

# **MT. SAN JACINTO COMMUNITY COLLEGE DISTRICT**

## **ADDENDUM NO. 1**

**RFP No. 2020-012**

### **Marketing Services**

**February 27, 2020**

**Owner:**

**Mt. San Jacinto Community College District  
1499 No. State Street  
San Jacinto, California 92583**

## **QUESTIONS**

- Q1. Will the District pay travel costs as direct costs or should travel expenses be included in each fee proposal?
- A1. Travel expenses should be included in the proposal.
- Q2. On the cost response, some of our services are not charged hourly because of the incredible variability in projects. Would putting an overall project range rather than hourly rate be acceptable?
- A2. Please submit a cost for the overall project range for those areas where hourly costs cannot be determined.
- Q3. For event coverage under photography/videography, is that for a writer, photographer or videographer?
- A3. Costs for photographer and videographer only.
- Q4. How will you account for travel expenses? Will these be billed directly?
- A4. Travel expenses should be included in the proposal fee. They will not be billed directly.
- Q5. What percentage of the \$450,000.00 should be allocated to media and which to services?
- A5. Proposals should consider the demographic of the target audience and size of the district to determine the methods and pricing allocations.
- Q6. The media spend pricing allocation will be dependent upon the services the college selects. Is the pricing allocation in the media buying response a sample only or will the selected vendor be held to the dollar amount proposed?
- A6. The pricing allocation for media buys is a sample only and vendors will not be held to the proposed amount. The selected vendor will work closely with the Director of Public Information and Marketing to determine the buys each semester.
- Q7. For the design and print services sections, is the page count the total page count or is this the number of pages that will be folded. For example, is the actual newsletter 4 pages long or is it 16 pages (4 11" x 17" folded for a total of 16 pages)?
- A7. The page count is the total number of pages. For example, the newsletter is a total of 4 pages.
- Q8. I was hoping to get verification that client references have to be local government or community colleges? We have plenty of references and are more than capable of doing the work but to date we are actively looking for clients in local govt. and education systems.
- Three client references from similar projects performed for any local government or community college clients within the last three years.

- A8. Local government or community college experience is preferred may result in a higher scoring during the award selection process. Include your most current experience as requested in the proposal.
- Q9. Who is the incumbent agency?
- A9. The District is currently using multiple vendors: 25<sup>th</sup> Hour Communications, Barbie Ray Designs, Interact Communications, SGP Design and Print, and Watermark and Associates.
- Q10. Is it possible to get a copy of the winning response to the last Marketing Services RFP? If so, where can we access that or can it be e-mailed?
- A10. Copies of a previous Marketing Services RFP are not readily available, since a previous award was made several years ago. In addition, RFP No. 2020-012 scope of work is not the same as any previous bid awards. Proposals should be based on the current scope of work.
- Q11. Background Information – Page 2  
Under the heading “Purpose” it states that the anticipated start date for advertising would be April 15, 2020. The due date for RFP responses is March 3, 2020. When will you issue a Notification of Intent of Award? Is there creative ready to for the April 15 start date?
- A11. There will be creative available, including video and master ad.
- Q12. Instructions to Bidder –Page 13  
Item K states that three references are required from any local government or community college clients within the last three years. However, the Experience Statement, page 32, just states three references for work of a similar nature in the last three years would suffice. Is the bidder required to have three clients from a local government or community college in the last three years?
- A12. It is not required, but preferred to have recent experience from a local government or community college in the last three years. Also see Q&A 8 above.
- Q13. Warrantee Information – page 13, Item 1  
Please indicate what kind of warranty would be applicable.
- A13. Please list any general warranties your firm may provide for your services.
- Q14. Media Buying – Page 22  
You list mall advertising and geofencing. What malls have you advertised in and what locations have you previously geofenced?
- A14. We have advertised in the Temecula Promenade Mall and have geo-fenced around high schools in our region.
- Q15. Research and Development – Page 23  
We can provide an hourly rate for certain elements of Focus Group testing such as an hourly rate for a moderator. However, many variables come into play when determining the total cost

of a focus group that don't translate accurately into hourly terms, such as, recruitment, location rentals, parking, food, and incentives come to mind. Is it acceptable to quote an estimated total price?

A15. Yes, However, the district typically recruits groups, offers locations, parking and food. This may not always be the case, though, so vendors may include those services in the estimated costs.

Q16. Photography and Videography Services – Page 23  
Under voice over or radio creation, its asking for an hourly rate. Studio time can be broken down that way, but other elements of radio creation can't be. The cost of a voice over will depend a great deal on the talent selected and whether there is more than one. We normally quote a flat fee that includes everything. Is that acceptable?

A16. Yes

Q17. Evaluation – Page 26  
Do you have evaluation tools you prefer?

A17. No

Q18. Alternate Services – Page 27  
This asks for hourly rates but includes printing. There is no way to determine a realistic hourly rate without knowing project specifics. Is there an alternative we can show?

A18. Please submit a cost for the overall project range for services where hourly costs cannot be determined.

Q19. Does the estimate budget of \$450,000 per fiscal year, include advertising plus all agency services?

A19. Yes

Q20. Is the estimated maximum \$450,000.00 budget specific to this project, or is that total MSJC marketing spend for the year? If specific to this project, does the \$450,000 include the cost of media/ad spend?

A20. The total budget is \$450,000.00, which includes media buys.

Q21. The priority here is to develop three major student-recruitment campaigns promoting Fall, Spring, and Summer Semesters, with the possibility of other marketing campaigns including major events. Can you please explain the SOW that would be expected for major events? Would we be involved in the event planning and development, or just marketing and advertising for such events?

A21. The vendor may be expected to provide marketing/advertising services for an event. As such, the Scope of Work is listed under items #1, #3, #4, #5, #6 and #7

Q22. Does the scope of work allow the agency to leverage local partnerships? (example: High schools within close districts, Chamber of Commerce, etc.)

A22. The District is unable to answer this question, as the question is unclear.

Q23. What are your success measures for this campaign?

A23. MSJC uses Key Performance Indicators that are standard for higher education marketing for measuring campaign success.

Q24. What have you seen and achieved with similar campaigns in the past?

A24. MSJC has seen better-than-average campaign success in several areas of the KPI's that are standard to higher education marketing.

Q25. What is meant by "Technical Environment" in the client reference section of the RFP?

A25. How did your firm deliver projects in the past. MSJC has received digital assets through a variety of methods including email, flash drive, and Digital Asset Management Software.