



SEDGWICK COUNTY, KANSAS  
FINANCE DEPARTMENT  
*Purchasing Section*  
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<http://sedgwickcounty.org/finance/purchasing.asp>

**ADDENDUM 1  
RFP 19-0018  
DIRECT SUPPORT PROFESSIONAL RECRUITMENT MARKETING CAMPAIGN**

March 29, 2019

The following is to ensure that vendors have complete information prior to submitting a proposal. Here are some clarifications regarding the proposal for *Direct Support Professional Recruitment Marketing Campaign* for the *SCDDO*.

Questions and/or statements of clarification are in **bold** font, and answers to specific questions are *italicized*.

- 1. Would it be possible for you to send me a copy of the video created for the staff recruitment campaign? It would help us develop a more cohesive, fluid campaign proposal if we were familiar with the video creative.**

*Answer: The video can be viewed at [https://youtu.be/5fN\\_jcjZkYI](https://youtu.be/5fN_jcjZkYI)*

- 2. Whether companies from Outside USA can apply for this?**

*Answer: There is nothing prohibiting companies from outside the United States responding, if they can meet all the requirements.*

- 3. Whether we need to come over there for meetings?**

*Answer: The County has virtual meeting capacity and it is not anticipated that in person meetings would be required, although the opportunity for occasional face-to-face meetings would be preferred.*

- 4. Can we perform the tasks (related to RFP) outside USA?**

*Answer: The scope of work outlines what is being requested. It would be up to the proposer to determine whether they can meet the requirements from outside the country. The issue should be addressed in the management plan section of the proposal.*

- 5. Can we submit the proposals via email?**

*Answer: No, proposals must be mailed.*

6. Page 9:

**"2. Cost Information" vs "5. Budget" - Can you elaborate on the differences you are looking for us to outline in these two sections?**

*Answer: Cost Information simply refers to the total amount being requested to meet the scope of work requirements. The budget should have a line item list of expenditures.*

7. **"3. Project Title" - should we simply re-state "Direct Support Professional Recruitment Marketing Campaign" in this section? We are unfamiliar with what you are looking for here.**

*Answer: If "Direct Support Professional Recruitment Marketing Campaign" is what you chose to title the project that is fine but other titles are acceptable.*

8. **Who will be our Direct Point of Contact?**

*Answer: Dee Nighswonger, Director of the Sedgwick County Developmental Disability Organization.*

9. **How many individuals will be involved in approvals?**

*Answer: There is a committee that will review and make recommendations.*

10. **How many positions on average do you need to fill per month?**

*Answer: The system-wide average is 9 positions per month, although it varies greatly by agency. Some agencies average 60 to 70 vacancies each month.*

11. **Does your budget of \$75-100K include media buy?**

*Answer: That is the total amount available for the full project and may include media buys if part of the proposed project.*

12. **Can we see the materials that have been created as mentioned in section V Scope of work page 4?**

*Answer: The video can be viewed at [https://youtu.be/5fN\\_jcjZkYI](https://youtu.be/5fN_jcjZkYI)*

*There are also three banner ads created:*

*<https://www.sedgwickcounty.org/media/55061/dsp-cddobanner1.jpg>*

*<https://www.sedgwickcounty.org/media/55062/dsp-cddobanner2.jpg>*

*<https://www.sedgwickcounty.org/media/55060/dsp-cddobanner3.jpg>*

*The intent is for the look/feel/setup of these materials to transfer over to the campaign and any promo materials generated.*

13. **Is this the landing page that you want to drive people to? <https://www.sedgwickcounty.org/developmental-disabilities/>**

*Answer: We are in the process of creating a separate page within this website.*

14. **Is this where you will populate the job positions on your current site?**

**<https://www.hrepartners.com/allopenjobs.aspx?keywords=CDDO&booltype=1&partners=26>**

*Answer: Our site will not be populating the jobs but link to other organizations where the jobs are populated. We will create a separate page within our current website at [www.sedgwickcounty.org/developmental-disabilities/](https://www.sedgwickcounty.org/developmental-disabilities/)*

15. **Do you have currently have Google analytics? If so, may we get access?**

*Answer: No, we do not have Google Analytics on the current site. We do, however, have web statistics with limited access.*

**16. Will we have access to work on your site or will we pass files to you for programming?**

*Answer: No, access will not be granted to our site. All programming will need to be passed off to us if programming is proposed.*

**17. Is the brand look and video for the campaign publicly available, or are you able to share them with me? Is it the materials on <https://www.sedgwickcounty.org/developmental-disabilities/>?**

*Answer: The materials are not currently on our website, please see answer to question 12 for the video and materials currently generated.*

**18. You make reference to website work (in the scope of work). Is this working on the current website or a new website for the department - or a campaign page/site just for the campaign? (Perhaps a microsite.)**

*Answer: We are in the process of creating a separate page within our existing website at [www.sedgwickcounty.org/developmental-disabilities/](http://www.sedgwickcounty.org/developmental-disabilities/). If web development is part of the proposal, Sedgwick County staff would take the information and replicate it. Vendors would not have access to our website but they have options to submit updates.*

**19. In regards to “traditional media” in the media buys, do you have pre-determined media outlets that we would work with or can we offer the best options for the campaign based on our media buying experience?**

*Answer: There are no pre-determined media outlets, you are welcome to offer the options you feel will make the biggest impact or contribute to a successful campaign.*

**20. In the RFP, website work is mentioned. Can you define the kind of website work needed? I understand this may be an unknown right now, but maybe a general idea of what you expect? For example, would this include coding and website development, SEO, copywriting, or simply consulting and setting up analytics and tracking tools?**

*Answer: If web development is part of the proposal, Sedgwick County staff would take the information and replicate it. Vendors would not have access to our website but they have options to submit updates.*

**21. Under Evaluation Criteria, it lists “Project Design.” I know there will be creative components based off of your recent branding, but are you looking for creative design examples to be included in the response? If so, are you looking for general mock ups or idea starters? Or is this speaking more to the design of the plan, strategy and creative delivery?**

*Answer: Responses should focus on the design of the plan, strategy and creative delivery of the campaign.*

**22. Under Evaluation Criteria, it lists “Program Schedule.” Are you hoping to have a schedule based on real avails or a general idea of schedule and strategy?**

*Answer: We would like a general idea of schedule and strategy – your recommendations for the most effective campaign for the available funding.*

**23. Does the \$75,000 to \$100,000 budget include creative as well as media placement?**

*Answer: The dollar range provided is the total available for the entire project.*

**24. Under “Statement of Work” it references SCDDO worked with internal communications staff and affiliated agencies to create a brand for the campaign with a video. Is it possible to get access to this video or is it on your website?**

*Answer: The materials are not currently on our website, please see answer to question 12 for the video and materials currently generated.*

Firms interested in submitting a *proposal*, must respond with complete information and **deliver on or before 1:45 p.m. CDT, April 9, 2019**. Late *proposals* will not be accepted and will not receive consideration for final award.

**“PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE *PROPOSAL* RESPONSE PAGE.”**

A handwritten signature in black ink, appearing to read "Paul Regehr". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Paul Regehr  
Buyer

PR/hp