



August 29, 2014

TO: ALL OFFERORS

FROM: REBECCA LOVIN  
STATE CONTRACT PROCUREMENT OFFICER II

SUBJECT: ADDENDUM TO REQUEST FOR PROPOSALS  
CONTRACT NO: GSS14638-MARKET\_ADV  
MARKETING, PUBLIC RELATIONS SERVICES, ADVERTISING AND MEDIA  
BUYING

### **ADDENDUM #1**

Marketing, Public Relation Services, Advertising and Media Buying  
Non-Mandatory Bid Meeting (August 12, 2014) and Email Q&A

1. Will the State of Delaware give equal consideration to vendors that are not licensed or located in Delaware for this solicitation? If not, are there steps a Maryland business could take to satisfy any preferential consideration in this regard?
  - a. Delaware has no preferences. All vendors capable of meeting the requirements of the RFP are given equal consideration. A Delaware business license is required and can be obtained on-line: <https://onestop.delaware.gov/>
2. Agencies with internal resources specifically dedicated to managing Social Media, Media Buying, Advertising, Public Relations and Marketing Services without the need of contractual services may opt to continue direct management of these functions.
  - a. Stated in the RFP to address instances where State Agencies have internal resources and do not need contractual services may continue to do so.
3. We were looking through the RFP for a DBE participation goal. We have a certification as a WMBE through the OSD. Are you saying there is no participation goal for this RFP?
  - a. Delaware does not establish preferences or participation goals on any procurements unless federally required (typically DeIDOT projects). Therefore there are no participation goals for this RFP. Everyone is on an equal playing field. Awards are determined by an offerors ability to provide a quality product or service.



4. Who are the incumbents?
  - a. This is the first time our agency has solicited a Request for Proposal for Marketing, Public Relations, Advertising and Media Buying.
  
5. Purchases of services under this contract will be on an as-needed basis. Can the State provide any guidance, based on information from past years, as to the likely level of activity in each service category?
  - a. There is no guarantee of business under this contract; this is the first time our agency has solicited a Request for Proposal for Marketing, Public Relations, Advertising and Media Buying. However, the State offers a plethora of transparent business intelligence including: <http://checkbook.delaware.gov/> and <http://pcard.accounting.delaware.gov/> where vendors may research the State's spend in multiple ways including merchant categories.
  
6. In Appendix A, page 58, Scope of Work, it states the State is seeking to establish "a vendor pool that using Agencies may draw upon" for these services. Can you provide an estimate on the number of vendors that the State would seek to place in this pool?
  - a. The State has no pre-set number of vendors it is looking to award. Awards will be dependent upon responsiveness of the bids and quality of proposals submitted.
  
7. Four of the five Case Study Sample Choices have assumed budgets for \$100,000 over one year. Is that an accurate assumption for the budget of the campaigns conducted by the ordering agencies within the state government?
  - a. These budget examples have been provided by using agencies and are for the purpose of determining vendor responsiveness and capabilities. Campaign budgets vary based on the needs of the agency.
  
8. Pg. 16 – Evaluation Criteria, No. 2, "The bidders documented experience in successfully completing contracts of a similar size and scope to the work required by this RFP. With no baseline for similar work, how can we respond?"
  - a. Responses shall document examples of services performed that are relative to the scope of work to show the capabilities and level of experience of the company.
  
9. How does this contract award affect agency awards already in place?
  - a. Existing agency contracts will roll over into the new contract upon expiration for all covered agencies under the Mandatory Use clause. Requests to extend existing contracts will be reviewed on a case by case basis and the Director will determine if there is demonstrable cause for extension.
  
10. The pricing proposal structure awards 75 points. Is there any expectation for pricing?
  - a. Pricing is required in Appendix B of the RFP. Hourly pricing is a maximum rate for the contract term. Pricing on individual job quotes shall not exceed the



contracted hourly rates. An awarded vendor has the ability to offer lower rates on individual jobs.

11. Who are the evaluators for the evaluation period?
  - a. Evaluators are comprised of Super users who assisted in drafting the RFP and consist of multiple agency representatives.
  
12. Do you know how many will be on the evaluation committee?
  - a. We have a planned team of Super users who will be on the evaluation committee.
  
13. Will Vendors be able to meet with Agency Heads?
  - a. Yes. Vendors can market with the State.
  
14. Since the contract will be multi-awarded, will the agencies reach out to the awarded vendors?
  - a. Agencies will use the pool of awarded vendors to determine what vendor to engage for services under this contract. It is the responsibility of an awarded vendor to market their abilities to end users.
  
15. How is the final score used to award multiple vendors?
  - a. The State reserves the right to award the contract in a manner that best meets the needs of the State. Typically an algorithm is applied to final scores to determine the best qualified offerors.
  
16. Once the contract is awarded, how do the vendors know what agencies will be in need of service?
  - a. As in any market sector it is the responsibility of an awarded vendor to market to State agencies. The State offers a plethora of transparent business intelligence including: <http://checkbook.delaware.gov/> and <http://pcard.accounting.delaware.gov/> where vendors may research the State's spend in multiple ways including merchant categories. Vendors interested in learning more about leveraging this information and doing business with the State are encouraged to attend the State's nationally recognized Vendor Day training. Expression of interest can be sent to [contracting@state.de.us](mailto:contracting@state.de.us)
  
17. Will the State provide contact names of agencies?
  - a. The Procurement Unit Contact list is available on the State of Delaware Procurement Portal at: <http://mymarketplace.delaware.gov/topics/vendor.shtml>
  
18. Is there a list of State Agencies Exempt from the use of the contract?
  - a. This contract will be mandatory use for Covered Agencies. *Covered Agency means any agency except school districts, Delaware Technical & Community College, the Delaware State University and the Legislative Branch of State government [29 Del. C. §6902(6)].* Awarded vendors are always encouraged to



contact the State Procurement Office for questions regarding identifying if specific agencies are covered.

19. Is it the responsibility of the awarded vendors to work together through partnerships or subcontracting?
  - a. No. Awarded vendors are not required to partner, but may elect to partner or subcontract with additional vendors throughout the term of the contract. All subcontract vendors must be identified in writing and authorized by the Agency during performance of the contract.
  
20. Are vendors not allowed to market to State agencies until the contract is awarded?
  - a. Vendors may continue to market to State agencies under the small purchase spending threshold. <http://gss.omb.delaware.gov/contracting/spp.shtml> . Vendors are prohibited from engaging State agencies in direct consideration of this procurement until the contract is awarded.
  
21. How can vendors partner with other vendors without being in violation of the non-collusion clause?
  - a. Vendors may reach out to other vendors to form joint partnerships for the purpose of submitting a proposal or to explore subcontracting opportunities. Vendors submitting individual proposals may not collectively act to cause a specific influence on the procurement.
  
22. Can vendors visit agencies during the RFP advertisement period?
  - a. Vendors may visit with the agencies, but they may not reference the RFP.
  
23. How do you know what information will be posted on the website for purchasing transparency?
  - a. All contract details including Usage and Aggregate Spend are available on the Delaware Procurement Portal at <http://mymarketplace.delaware.gov/> .
  
24. Is there a page limit to the responses?
  - a. No. However offerors are encouraged to present their capabilities in concise detail.
  
25. Are vendors allowed to submit samples or publication examples?
  - a. Additional samples and information are at the discretion of the vendor. Case Studies required in this RFP are required to be submitted in PowerPoint format. Vendors should be economical in their proposals.
  
26. If Subcontractors are to be listed at the time of the bid submission, can we still add subcontractors after award?
  - a. Yes. All subcontract vendors must be identified in writing and authorized by the Agency during performance of the contract.



27. Is there a preference for determining award whether the work can be accomplished in-house or if subcontractors are used?
- The contract will be awarded by service category. The successful Vendor(s) shall be responsible for all products and services as required by this RFP whether or not the Vendor or a subcontractor provided it.
28. Please clarify the definition of non-media expenditures found on pages 63 and 71.
- For purposes of this RFP, non-media expenditures are any media expenditures not including television/radio advertisements/commercials, display advertising (newspapers/magazines/internet), classified advertising (newspapers/magazines/yellow pages and internet), printed materials (brochures, rack cards, posters, mailers) and billboard advertising. Examples of non-media expenditures include, but are not limited to: coupons, competition prizes, novelty items, incentives, loyalty clubs and point-of-sale displays.
  - The awarded vendor and the using agency can work together in determining non-media expenditures based on the project scope of campaigns.
29. Will the final scoring results be visible to the agencies?
- Final scoring is not posted. Agencies are welcome to schedule an appointment with the Contract Officer for either a debriefing or bid tab review.
30. Can the vendors include links in their proposals to a library of case studies?
- The State will not go out and research information through links in a proposal. Vendors must include all information in their bid submission package.
31. The Checklist in Attachment 16 requires that the submission must be in sequence as listed below. Please clarify how items C and D are to be submitted in sequence.
- The minimum mandatory requirements checklist (Attachment 16) lists the required sequence of submission (C & D are not order items, but are stated to ensure compliance of hard copies and electronic submissions).
    - Note, these are the minimum requirements; all other requirements should be submitted as well and included in the table of contents submitted by the bidder.
32. Additional requirements are listed on pages 78-79. Where do they get submitted in relationship to the sequence listed on the checklist?
- Attachment 16 identifies the minimum mandatory submission requirements as a tool to ensure vendors are responsive. Include additional proposal submission documents not listed on the checklist in your proposal. There is no specified order for those documents.
33. If the vendor is bidding several tiers, must they submit multiple proposals?
- No. One submission that identifies what tiers are being bid on is acceptable.
  - All terms and requirements must be responded to for each tier as stated in the RFP.



34. Will only the awarded vendors be given an opportunity to rebid their proposals after the initial 3 year term?
- a. If it is determined that the contract should go out for rebid, a Request for Proposal will be solicited to the vendor community.
    - i. All Request for Proposals are new requests and new bid submissions would only be considered.
    - ii. If the State determines to extend, awarded vendors will be notified and an addendum will be posted on the contracting website.
35. Would agencies opt to use more than one awarded vendor on this contract?
- a. Agencies can utilize the contract based on their service needs.
    - i. Determining the awarded vendor(s) to be used based on category is at their discretion.
    - ii. More than one vendor can be utilized if needed.
36. We have a clarifying question regarding the duration of contract rates. Do we need to “lock-in” rates for 3 years with the option to negotiate years 4 and 5, or will rates be locked-in for 5 years?
- a. Rates provided in the bidder’s submission are firm for the initial three (3) year term of the contract.
  - b. Per Section VI.(B)(16), the vendor is not prohibited from offering a price reduction on its services or material offered under the contract. The State is not prohibited from requesting a price reduction on those services or material during the initial term or any subsequent options that the State may agree to exercise.
- If agreement is reached to extend this contract beyond the initial three (3) year period, Government Support Services shall have the option of offering a determined price adjustment that shall not exceed the current Philadelphia All Urban Consumers Price Index (CPI-U), U.S. City Average. If the CPI-U is used, any increase/decrease shall reflect the change during the previous published twelve (12) month period at the time of renegotiation.
37. Purchases of services under this contract will be on an as-needed basis. Can the State provide any guidance, based on information from past years, as to the likely level of activity in each service category?
- a. There is no guarantee of business under this contract; this is the first time our agency has solicited a Request for Proposal for Marketing, Public Relations, Advertising and Media Buying. The State offers a plethora of transparent business intelligence including: <http://checkbook.delaware.gov/> and <http://pcard.accounting.delaware.gov/> where vendors may research the State’s spend in multiple ways including merchant categories. Vendors interested in learning more about leveraging this information and doing business with the State are encouraged to attend the State’s nationally recognized Vendor Day training. Expression of interest can be sent to [contracting@state.de.us](mailto:contracting@state.de.us)



38. I found the schedule on page 5, but don't see an 'intent to bid' deadline. Is that not needed for this RFP?
- a. Vendors are not required to notify the State of Delaware of intent to bid prior to the proposal deadline. Proposals are due NLT September 11, 2014, 1:00 pm Local Time per the terms of the RFP.
39. We're trying to ascertain whether it is necessary to be based in DE in order to receive a DE business license. We're licensed in MD and are most interested in providing comprehensive Marketing, Public Relations, Advertising and Media Buying services, but don't want to waste the State's time responding to the RFP if being DE based is a requisite as the RFP implies.
- a. Delaware has no preferences. All vendors capable of meeting the requirements of the RFP are given equal consideration. A Delaware business license is required and can be obtained on-line: <https://onestop.delaware.gov/>
40. Appendix A, Section VI.C on page 78 - Resumes: Are staff resumes sufficient to meet the requirements outlined in this section?
- a. Per the terms of the RFP, Detailed resumes should be submitted for all management, supervisory and key personnel to be assigned to the contract.
    - i. Specific information that should be included is addressed in Appendix A and Section VI.(C)(1-4).
41. Attachment 16, page 57-58: Attachments 8 and 9 are not included in the Minimum Requirements List on p. 57-58, are these attachments required?
- a. Attachment 8 and 9 are samples of Monthly Usage Reports. Vendors are not required to submit these forms with their bid submissions.
    - i. Usage Reporting requirements are detailed in Section VI.(B)(28). Awarded vendors will be sent these reports in MS Excel format when the contract is awarded.
42. Appendix B, Rate Disclosure tab: Can we use our GSA rates excluding the industrial funding fee?
- a. Yes, you have the option to do so.
43. Attachment 16, page 57: There is no "L" in the checklist. Is that an oversight?
- a. There is no "L" on Attachment 16.
44. Appendix A, Section V.A.2.iv, page 74: Under Detailed Action Plans it states: "This approach shall serve to convince the State that the plans are realistic, attainable, and appropriate and that the proposed plans will lead to successfully increasing tourism revenue for the State." None of the proposed case study topics align with that goal. Please clarify the measure of success of the media plans.
- a. For purposes of this RFP, this section shall be revised to read:

*iv. Detailed Action Plans*



*Representing an approach to the project, this section should detail the program's needs and action plans for providing all required functional support and for completing all required tasks. This approach shall serve to convince the State that the plans are realistic, attainable, and appropriate and that the proposed plans will lead to success for the State.*

45. Does the budget given include all media buys?
- a. Budget listed in case studies are total project budgets and should include all aspects including media.
46. Does the assigned budget include all agency fees/creative costs?
- a. Budget listed in case studies are total project budgets and should include all aspects including agency fees/creative costs.
    - i. Case study agency fee/creative costs shall be consistent with vendor's submitted pricing sheet and range disclosure found on Appendix B.
47. If we submit our bid for only one case study and win, will we be eligible to obtain work for the other four?
- a. Section V.(A)(1) of the RFP reviews the purpose and plan requirements for the Case Study. Vendors are required to submit only one case study. This study should convince the State that the bidder's general approach and plans to undertake and complete the contract are appropriate to the tasks and subtasks involved.
    - i. For purposes of this RFP (not factual at this time and will not be utilized by the State of Delaware unless the vendor is awarded), the State of Delaware would like to review the bidder's project/plan in an equal scenario.
48. Should a vendor want to participate in multiple service categories, are the responses required to be separate.
- a. One submission that identifies what tiers are being bid on is acceptable.
  - b. All terms and requirements must be responded to for each tier as stated in the RFP.
49. When is the appropriate time to send the: STATE OF DELAWARE SUBSTITUTION FORM W-9? Prior to submitting the proposal or when the proposal is submitted?
- a. W-9 forms are submitted during Document Execution as stated in section III.(X) of the RFP.
    - i. Upon notification of award, vendors will be required to complete the Delaware Substitute Form W-9.
  - b. However there is nothing that precludes an earlier filing



50. Can you please provide the list of attendees from the August 12, 2014 pre-bid meeting?
- a. The Pre-Bid Meeting attendance sheet will be posted in conjunction with this Q&A document to the bid solicitation website on August 29, 2014.
    - i. As a reminder, please note that this was a Non-Mandatory pre-bid meeting.
51. Can you please provide the names and titles of the Committee? And will the Committee be comprised of Marketing, Public Relations, Advertising and Media Buying professionals?
- a. The State of Delaware does not disclose details of user group members during an active solicitation. The user group includes super-users representing those Agencies with historical need in procuring the services addressed in this RFP.
52. Can you please provide some more guidance as to how we are expected to provide a work plan and time line without a scope of work related to a specific project or assignment?
- a. This contract covers the entirety of the State of Delaware. While not a promise of business, awarded vendors have potential to actively work multiple campaign goals for various agencies at one time and/or provide itemized services needed based on the service categories as described in this RFP. Vendors should their standard business practice methodology/approach used for projects as they would when presented with a service request.
    - i. The State of Delaware has 4 service category offerings in this RFP. Vendors should describe their standard project methodology/approach as it applies to the specific category they are bidding on, including standard work plan and timeline.
      1. Vendor is welcome to present examples to show a more detailed approach.
    - ii. This description clarifies how the vendor engages in business and manages project work plans and timelines.
53. Can you please clarify whether our media commission fee proposal should be based on placement of net or gross media rates? Our state agency experience has been that media is placed at a net media rate and agency is compensated with a media placement fee based on overall annual media spend.
- a. The Contractor shall execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such project-specific contracts shall be entered into as an independent contractor and not as an agent of the State. The Contractor shall submit separate line percent net cost with its invoice for all media placement under this contract. Contractor's markup shall only apply to the net cost for media placement. All cost benefits must be passed to the State. The State shall retain the right to audit the Contractor's books to verify that the State is receiving all net prices, discounts and rebates.



- b. Attachment 14 is to be used for quotes provided to ordering Agencies under this contract; media placement and mark-up is included.
  - c. Appendix B Price Sheet requires Media Placement Mark-up percentage.
54. On page 73, 2. CASE STUDY PLAN GUIDELINES AND SAMPLES, RE: This section is followed by "ii. Overall Customer Information and Public Awareness Plan", Section "i." appears to be missing. Is there additional content that belongs in section i.?
- a. This is a formatting omission. There is no section "i".
55. Our current business insurance does not comply with the terms of this RFP. Can we update to expand our policy after the State's selection is made? Then, if we are selected, we will submit new insurance information complying with the required terms.
- a. Section VI.(B)(20) details mandatory insurance. Vendors that do not currently have insurance levels as listed may still be considered for award, however if proof of insurance as stated in the RFP is not provided, vendor must submit a statement that will procure insurance as required if notified of award of the contract.
  - b. During the award process and document(s) execution, vendors are required to submit finalized proof of insurance. If the vendor does not provide this as stated in the RFP, the award will be retracted and awarded to the next highest scoring bidder.
56. Regarding page 79; H. PREVIOUS WORK SAMPLE, Would you like our 1 sample campaign integrated into the proposal submission pages or can we supply electronic PDFs to support request.
- a. Complete vendor proposals are required in both hard copy and electronic format. PDF format is suitable for the electronic version; however the hard copies are required per the terms of the RFP.
57. Regarding the Case Study; can we safely assume that the ideas we generate for the case study will not be used without compensation?
- a. Section V.(A)(1) details that for purposes of this RFP (not factual at this time and will not be utilized by the State of Delaware unless the vendor is awarded), the State of Delaware would like to review the bidder's project/plan in an equal scenario.
  - b. Any projects that the State of Delaware engages in with the awarded vendor(s) will be compensated.
58. If we are selected to move to the presentation round will we need to use Microsoft PowerPoint or can we use other software of our choosing?
- a. If vendor is chosen for oral presentations as part of this RFP process, the vendor may use whatever software they choose for presentation.



- i. Oral Presentations will be economically conscientious in nature and will be based on their (1) submitted Case Study.
  - ii. The State of Delaware has the following available to presenters: Wi-Fi access and projector. Operating System is not provided.
59. Does the State of Delaware have a negotiated printing prices with approved vendors (GSS13484-OUTPRINT) that we may be able to use for the purpose of pricing? If so, can we have their contact information?
  - a. The State of Delaware Printing and Publishing Office works directly with the state agency and vendors on contract GSS13484-OUTPRINT for printed materials/projects and contract GSS13483-DESIGN\_LAY for design projects. Prices for those contracts are listed at <http://contracts.delaware.gov/> .
    - i. Note: for the outsource printing contract, pricing will depend on project requirements (timelines, paper types, quantities, mailing requirements, etc.), therefore this pricing is rarely fixed and is quoted at least 3 ways for every job.
  - b. The awarded vendors on this contract GSS14638-MARKET\_ADV will work in coordination with the state agency to engage the Printing and Publishing Office on publication materials, unless waived to use open market services by the Director of Government Support Services.
  - c. For purposes of this RFP and pricing provided in the Case Study, the vendor may use open market sources for pricing as applicable.
60. Page 73, Section V.A.2.ii and vii.2.) In case study #4 you state goals for the initiative and in the Overall Customer Information and Public Awareness Plan, you ask for success metrics. Are they different? If so, can you elaborate?
  - a. For purposes of this RFP, goals for the initiative are the overall goals of the campaign or service need. Success metrics show how those goals are being achieved. For bidding purposes, the vendor should show comparable success metrics that support their proposal case study idealisms and/or metrics identifying specific impact targets. The State of Delaware does not expect end result metrics as the case study campaigns are examples; however metrics identifying similar campaign results or identifying specific impact target expectations should be included in the submission.
61. If we are not planning on bidding for Media, how will that affect the budget for each case study?
  - a. For purposes of the RFP case studies, it is ideal that the bidder will be able to engage with a third party media source whenever necessary and consult with the state agency and the media outlet on accomplishing campaign goals and media procurement. The RFP Appendix B has Media Placement Mark-up Percentage that is required to accommodate the bidder's effort in engaging and procuring third party media.



- i. For example, as standard campaign with media typically follows the following work flow:
  1. The awarded vendor is creating a marketing campaign for a state agency spanning a 1 year period. It is determined that media associated with the campaign will be a 30 second television spot, several local magazine and news ads, a billboard, and various printed posters/mailers/brochures. The awarded vendor would work with the state agency to engage the services of Printing and Publishing for the posters/mailers/brochures (unless waived) and then engage and procure third party advertising as applicable to the campaign needs. The awarded vendor would then bill back the state agency for net media costs and also bill the contract % media placement mark-up percentage.
- ii. If the bidder plans no media procurement recommendations or third party action as part of its proposal, the bidder should state that in their proposal.
  1. Please note that media buying is inclusive in both the Advertising and Public Relations/Marketing service category tiers under this contract and the State of Delaware requires this service as part of those service categories as detailed in the RFP.

62. (Page 74, Section V.A.2.iv.) In your Detailed Action Plans you mention increased tourism revenue for the state. The case studies presented are not focused on tourism. Is this still the intent?

- a. For purposes of this RFP, this section shall be revised to read:

iv. *Detailed Action Plans*

*Representing an approach to the project, this section should detail the program's needs and action plans for providing all required functional support and for completing all required tasks. This approach shall serve to convince the State that the plans are realistic, attainable, and appropriate and that the proposed plans will lead to success for the State.*

63. (Page 57, Attachment 16. Section O) In section "O" of the mandatory submission requirements checklist, you ask for one comprehensive listing of contracts of similar size and scope. Are you referring to the individual case studies or this contract GSS14638-MARKET\_ADV? If this contract, can you please define the overall scope of the opportunity?

- a. Section VI.(G) of the RFP details the requirements of the comprehensive listing of contracts of similar size and scope that the bidder has successfully completed.
  - i. This comprehensive listing references the bidder's ability to successfully complete the services required by this RFP (not just the case study). This contract will service all State Agencies and potentially Municipalities and Fire Departments within Delaware. This will be a multi-award contract for



the State of Delaware to ensure volume is managed. There is no promise of business under this contract, however, the bidder should anticipate that multiple agencies will have a need of the services encompassed in this RFP and with that multiple campaigns and service needs.

- ii. This contract will provide a “pool” of vendors to the State of Delaware that can provide services as described in this RFP.

64. We checked the Enterprise Standards and Policies documentation on the website and didn't find any information regarding this: does the state allow 3rd party web hosting? If so, is there any pre-determined host providers that we would have to use in order to support new and existing campaign initiatives?

- a. The state agency and the awarded vendor will determine if campaigns require technology initiatives such as 3rd party web hosting. Section IV.(B) details Information Technology responsibilities. The state agency and the vendor will work with the Department of Technology and Information (DTI) on any specific needs for campaign goals via the DTI Business Case process.

65. (Page 63, Section C.3.iii.) In your services listing, you state that the contractor shall include Spanish Language translations of consumer-oriented print materials. Should we include this in our pricing for this RFP on individual pieces as a part of the total spend?

- a. For bidders that provide in-house translation, Appendix B has been amended to include a Translation Services hourly rate input field.
- b. For bidders that provide third-party translation, that cost should be included in the pass through costs quote on Attachment 14 and backup included with invoicing as with all third-party activities.

66. (Section E - Page 16) If we only submit a response for Advertising & Marketing services, does that negate or exclude us from consideration.

- a. The RFP is specifically designed to allow for award by specific service type if that proves to be in the best interest of the State.
- b. Vendors may bid on all or some of the service categories on this contract.
  - i. If a vendor does not offer Public Relations, Media Buying or Social Media services as part of its service offering under a bid for Advertising or Public Relations and Marketing Services, then that should be specified in the bid proposal unless the vendor plans to partner or subcontract this work. Subcontractors must be identified to the State of Delaware prior to initiation of work.
    1. Please note that Media Buying and Social Media are inclusive in both the Advertising and Public Relations/Marketing service category tiers under this contract and the State of Delaware requires this service as part of those service categories as detailed in the RFP.



2. The State of Delaware accepts subcontracting as part of this contract.
  - ii. Service category specifications must be met by awarded vendors via in-house resources or partnering/subcontracting.

67. (Page 27 - section 28) Is all work billed as hourly? Our jobs bid as "flat fee"?

- a. Section VI.(B)(12)(30) describes invoicing and billing requirements of this contract. Attachment 14 (Budget Summary Sheet) is required under this contract to identify itemized billing of services provided by the awarded vendor. Labor Rate billing is inclusive under this contract along with Media Placement (with contractual percentage mark-up) and other Pass Through Costs as specified in the RFP.

68. (Page 30 - section 38/39) After visiting the link provided, I learned these sections apply to construction related jobs. Please confirm

- a. The referenced sections are standard Terms and Conditions which may or may not be applicable to any one particular contract. While typically applicable to public works (construction related) contracts there can be instances where they are applicable to other contracts. While it is not anticipated prevailing wage will be applicable to this contract we cannot foresee all using agency requirements. Offerors should give the sections appropriate consideration.

69. (Page 78 - section C. Resumes) Similar contracts? Please define what a similar contract is? Advertising?

- a. Section VI.(C) "similar contracts" refers to service offerings provided/accomplished by the vendor with a similar scope of work that is included in this RFP.

70. In what sequence would the State prefer the requirements be submitted?

- a. The minimum mandatory requirements checklist (Attachment 16) lists the required sequence of submission (C & D are not order items, but are stated to ensure compliance of hard copies and electronic submissions).
  - i. Note, these are the minimum requirements; all other requirements should be submitted as well and included in the table of contents submitted by the bidder.



71. Attachment 16 on page 56 states that the submissions must be in the sequence listed below. However, items C and D on the checklist are format requirements while the other items listed are actual components of the response. Can the State please clarify the sequence of items?
- a. The minimum mandatory requirements checklist (Attachment 16) lists the required sequence of submission (C & D are not order items, but are stated to ensure compliance of hard copies and electronic submissions).
    - i. Note, these are the minimum requirements; all other requirements should be submitted as well and included in the table of contents submitted by the bidder.
72. If a vendor includes all of the requirements in their response, but does not do so in the sequence expected by the State due to misunderstanding, will the vendor's response be deemed non-responsive?
- a. Section IV.(B)(5) specifies that the State reserves the right to waive minor irregularities, or request additional information before determining the responsiveness of the Vendor.
73. On page 11 of the RFP document, under Section III.Z titled Confidentiality, it states that the vendor must submit confidential and proprietary information in a separate, sealed envelope labeled "Proprietary Information" with the RFP number. To ensure that the vendor does not deviate from the sequence of requirements, should a holder page be inserted into the main proposal with a note indicating to the State that the required information is included in a separate envelope?
- a. Attachment 5 (Confidentiality Form) can be submitted with the submitted proposal indicating that a separate, sealed envelope labeled "Proprietary Information" with the RFP has been included with the bid submission.
74. Appendix B is not listed on Attachment 16, the Submission Requirements Checklist, on page 56. Where should Appendix B be placed in the sequence? Or should it be submitted as a separate sealed document?
- a. The minimum mandatory requirements checklist (Attachment 16) lists the required sequence of submission (C & D are not order items, but are stated to ensure compliance of hard copies and electronic submissions).
    - i. Note, these are the minimum requirements; all other requirements should be submitted as well and included in the table of contents submitted by the bidder.



75. On page 15, Section IV. D Requirements of the Vendor, bullet point #5 states that the proposal response should contain at a minimum a description of the methodology/approach used for this project, including work plan and time line. Is this referring to the case study component of the RFP? If not, what project is it referring to?
- a. This contract covers the entirety of the State of Delaware. While not a promise of business, awarded vendors have potential to actively work multiple campaign goals for various agencies at one time and/or provide itemized services needed based on the service categories as described in this RFP. Vendors should their standard business practice methodology/approach used for projects as they would when presented with a service request.
    - i. The State of Delaware has 4 service category offerings in this RFP. Vendors should describe their standard project methodology/approach as it applies to the specific category they are bidding on, including standard work plan and timeline.
      1. Vendor is welcome to present examples to show a more detailed approach.
    - ii. This description clarifies how the vendor engages in business and manages project work plans and timelines.
76. Regarding the Safe Sleep Campaign Case Study described in Section V. A on page 76, does the State have any preliminary performance results for the current Long Live Dreams Safe Sleep Campaign?
- a. For purposes of this RFP, please consider that this is the State of Delaware's first campaign related to Safe Sleep and there is no initial local statistical information to provide.
77. Regarding the Safe Sleep Campaign Case Study described in Section V. A on page 76, can the State give statistics on how many incidents of infant mortality there were in Delaware in 2010, and how they break down by race and cause?
- a. For purposes of this RFP, please consider that this is the State of Delaware's first campaign related to Safe Sleep and there is no initial local statistical information to provide.
78. Regarding the Safe Sleep Campaign Case Study described in Section V. A on page 76, what are the main behaviors that contribute toward SIDS-related deaths among African American infants in Delaware? Could the State provide any statistics?
- a. For purposes of this RFP, please consider that this is the State of Delaware's first campaign related to Safe Sleep and there is no initial local statistical information to provide.



79. Regarding the Safe Sleep Campaign Case Study described in Section V. A on page 76, what would the State deem a successful campaign? In order for the bidder to demonstrate “success metrics” of the recommended plan as stated on page 74, what is the State’s overall measurable objective?
- a. For purposes of this RFP, success metrics show how goals are being achieved. For bidding purposes, the vendor should show comparable success metrics that support their proposal case study idealisms and/or metrics identifying specific impact targets. The State of Delaware does not expect end result metrics as the case study campaigns are examples; however metrics identifying similar campaign results or identifying specific impact target expectations should be included in the submission.
80. Page 23, #14: Is a blended rate okay?
- a. Billing terms in the contract shall be adhered to. Labor rates are fixed for the term of the contract unless the vendor offers a lower rate.
    - i. Attachment 14 will utilized as a minimum for quotes. Agencies may request more budget summary detail and documentation upon request.
    - ii. All rates must be specified, to include labor and non-labor costs, therefore the State of Delaware will not accept blended rates unless fully detailed and itemized, which would be work duplication.
81. Page 23, #14: Is there a minimum or maximum allowable blended rate?
- a. Billing terms in the contract shall be adhered to. Labor rates are fixed for the term of the contract unless the vendor offers a lower rate.
    - i. Attachment 14 will utilized as a minimum for quotes. Agencies may request more budget summary detail and documentation upon request.
    - ii. All rates must be specified, to include labor and non-labor costs, therefore the State of Delaware will not accept blended rates unless fully detailed and itemized, which would be work duplication.
    - iii. The State will not determine minimum and maximum rates as all billing should be detailed per Attachment 14.
82. Page 25, #21 and Page 41, #3: Can the Vendor/Agency be located out of state and/or out of the region?
- a. Vendors do not have to be based in DE to receive a DE business license, but Division of Revenue has some basic requirements that must be met. Please see the attached web link to the Division of Revenue: <http://revenue.delaware.gov/services/BusServices.shtml>
  - b. Business locations are requested for corporate or regional offices throughout the central East coast inclusive of Delaware. If the vendor is farther from this central area, please specify business locations for corporate and regional offices and address the additional information requested on Question 3 on Attachment 4.



83. Page 52, Attachment 14: Is there an overall recommended budget (or range) for all requested services (marketing, PR, advertising and media buying)?
- a. There is no overall recommended budget or range as this contract will support the State of Delaware. Multiple agencies with various campaigns and service needs will utilize this contract. Our goal is to provide a pool of vendors for agencies to contact in procuring these services covered in this RFP.
84. For this RFP, are vendors required to be located in Delaware to submit a response, or expected to establish an office(s) in DE upon contract award? Also, regarding the format, are vendors permitted to submit responses in any format so long as all required information is present and the forms follow the order they're listed in this RFP? I.E. — for Appendix B, are we permitted to format this information to fit our presentation formatting in a more creative layout so long as all requested information is present?
- a. Vendors do not have to be based in DE to receive a DE business license, but Division of Revenue has some basic requirements that must be met. Please see the attached web link to the Division of Revenue: <http://revenue.delaware.gov/services/BusServices.shtml>
  - b. Business locations are requested for corporate or regional offices throughout the central East coast inclusive of Delaware. If the vendor is farther from this central area, please specify business locations for corporate and regional offices and address the additional information requested on Question 3 on Attachment 4.
  - c. Vendors shall submit responses in 2 hard copies (including Appendix B) and 2 electronic copies as stated in the RFP. Sequence should be as stated in Attachment 16. Other proposal documents are recommended to come after that sequence.
    - i. Do not reformat Appendix B in any way. All copies must be in active MS EXCEL format.
      1. The Bidder must complete the two tab worksheets Price Sheet and Rate Disclosure as part of this RFP Appendix. **DO NOT ADD ANY ADDITIONAL COLUMNS OR ROWS TO THESE SHEETS.** If an option is not available, the vendor must input N/A. Proposals lacking the completed worksheets may be deemed non-responsive and removed from further consideration. Each bidder is required to hold its prices firm through issuance of Contract. Vendors may bid on any and/or all categories. If bidding only on selected categories, enter NO BID on the categories for which a bid is not being submitted.
      2. The completed Price Sheet and Rate Disclosure are to be provided in both hardcopy and ACTIVE Excel format.
      3. **NO CHANGES** are to be made to existing content or formatting. Failure to adhere to this requirement may result in the entire proposal being deemed non-responsive and removed from further consideration.