



**ADDENDUM
TO
PICA-RFP-2015-01**

April 3, 2015

INTRODUCTION

This addendum is issued to clarify questions received by the Hampton Roads Planning District Commission (HRPDC) pertaining to Request for Proposal No. PICA-RFP-2015-01. The April 3, 2015 Pre-Proposal Meeting attendance list is also attached.

Questions and responses are listed below.

1. Will HRPDC consider evaluating a proposal that addresses one or two of the tasks listed on ATTACHMENT I (Scope Of Work)? Or, is HRPDC only interested in receiving proposals from single organizations that can provide all the services requested?
It is our expectation to contract with one vendor to provide all requested services.
2. Is a business located in DC qualified to place a bid?
Yes.
3. The RFP's Schedule of Events includes a pre-proposal conference on April 3, 2015. Must interested parties attend in person or is there a call-in option? And, has a time been set for the pre-proposal conference?
9:30 AM on Friday, April 3, 2015 in Conference Room D. Call-in # 1-866-747-3571 passcode: 7966328#
4. What are the current and projected advertising budgets that would be used for the media buying services?
The media budget varies by year and by campaign priorities. In FY14, the total media budget was \$179,000. In FY15 the total spent on media was \$164,000.
5. Can you clarify what functionality HRPDC is looking for in a mobile app?
This has yet to be determined.
6. Is there a current strategic plan for PR used to guide the outreach campaign?
We do not have a specific PR strategic plan, per se.
7. How are social media and content marketing incorporated into the current campaign and/or what is being requested under the RFP?
We are currently using a blog, Facebook, Twitter, YouTube, Pinterest as well as SEO, SEM, eNewsletters, and display advertising.
8. As part of the website redesign to make the site responsive across platforms, do you anticipate wanting a complete new look and feel (navigation, functionality, content) of the current website or rather maintaining the current look and feel across multiple platforms?
Our objective is to maintain the current look and feel but optimize the site for mobile devices.

9. On page 7, Part VII, Paragraph 6, you reference Affirmative Action and DBE participation. Again, on page 25, Paragraph A you again reference Disadvantaged Business Enterprises and Disadvantaged Minority Business Enterprises. But, on Page 9 under Part X, Paragraph A - you indicate evaluation points for SWaM or Swam subcontracting Plan. Are the evaluation points for SWaM or DBE?
Both SWaM and DBE are both covered by Virginia's Department of Small Business and Supplier Diversity, (SBSD), so are treated as one and the same.
10. Can you tell us who is on the evaluation committee?
HRPDC staff members and members of four regional environmental education committees from various cities and counties.
11. On page 41, it lists that the contract will require reporting to a monthly committee meeting structure. Will this need to be done locally (in person) or can be done in report, video and/or phone conferences?
Our preference is to have in-person participation whenever possible.
12. On page 23 it states that in the advertising section that no indication of our services to you can appear in any product advertising or literature. Does this mean if we win that we will not be able to use this work as examples or references of our abilities to get future similar work with other clients?
No, it only means that advertising for the askHRgreen.org brand should not be co-branded with your agency.
13. On page 9, under A. Evaluation, the RFP states "Cost of Services" is worth 20%. We don't see in the RFP where it details what you'd like to see in a cost proposal. Can you clarify?
A standard pricing schedule with rates for services covered under the contract would be appropriate.
14. Do you have a copy of your current or previous communications and marketing plan for AskHRgreen?
We have monthly and annual campaign plans.
15. What are your program goals? Are you trying to increase awareness or activate behavior change or both?
Educate, raise awareness, connect behaviors to consequences, and incentivize audiences to take action.
16. What would you define as success?
Improvements in the following areas: reach of campaigns, website traffic, grant applications, citizen requests, etc.
17. Can you provide website data to bidders?
Yes.

18. Are you looking for a full website redesign or just an update to the home page and select pages?
Not looking for full redesign, just suggestions for updates to optimize the home page and perhaps other pages/sections of the website to maximize usability.
19. Have you deployed any market research to gauge awareness of your programs among residents and businesses throughout the region?
Yes, we've conducted three rounds of benchmarking research to date.
20. Are you currently working with a website developer?
Yes, through our current marketing & media services contract.
21. Have you already explored potential smartphone apps?
Yes, with a third party, but have not developed one solely for askHRgreen.org.
22. Which jurisdictions are actively using your program messaging and materials?
Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield and the Hampton Roads Sanitation District (HRSD).
23. Does HRPDC allow a mark-up or commission on the media buys?
Yes.
24. Will you accept a PDF copy of our proposal response?
We will accept a PDF in addition to one original and five hard copies.
25. Which firm(s) has/have performed work for askHRgreen.org since 2011?
Cahoon & Cross
26. Can you provide us with a ballpark budget for this contract?
\$100,000 - \$240,000
27. How much of the total budget do you anticipate for paid media?
60-70%
28. Is there an incumbent for this work? If so, who is the incumbent; what was their last evaluation rating on contract delivery; and IAW with Virginia Freedom of Information act and the VAAP can you provide a copy of the current contract with pricing to facilitate competitive proposal development?
Yes, Cahoon & Cross. If a contract is being fulfilled, we do not do formal evaluation ratings during the contract period. It is not our policy to release contract information.

29. Is there a planned budget for implementing the entire marketing and rebranding campaign? If Yes, it broken out for each separate element requested or will it be supplied as a total which can be allocated to the various aspects of the required deliverables: on line media, print media, brochures, traditional electronic tv-radio media, outdoor, web, etc.?

There is a budget range of \$100,000 - \$240,000 which is supplied in total to be allocated to the various aspects of the campaign.

30. Will the scope of market penetration they desire as an outcome, (in all types of media, brochure quantities, and online circulation) be determined by a set budget known before the bids are submitted or is there a predetermined level of delivery or goal we will be given as % of market reached?

There is not a predetermined level of delivery or market share % goal for the overall campaign.

31. Should we be projecting market efficiencies related in either in Cost Per Thousand (CPM), Cost Per Click (CPC), Cost Per Point (NSI Ratings) with the submission of the initial bid for evaluation on each media type as they relate to standards of measurement?

No.

32. Our experience is that a virtual organization is most cost effective based on the ability to keep overhead costs low and minimize G&A rates. In addition, many of the best expertise for projects comes from personnel gained experience on similar or larger projects in the private sector, government, or military before joining the firm. To best capture this experience and fairly evaluate it, will the offeror be able to demonstrate corporate credentials on the basis of individuals' collective experience; even if that experience was not with the offeror's firm at the time it was performed?

Yes.

33. Will the offeror be allowed to provide references of employees who have done similar services working with other firms, the government, military, and others that bring critical knowledge, skills and abilities from these domains to help NSU as corporate experience, provided that employee is bid on this work?

Yes.

34. If credentials of bid employees whose experience came from performance while at another firm satisfies requirements for corporate credentials, will it be given the same or a lesser weight in comparison to corporate performance of the offeror?

The same.

35. Can the offeror provide information for individuals and associated corporate references whose experience was acquired while working for another firm if that individual is one of the bid staff (and thereby count it toward the offeror's corporate qualifications)?

Yes.

36. Can the offeror provide experience for individuals and associated corporate references whose experience was acquired while working for another firm as proof of that individual's qualifications and experience to perform on the VCCA contract if that individual is one of the bid staff (and thereby count it toward the offeror's corporate qualifications)?

Our understanding of this question is that it appears to be the same as #35, so the answer would be yes.

37. Can *pro bono* work completed by the offeror and employees (for the offeror and separately) be used to demonstrate corporate past performance and individual capabilities? If so, will they carry the same weight as work for profit in the evaluation?

Yes.

38. The proposal establishes a "Small Business Subcontracting Plan" as an evaluation criteria with a weight of 20%. If the Offeror is a Virginia SWaM certified Disabled Veteran Owned Small Business and also SWaM certified Micro Business, and does not intent to subcontract any of the work, will it receive the maximum score in this category since performance on the contract will be 100% small business and no subcontracting plan is, therefore required?

The SWaM or SWaM Subcontracting Plan is 10% (not 20%) of the evaluation criteria. If that criteria is satisfied, then yes, the offeror would receive the full 10%.

39. The proposal details four categories, does there need to be a separate media campaign for each?

All four categories fall under the main umbrella brand of askHRgreen.org, however, integrated and separate media campaigns will need to be developed.

40. Can you provide the timeframe for desired reporting analytics?

On a monthly basis.

41. The RFP states the current marketing strategies being performed, what new capabilities are requested?

Noting specific has been decided at this time.

42. Do the media campaigns need to be tailored to specific demographics or a general population?

Benchmarking studies have been performed to identify target audiences for specific campaign messages. Media campaigns will need to be tailored to those audiences accordingly.

ATTENDANCE LIST
 April 3, 2015
 PICA-RFP-2015-001
 PRE-PROPOSAL CONFERENCE

Please **PRINT** all information.

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Conference Call Attendees:		

Pulsar Advertising
 Corporate marketing