

October 27, 2021

To: All Potential Respondents  
From: Jonathan Koele, Accountant 2  
Subject: 2022 - 006

### **Addendum Five**

**Please amend the subject RFP to include answers to the following timely received questions:**

- Q1. Is your team (IDALS) willing to select 2 bidders who will collaborate to execute the initial mass media push as well as the ongoing campaign messaging and retargeting? Our deep dive into social media marketing includes experience with tangential platforms (Spotify, etc.) that can contribute much more amplification through highly-detailed targeting.
- A1. IDALS intends to select a single respondent to complete this contract. If a vendor wants to work together with a subcontractor to create a more robust proposal that would be up to the respondent.

The use of third parties will be subject to section 9.6 of the IDALS contract.

**9.6 Use of Third Parties.** The Agency acknowledges that the Contractor may contract with third parties for the performance of any of the Contractor's obligations under this Contract. All subcontracts shall be subject to prior approval by the Agency. The Contractor may enter into these contracts to complete the project provided that the Contractor remains responsible for all services performed under this Contract. All restrictions, obligations and responsibilities of the Contractor under this Contract shall also apply to the subcontractors. The Agency shall have the right to request the removal of a subcontractor from the Contract for good cause.

- Q2. Does IDALS have detailed demographic and/or psychographic data for your preferred target audiences? If not, will IDALS provide the necessary connections to organizations, etc. for the chosen bidder to gather targeting info as needed?
- A2. IDALS does not have detailed demographic or psychographic data. It would be the responsibility of the vendor to obtain the necessary data
- Q3. Are bidders required to estimate travel costs in the administrative cost subtotal to accomplish the "On Farm Readiness Reviews" held during the summer [...] 2022" ask? If so, can you please provide an average number of farms and the distance between them for accurate cost-planning?
- A3. Respondents will not be conducting or involved in conducting the "On Farm Readiness Reviews"