



May 4, 2020

To: All Potential Respondents

From: Nancy Wheelock, Purchasing Agent

Subject: RFP1120635078 – Voter Education Media Services for the General Election

Addendum Two

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

Q1. Is there target state wide impression level this campaign needs to hit or a % of state residents that need to be reached?

A1. Without providing an exact percentage, broad statewide reach is necessary.

Q2. Do you have an anticipated range of media spending, based on projections or past efforts?

A2. The budget is approximately \$250,000.

Q3. Has a budget range for anticipated management fees been established, or is there historical reference for similar, previous projects?

A3. Refer to A2. above.

Q4. How will success be measured, and are there any known KPIs that should be factored into a proposal?

A4. Number of people reached, voter participation numbers, post interaction on social media.

Q5. Are there reporting expectations: frequency, detail, format?

A5. Please refer to Sections 4.1.5 and 5.2.6 of the RFP for information regarding reporting requirements.

Q6. With a message specific to Iowa, is there any concern over media potentially reaching those out of state (i.e. via a broadcast TV signal)?

A6. Yes, while keeping in mind those communities that border other states are important as well. The plan should be Iowa-focused.

Q7. Para 3.2.6 of the application form Titled 'Mandatory Specifications and Scored Technical Specifications' requires to include mandatory specifications and scored technical specifications from section 5 commencing from para 5.1 to para 5.2.7. The form skips from 3.2.6 to 5.1 in doing so. Is this the right thing to do to follow format? If not how else can section 5 be included as required by Para 3.2.6?

A7. Section 3.2 outlines the required content of your Proposal. In Section 3.2.6 you could direct the evaluators to Sections 5.1 and 5.2 to view your responses. This will allow you to maintain continuity of the numbering in Section 3.2 and keep Section 5 as a separate section in your Proposal. The State is describing one solution to your question. Respondents may choose other solutions or ways to organize their responses.

Q8. Under section 5 para titled 'overview' it says 'The successful Respondent shall provide the goods and/or services to the State using the Contract in accordance with the specifications as provided in this Section. Again in section 4 under similar para titled 'overview' it says, The successful Respondent shall provide the services to the State in accordance with the requirements as provided in this Scope of Work.

So before becoming a 'successful respondent' under what context are we asked to submit details outlined under section 5.1 through 5.2 to 5.2.7? or have we mistaken it to be a part of the application form? meaning are we supposed to provide advertisement schedule for 8, 10 and 12 weeks, media plan, strategy and so on for meeting bid requirements?

A8. There is no “application form” in this RFP. Also, please read Addendum One for this RFP which removes the requirement for providing multiple media plans and revises the requirement to providing one 8 week statewide media plan. The following is a breakdown of the RFP sections in response to your questions:

Section 3.2 outlines the responses and documents (completed attachments, signed addendums, and any other documents requested) which shall be included in your Proposal. Respondent shall address all sections of 3.2 in their Proposal.

Section 4, Scope of Work, describes the overall specifications the Respondent shall be capable of providing for this RFP.

Section 5.1 contains the mandatory pass/fail requirements of the RFP. Respondent must provide a response for all the mandatory requirements. If a Respondent does not meet all the mandatory requirements, the Respondent’s Proposal will be disqualified.

Section 5.2 contains scored requirements which shall be addressed by the Respondent in their Proposal. Many of these scored requirements correlate with the specifications the State is seeking in Section 4.

Q9. What is the target budget or range for the campaign?

A9. Refer to A2. on page 1 of this document.

Q10. What is the target budget or range for the campaign?

A10. Refer to A2. on page 1 of this document.

Q11. Is there a preference between paid versus organic social media?

A11. If a comparable audience can be reached organically, that would be great.

Q12. We see an opportunity for organic social and PR, would that be appropriate to include in this proposal?

A12. Yes.

Q13. Are TV and radio streaming services (ie. Spotify, iHeartradio) considered in the media buying platforms, if not our suggestion is to add these platforms to the RFP as they will be key in reaching target audiences outlined in the RFP.

A13. You can include them in your proposal.

Q14. Are search engine optimization and web traffic services being considered?

A14. You can include them in your proposal.

Q15. Will a preference be given to the agency handling the primary election media campaign?

A15. No. Each competitive solicitation stands on its own merits along with the proposals received for a solicitation.

Q16. Is there an expectation of how to divide up the budget between traditional and digital?

A16. The vendor should devise the plan they believe is most suitable.

Q17. Who would respond to comments or inquiries on social media ads during the campaign?

A17. The Iowa Secretary of State's Office.

Q18. Do any new social media platforms need to be created?

A18. The office already has existed Facebook, Instagram, and YouTube pages. Due to new Twitter policies, advertising on that platform is not an option.

Q19. Who won the previous bid or the last election cycle for this campaign? Would we have access to looking at the bid back in 2018? What was the budget for that last election cycle?

A19. The Iowa Department of Administrative Services on behalf of the Secretary of State's office recently awarded RFP1120635076 to ZLR Ignition for the primary election being held on June 2, 2020. The budget for the recent primary election RFP1120635076 was \$107,000. Vendor may submit an open records request to nancy.wheelock@iowa.gov for access to documents pertaining to RFP1120635076. Vendor may submit an open records request to the Secretary of State for any solicitations done for media campaigns in 2018.

Q20. Would the State require 2 separate bids to be submitted due to the COVID pandemic?

A20. No.

Q21. When will the addendum be published and released for the scoring criteria?

A21. The Addendum containing scoring information will be posted on the due date of the RFP.

Q22. Is there a potential pool the State would want advertising to be ramped up or dialed back?

A22. Refer to Sections 1.5 and 4.1.1 of the RFP. The State is interested in reaching not only the general public, but also Iowa college students and minority populations.

Q23. In section 4.1.2, it says "Respondent will need to develop digital and hard copy ads using Agency provided logos and graphics..." Will the Voter Ready logo/graphic appearing on the site continue to be used in these new materials? Will you be looking for the Contractor to develop a new campaign theme and accompanying graphics?

A23. New creative does not need to be included in the submission. We will likely build on existing graphics and logos.

Q24. Does media placement need to avoid spillover into surrounding states?

A24. Refer to A6. above.

Q25. Also, when will the link to respond online to the solicitation open?

A25. Respondents must be registered in the VSS system before they can respond to this RFP. Also, once in the solicitation, you must click on the Edit button in the left hand bottom of the screen to allow for uploading of your documents.

Q26. In section 4.1.2, Ad Development, can you please clarify the scope of creative services needed? Will vendor be responsible for creative ad development and production beyond the script writing and digital and hard copy ads?

A26. We will most likely use existing creative. New services do not need to be included in the submission.

Q27. In addendum 1, you provided an approximate budget of \$250,000. Is that the budget for all services, including all production, hourly compensation, and production costs?

A27. Yes.

Please acknowledge receipt of this addendum by signing in the space provided below, and return this letter with your offer (do not send back separately).

I hereby acknowledge receipt of this addendum.

Signature

Date

Typed or Printed Name