



Addendum 1 & Answers to Questions 1

RFP # 2021-040VF

Erie County Community Climate Action Plan (CCAP) & Other Marketing Services

Answers Issued: October 6, 2021

Vendor questions received as of 5:00pm Eastern Time on October 4, 2021 are presented below with the Department of Environment & Planning's response. Each question is listed in the order received. These are the official answers.

****Change to RFP:**

- A. On page 4 of the RFP 2) a. Create a 1-3page summary of the CCAP is now changed to “Create a 3-8 page summary”.
- B. On page 4 of the RFP 2) d. Translation of the Executive Summary into Spanish and Burmese is no longer a deliverable. The county will provide translation with its own budget.

Question 1- Does the total fee of \$50,000 for Phase I need to cover printing or is that handled by the county?

Answer- No, the County will print in house.

Question 2- As the desire is for an editable document, would a document designed in a graphics program such as InDesign but saved in PDF format be acceptable? Let me know if you have any format preferences as this will determine the design costs.

Answer- InDesign is preferred.

Question 3- If we worked with a County-employed design resource would this cost need to be covered under the contract and if so how would we determine the cost?

Answer- No, this cost would not need to be covered under the contract.

Question 4- Will the community meetings (10 noted) be held in person or virtually? If in person, would it be possible for us to attend virtually?

Answer- We believe you are referring to “Contactor will attend the CCAP Communicating Progress Working Group meetings (assume 10 one-hour meetings) to understand concerns and priorities. This group coordinates communication aspects of the plan.”

This most likely will be virtual and if it is in-person, we are working on ways this can be a hybrid of virtual and in-person.

Question 5- Is there a preference to working with a local company? (We are based in Austin, TX.)

Answer- It might affect the part of our matrix of “Selection Criteria for Proposed Approach and Understanding of Work” because it will be vital to understand our culture and market.

Question 6- In terms of MBE participation, we are a woman-owned company. Is there a need to hold any certifications that attest to this and if so, what certification would you need?

Answer- Erie County has its own MBE/WBE Certification but the process is a little lengthy and would not get done in time. Be sure to explain this in your proposal.

Question 7- I don't see a press kit as 1 of the deliverables. Is there a reason.

Answer- A press kit could be part of your proposal as a way to meet our marketing goals.

Question 8- Please clarify the schedule of work.

Answer- Phase 1 will go from approximately November 2021 – August 2022. Phase 2 will go from approximately November 2022- March 2024.

Question 9- Do you have a separate budget for print digital advertising?

Answer- Yes, digital and print advertising will come out of a separate County budget and not be part of the \$50,000 for Phase 1.

Question 10- We are certified in New York state as a WBE/MBE does this meet the requirements.

Answer- We are looking for WBE/MBE certification from Erie County but you can request a waiver to this requirement if you are not able to fulfill it. Include the fact that you are certified from the state as part of your proposal.

Question 11- The target audience is described as local and regional decision makers plus the general community, how are you defining decision makers?

Answer- In this case we are referring to decision makers as the County legislature and County Executive.