



STATE OF DELAWARE
EXECUTIVE DEPARTMENT
OFFICE OF MANAGEMENT AND BUDGET

September 24, 2019

TO: ALL OFFERORS

FROM: SHANNON WROBEL
STATE CONTRACT PROCUREMENT OFFICER II

SUBJECT: ADDENDUM TO REQUEST FOR PROPOSAL NO.:
GSS20638-MARKET_ADV, Marketing, Public Relation Services, Advertising and
Media Buying.

ADDENDUM # 1

The purpose of this addendum is to answer questions received regarding the solicitation.

Information regarding the current contract is available online at:

http://contracts.delaware.gov/contracts_detail.asp?i=2640

1. Based on past experience, which 3-4 agencies are most likely to use this contract?
 - a. All mandatory use agencies for the State of Delaware must use this contract for the marketing, public relation services, and media buying needs.
2. Could you provide an estimate (or actual figure) for the total amount spent by one or more State Agencies on marketing and advertising services last year?
 - a. All spend data can be found at: <https://data.delaware.gov/Government-and-Finance/Statewide-Central-Contract-Spend/sifm-293u>
3. If a company chooses to bid on multiple service categories, will these bids be considered jointly or independently? For example, could a company's bid for Social Media be accepted while a concurrent bid for Media Buying is denied?
 - a. A determination will be made regarding the categories awarded based on the proposals, and proposals evaluations.



4. The RFP requests 3 years of financial records, but our agency under its current brand has existed for only 2.5 years, with the core team having worked together to provide media and marketing services for 6 years at a different firm. Is the three year number a strict requirement that would disqualify us from contention?
 - a. Any exceptions to the defined requirements should be listed on Attachment 3 for review.
5. Also, can you clarify the required format and information for the financial records requested? Some of our largest clients are in the private sector, and we typically don't share detailed financial information out of respect for their privacy.
 - a. Anything that bidders wish to keep confidential must be notated on Attachment 5.
6. If awarded a contract is it expected that the vendor will contact individual departments and divisions to solicit projects?
 - a. Agencies authorized to use contract will contact awarded vendors regarding their project needs as they arise.
7. As the RFP is essentially requesting spec work for one of the case studies, what assurance can the state provide that the ideas, strategies and creative presented will not be used by the state or selected vendor if we are not awarded a contract?
 - a. The provided case study will only be used for evaluation purposes for consideration for award of this contract.
8. Section IV. PROPOSAL EVALUATION PROCEDURES, D. REQUIREMENTS OF THE VENDOR, Bullet #5: Experience of the Service Technicians, Page 15, Since the marketing, public relations, advertising arena doesn't generally employ "technicians," can you please clarify what is meant by this term?
 - a. Experience of the service technicians is not a requirement for this contract.
9. BEST AND FINAL OFFERS Once the proposals have been evaluated and negotiations have been held with the vendor(s) determined to be likely to receive an award, the Procurement Evaluation Committee issue a request for Best and Final Offers from the vendor(s). Page 16. Please define "Best and Final Offers." It is expected that vendors will lower the costs provided in the proposal?
 - a. Vendors may offer lower costs when submitting a best and final offer. There is no expectation for a vendor to lower their costs in a best and final offer.

10. G. REFERENCES; The Committee may contact any customer of the vendor, whether or not included in the vendor's reference list, and use such information in the evaluation process. Additionally, the State of Delaware may choose to visit existing installations of comparable systems, which may or may not include vendor personnel. If the vendor is involved in such site visits, the State of Delaware will pay travel costs only for State of Delaware personnel for these visits. Page 17. Please clarify what qualifies as an existing installation of comparable systems?
 - a. Prior marketing, public relation, advertising, or media buying work would be considered an existing installation for this contract.
11. Section VII. PRINT NEEDS, Page 70, Without knowing the pricing from the Printing and Publishing Office, should we base our estimates on pricing from outsourced printing contacts?
 - a. Printing costs shall be included in the estimated budget established for each project assignment.
12. IX. JOB QUOTES D. The Contractor must obtain at least 3 competitive proposals/bids on any non-media expenditures. Documentation of the proposal process, including bids, must be submitted to the ordering Agency for pre-approval of all non-media expenditures. Page 72. Please clarify what would be considered non-media expenditures. Would this include expenses such as translation services, etc.?
 - a. Translation services would be considered a non-media expenditure.
13. Are there existing campaigns for any of the case studies?
 - a. No. The case studies are only being used for evaluation purposes for consideration for award.
14. Are the case studies actual work opportunities?
 - a. No. The case studies are only being used for evaluation purposes for consideration for award.
15. Attachment 2 requires a notary seal. Can the hard copy of the second, not master copy of proposal, include a photocopy of the notarized attachment 2 found in the master copy?
 - a. Only attachment 2 the master paper copy of the proposal has to contain an original signature, and notary seal.
16. Table of Contents instructions on page 7 reference that Appendix B must be in excel file format – please confirm that this should be Appendix C that is provided in excel.
 - a. Appendix C should be in excel format, not Appendix B.

17. Part W. found on page 10 relates to documents needed to establish a State of Delaware vendor record. What if the applicant already has a DE vendor record? Or must a Delaware Substitute Form W-9 form be submitted regardless of current vendor status.
 - a. A new W-9 is not necessary if the existing information is current.
18. Is item M on the Proposal REPLY REQUIREMENTS found on page 55 the same as the information requested on Attachment 4?
 - a. No, they are separate requirements.
19. Is there a section IV, B ? The RFP goes from Part A to Part C.
 - a. There is not a Section IV, letter B
20. Section V, B, 15. b., Prices, calls for "It must cover the full spectrum of services required." If a vendor bids only one of the service categories, must it provide pricing for all categories or only the category bid? For example, Company A only wishes to bid media buying, must it also provide pricing for advertising services (as per Appendix A).
 - a. Bidders shall submit pricing on Appendix C for the items they are bidding.
21. Is it correct that the elements cited in "Requirements of the Vendor [RFP Section IV, D.]" may be found in various locations within the RFP?
 - a. The entire request for proposal document contains all of the requirements of the vendor.
22. Should the proposed pricing as per Appendix C be submitted in electronic format and sealed separately from the technical proposal? Or is it not necessary to put in separate envelope?
 - a. The paper copy portion of Appendix C does not need to be in a separate envelope from the technical proposal.
22. Is this Request for Proposal a solicitation in order to register our firm as an official vendor with the State of Delaware from January 1, 2020 through December 31, 2022, or is there a specific opportunity at hand?
 - a. The RFP is a solicitation for the State's Marketing, Public Relation Services, Advertising, and Media Buying needs from January 1, 2020 through December 31, 2022.

23. Are the case studies real opportunities or simply scenarios to see how we approach the job?
- a. The case studies are only being used for evaluation purposes for consideration for award.
24. Are you selecting just one contractor or as many as qualify?
- a. An award determination will be made based on the proposals, and proposal evaluations.
25. Is there a preference among solicitors for Delaware-based vendors?
- a. This contract does not have any preference for vendors based in Delaware.
26. Can/do government entities contact vendors on this list directly when there is work, or must they go through the vendor subscription service?
- a. All State of Delaware agencies who are mandated to use State contracts must use this vendors awarded this contract for their Marketing, Public Relation Services, Advertising, and Media Buying needs.
27. Does the proposal for the selected case study need to be submitted in both the Power Point format and a narrative format?
- a. The case study must be submitted in Power Point.
28. On page 46, the Company Profile & Capabilities form states: Business locations are to be submitted for corporate or regional offices throughout the central East coast inclusive of Delaware. Bidder's should state the length of time the office(s) have been open, and the number of full-time equivalent (FTE) employees working at the office since 2015. Due to the language in this section, is the RFP open to out of state vendors? And if so, do we have to have an office in Delaware?
- a. This RFP is open to out of state vendors. There is not a requirement for bidders to have an office in Delaware.
29. On page 76, Case Study #2 has a budget of \$125,000. Is the case study budget in-line with what the actual budget will be?
- a. The budget of \$125,000.00 is the actual budget for this particular case study.
30. Page 10 Section W. DOCUMENT(S) EXECUTION Question: The link in the RFP to Delaware Substitute Form W-9 is not working. It indicates to call vendor services about completed forms but should they be contacted on this matter or can an updated link be provided to reference?
- a. The new link is: <https://accounting.delaware.gov/suppliers/>
Delaware has discontinued use of the State of Delaware Substitute Form W-9.

31. Page 14 Section 9. RESPONSIVENESS AND RESPONSIBILITY OF VENDOR Subsection 3, letter f. Question: Is there copy missing from line f. below? "Any other specific criteria for a particular procurement which an agency may"
- a. This sentence should read "Any other specific criteria for a particular procurement which an agency may request."
32. Page 17 Section V. MANDATORY PREBID MEETING Question: Is there a possibility that a mandatory pre-bid meeting will be scheduled at a later date?
- a. No, this solicitation will not have a pre-bid meeting.
33. Page 48 CONFIDENTIALITY FORM Question: Is this form the one referenced under Item Number O on page 55?
- a. No, this is a separate form. The form referenced under Item O has been added to the bid documents (Data Agreement).
34. Page 55 PROPOSAL REPLY REQUIREMENTS Item Number M Question: For the Comprehensive Listing of Contracts of Similar Size and Scope it indicates that two names and telephone numbers should be provided for each contract. However, if there was only one main point of contact for the contract is it acceptable to just have one contacted listed?
- a. One contact is acceptable, two contacts are preferred.
35. Page 55 PROPOSAL REPLY REQUIREMENTS Item Number P Question: Is there a DTI and GIC Enterprise Standards and Policies Acknowledgement form to complete or does the vendor just need to make a written statement regarding these items?
- a. An attachment titled "DTI Standards and Policies" has been added to the bid documents for this requirement.
36. Page 59 C. COVERED SERVICES Questions: If a vendor wants to respond to all service categories except for the Public Relations component of the "Marketing and Public Relations Services" category how do they address that in the proposal and in the case study?
- a. The bidder should state what they are bidding on in the proposal, in the case study, and provide appropriate pricing on Appendix C.
38. Page 74 APPENDIX B - CASE STUDY REQUIREMENTS Section 1. General Question: If selected to participate in the Case Studies and Oral Presentations for this contract how much advance notice will be given for scheduling? Will a vendor only be considered for the contract if the case study they complete as part of their RFP response?
- a. A case study is needed in order to be responsive bidder. Oral presentations are to be determined.

39. Section III.L, Page 7 – Number of Copies with Mailing of Proposal: Last sentence “CD, DVD media disk or USB memory stick must contain the proposal response, excluding Appendix B, saved in PDF format. Appendix B Excel sheets is to be saved in Excel format”. Do you mean Appendix C?
- a. Yes, Appendix C should be saved in excel format.
40. Section VII.Attachment 4, Company Profile, Page 46 – Do we have to keep to the chart format that is used or can we develop our own format?
- a. The chart format is required for evaluators to effectively evaluate you proposal.
41. Section VII.Attachment 4, Company Profile, Page 46 – #6: Current contracts – Do we just put a number in for current and previous contracts or do we need to list all contracts?
- a. A number is required for this response.
42. Section VII.Attachment 13, Reply Requirements, Page 54 – Items C and D: Should Appendix B in both items be Appendix C?
- a. Yes, Appendix B referenced in on Attachment 13 - items C and D should be Appendix C.
43. Section VII. Attachment 13, Reply Requirements, Page 55 – Item L – You are requesting the case study presentation be in PowerPoint however on page 7 you ask that the proposal be in pdf file. Is PowerPoint the correct format?
- a. The proposal should be in PDF format. The case study portion of the proposal must be in PowerPoint. Appendix C must be in excel.
44. Appendix A.II.C, Covered Services, Page 59 – If you submit for all four service categories, do you need to submit four separate proposals or just address the technical requirements listed on pages 61-70 in one proposal?
- a. One proposal is sufficient for bidding all categories.
45. Do you currently have a pool of vendors? Is that list available to the public?
- a. The current contract is a multi-awarded contract. Current contract information can be found at: http://contracts.delaware.gov/contracts_detail.asp?i=2640
46. Is it required that vendors are located in the State of Delaware?
- a. This contract does not have any preference for vendors based in Delaware.

47. Is there an incumbent (or incumbents) for this RFP? And if so, who would they be?

- a. Current contract information can be found at: http://contracts.delaware.gov/contracts_detail.asp?i=2640

48. Is preference given to DE based agencies for award of this contract?

- a. This contract does not have any preference for vendors based in Delaware.

49. Is there a way for us to find agencies that have done work with the State of DE in the past?

- a. Current contract information can be found at: http://contracts.delaware.gov/contracts_detail.asp?i=2640

50. Page 24, item 24 Mandatory Requirements: Given the type of service offered for this contract, please clarify the mandatory insurance coverage minimums for this RFP.

- a. The minimum insurance requirements are as they are defined on page 24, item 24.

51. Page 46, Attachment 4, Question 3: Please define full-time equivalent (FTE).

- a. Full time equivalent employee is defined as someone who works at least forty hours per week.

52. Page 46, Attachment 4, Question 3: Can part-time contractor positions be combined to represent FTE?

- a. No, this question is asking about the number of full time equivalent employees.

53. What is the estimated financial value of the contract over the 3 year term?

- a. There are no financial values associated with this contract.

54. Establish a vendor pool that Agencies may draw upon for the development and execution of new marketing and public relations campaigns, enhance established marketing and public relations campaigns, implementation of intricate web design, development of social and digital media, video and film, and/or planning execution of advertising services. Will multiple vendors be selected or is this a singular vendor selection?

- a. This determination will be made based on the proposals and proposal evaluations.

55. To help us determine our vendor resource scope, do you have a history of previous media spend for the agency(s)?

- a. Current contract information can be found at: http://contracts.delaware.gov/contracts_detail.asp?i=2640

56. Can we have access to previous agency(s) strategic marketing plans and campaigns?

- a. This is not available.

57. To help us determine our vendor resource scope, is there a defined Out Of Pocket budget for ad hoc production projects?

- a. There is not a budget established for this contract.

58. Do we have access to a list of agencies that would require marketing services?

- a. There is not an established requirement for this contract.

59. Do you have a list of marketing priorities for 2020 – 2022?

- a. There is not an established requirement for this contract.

60. What certifications are needed to qualify for this opportunity?

- a. There are not any certifications required to be considered for this contract.

61. If subcontractors are utilized, must the prime contractor perform a minimum of 51% of the work?

- a. No. There is not an established percentage that the prime contract must perform when a subcontractor is used for this contract.

62. Page 16 of the RFP specifies evaluating offerors for “Listed primary equipment, software packages and operating systems that will be utilized on this contract.” What types of equipment and software is expected to be provided and how will these be evaluated?

- a. All of the primary equipment, software packages, and operating systems that your firm will utilized to complete work for this contract.

63. Are there any preferred platforms or software tools for performing the items described in pages 61-70?

- a. Any, required platforms and/or software tools are defined in the scope of work.

64. Are onsite meetings to be expected? How much work is expected to take place onsite, if any?

a. On-site meetings will be determined by the contract users' preferences.

65. Please list any incumbents if possible.

a. Current contract information can be found at:
http://contracts.delaware.gov/contracts_detail.asp?i=2640

66. If this contract has been previously executed, what was the dollar value?

a. There are no financial values associated with this contract. Current contract information can be found at:
http://contracts.delaware.gov/contracts_detail.asp?i=2640

All other terms and conditions remain the same.