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www.leegov.com/procurement

Posted Date: April 1, 2022

Solicitation No.: RFP220204DWJ

Solicitation Name: Recycling & Solid Waste Advertising & Marketing Services

Subject: Addendum Number 4

The following represents clarification, additions, deletions, and/or modifications to the above referenced bid. This addendum shall hereafter be regarded as part of the solicitation. Items not referenced herein remain unchanged, including the response date. Words, phrases or sentences with a strikethrough represent deletions to the original solicitation. Underlined words and bolded, phrases or sentences represent additions to the original solicitation.

1. ATTACHMENT: NONE

2. QUESTIONS/ANSWERS

1.	With the intended scope is the advertising spend included in the annual budget of \$125,000?
Answer	Yes, the advertising spend is included in the annual budget.

2.	What advertising mediums are you currently utilizing?
Answer	The advertising mediums the County is currently utilizing is traditional mediums of print, broadcast, outdoor.

3.	With the directive to build on the established programs and guidelines, having some information on what assets, content and guidelines are in place would be helpful. Would you be able to provide us with an idea of the content assets and guidelines you already have?
Answer	Our programs and guidelines are readily available at www.leegov.com/solidwaste. There is a link to our YouTube channel on the home page and a tab on the left rail for all of the Solid Waste department's recycling and diversion programs. A page showing all of the department publications can be found under the "About" tab on the left rail.

4.	Would you please clarify Scope of Work - 5.5 - must be able to place media buys based on industry standard ratings surveys . We understand media buying, but we were confused about the particular wording "industry standard ratings surveys". Please advise.
Answer	This refers to the regularly updated ratings as provided by firms such as Nielsen.

5.	Outside of the stated goals, what is the intended KPI for the next 3 years?
Answer	The KPIs are given along with the goals in section 4.

6.	At the bottom of page 24, it notes "Include any licenses or certifications requested". The Local Business Tax Account is listed only. Does that page count toward the 10-page maximum? Also, if our business is certified as a Woman Business, do we need
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	to include a certificate proving that? Would that page count toward the 10-page maximum?
Answer	Copies of licenses or certificates shall not count toward the 10-page limit.
7.	Our agency is preparing to submit this RFP. We just had one question in regards to the budget. Is the 125k all inclusive for the 360 comprehensive campaign?
Answer	Yes, the annual budget is inclusive for the 360 comprehensive campaign.

BIDDER/PROPOSER IS ADVISED, YOU ARE REQUIRED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM WHEN SUBMITTING A BID/PROPOSAL. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE BIDDER/PROPOSER BEING CONSIDERED NON-RESPONSIVE.

ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION DOCUMENTS ARE AND SHALL REMAIN THE SAME.

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 Lee County Procurement Management