

ADDENDUM ONE QUESTIONS and ANSWERS

Date: September 20, 2023

To: All Bidders

From: Matthew Hansen / Dianna Gilliland, Procurement Contracts Officers
AS Materiel State Purchasing Bureau (SPB)

RE: Addendum for Request for Proposal Number 6820 Z1 to be opened September 27, 2023 at 2:00 P.M. Central Time

Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question Number	RFP Section Reference	RFP Page Number	Question	State Response
1.	NA	NA	We see ourselves as an extension of our clients' marketing departments; what types of intangibles do you look for in an agency partnership?	We have a two-person communications department and will be hiring a dedicated project manager for this project. The requirements for this project are contained within Section V of the RFP.
2.	NA	NA	While this is a new initiative, has this department had any relationships with an agency in the last few years? If so, which one?	The Secretary of State's Office has not had any relationship with an advertising or marketing agency in the past five years.
3.	NA	NA	Have you seen other states conduct similar campaigns that you admire?	We have not evaluated the campaigns in other states.
4.	O.RFP/Proposal Requirements, 6.Completed State Cost Proposal Template	5	What is your anticipated total budget (agency fees + production + media) for this project?	The State of Nebraska generally does not provide project budgets prior to an Intent to Award.
5.	V. Project Description, C. Project Objectives	30	How do you anticipate evaluating the success of this campaign as it pertains to the objectives?	We will work with the vendor to establish metrics of success for the campaign. These metrics may include, provisional voting statistics, stakeholder feedback, and other voting statistics.

6.	V. Project Description, E. Scope of work, 1. Media Planning	30	You ask for complete market research and analysis, do you have any existing research that we would have access to that will help begin this process? If so, could you explain?	<p>We have statistics and mailing addresses for voters in our voter registration database who do not have a driver's license or state ID on file.</p> <p>We can generate a wide variety of statistics based on registered voter data, including breakdowns on age, address, and voting-method.</p>
7.	V. Project Description, F. Work Plan and Completion Dates	33	You ask for our process for obtaining approvals, how many decision-makers or contact points will be involved in your approval process for deliverables?	We are in the process of hiring a project manager who will be the primary contact for the media campaign. We anticipate that deliverables will be reviewed for approval by up to four individuals.
8.	Section A. Proposal Submission, part 1. g.	Page number 35 (page 44 in 6820 Z1 RFP FINAL document)	<p>In Section A. Proposal Submission, part 1. g. the question states: If at any time during the past five (5) years, the bidder has had a contract terminated for convenience, non-performance, non-allocation of funds, or any other reason, describe fully all circumstances surrounding such termination, including the name and address of the other contracting Party.</p> <p>There are many clients who contract the firm for short-term projects that when completed do not result in additional work due to their nature. Would this be considered a termination of convenience, non-allocation of funds or other reason?</p>	<p>It appears that the question is referring to</p> <p>"Termination" is defined as follows in the RFP glossary:</p> <p>[Termination o]ccurs when either Party, pursuant to a power created by agreement or law, puts an end to the contract prior to the stated expiration date. All obligations which are still executory on both sides are discharged but any right based on prior breach or performance survives.</p> <p>Completed projects would not be "terminated" according to this definition.</p>
9.			Is the State planning on doing public relations surrounding this new law?	The media campaign will be the primary method of communicating to the public regarding the Voter ID law. In addition to the paid media advertisements, it is anticipated that the state will engage in public relations using the branding and messaging created by the media campaign in the form of press releases, media interviews, and social media posts.

10.			Is there an overall budget range for the campaign?	See Question 4 above.
11.			How will the success of the campaign be measured?	See Question 5 above.
12.			Can adjustments to the strategy and budget allocation be made based on campaign analysis after the Primary?	Within the existing budget, changes to the strategy and budget allocation could be made based on the campaign analysis after the 2024 Primary Election.
13.			Aside from Spanish Language messaging, do you anticipate messaging and targeting specific to other specific groups such as the elderly or persons with disabilities?	Yes, we anticipate working with the vendor to establish a strategic marketing plan that best educates voters on the new Voter ID law which may include targeted outreach to specific groups such as the elderly or persons with disabilities.
14.			Are there expectations for different media allocations for early voting vs. primary election vs. general election?	We do not have set expectations for different media allocations for early voting vs. primary election vs. general election at this time. We anticipate discussing various factors such as voter turnout, voting method, and other voting related concerns with our vendor and will rely on the vendor's experience and expertise to assist us in determining the appropriate media allocations.
15.			Will there be language requirements other than Spanish?	No, English and Spanish are the only required languages.
16.	II Terms and Conditions, F. Prices	Page number 11	Regarding media placement, this section specifies that charges should be displayed as net -- does this mean that this contract prohibits media commission or how should that commission be communicated in the pricing structure to ensure appropriate pricing scoring?	We anticipate that the costs for Media Buys could include media commissions. Those charges should be detailed in the Technical Approach (Attachment A, #2 Proposed Development Approach) and will be scored as part of the Technical Approach (Attachment A) and not as part of the Cost Proposal.
17.	V. B. 2.	38/47	In addition to demographic audience segments eg Latino, Native American, what would you estimate the percentage of the non-registered voters may be college/university students?	We do not have statistical information on the percentage of non-registered voters that may be college/university students. Our focus for this educational campaign is not on registering voters but on

				educating voters on Voter ID requirements.
18.	V. B. 2.	38/47	Do you currently have any research—quantitative or qualitative—related to non-registered voters or organizations representative of them?	We do not. Our focus for this educational campaign is not on registering voters but on educating voters on Voter ID requirements.
19.	V. C.	39/47	Are there established KPI's in place that we need to identify?	See Question 5 above.
20.	II. F.	20/47	What is the anticipated overall media budget assigned to this initiative, and what is your agency budget?	See Question 4 above.
21.	V. E. 1. A.	39/47	Do you have any first-party data that would be made available to selected agency for use during this campaign? Also...do you have any related research that would be made available?	See Question 6 above.
22.	VI. A. 1. J.	45/47	Is it equally acceptable to the State of Nebraska—or is there a preference—if the selected agency executes the entire scope of work on their own, or if they do so by working with a strategic partner / vendor?	There is no preference.
23.	V. PROJECT DESCRIPTION AND SCOPE OF WORK	38	Of the funds allocated for LB514, what portion is allocated for this specific scope of work?	See Question 4 above.
24.	V.E.1.b	31	By "branding" do they mean a full brand from scratch (i.e. logo/branding guide/website development/etc)? Or just "branding" in the sense that we will need to create branded creative campaign materials?	We would be interested in a full brand from scratch such as developing a logo and full branding guide. We do have the state seal and state colors available, however we do not have an existing brand to apply to creative campaign materials.
25.	V.B	29	In the Organizational Overview/Environment section, letter "b" they mention that SOS has a duty to provide a website. Are they needing this website built from scratch as part of this campaign? Or is there a pre-existing website they have already?	We have a pre-existing website, and do not need to have a website built from scratch as part of this campaign. We have started a page on our existing website related to Voter ID and anticipate adding additional content to that page consistent with the branding and marketing efforts.

This addendum will become part of the Request for Proposal and should be acknowledged with the Request for Proposal response.