

ADDENDUM No. 2

VENDOR QUESTIONS AND ANSWERS

MEDIA CAMPAIGN
SOLICITATION #22-0508-RFP13

NOTE: THE DUE DATE FOR RFP RESPONSES TO THIS SOLICITATION HAS BEEN EXTENDED TO THURSDAY, MAY 5, 2022, 3:00 P.M.

Q. Since marketing strategies can be scaled based on available resources, what budget range should we plan for?

A. The budget range is determined by the vendor and the services they propose to offer per the solicitation findings. We do not provide budgets in our solicitations as we do not want to in anyway limit or expand what a vendor may propose. You are welcome to provide a multi-tiered approach to budgeting for a maximum, moderate and less moderate scale contract.

Q. Does “invoice by 6/30/22” mean media placements must be contracted or paid by that time? In other words, can placements extend past the term and if so, by when do they need to be completed?

A. The final invoice submission date has been modified to remit no later than July 25, 2022.

Q. Do all media formats listed in the RFP (digital, radio, OOH, billboards, transit, etc.) need to be included in first wave of messaging? Or could some be added if the contract renewed/extended?

A. We note that allowing time for executing the contract, developing/selecting messages, approvals of designs for logo use, development of Spanish-language and other web resources, and other logistics may preclude implementation of all listed media formats within the placement timeline to conclude by end of July, but could easily be added with renewals.

Q. Is the contractor required to use the existing creative from the County referenced in the RFP?

A. There is no creativity to adapt.

Q. Is there an incumbent agency or vendor that has provided similar services to the department recently?

A. No.