

RFP for the Development of a Regional Recycling and Waste Diversion Public Education Program  
18-0089

Answers to Questions Received as 5-29-2018

1. Are you seeking spec work in this proposal?

**Answer:** Not sure what this means. Spec is specifications I assume and not sure what would need that in this proposal. I think the idea is to have the agency develop a concept and design on their own using the guidance we provided in the RFP so we wouldn't want to box them in or corner them in to how they would interpret that concept or campaign.

2. The Scope of Work states that conceptual idea will be developed in Phase One of the project, but the Selection Criteria includes 35 points for Overall Campaign Concept/Creativity. Can you clarify?

**Answer:** We are looking for a general idea/concept in the proposal and Phase 1 would be the development of the campaign around that concept.

3. Please confirm project costs. Item "2.06 Budget" on Page 5 states the budget is \$40,000. On Page 7, Phase I-III states the budget is not to exceed \$40,000 for these phases, with Phase IV not to exceed \$40,000, pending Council approval. Is the total potential budget \$80,000? Should our budget proposal include options for both budgets?

**Answer:** Phases 1-3's budget is \$40k and this is to cover the costs of developing the campaign. We will have the option to extend the contract in 2019. If the council approves the costs, that would be the additional \$40k. Your budget proposal can include options for both budgets but we won't be looking to extend the contract until the end of 2019. However, if it adds strength to your proposal for the campaign development you can certainly include it. The budget to develop a program is set at \$40,000 in '18 and Environmental is requesting another \$40,000 in '19 to help promote (advertise) the program that will be selected but we can't guarantee this amount as any spending in '19 still needs to be approved by the City Council later this year.

4. Is the agency's time also included in the \$40k budget?

**Answer:** Yes, all costs should be included in the 40k budget.

5. How many residents live in the target area?

**Answer:** There is approximately 250,000 residents that utilize the Sioux Falls Regional Sanitary Landfill.

6. Would the agency have access to a City newsletter distribution system?

**Answer:** The agency would be able to utilize small one page inserts in the utility billing statements as well the City's website.

7. Will the City be able to provide past campaigns and results?

**Answer:** The City has never contracted a company to develop a recycling campaign for us before. In the past we've always developed our own content in partnership with local media sources depending on their area of expertise (ie radio stations, TV stations, etc.) Thus we've never had a consistent campaign as most of these advertisements were developed separately from each other. We don't have a way to measure the effectiveness of any one campaign unless we do digital ads which we haven't yet. With these we could get click through rates, etc. but with radio,

billboard and TV ads we can't see if they actually work. We have seen an increase in our recycling rate in the past year and we're hearing from the Material Recycling Facilities that they are seeing less contamination but we can't attribute that to any one ad.

8. We couldn't find the flyer that is referenced as being attached to the RFP, but did find flyers on the City's website. Which flyer is meant to be the attachment?

Answer: Flyer attached in the document section.