



## DIVISION OF FINANCE – PURCHASING DEPARTMENT

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### ADDENDUM #1 RFP #24-0063 ON-CALL MARKETING SERVICES

September 23, 2024

The following is to ensure that vendors have complete information prior to submitting a *proposal*. Here are some clarifications regarding the proposal for *On-Call Marketing Services* for the *Department of Aging and Disabilities also doing business as (DBA) Central Plains Area Agency on Aging*.

Questions and/or statements of clarification are in **bold** font, and answers to specific questions are *italicized*.

**1. Are you expecting us to estimate the hours required for each item on the list?**

*No.*

**2. Would you be able to provide additional specifics for a more accurate estimate?**

*If you have questions about specifics, please ask. We plan to update the department ads, at least two (2) brochures and palm cards, work on part two of an ageism awareness campaign. The ageism awareness campaign will likely include designing a tool kit, ads, and consulting on distribution of the campaign information.*

**3. We didn't see a mention of the total project budget. Could you let us know what your budget range might be so we can tailor our approach accordingly?**

*For FY 2025 the budget includes at least \$50,000.00 for marketing activities.*

**4. Can we have access to your 2024 marketing plan and campaigns?**

*We can provide examples of marketing/ads we've developed in the past. We have several initiatives we've worked on and will continue to include the following in 24/25: ageism awareness, Medicare promotional ads, ads to promote CPAAA and the agency's resource center. At this time we are developing a marketing/communication plan for 2025, we do not have a 2024 plan.*

**5. What channels have you utilized so far in your marketing and messaging?**

*We have used TV (KWCH), radio (B98, KMUW), billboards, newspapers in Butler, Harvey, and Sedgwick Counties (in paper and online), organization and association newsletters, YouTube advertising, and social media (primarily Facebook).*

**6. What is the volume of materials/campaigns/ads produced in each channel?**

*The volume is unknown as we are currently developing a marketing/communication plan for 2025. In the past we have used TV (KWCH), radio (b98, KMUW), billboards, newspapers in Butler, Harvey and Sedgwick Counties (in paper and online), organization and association newsletters, YouTube advertising and social media (primarily Facebook).*

**7. What is the past budget for each channel?**

*Unknown. The budget for each channel varies per project.*

**8. What is the total budget?**

*For FY 2025, the budget includes at least \$50,000.00 for marketing activities.*

**9. What are the Goals/KPIs for the website and other channels?**

*To promote the agency and inform customers/potential customers of our services or promote the initiatives we are working on (Medicare promotion, ageism awareness...).*

**10. What would constitute a win for you in 2025 campaigns?**

*With the Ageism Awareness campaign we want people in the community to understand what ageism is and eliminate ageist remarks, thoughts, and behaviors.*

**11. Is the primary focus in English-US language, correct?**

*Yes, however, we are expanding our efforts to outreach to non-English speaking individuals in the community and may have a series of ads promoting the agency in other languages.*

**12. What is the number one issue you are trying to solve?**

*We have more than one issue to address. We are initially focused on promoting ageism awareness and the CPAAA organization/resource center and others identified in the RFP.*

**13. What campaigns have performed the best? According to which KPIs?**

*We have had one (1) previous caregiver campaign in 2020 and 2021. We have continued to use most of the ads from that campaign. That is the most successful campaign of recent years.*

**14. What does the current marketing team look like and will they be primary on the campaigns for the on-call marketing agency?**

*We do not have a marketing team. We have a Marketing and Education Outreach Specialist who is responsible for community education. Additionally, the Deputy Director and Director of Information and Community Services have overseen the campaigns, ad design, and marketing/outreach plan annually.*

**15. Are you looking to launch one campaign addressing multiple social services or is there a specific social service in mind?**

*We are working on part two of our Ageism Awareness campaign and general advertising promotion of the organization and services.*

**16. Will you be targeting any accessibility or any of the Native American populations with this campaign?**

*Our organization targets adults 60+ and caregivers of any age assisting older adults in Butler, Harvey, and Sedgwick Counties. We are not specifically targeting any one group. For the ageism awareness campaign we are targeting the above population but also the general population.*

**17. What is the duration for the campaign that we should factor in for the example budget?**

*The Ageism Awareness campaign is planned for October 1, 2024 - September 30, 2025. However, we have ageism awareness in our strategic plan which is from 2025-2028. We will plan to continue our efforts through 2028. We also are planning to work on promoting CPAAA/resource center and other initiatives/programs throughout the year.*

**18. Do you have a budget for the scope of work?**

*For FY 2025, the budget includes at least \$50,000.00 for marketing activities.*

**19. Are you wanting to know an hourly rate for services?**

*Yes.*

**20. Are you wanting a complete price breakdown for the various items listed in the scope of work?**

*Yes, that would be helpful.*

**21. What is the length of the engagement?**

*Three (3) years with option to renew for two (2) additional years.*

**22. What is the estimated number of hours you will require weekly and monthly of the on-call services?**

*Unknown. It will likely be more work early in the year as we develop part two of the ageism awareness campaign and intermittent work on the CPAAA and other ads, brochures, etc...*

**23. How much notice will be given to deliver on requested services?**

*We typically provide at least two (2) weeks' notice on ads and more notice with larger projects such as brochures design. We would like to develop a plan for the ageism awareness campaign along with the marketing company this will allow for more advanced notice.*

**24. Is there a budget?**

*For FY 2025, the budget includes at least \$50,000.00 for marketing activities.*

**25. Is there an incumbent and are they bidding?**

*Yes. There is an incumbent and we are unsure if they are bidding.*

**26. Is there a preference for local firms?**

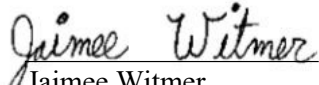
*Yes.*

**27. Is there a timeline in mind?**

*The ageism awareness campaign is planned for October 1, 2024 - September 30, 2025. However, we have ageism awareness in our strategic plan which is from 2025-2028. We will plan to continue our efforts through 2028. We also are planning to work on promoting CPAAA/resource center and other initiatives/programs throughout the year.*

Firms interested in submitting a *proposal*, must respond with complete information and **deliver on or before 1:45 pm CDT, October 1st, 2024**. Late *proposals* will not be accepted and will not receive consideration for final award.

**“PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE *PROPOSAL* RESPONSE PAGE.”**

  
Jaimee Witmer  
Purchasing Agent

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