



SEDGWICK COUNTY, KANSAS

FINANCE DEPARTMENT

DIVISION OF PURCHASING

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<http://www.sedgwickCounty.org/finance/purchasing.asp>

REQUEST FOR INFORMATION

17-2042

Sedgwick County Manager's Office

Media Monitoring Service

1.0 Description

1.1 Sedgwick County (County) Manager's Office is seeking technical and budgetary information to obtain a media monitoring service that includes daily email reports on what media stories are shared or produced about Sedgwick County, Kansas government. It needs to capture all forms of media (primarily Internet, print, broadcast and radio).

1.2 THIS IS A REQUEST FOR INFORMATION (RFI) ONLY. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the County to contract for any supply or service whatsoever. Further, the County is not at this time seeking proposals and will not accept unsolicited proposals. Responders are advised that the County will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued. If a solicitation is released, it will be posted on the County's website <https://ssc.sedgwickCounty.org/RfbRfp/>. Interested offerors may send an e-mail to Paul.Regehr@sedgwick.gov including all contact information and list all products and services offered to be added to any future bid lists and receive an e-mail notification of the release of any related solicitations, however it is strongly advised to monitor the above site for additional information pertaining to this requirement.

2.0 Background

County desires a media monitoring provider that includes daily email reports on what media stories are shared or produced about Sedgwick County government. It needs to capture all forms of media (primarily Internet, print, broadcast, radio).

The County has an online presence with Facebook and Twitter.

3.0 Requested Information

The County would like to receive detailed technical capability and estimated budgetary information for the project described herein. Information provided should include, but not be limited to:

Questions

Does your service monitor media local to Sedgwick County, KS?

How often does your service provide alerts?

Do you offer sentiment analysis?

Do you integrate analytics from all media into a single report?

How accurate and comprehensive are your reports?

Can we customize your tool to meet our specific needs?

Do you support public relations industry standards?

Will you provide customer support?

Do you require a long-term contract?

Do you offer a free trial?

What are your prices for your services?

Is it a self-service or client focused platform?

Would we get to keep all of our data and news clips or do they expire?

4.0 Responses

4.1 Interested parties are requested to respond to this RFI electronically to Paul Regehr.

4.2 Responses in Microsoft Word or Adobe PDF format are **due no later than January 31, 2018 by 5:00pm CST**. Responses shall be submitted **via e-mail only** to Paul.Regehr@sedgwick.gov. Subject line should read “**RESPONSE TO RFI 17-2042**”. Proprietary information, if any, should be minimized and **MUST BE CLEARLY MARKED**. Please be advised that all submissions become County property and will not be returned.

4.3. Section 1 of your submittal shall provide administrative information, and shall include the following as a minimum:

4.3.1. Name, mailing address, e-mail address, and phone number of designated point of contact.

4.3.2. Experience with similar projects, preferably government organizations.

4.3.3. Recommendations for preparing a Request for Proposal, any suggestions based on past experience working on previous implementations.

5.0 Industry Discussions

County representatives may or may not choose to meet with potential offerors. Such discussions would only be intended to get further clarification of potential capability to meet the requirements.

6.0 Questions

Questions regarding this RFI shall be submitted in writing by e-mail to the Purchasing Agent as listed above in Section 4.2. Verbal questions will NOT be accepted. Questions will be answered to the best of the ability of County staff. The County does not guarantee that questions received after January 15, 2018 will be answered.

7.0 Summary

THIS IS A REQUEST FOR INFORMATION (RFI) ONLY to identify capabilities and budgetary estimates for comprehensive media monitoring services. The information provided in the RFI is subject to change and is not binding on the County. The County has not made a commitment to procure any of the items discussed, and release of this RFI should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become County property and will not be returned.

A handwritten signature in black ink, appearing to read "Paul Regehr", with a stylized flourish at the end.

Paul Regehr