

Redevelopment Authority of the City of Milwaukee

Request for Proposal #57389  
Web-based Market and  
Consumer Analytics Service

Addendum #1  
October 11, 2012

**THIS ADDENDUM TO THE SPECIFICATION IS ISSUED TO MODIFY, CLARIFY OR CORRECT THE ORIGINAL DOCUMENTS AND IS HEREBY MADE A PART OF SAID DOCUMENTS.**

**Questions and Answers:**

- 1) Are you currently using a system (hosted or otherwise) to report the requested information? If so, what is it? **Answer: We are not currently using a system to report the requested information.**
- 2) Are the reports you are seeking (i.e. retail supply and demand estimates, summaries of populations by socio-economic clusters, etc.) already built and simply need to be adapted into the new system, or do these reports need to be created from the ground up? **Answer: The reports we are seeking should be included in a web-based service. The successful vendor will be able to provide access to that service.**
- 3) Has a budget been allocated? If so, would you be able to share that information? **Answer: In the interest of the integrity of the procurement process, that information is not available at this time.**
- 4) The RFP states that a login for the Project Manager needs to be available by Day 7 after signing an agreement with the vendor. Can you please clarify what specific functionalities are expected at Day 7 (versus Day 60)? **Answer: By day 7, the Project Manager should have access to the reports detailed in Minimum Information/Reports to Be Provided by Web-based Service, as listed in Section III. Envisioned Scope of Services. By day 60, any additional services should be enabled.**
- 5) What is the approximate experience level of the Project Manager who will have access to the system while it is under development? In other words, will he/she be able to understand programming code or will a more robust graphical user interface be required? **Answer: It is anticipated that the service may already be built, and the vendor will provide the Project Manager access to a part of the service within 7 days of contract signing. The Project Manager should not need to understand programming code.**
- 6) In what format will the data be supplied? Also, what is the data structure? Would it be possible to provide a sample? **Answer: The vendor should be able to provide a service that pulls data from the vendor's databases and into formats including Excel, Word, and PDF. These reports may then be used by the Project Manager. We are unable to provide a sample.**

- 7) Regarding monthly service, is the expectation that the vendor will provide only maintenance of the web tool? Consulting expertise? Attendance in meetings? RACM staff training? We want to get a better feel for what kind of support is wanted on a monthly basis. **Answer: The web tool shall remain the property of the vendor. The vendor must commit experienced staff to work with the Project Manager, as needed. It is expected this contact with the Project Manager will primarily be by telephone or online. Attendance at staff meetings will likely not be necessary.**

ALL PROPONENTS SHALL ACKNOWLEDGE RECEIPT AND ACCEPTANCE OF ADDENDUM NUMBER 1 (DATED October 11, 2012) FOR REQUEST FOR PROPOSAL #57389, BY SIGNING IN THE SPACE PROVIDED AND SUBMITTING THE SIGNED ADDENDUM WITH YOUR REQUEST FOR PROPOSAL. PROPOSALS SUBMITTED WITHOUT THIS ADDENDUM MAY BE CONSIDERED NON-RESPONSIVE.

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2012.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
COMPANY NAME