Will the data have column selectivity/coding/indicator in order to suppress records where recipient has either requested to be removed from the list or previous participants?
 - It is unknown whether the database will have column selectivity/coding/indicator that could be used to suppress records.

11. Would it be acceptable to run a National Change of Address (NCOA) before each of the 24 mail drops?
 - Yes, it would be acceptable to run a NCOA before each of the mail drops.

12. Will each of the mail drops have the same number of pieces (i.e., 403,000 total pieces divided by 24 drops = 16,792 (approximately) per mail drop?
 - The number of pieces per mail drop will vary based on the people's vehicle registration dates throughout the year.

13. Will the Air District only deliver the records per print and mail drop prior to the mail drop?
 - The Air District will provide the vendor with a full year's records of mail drops at the beginning of the contract and divide all the records into the 24 different drops.

14. Is the District's logo "blue in two shades" the SAME color blue, using a screened version of the same color blue? If they are two different colors of blue, then the color break is black+2 colors, not black+1 color per the specifications as currently written.
 - The Air District has not decided on the exact logo at this time. Bidders may wish to provide a range of pricing based on an all black logo to a full color spectrum.

15. Who was the most recent contracted vendor for this project, what is their location and what is the per piece bid price awarded?
 - The most recent contractor for this project was Direct Mail Center, located in San Francisco. The bid price is contained in the following table:

Description	Cost
Data Processing	\$5,000
Letter and Envelope Production Cost	\$31,350
Standard Mail Bulk Rate Postage and Delivery Cost	\$0.23/ea
Total Cost	\$112,250