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| **Contracts and Procurement Division**  **Eileen Gonzales, Division Manager**  **O:** 719-520-6390  EileenGonzales@elpasoco.com  15 E. Vermijo Ave.  Colorado Springs, CO 80903 |  | **Board of County Commissioners**  Holly Williams, District 1  Mark Waller, District 2  Stan VanderWerf, District 3  Longinos Gonzalez, Jr., District 4  Cami Bremer, District 5 |
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| **RFQ NO. 20-127** |  | **DUE DATE: September 22, 2020** |

**ADDENDUM NO. 2**

**For**

**SOCIAL MEDIA CAMPAIGN**

**DATE OF ADDENDUM: September 17, 2020**

**THE ATTACHED** addendum shall become as fully a part of the above named Invitation for Bids (IFB) as if therein included and shall take full and complete precedence over anything contained to the contrary.

**ACKNOWLEDGMENT:** Each proposer shall indicate acknowledgment of receipt of this addendum by signing below and submitting this addendum (this page only) with the proposal.

Each proposer shall be responsible for reading every item on the attached addendum to ascertain to what extent and in what manner it affects the work being proposed.

No attempt is made to list Addendum items in chronological order or in conformity with the Drawings to which they refer or which they affect.

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| **X** | **NO CHANGE TO DUE DATE** |
|  | **CHANGE DUE DATE TO: N.A.** |

I acknowledge receipt of this addendum which shall become a part of the submitted proposal.

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| **COMPANY NAME** |  | **PHONE** |
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| **AUTHORIZED REPRESENTATIVE** |  | **TITLE** |
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| **SIGNATURE** |  | **DATE** |

RFQ 20-127 Social Media Campaign

Addendum 2

The following is hereby made a part of this solicitation:

This Addendum is to answer questions submitted by the vendors.

1. Q: What social media platforms do you want to possibly show on?

A: Facebook, Twitter, and Instagram

1. Q: Do you have a not-to-exceed budget figure or an estimate on available budget resources?

A: Budget is around $68,000.

1. Q: While the current scope is to be invoiced by December 1, do you anticipate the campaign going beyond that date?

A: This is CARES funding, all work must be completed and invoiced for by December 12th. Campaign messages and sites are to be set up by that deadline, and the County can manage after.

1. Q: Do you anticipate creative messaging to have a shelf-life beyond December 1 as well?

A: Yes, we would like to be able to use any creative past December 1. Campaign messages and sites are to be set up by that deadline, and the County can manage after.

1. Q: Are you open to offline elements to the campaign in addition to social media?

A: Yes, but please specify what other elements you have in mind

1. Q: Are there creative materials/elements, directions, preferences or recommendations connected to the CARES act funding?

A: I don’t believe there are any specific creative elements tied to CARES funding; the only stipulation of CARES funding I’m aware of is that it must be related to COVID-19.

1. Q: Are there any restrictions on social media channel placements (such as TikTok based on current negotiations with China) related to the contract?

A: Not that we anticipate. We do not utilize TikTok. The County is focused on getting the message out; so aside from blatantly inappropriate sites the County is open to vendors suggestions. However, listening to a suggestion is not tantamount to an endorsement of the idea.

1. Q: Are there any restrictions on contesting during the campaign?  I.E offering “rewards” for participation/sharing images/photos, etc?

A: Once a vendor is selected, the County would want to see their specific idea to obtain the specific legal approval, and any prizes paid would need to come from the budget of the project and not from another funding source.

1. Q: Are there any restrictions on crowdsourcing photographic or video images for creative during the campaign?

A: Aside from normal legal restrictions and that all photos verifiably come from Colorado, the County is open to their suggestions. (If the Colorado photo thing seems odd, sometimes marketing folks use stock issues of “the Rockies” but the mountain is in Canada or something. That creates distractions from the message because our outdoors community zeros in on that.

1. Q: Out of state contractors ok?

A: Yes.

1. Q: Will the winning contractor receive specific language and or scripting references regarding COVID testing locations and other COVID related questions?

A: Yes. Public Health can provide subject matter expertise and appropriate language and information as it pertains to COVID-related questions.

1. Q: Will we potentially bundle this quote with RFQ 20-128?

A: Yes, the County may award both quotes to one vendor or to separate vendors.

1. Q: How many social media platforms would we like to show on? What have we used in the past?

A: Typically, Public Health utilizes Facebook, Twitter and Instagram

1. Q: Is there a specific quote form or format El Paso County would prefer the firm follow when providing a price breakdown?

A: Vendors should communicate it as clearly as feasible. Please provide a price breakdown for design time, ad time, marketing material, etc.

1. Q: Has there been research conducted by El Paso County or a partnering organization regarding messaging, targeting specifics, or preferred social media platforms into the 18-29-year-old demographic in El Paso County?

A: No, not that I’m aware of. We would appreciate any expertise on the firm’s end regarding this demographic.

1. Q: Are there certain audiences you wish to message to specifically? I.e. military, college students, etc.

A: As state in the RFQs, of interest are the younger demographic (18-29-year-olds) and our Hispanic/Latino populations

1. Q: How do you plan to measure the success of this campaign? Likes? Shares? Use of a hashtag?

A: We would like to the selected firm to advise us on how they would measure the success of a campaign.

1. Q: Are other county agencies and partnering companies/organizations going to be using this messaging? In other words, can we create content meant for easy sharing to expand the reach of El Paso County Public Health?

A: Yes, we would appreciate content that is easily shareable

**End of Addendum Number TWO**

All other terms and conditions of the original IFB shall remain unchanged and the subsequent proposals received as a result of this solicitation shall be opened and evaluated in accordance with those terms and conditions.

Please sign the addendum signature page and return it with your proposal. Failure to acknowledge this addendum in writing may be cause for rejection of your proposal.

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|  | **Becky Schaffstein**  **Becky Schaffstein, CPPB**  **Procurement Specialist II** |
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