

- 1) The Bid Request references 24 mail drops, spaced throughout the year. Should we assume that 375,000 letters is the total number of pieces of mail and, on average, each mail drop is for approximately 15,625 letters?
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- 2) We would like to see a copy or scan of an actual letter and the format. Could you e-mail me a copy of one?
See below.
- 3) We would also like a sample of the letterhead, envelopes and a copy of the logo in the .jpg format.
See below. Logo in .jpg format has been attached to this PDF file. You will need Adobe Acrobat Pro or Adobe Reader to access the image.
- 4) Does the copy of the letter change for each mailing period or does it remain constant throughout the year?
The copy of the letter does not change with every printing. The letter is mail merged with the addresses of vehicle owners. Infrequently we have made changes to the letter to provide better information to potential participants, but this may happen only once a year or less.
- 5) I'm assuming that you do not mail to 375,000 addresses every two weeks, rather that 375,000 is the total that you anticipate mailing throughout the year? If I'm correct, each 2-week mailing would be approx. 15,625 addresses (375,000 divided by 24).
See Question# 1.
- 6) Who is your incumbent or most recent contractor for this similar RFP?
AdMail Express, Inc.
- 7) What was the per piece price he submitted for his winning bid for
 - a) Data management cost: *\$0.00902/each*
 - b) Letter and envelope production cost (not to exceed): *\$0.09178/each*
 - c) Standard mail bulk rate postage and delivery cost (not to exceed): *\$0.24780*
- 8) If I may, is it possible to get a sample of the piece and if the previous RFP Pricing is a public record?
See Question #6. Please submit a Public Records Request [here](#) for the actual proposal.



(Mail Drop Date)

(Name)
(Street Address)
(City, State Zip Code)
(Mail Bar Code)

Dear Vehicle Owner:

The registration on your model year 19(Vintage) vehicle is expiring soon. You can receive \$1,000 for your vehicle from the Bay Area Air Quality Management District (Air District) and help reduce air pollution. The Air District is the government agency responsible for air quality in the San Francisco Bay Area.

The Vehicle Buy Back Program buys and scraps 1994 and older vehicles which produce more air pollution. **This program is completely voluntary.** Visit www.baaqmd.gov/vbb for details. **If your vehicle is a classic car or otherwise valuable to you, please disregard this letter.**

Below is a **partial list** of requirements your vehicle must meet in order to qualify:

- Must be currently registered as operable and be in operating condition.
- Must have been registered as operable in the Bay Area for the past 2 years.
- If within 60 days of a required Smog Check, vehicle must take and pass Smog Check.

What to do: Call an approved auto dismantler, who will determine if your vehicle qualifies.

Dismantler	Environmental Engineering Services	Pick-N-Pull
Phone #	1-855-343-7314	1-800-727-2708
Sites	American Canyon, Brentwood, Fairfield, Hayward, Newark, Oakland, E. Palo Alto, Pittsburg, Richmond, Rodeo, San Francisco, San Jose, San Leandro, Santa Rosa, or Vallejo	Fairfield, Newark, Oakland, Richmond, Windsor, San Jose

If your vehicle meets all of the program requirements, the dismantler will buy and scrap your vehicle and provide you a check for \$1,000.

We hope that you will take advantage of this incentive to retire your vehicle and help improve air quality in the Bay Area.

If you decide to buy or lease a new vehicle, consider a plug-in or fuel-cell electric vehicle. The California Clean Vehicle Rebate Project offers rebates up to \$5,000 for individuals that get a new qualifying vehicle. For more information, please visit

www.cleanvehiclerebate.org/baaqmd.

Sincerely,

Vehicle Buy Back Program
Bay Area Air Quality Management District

Para más información en español sobre nuestro programa de retiro del vehículo, visite:

www.baaqmd.gov/vbb



SAMPLE



BAY AREA AIR QUALITY MANAGEMENT DISTRICT

375 BEALE STREET, SUITE 600

SAN FRANCISCO CALIFORNIA 94105

Prsrt Std
U.S. Postage
PAID
Hayward, CA
Permit No. 2

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