

SACRAMENTO REGIONAL COUNTY SANITATION DISTRICT and SACRAMENTO AREA SEWER DISTRICT

**RFP # 9074 - On-Call Media Buying and Creative Services
RFP issued March 15, 2021**

Response to Questions – Posted on April 13, 2021

Date	Question	Response
3/16/21	Whether companies from Outside USA can apply for this? (like, from India or Canada)	The RFP does not include a restriction on firm location.
3/16/21	Whether we need to come over there for meetings?	In-person meetings may often be required.
3/16/21	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	The RFP does not include a restriction on where tasks must be performed.
3/16/21	Can we submit the proposals via email?	The instructions for submitting proposals are listed on page 9 of the RFP.
3/26/21	Does the anticipated budget range include direct costs such as media placement, printing, and the like?	The intent is to have the awarded consultant invoice the districts for direct costs; however, this is subject to change at the districts' discretion.
3/26/21	How long is the contract expected to last? Will it commence at the start of your fiscal year (July)?	The details of Award of Contract can be seen on page 11 of the RFP.
3/26/21	Is there a preference for in-state vendors?	The RFP does not include a preference for firm location.
3/26/21	Is there an incumbent vendor currently providing these services? If so, who?	There is no incumbent.
3/26/21	Are there any existing vendors, e.g., printers, that you would want the selected contractor to work with, or would the selection of those vendors be at the discretion of the contractor?	Yes, there are some existing vendors that the successful firms will need to coordinate with.
3/26/21	Do you currently have a brand identity standards guide?	Yes, both SASD and Regional San have Brand Guidelines/Style Guides.

3/26/21	What metrics will you use to measure the success of this partnership?	Metrics will vary based on the nature of the task.
3/26/21	Since this is an on-call RFP, will your team identify a strategy and/or provide tactical direction, or will the selected vendor be responsible for developing these?	Strategy development will vary based on the nature of the task.
4/1/21	Could you let us know if you have a local preference or are you open to a Canadian agency to do this work for you?	The RFP does not include a restriction on firm location.
4/1/21	With reference to the translations, could you let us know if we could work with a subcontractor for the same or are you expecting the agency to manage this in-house?	It is up to each firm to decide. If a firm plans to use subcontractors for any scope of services, the proposed subcontractors must be identified. Key subcontractors, relevant experience, and supporting material must be included in the proposal.
4/1/21	As all courier companies have removed delivery guarantees at this time, could we request an e-submission instead of the printed ones?	The instructions for submitting proposals are listed on page 9 of the RFP.
4/1/21	Could you let us know what your annual budget is for this contract?	Annual budget will vary based on the districts' needs; however, the estimated maximum contract dollar values can be found on page 11 of the RFP.
4/5/21	Will you accept an out of state agency?	The RFP does not include a restriction on firm location.
4/5/21	Is there a preference for WOB or disadvantage businesses?	No.
4/5/21	Is there a preference for a California based agency?	The RFP does not include a restriction on firm location. A local base for key interactive staff is preferred unless the consultant can demonstrate no project impact. This is outlined on page 6 of the RFP.
4/5/21	Can an agency submit for just the on-call media buying? Instead of both media buying and creative services?	Media buying and creative services are outlined as requested services in the Scope of Services found on pages 4 and 5 of this RFP. If a firm plans to use subcontractors for any scope of services, the proposed subcontractors must be identified. Key subcontractors, relevant experience, and supporting material must be included in the proposal.
4/5/21	Is there an incumbent agency? If yes, who is the agency?	There is no incumbent for this RFP.
4/5/21	How many agencies have you had on-call in the past?	There is no incumbent for this RFP.
4/5/21	What is the thing the agency likes the most about its current on call media company? And the least?	There is no incumbent for this RFP.

4/9/21	At the bottom of page 5, when mentioning the page limit, it mentions that “Resumes” are not included in the page count. On page 5 in the Contents grid, section B is “Consultant Team”. Are you considering “Resumes” and the “Consultant Team” one in the same?	The resumes submittal requirement stated under Page 6, Section 7.B of the RFP does not count against the proposal page number maximum. Resumes are considered part of the Consultant Team requirement.
4/9/21	At the bottom of page 5 when mentioning the page limit, it mentions that “Examples of Media Buying and Creative Services” are not included in the page count. On page 5 in the Contents grid, section D is “Related Experience”. Are you considering ““Examples of Media Buying and Creative Services” and the “Related Experience” one in the same?	Correct.
4/9/21	On page 5 in the Contents grid, section J is “Employment Practices”. We are unable to locate a form or associated reference in subsequent pages giving direction on what you would like to see in this section?	Please refer to Addendum #1 found at the following link: https://www.regionalsan.com/post/rfp-9074-call-media-buying-and-creative-services .
4/9/21	At the bottom of page 8, section F. Conflicts of Interest, it requests a statement be included in the proposal. It also references the “Conflict of Interest and Non-Collusion Affidavit” form that needs to be filled out and included. Do you need both of these included in the proposal or just the form or just the statement?	Submittal of the completed Conflict of Interest and Non-Collusion Affidavit Form is sufficient.
4/9/21	Do you have a local preference or are you open to a Canadian agency that works with clients in the US for engagements of this nature?	The RFP does not include a restriction on firm location.
4/9/21	As courier companies have removed all delivery guarantees, could we request an email submission only?	The instructions for submitting proposals are listed on page 9 of the RFP.
4/9/21	Could we request an extension to the submission deadline?	The instructions for submitting proposals are listed on page 9 of the RFP, which includes the deadline of Friday, April 23 by 4 p.m.
4/9/21	Could you let us know what the budget is for this work split in media buy and agency fees?	Budget will vary based on the districts’ needs; however, the estimated maximum contract dollar values can be found on page 11 of the RFP.