



November 15, 2024

## ADDENDUM I

### RFP Title: Marketing and Branding Consulting Services

To participants who are interested in the RFP#24-1105

#### Addendum I: Response to questions:

1. Is there a budget for this project?  
*We have not determined the amount.*
2. We noticed that the initial term of the agreement is 12 months. Do you have an anticipated start date for the project?  
*January 2025 (Tentative)*
3. Could you clarify the required documentation for the proposal? We see a need for the Pricing Proposal, Execution of Proposal, Non-Collusion Affidavit, and HUB Plan. If there are any additional documents or forms required, please let us know.  
*The required documents are listed in the RFP.*
4. Do you have an incumbent agency for this scope of work? Has that agency been invited to bid?  
*No*
5. Can you specify what you would be looking for from an agency in terms of “community outreach and engagement”?  
*This will be discussed with the awarded consultant.*
6. Are you looking for organic social media management, paid social media advertising, or both?  
*This will be discussed with the awarded consultant.*
7. Is the printed and USB submittal an absolute requirement or do you have any other flexibility with the submittal process?  
*It is an absolute.*
8. How will the success of this project be measured? (i.e., KPIs: Engagement rates, CTR, CPM, CPC, enrollment numbers, etc.)  
*Enrollment numbers and engagement rates.*
9. Do you prefer to keep this work in-state?  
*Yes.*
10. Could you clarify the scope of the digital media services outlined in the RFP? Specifically, should we incorporate paid social media campaigns into the strategy, or should the focus remain solely on organic social media efforts?  
*This will be discussed with the awarded consultant.*

11. Could you please clarify what kind of timeline you would like to see included in the proposal? For example, are you looking for a detailed schedule with specific milestone dates or a general project timeline?

No preference

**Thank You,**

Miguel A. Rangel  
Director of Purchasing