

COUNTY of KANE
PURCHASING DEPARTMENT
KANE COUNTY GOVERNMENT CENTER

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ADDENDUM #1

RFP No. & Title: 01-020 MARKETING SERVICE STUDY

The attention of bidders is called to the following changes, clarifications and/or additions/deletions to the original bid document and they shall be taken into account in preparing the proposal and shall be part of the contract.

CLARIFICATIONS & CORRECTIONS

- Q1. Do you anticipate extending the bid due date?
A. **No, the County is unable to extend the due date. The deadline for submitting a proposal response remains the same as scheduled for Tuesday, January 7, 2020 at 3:00 p.m., please submit your response accordingly.**
- Q2. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?
A. **Please reference to the specified scope of service and criteria for selection. The announcement of finalist selection will be transmit via e-mail to participants. The notification of award will also be posted on the County Website.**
- Q3. Was the bid posted to the nationwide free bid notification website at www.mygovwatch.com?
A. **No.**
- Q4. Other than your own website, where was the bid posted?
A. **Legal notice for RFP advertised in local paper circulation. Bid advertising agencies including Prime Vendor and eRepublic also requested proposal documents and might have posted notification at their website.**
- Q5. What was the award amount for this project in previous years?
A. **This is a new grant. Information is not available at this time.**
- Q6. Is there a budget in mind for this project?
A. **Budgeting information is not available at this time. The simplified small purchase threshold established by the County is \$30,000.00 where public bids or proposals are not required.**
- Q7. What was the award amount for this project in previous years?
A. **This is a new grant and may be renewable for up to 3 years.**

- Q8. What is the expected budget?
A. **Budget cannot be disclosed.**
- Q9. Does this project covers all of Region 7 or just Kane County?
A. **The project covers all of Region 7: Kane, DuPage, Lake, Will, McHenry, Kankakee, Kendall and Grundy Counties.**
- Q10. What date will the bid be awarded?
A. **After the initial review and evaluation process, the announcement of selected vendor will be January 15, 2020. Award of service contract will be upon approval by full Kane County Board scheduled for February, 2020.**
- Q11. What is the expected project start date?
A. **Work may begin no earlier than January 23, 2020.**
- Q12. How many focus groups does the organization want to hold?
A. **The purpose of the focus groups is to test creative advertising concepts and message testing. The selected vendor can determine an appropriate number of focus groups and composition of focus groups.**
- Q13. Do you want separate focus groups for each of the identified target groups (schools, parents, teens, religious leaders etc.)
A. **The composition of the focus groups will be determined by the key messaging of the campaign. Key messaging concepts will be determined by the survey currently being conducted. Ultimately, the target audience of the campaign will be vaccine hesitant parents.**
- Q14. Will the various agencies (local partners across region 7) find the Focus Group attendees or do we need to recruit individuals to participate in the focus groups?
A. **Kane County Health Department is currently conducting a parental attitudes to vaccines survey across region 7 in low vaccination rate schools. Survey responders have been asked if they would be willing to participate in a market research focus group. These names and contact information will be shared with the vendor. If insufficient numbers of parents, or additional community members feedback are required, this will be the responsibility of the vendor. KCHD will consult.**
- Q17. KCHD survey is mentioned in the RFP. Is the survey completed, or when will it be done?
A. **The survey is currently being conducted. A summary report with findings should be available by the beginning of February.**
- Q18. Who will be providing the correct medical information about the vaccines?
A. **Any medical information must be from reputable sources such as IDPH and CDC. KCHD can assist with obtaining this information. All materials for publication must be approved by IDPH prior to printing, publication or broadcasting.**
- Q19. Are these entirely new social media accounts or would be revising/adding to social accounts already in existence?
A. **These would be entirely new social media accounts.**

- Q20. Which specific platforms are you wanting to use?
A. The specific platform should be determined from focus groups. Social media accounts do not have to be created if the feedback from focus groups is that they do not rely on social media for vaccine information.
- Q21. Do we bid on the cost of paid social advertising or is there a separate budget for that?
A. If paid social advertising is determined to be part of the marketing plan, costs would be included in the proposal. There is no separate budget for this campaign.
- Q23. When would the social media posting begin? (Contract ending June 30, 2020)
A. Social media posting can begin after focus group message testing.
- Q24. Does the social media start AFTER the focus groups have been completed?
A. The social media strategy and campaign should be guided by the findings from the focus groups so should occur AFTER the focus groups.
- Q25. Since Google Analytics does not track social media likes, shares, & follows – Does the organization want a separate report showing data like that from the social media platforms?
A. A separate report would be needed if social media is used.
- Q26. How often would you want each data report presented?
A. At a minimum reporting should be monthly.
- Q27. Should we bid on just the design of the brochures or should we include printing costs?
A. Printing costs should be included in the proposal.
- Q28. How many brochures would be needed?
A. To be determined, based on the target audience and messaging.
- Q29. Should we bid on just the design of the posters or should we include printing costs?
A. Printing costs should be included in the proposal.
- Q30. How many posters would be needed?
A. To be determined, based on the target audience and messaging.
- Q31. Are these to be printed or just digital?
A. Digital.
- Q32. If they are to be printed, how many infographics would be needed?
A. N/A – infographics would be created for use in other print materials (posters, brochures, etc.) and social media/websites.
- Q33. Who will be providing the technical/medical data to be included on the website?
A. KCHD staff will consult with selected provider and assist with obtaining information if award of service contract.
- Q34. Will this be a stand-alone website OR will it be created as part of another existing website?
A. Stand alone, to be cross-promoted with other websites.
- Q35. Approximately how many pages will they anticipate having on this website?
A. To be determined.

Q36. Does there have to be a shopping cart enabled on the website?

A. No, shopping cart does not have to be enabled.

Q37. Will there need to be a calendar or scheduling enabled on the website?

A. No, a calendar will not need to be enabled.

Q38. Is this an information only website?

A. The website is designed to be a repository for information and awareness. The website should include the capacity to host video and webinar recordings.

Proposals due date is January 7, 2020 at 3:00 p.m., please confirm receipt of Addendum #1 and respond accordingly.

Sincerely,

Tim Keovongsak, CPPB

Buyer III

Kane County Purchasing Department