Questions & Answers
RFQ No. 2012-25
October 21, 2011

- Since Puget Sound Partnership presumably had a marketing contractor for the current/previous media and branding campaign–
    - Is the incumbent a candidate for the proposed contracting period?
    - If PSP is definitely looking for a different contractor, what aspects of the previous campaign were unfulfilled? Have needs changed? If so, how?
- Who are the incumbent(s)?
- Does PSP currently work with a creative and/or media company? If so, do you expect that company to submit a proposal for review?
- Do you expect the incumbent(s) to re-bid for this contract?
- Is there an incumbent agency?
- What agency was involved in the initial phase of the project?

The Puget Sound Partnership (PSP) did not have a marketing contractor for Phase 1 of *Puget Sound Starts Here (PSSH)*. Phase 1 was conducted by the STORM Coalition under a grant from the Department of Ecology. The STORM Coalition contracted with Frause in Seattle to perform the tasks for that phase.

We understand that Frause may be a candidate for the proposed contracting period.

No aspects of the previous campaign were unfulfilled.

- On page 9 of the RFQ, in the services to be provided section, it's stated that the new contractor will "revise and use existing television ads" and "use existing radio ads." Does that mean PSP was pleased with the creative and content of these ads? If so, are there examples available for our reference?

PSP was pleased with the creativity and content of the ads (available on the Puget Sound Starts Here website – www.pugetsoundstartshere.org) but wants to take them to the next level – encompassing a broader audience interest and range, and reaching the resident who lives further 'up-stream' as well as those living more closely to the Puget Sound waterways.

- It's noted that the overall funding for this project will be negotiated.
    - What's the expected range for this budget? If you can't share that information, do you have previous annual budgets available for comparison?
    - Will the negotiated contract be inclusive or exclusive of media buys?

Printing costs? Web development costs?

- What is the budget for this ED outreach program for FY, 2011., 2012, 2013, 2014?
- What is the total budget PSP intents to dedicate to this campaign over the life of the contract award (through 2014)?
- Is the budget for the duration of the contract? Dec. '11 – June '14?
- What is the anticipated budget?
- Does the budget include media buys?

PSP will be working under the context of an EPA grant to support the Puget Sound Starts Here campaign. We have planned for at least $500,000 for the duration of the contract – through June 2014.

The negotiated contract will be inclusive of all costs, including media buys, printing costs, and web development costs.

- While our firm has experience creating and producing multimedia advertisements, to remain media neutral, unlike a conventional ad agency, we do not negotiate the purchase and placement of those ads. We do have subcontracting partners with whom we work to perform those functions.
    - Will the need for a subcontractor handicap our response?
    - Does the specific subcontractor need to be identified? Without a budget, it may be difficult to get a firm commitment.

The need or use of a subcontractor will not handicap a response. We expect responses to this RFQ includes the qualifications of all parties proposed to work on this project, including sub-contractors.

- We are not a PR firm. For the earned media requirement of this RFQ, the same questions apply as #4 above–
    - Will the need for a subcontractor handicap our response?
    - Does the specific subcontractor need to be firmly identified?

See above.

- Will the firm selected be solely implementing current strategy or will they be responsible for evolving or redefining the current strategic direction?

We anticipate current strategy informs future strategy. PSP welcomes working with a contractor's creative suggestions for strategic direction of this campaign and branding. PSP will have the final decision.

- It is unclear other than the reference in the sample contract in the appendix if a budget is required at this time. If it is, will you please provide the perimeters of the information needed?
- There is no request for a budget or billing rates in the RFQ – is this information required? If so, where should it be included – please specify section and format (ie, budget versus hourly rates).

No budget is required at this time. Just qualifications of the firm(s) and personnel who would be working on the project, if they were the successful candidate.

- Who is the agency responsible for Puget Sound Starts Here's current media campaign? Will they continue to be involved in the new media and branding campaign?

Frause has been the agency responsible for Phase 1 of PSSH. They will only be involved if they are either the successful candidate or working in partnership with another agency and/or firm.

- Why is the Puget Sound Partnership going out for this RFQ?

PSP does not have the internal expertise and ability to carry out a regional media and branding campaign. It is important for PSP to further raise awareness of residents in the Puget Sound Watersheds that Puget Sound is in trouble and that there is something everyone can do to help make it a healthier region, no matter where you live in the Puget Sound Basin.

- In 3.2 under Administration Services- Facilitate twice-monthly project team meetings, Will these meetings last the duration of the contract? Can these meeting be facilitated from a remote location via video conferencing or like methods?

Project team meetings will be expected over the course of the contract period. Meetings should be in person.

- In 3.2.1 Letter E, could you define what a sub-consultant is? Are you referring to subcontractors or vendors?

A sub-consultant could also be referred to as a vendor or sub-contractor.

- Does the Puget Sound Partnership have a preference for an in-state agency or an obligation to use an in-state agency?

PSP does not have a preference for an in-state agency, as long as the agency chosen is able to clearly have the skills, understanding, ability, and forethought about what is relevant and needed for the Puget Sound region and our intended needs. The chosen

agency must be able to meet the specific tasks and facility needs here in the Puget Sound area.

- Would PSP consider working with a media buying firm with non-profit experience in lieu of public experience?

PSP will consider all applicants who can demonstrate they have the qualifications and skills to carry out the expected activities and meet the project's intended goals.

- If a new project manager is selected will they need to work with existing contractors or will they be able to provide their own team?

There currently are no existing contractors. The new firm would be able to provide their own team.

- Are you looking for a single contractor to perform all tasks and service areas or multiple contractors to handle specific areas of expertise?

PSP's preference is to work with one contractor who coordinates all activities, whether in house or with sub-contractors/vendors.

- Once contractors are awarded and accepted do we compete for each task order and competitively bid each item or are the task orders issued equally?

All task orders will be incorporated into one contract, unless PSP determines there is a need to contract with more than one agency/firm to accomplish the intended goals. PSP anticipates there will be no competition for individual tasks of the RFQ.

- What qualifies as a centrally located meeting locale? Do Olympia or Seattle meet the requirements or must it be Tacoma based?
- Where do you consider a "centrally located office" for meetings?

PSP prefers the centrally located office to be in Seattle.

- The RFQ does not indicate a page limit for proposals – can you advise as to the proper length (ie, no more than) for each proposal?

We want proposals of qualification to be succinct, but adequately describe the qualifications and demonstrated work of each agency/firm. We recommend that each proposal does not exceed 25 pages single sided. Proposals may be double-sided to conserve the use of paper.

- The deadline for proposal delivery is different in two places in the RFQ – one says 3:00

pm, another 4:00 pm. Can you clarify the exact deadline for proposals to be delivered?

Our apologies for the discrepancy – please submit all proposals by 3:00 p.m. on October 28th.

- What is your preferred "electronic version" method of delivery (i.e., emailed to the RFQ coordinator or CD delivered with our hard copies)? What format should this "electronic version" be in (i.e., PDF, website, etc.)?

Please send your electronic version by email to debbie.ruggles@psp.wa.gov. Either Word or PDF is preferred.

- Who are the individuals and/or organizations that will be evaluating the proposals?

Initial screening will take place by PSP staff. A team of representative individuals from local and state agencies is being developed at this time.

- On pg. 10 you mention that "3) Schedule" should be a section of the proposal, but do not include it in 3.2.1 or 3.2.2 – can you clarify if this is indeed a section that needs to be included and what its contents should be? Please indicate where this Schedule should be placed in the proposal.

Again, our apologies. "3) Schedule" should read "3) Representative Work".

- On pg. 11 under QUALIFICATIONS, sections D. and E. both ask about media placement (buying). Can you clarify the difference between these two questions – what kinds of placement experience do you specifically want us to include in each?

While D and E are similar, D asks about purchasing of ads specific to television and E asks about production of a broader scope of media, but includes the placement of this variety of ads.

- On pg. 9 under RADIO AND TELEVISION MEDIA, you specify that media flights will be in the spring and/or fall – can you please explain your rationale for timing?

PSP anticipates the use of (with possibly some revisions) for a flight of TV and Radio ads in the spring, since there is not enough time to fully develop new material/ads. The fall ads (we expect) would be new material that could be developed between the start of the contract and that period of time.

The timing also is relevant to target audience and partner activities related to watersheds and the outdoors.

- The RFQ does not mention background information about this next phase of the

campaign – i.e., goals, objectives, or target audiences. Can you specify what your goals are with this next phase of the PSSH social marketing campaign? Who are the target audiences? Is this different from Phase I?

Our goal is to raise awareness among residents in the Puget Sound region of the impact they have on the quality of water resources where they live. Our target audience is the 4.5 million people around the region, connecting people to the place they live and to resources that give information and tools to help them learn more about individual practices to support a healthier Puget Sound. This is not different than Phase 1, but we need to try to broaden our scope to be more relevant to those who live "up basin", not just right on the river or shore of Puget Sound.