



SEDGWICK COUNTY, KANSAS
DIVISION OF FINANCE
Purchasing Department

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ADDENDUM 1
RFP #20-0067
ON-CALL MARKETING SERVICES

December 9, 2020

The following is to ensure that vendors have complete information prior to submitting a proposal. Here are some clarifications regarding the proposal for On-Call Marketing Services for the Department on Aging.

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

- 1. We are seeing the need for projects that do not include specific definitions of scope of project, how many projects, etc. For instance, you mention developing new materials as needed. Are you comparing agencies based on an hourly rate or will you be asking for an estimated price per project as the contract proceeds?**

We will accept any creative hourly rate cost model including a tiered hourly rate for different services or one hourly rate for all services. We will not accept a project fee proposal as these services are intended to be on-call. We will compare the cost portion based on the hourly rate.

- 2. In terms of pricing, do you prefer a price for a comprehensive marketing/communications plan and then a separate price for the agency to implement? Or will internal staff implement with agency support as needed?**

We request an hourly rate be proposed. We are looking to have an agency on-call that we can pay an hourly rate for services, including developing a plan and other work required to implement the plan. We will pay other vendors such as radio ad providers directly.

- 3. There appears to be two (2) entities seeking support in this RFP. There seems to be more prevalence on the CPAAA references. Please clarify the relationship between these two (2) entities and how resources will be shared and how consumers are referred to each entity.**

CPAAA is a federally required agency that provides services in three (3) counties: Sedgwick, Butler, and Harvey. CPAAA is operated out of the Sedgwick County Department on Aging.

4. **There are no references to SCDOA on the CPAAA website, while there are references to CPAAA on the SCDOA website. CPAAA is listed as a resource on the Resources page on the SCDOA website: <https://www.sedgwickcounty.org/aging/resources/>. However, it is not listed on the Available Services page. There does not appear to be any staff members listed on the CPAAA website. Would the chosen firm be working with one or both entities, and, if so, would there be one point of contact for both entities?**

The firm would be working on both entities and the point of contact will be determined as needed.

5. **Is the County open to recommendations on beneficial ways to align or relate the branding, traffic referrals between the two websites and other cross-promotional opportunities?**

Yes.

RFP language: Section V. Scope of Work — The selected firm should provide creative assistance through the development and implementation of advertising, brand development and program promotion.

6. **Can you provide clarification on whether the selected firm would provide purely strategy, research, recommendations and consultation, or whether they would also be participating in or leading execution of the tactic, such as content development/writing, art direction, graphic design, video script development and production direction, etc.?**

We'd like the firm to help in all those areas.

RFP language: Section V. Scope of Work — Develop concepts and messaging for radio or television ads, and other means to promote the agency such as video, social media and education opportunities.

7. **Would the selected firm be engaged purely for assistance in developing concepts/messaging for media such as radio and TV? Or would they have the opportunity to manage the media placement, including but not limited to development of the strategy, rate and contract negotiations with radio/TV stations, purchasing/securing the media buy, and monitoring the buy? If yes, would the firm be able to retain its media commission or forfeiting it?**

The firm could help manage the media placement. A media commission would be forfeited. The firm would be paid for their services working on media placement at the hourly rate. Media vendors would be paid directly for buys.

RFP language: Section V. Scope of Work — Work with internal and external partners to develop ads, provide creative input and develop creative ideas to promote the organization and programs.

8. **Do any of the internal partners include content writers, graphic designers, web developers, social media admins, photographers, and/or videographers?**

We don't have dedicated staff for that, but we do have staff that write content, and social media admins. County internal staff provide some services such as web development and graphic designers, on a limited basis.

9. **What is the scope of external partners that CPAAA/SCDOA already utilizes, and would we be required to utilize only these partners? (For example: print vendors, mail fulfillment resources, etc.)**

The county has internal mailing and print services, but others could be used.

- 10. Would expenses incurred in working with CPAAA/SCDOA's designated external partners fall within the scope of this contract?**

Other vendors would be paid for media purchases or other expenses directly.

- 11. Would invoicing for said expenses be funneled through the chosen firm? Would the county be open to the chosen firm utilizing its own subcontractors as part of this contract?**

Yes.

- 12. If chosen, what would be the required approval process for our subcontractors?**

Consult with CPAAA before using subcontractors.

RFP language: Section V. Scope of Work — Develop a marketing plan for 2020-2021 for the organization and specific internal programs identified.

- 13. As 2020 comes to a close soon, can you provide clarification on the dates for the desired marketing plan; is it intended for 2021-2022?**

Yes, a focus on 2021 with outlined plans for the following two (2) years.

- 14. Our marketing firm typically analyzes website, social media and Google analytics for our clients and provide bi-annual or quarterly reports for those clients. This analysis and reporting are beneficial in monitoring effectiveness of current marketing campaigns, as well as strategizing for future campaigns. Is this a service that you would be open to us providing? And, if so, discussions would need to take place in terms of allowing us access to analytics on CPAAA and SCDOA's online platforms.**

This could be discussed.

RFP language: Section V. Scope of Work — Search out and obtain images that will assist in enhancing the organizations brand.

- 15. Is there also an existing media library available that the chosen firm would have access to for visuals?**

Yes, images are available but we are interested in expanding our media library.

- 16. You mention in the Scope of Work you want the winning firm to create radio and TV ads. Will you also want the winning firm to provide media buying services, or will the county handle that?**

The county will handle the purchase of radio and TV ads. The county will seek assistance from the consultant on target markets and even vendors from which to buy ads.

- 17. Regarding Section VIII, #8: “Proof of insurance meeting minimum insurance requirements as designated herein.” can you specify what you are looking for us to include our response to satisfy this item? Is this a certificate of endorsement, listing Sedgwick County that includes the coverage levels outlined in the RFP? We have the required insurance levels but usually we are not required to add a governmental agency to our policy until after the award of a contract.**

We are looking for submission of a Certificate of Insurance. Sedgwick County would not need to be added as an ‘additional insured’ unless awarded.

- 18. When you say you want a marketing plan for 2020-2021, are you wanting a marketing plan for a specific time period, or a 12 month plan?**

The time period isn’t specific. We would like a focus on 2021 but since the contract is for three (3) years, we’ll look to plan and implement services for the following two (2) years as well.

- 19. What is the paid marketing spend budget for the 2020-2021 marketing plan?**

Total budget for marketing during the 2020-2021 is up to \$90,000.00. There will be more funding available in the first year than in the following two (2) years. The contract is for three (3) years.

- 20. How many internal programs are there that we would need to promote as part of the marketing plan?**

Potentially six (6) but most do very similar services, just under a different source of funding.

- 21. What is the creative, production and printing budget for the advertising, brand development and program promotion?**

We have not itemized this out. We would be looking for assistance from the consultant in planning a budget with the different sources of funding available.

- 22. Can you describe the deliverables you are expecting from the implementation of the strategic plan?**

Increased visibility of our agency, improved branding, development of targeted ads for programs that can be used long-term.

- 23. Does CPAAA have specific brand standards and assets in place for our firm to work with for this project?**

Yes, we have brand standards that have been developed.

- 24. Does CPAAA have a current brand messaging guide?**

Yes, we have a brand book. Some messaging has been developed through the brand book.

- 25. Do you want the proposed fees listed as hourly charges for each item in the scope? Or, do you want to see it listed as project fees, or both?**

We will accept any creative hourly rate cost model including a tiered hourly rate for different services or one hourly rate for all services. We will not accept a project fee proposal as these services are intended to be on-call.

26. Our company does not own any vehicles nor do we hold automobile liability insurance as a company. Is this ok?

Yes, it is okay as long as your company does not utilize any automobiles in the commission of county business.

27. What do you feel is NOT working about the existing marketing campaign?

There is no existing campaign. We have completed some marketing with internal staff and purchasing media, but we don't have a consistent campaign or in-house marketing expertise. We need assistance as we do not have the staff capacity.

28. Is there an existing agency or consultant that you are working with that is bidding this project, too?

We are not currently working with any other agency or consultant.

29. It looks like the RFP is for a full service agency....and not for just station radio rates...correct?

That is correct. This is for a full service agency to help us coordinate all marketing needs.

30. Can companies from outside the USA can apply for this? (like, from India or Canada)

Yes.

31. Do we need to come over there for meetings?

Some on-site meetings may be required.

32. Can we perform the tasks (related to RFP) outside the USA? (like, from India or Canada)

Yes, if the vendor is able. Some on-site meetings may be required to perform certain tasks.

33. Can we submit the proposals via email?

Please see RFP 20-0067 on the top of page 4

IV. Submittals

Carefully review this Request for Proposal. It provides specific technical information necessary to aid participating firms in formulating a thorough response. Should you elect to participate, submit one (1) original AND one (1) electronic copy (.PDF/Word supplied on a flash drive) of the entire document with any supplementary materials to:

*Jaimee Witmer
Sedgwick County Purchasing Department
525 N. Main, Suite 823
Wichita, KS 67203*

34. Please clarify the “on-call” marketing. Will there be a set amount of hours per week?

This is an on-call service with a three (3) year contract length. Services will be requested as needed and not for a specific amount of time per week, month or year.

35. Is it your recommendation that I submit a cost estimate based on the three (3) broad areas delineated in the Scope of Work?

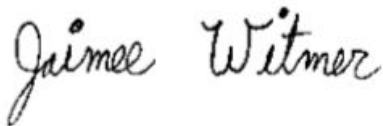
This is for an hourly rate service and we will be coordinating various projects on an as needed basis with this firm. We will accept any creative hourly rate cost model including a tiered hourly rate for different services or one hourly rate for all services. We will not accept a project fee proposal as these services are intended to be on-call.

36. Is there a budget for production and media buys or will it be budgeted from task - flowing from the final, approved marketing plan? This makes sense since as the other way around would be a “cart before the horse” approach though not entirely unheard of since budget constraints are common, prudent.

If we do a media buy, we will pay other vendors separate from this agreement.

Firms interested in submitting a proposal *must* respond with complete information and **deliver on or before 1:45 pm CST, Tuesday, December 15, 2020**. 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.”



Jaimee Witmer
Buyer

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