



County of Fairfax, Virginia

ADDENDUM

DATE: February 22, 2022

ADDENDUM NO. 1

TO: ALL PROSPECTIVE OFFERORS
REFERENCE: RFP2000003602
TITLE: Marketing and Communication Services
DUE DATE/TIME: March 8, 2023, at 2:00 PM EST

The referenced request for proposal is amended as follows:

1. Section 1.1.2. language should read: Offeror may submit a proposal for one or more of the tasks listed in Section 5.1. through 5.5. Proposals that respond to all five sections may be scored higher than those that only include partial responses.
2. Attachment 1 – Q&A

All other terms and conditions remain the same.

Flor Morrobel

Flor Morrobel
Contract Specialist II

THIS ADDENDUM IS ACKNOWLEDGED AND IS CONSIDERED A PART OF THE SUBJECT REQUEST FOR PROPOSAL:

Name of Firm

(Signature)

(Date)

A SIGNED COPY OF ADDENDUM SHOULD BE RETURNED PRIOR TO DUE DATE/TIME OR SHOULD ACCOMPANY THE PROPOSAL.

NOTE: SIGNATURE ON THIS ADDENDUM DOES NOT SUBSTITUTE FOR YOUR SIGNATURE ON THE ORIGINAL PROPOSAL DOCUMENT. THE ORIGINAL PROPOSAL DOCUMENT MUST BE SIGNED.

Attachment 1 – Q&A

1. Can you amend section 1.1.2 to reference appropriate sections (there is no Task 5.4 Publication Production)
 - a. The new 1.1.2 language should read: Offeror may submit a proposal for one or more of the tasks listed in Section 5.1. through 5.5. Proposals that respond to all five sections may be scored higher than those that only include partial responses.
2. Can out-of-state vendors submit a proposal for this solicitation?
 - a. Yes, out-of-state vendors are allowed to submit a proposal for this solicitation.
3. Is there an incumbent vendor? If so, please provide the name of the company.
 - a. Yes, there are four current vendors:
 - i. Eastern Research Group
 - ii. ICF
 - iii. Reingold
 - iv. Yes&
4. What does success look like?
 - a. Success may vary depending on the scope of work outlined in the individual projects. In general, success may be defined by the target audiences taking actions that support the stated goals of the initiative.
5. What is the total budget set aside for this project?
 - a. The budget amount may vary by project. Some agencies may just need a publication designed and created for a small amount, while others may need a full communications campaign around a certain topic with a large budget to support that.
6. Is there a budget breakdown of how the county wants the vendor to allocate the budget, or will the vendor oversee how the budget is spent?
 - a. How the budget is spent may vary by each individual project. The vendor and county agency staff will work together to define the breakdown at the beginning of process.

Attachment 1 – Q&A

7. Who is your audience? Do you have any pre-existing data that you can share about this audience?
 - a. The audience may vary by project. Recent examples include hard to reach populations for health information, as well as teens and parents for both opioids and gang prevention outreach.

8. What are the specific objectives of this project? For example, increasing website traffic, enhancing engagement on social media or boosting call volume to a customer service center.
 - a. The specific objectives may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process.

9. What websites and social media profiles are associated with this project?
 - a. The websites and social media profiles may vary by project. The website may usually involve one of the subpages of www.fairfaxcounty.gov, although stand alone pages off of the county network have also been established in previous projects. A list of all county social media channels is available at www.fairfaxcounty.gov/news/social-hub.

10. What are the key performance indicators that will be tracked and measured?
 - a. The performance indicators may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process.

11. Which brands within Fairfax County require development? (Please provide appropriate URLs).
 - a. If a brand needs development, it may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. Not all projects may require brand development.

12. Please provide links to the Fairfax County Social Media profiles on which the county would like to focus the vendor's efforts?
 - a. The social media profiles may vary by project. A list of all county social media channels is available at www.fairfaxcounty.gov/news/social-hub.

Attachment 1 – Q&A

13. Will 5.1 in the Statement of Needs (Research), be ongoing, or will this be ad-hoc?

- a. This may be ah-hoc based on the individual project needs.

14. How will 5.1 in the Statement of Needs (Research), report to the county? (Separate reports or included in other reports specified in 5.2.f or 5.4.c?).

- a. Research and metrics reports may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process.

15. Regarding the Statement of Needs, can you specify the priority level for each requirement? (We're trying to determine how to allocate work hours appropriately, and priorities may impact overall budget spend. For example, suppose the critical focus is 5.5 Event Planning. In that case, it might require several FTE instead of overlapping duties divided among qualified people working on other needs set forth by the county.)

- a. The priority level for each of the requirements may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. Some request may just be to create a publication or a logo for a small project, while other requests may require work from all 5 areas over a sustained period of time.

16. How many county departments will be supported by this contract?

- a. There are approximately 50 departments in the county, all of which may have access to the contract. However, it's estimated that 10-20 is a more realistic number that may use it.

17. Based on historical data, how many marketing campaigns are developed and supported by the contractor, per year, under this contract?

- a. The actual number of campaigns is not available, but dozens of projects each year is a reasonable estimate.

18. Does the contract include media buys? or is this a separate budget? If so, what is the annual budget for media buys?

- a. The need for media buys may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. If media buys are needed, it may be included in the budget for that specific project.

Attachment 1 – Q&A

19. How many social media accounts and on which platforms (e.g. Facebook, Twitter, etc.) does the contractor need to support?

- a. The social media accounts may vary by project. A list of all county social media channels is available at www.fairfaxcounty.gov/news/social-hub.

20. Based on historical data, what is the estimated number of print and multimedia materials that must be designed/created per month, per year?

- a. The actual number of print and multimedia materials is not available, but it may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process.

21. Based on historical data, what is the estimated number of events that must be planned and supported by the contractor per year?

- a. The actual number of events is not available, but it may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. Historically though, there are not a large number of events that are associated with the campaigns.

22. Will the contractor have to translate materials into other languages? If so, which ones?

- a. The need for language translations may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. The most common languages needed are Spanish, Arabic, Korean, Vietnamese, Mandarin, Farsi and Urdu.

23. How many internal and external websites does the contractor need to support?

- a. The number of websites may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. Sometimes content may need to be developed for existing webpages on www.fairfaxcounty.gov, and other times, standalone websites off of the county's network may need to be developed.

24. Is media relations part of this contract? If so, what is the scope of related activities? (e.g. press coverage, op-eds, etc.)

- a. The need for media outreach may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. It may include pitching initiatives to local and national media or monitoring traditional and social media for metrics reports.

Attachment 1 – Q&A

25. Should we submit separate files for the Technical and Cost proposals? Or do you want a single file containing all information submitted?

- a. Yes, technical and cost proposals need to be submitted separately for they are evaluated separately.

26. Should we submit pricing for the first year only? (12 months) or for three years?

- a. Please submit pricing for all 3 years.

27. Who is the incumbent on the current contract? (Either full scope or multiple contracts with pieces of the requested work)

- a. There are four current vendors:
 - i. Eastern Research Group
 - ii. ICF
 - iii. Reingold
 - iv. Yes&

28. What was the total budget for the current contract?

- a. The total budget varied by individual project. Some were smaller requests, such as creating a publication or designing a logo, while others were multi-year information campaigns with six-figure budgets.

29. The RFP states vendors may submit proposals for “one or more” of the scope areas. How many awards does the County intend to make from this procurement? Is the intention to establish a pool of pre-qualified vendors to compete for task orders in each service area? Or does the County have a preference to engage one vendor to deliver all services?

- a. The goal is to identify approximately 3-5 vendors that can deliver all of the services listed in the scope areas. County agencies may then have the opportunity to request assistance from the one of the vendors on a project-by-project basis. Any project with a budget over \$10,000 requires departments to get quotes from all vendors that have been selected through this RFP process.

Attachment 1 – Q&A

30. The RFP states the County intends to award a firm-fixed price agreement; however, the Statement of Needs does not provide defined scopes of work for the requested service areas. Will the County:
- a. Accept time & materials pricing based on hourly rates for the requested service areas?
 - i. Yes
 - b. Provide specific scopes of work or sample task orders with sufficient details for vendors to determine fixed price estimates?
 - i. Scopes of work may be determined after the contract is awarded on a project-by-project basis. The cost may be determined by the hourly rates submitted as part of the cost proposal.
 - c. Provide an expected level of effort in each service area in annual hours for required labor categories?
 - i. The level of effort in each service area may be determined on a project-by-project basis after the contract is awarded.
31. Does the County have an annual budget allocated for this contract that it can share with vendors? Or guidance for how budget will be allocated across service areas?
- a. The budget may vary by project and may be defined in the scope of work agreed upon by the vendor and county agency staff at the beginning of the process. For example, some projects may require a larger percentage of the available budget on research needs, while others may require a larger percentage on digital outreach.
32. Are Virginia-based firms that are registered at the state level, but do not currently have a Fairfax County business license/registration number eligible to submit a proposal? Is a Fairfax County Business, Professional and Occupational License (BPOL) required at the time of proposal submission, or before awarded work begins?
- a. A BPOL is required for any firm that has a business address of record within Fairfax County.

Attachment 1 – Q&A

33. Who is currently providing these services to the County? Are there incumbent contractors that have previously supported the County in these service areas? If so, can the County identify the contractors and note whether they expect them to participate in this solicitation?

a. There are four current vendors as outlined below. It is not known whether they will participate in this solicitation.

- i. Eastern Research Group
- ii. ICF
- iii. Reingold
- iv. Yes&

34. The solicitation refers to the award as a Firm-Fixed Fee contract - however Attachment B "Cost Proposal Summary" appears to request budgets to be provided a Cost-Plus Fixed Fee - with a line award(s) for this contract?

a. Cost proposals should include an hourly rate for each of the services. Those rates may then be used throughout the life of the contract on a project-by-project basis.

35. How many references are appropriate to include?

a. There is no set number of references required.

36. Can you clarify how we should price items 5.1 through 5.5? Without quantities, how can we assure an even evaluation of cost? For example, in 5.1.b, how many focus groups? Interviews? In 5.2.e the cost to develop the plan is one thing, but to develop materials as in section e, that would depend on what types of digital media, how many videos (type, length), what types of audio, etc. Similarly, in section 5.4 we can't price this until we know volume, such as how many social posts? How much text for websites? Design how many web pages, with what functionality in what software? These costs all depend on these details. Typically, an RFP like this just asks for hourly rates for each role but no overall price since the projects are yet to be defined. A firm fixed price contract needs to describe specific projects with well-defined scopes.

a. Cost proposals should include an hourly rate for each of the services. Those rates then be used throughout the life of the contract on a project-by-project basis.

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37. We were recently awarded a similar type of “on call” contract along with four other firms for a major U.S. city. After the contracts were awarded, the city invited all of the awarded firms a chance to each do a one-hour virtual showcase, which they recorded, so that all the staff could see what each of the firms offer for services and expertise. About 45 staff members attended our showcase and those that couldn’t watch the videos at their leisure. It helped us to personalize the proposal and bring it to life. We really appreciated it. Just sharing for your consideration of the idea.

- a. Thank you for sharing. We did something similar with the current vendors after the awards were made and may repeat that process again this solicitation.

38. In regard to item 6.4.e. Financial Statements in the solicitation, can we submit our financial statements appended (via email) rather than submitting them in our technical response. Would this be acceptable, or would you prefer an alternative means of submission?

- a. All Financials must be submitted in Bonfire, otherwise, they will not be accepted. Please make certain to follow the instructions on how to claim these documents as covered by FOIA in Paragraph 9 of the RFP, labeled: Trade Secrets/Proprietary Information.