

**REQUEST FOR PROPOSAL (RFP)
MARKETING CAMPAIGN
FOR THE CITY OF STOCKTON, CALIFORNIA
(PUR 22-010)**

ADDENDUM No. 2

DATE: 05/10/2022

To All Potential Proponents:

A. This Addendum shall be considered part of the proposal documents for the above-mentioned project as though it had been issued at the same time and shall be incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original proposal documents, this Addendum shall govern and take precedence. PROPONENTS MUST SIGN THE ADDENDUM AND SUBMIT IT WITH THEIR PROPOSALS.

B. Proponents are hereby notified that they shall make any necessary adjustments in their estimates as a result of this Addendum. It will be construed that each Proponent's Proposal is submitted with full knowledge of all modifications and supplemental data specified herein.

**PLEASE NOTE THE FOLLOWING QUESTIONS/ANSWERS/CHANGES TO (PUR 22-010).
THE CITY'S RESPONSES TO QUESTIONS SUBMITTED ARE IN **BLUE**.**

Revisions

1. Section 4.0 Proposal Content, just after sub-section 4.8:

Changed:

*Artwork, logos, charts, graphs, and tables do not contribute to the page limits; however, please keep these additional items to a total limit of **10** pages.

to

*Artwork, logos, charts, graphs, and tables do not contribute to the page limits; however, please keep these additional items to a total limit of **12** pages.

Questions & Answers

Q1: How will you be measuring success of the of the project itself?

A1: We will be establishing the foundation of the plan with the chosen firm based on the proposal and our needs. We will measure success not only by number of clicks, likes, social media presence, and new social interactions, but principally by the value the investment brings to our goals.

Q2: Improving digital footprint means this: Developing content and essentially reputation management?

A2: Yes; however, reputation management, is not about changing an existing reputation as much as it is building and expanding awareness of our City and what we have to offer. The City is open to additional strategies that manage the experience customers have with Stockton's online presence.

Q3: How important or how much preference is put on being a local firm?

A3: The City will choose the vendor that can best address our needs. Please see Section 7.1 of the RFP for information about Local Vendor Preference for bids: http://www.stocktonca.gov/bfDocs/PUR-22-010_PUR%2022-010%20Marketing%20Campaign%20MG.pdf

Any firm chosen will be required to obtain a City of Stockton business license and expected to make all physical visits that are requested. However, the scoring criteria does not include local preference points based on location, only on the cost of professional services.

Q4: What is the Budget range? And what is the criteria by which experience and qualifications are judged?

A4: Budget is not listed since efforts are expected not to be limited by a set dollar amount. The City is interested in knowing the true cost of the goals stated and will work with the selected proponent on budget. See Section 6.0 Selection Criteria and Evaluation, Evaluation Step 4 and Exhibit 2 – Proponent’s Fee Schedule. Experience and qualifications will be reviewed for similar projects related to scope and size, agency capacity, and quality of existing product.

Q5: Is there specific media you’d like to see presented and what assets are available?

A5: We are ultimately looking for the plan and recommendations for media. Selected agency will recommend media outlets and assets. The City current resources include the website, social media, push notifications through [Constant Contact](#) and [GOGov](#) Apps, as well as the [City’s Government Access Television Channel](#).

Q6: What markets are you drawing from?

A6: Market penetration will be determined by the selected agency based on data analytics.

Q7: Are you looking to see a high level of detail in the marketing plan specific to Stockton or just how creative the plan is?

A7: We will develop the Marketing Plan with the chosen firm; however, we want to see how creative, innovative, and committed you are as an agency and how that is represented in the proposal. Can you solve problems? We don’t want to see a typical approach.

Q8: Is there a page limit for the total proposal? I see page limits for some sections. And can we include an appendix with additional work samples outside the 10-page limit?

A8: Artwork, logos, charts, graphs, and tables do not contribute to the page limits; however, please keep these additional items to a total limit of 12 pages. The items that fit within these 12 pages are noted with underlined page limits below. The remaining items are forms to be completed or do not have page limits.

Technical Proposal

1. Completed and signed Proposal Cover Page (Section 9)
2. Completed and signed Proponent’s Covenant (Section 9, Attachment B)
3. Completed, signed, and notarized Non-Collusion Affidavits that correspond with your business (Section 9, Attachment C)
4. Cover Letter (Section 4.1) (2-page limit)
5. Executive Summary (Section 4.1) (1-page limit)
6. References (Section 4.2)

7. Financial Statement (Section 4.3)
8. Corporate Structure, Organization (Section 4.4)
9. Approach and Creativity (Section 4.5) (5-page limit)
10. Experience and Qualifications (Section 4.6) (2-page limit)
11. Stockton Priority (Section 4.7) (1-page limit)
12. Investment (Section 4.8) (1-page limit)
13. Assurance of Required Insurance (Section 7.5)
14. Additional information the Proponent chooses to submit (won't factor in evaluation/scoring but may be considered during negotiations)

Q9: Is the only place you want subcontractors mentioned in the org chart?

A9: Submission information regarding subcontractors is found in Sections 4.3 and 4.4, which are noted in the Proposal Submission order as number 7 and 8, respectively, as shown in the following sections of the RFP:

7. Financial Statement (Section 4.3)
8. Corporate Structure, Organization (Section 4.4)

Q10: In your experience, which overnight mail services do not deliver to the Clerk's office?

A10: The City of Stockton is open extended hours, Monday - Thursday, and closed every other Friday. Please schedule delivery to ensure that your proposal is by the deadline listed in the RFP document: http://www.stocktonca.gov/bfDocs/PUR-22-010_PUR%2022-010%20Marketing%20Campaign%20MG.pdf

Q11: If our firm is not located in Stockton, what are you looking for us to include in the "Stockton Priority" Section?

A11: Regardless of where a firm is located the City wants to ensure that the firm understands the challenges Stockton faces, the unique attributes of the City, and the firm's commitment to bring those forward into the brand.

Q12: To reach the best outcome for the brand and drive inclusiveness and consensus across the city, we utilize a process that involves what we believe to be important primary research (stakeholder interviews, focus groups, community surveys, perception studies outside of Stockton). The insights from that research also help us shape the brand positioning/messaging strategy for the City ahead of the creative work. Each of these steps helps to arrive at the most authentic, distinct and ownable brand for the City. We do not see these steps outlined in your RFP, but wanted to ask if you would consider these process steps in a response from us?

A12: Yes, primary research is important. In addition, numerous secondary sources of research are available and were provided in Addendum 1 that was published on the City's Bid Flash page following the pre-bid conference call. Please see Addendum 1: http://www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Economic_Development_idnum=PUR-22-010

Q13: Is the City open to the idea of a new logo/brand altogether? Or solely looking for an adaptation of the current logo?

A13: Yes, to a new brand. We are looking for a refresh of the current logo, not an entirely new logo.

Here's a list of several corporate logos to give you an idea of how logo brands have evolved:
<https://www.pinterest.co.uk/pin/57420963992540055/> (credit: visualcapitalist.com)

Q14: On page 20, under section 8.9, "A City of Stockton Business license may be required for this project." Just to clarify, do we need to be registered with the City of Stockton before submitting our proposal? Or are we able to register after if awarded the contract?

A14: After being selected.

Q15: RFP Submission - What specific documents are you looking to see in the financial statement?

A15: The goal is to ensure the firm has the capacity to deliver the project.

Q16: RFP Submission - Will the contract be one year from the project start date, or one year from the campaign launch?

A16: The initial contract will begin once executed by the parties and approved by the City Council. The initial period is 1 (one) year but may be extended for up to an additional 2 (two) 1-year periods.

Q17: Strategy & Research - The RFP says you're looking to "Develop market research specific to our geographic location and target audiences and determine our best markets, reach, delivery, and advertising effectiveness." With that in mind, are you looking to gain a better understanding of what Stockton residents desire, value most, and how they react to new content, OR are you looking for detailed effectiveness measures on the best places for any marketing spending?

A17: Both.

Q18: Strategy & Research - The RFP says you're looking to "solidify a brand strategy." Do you already have an idea of what components you'd like to see as a part of that strategy (e.g., mission, vision [which we see you already have], etc.)? If so, what are they? If not, do you prefer to receive guidance as to what components are recommended based on your unique situation?

A18: The City has an adopted vision statement, "Stockton will become the best city in America to live, raise a family, and grow a business." Additionally, substantial work has already been done in stakeholder interviews and surveys. We ask that the selected firm consider that work as they help the City develop a brand. The City understands the selected agency will need to conduct their own primary research through interviews and focus groups; however, a prolonged process is not desirable.

Q19: Strategy & Research - Are there any other cities, states or even countries whose branding you admire? What about their brand message or strategy would you most want us to learn from or be inspired by?

A19: The most admirable brands are those that make you stop and think about who the company, city or entity really represents or those that you inherently know "fit." Stockton will need a brand that makes people stop and think, give pause, and is the entry point for changing their mind about Stockton – or learning about us for the first time – while also presenting something that is authentic and believable.

Q20: Strategy & Research - Are there any past Stockton branding or marketing initiatives that were especially successful or unsuccessful? What would you most want us to take away from these examples?

A20: We are looking forward to the ingenuity and creativity of your firm for a fresh look and to challenge the world to reframe its vision of who or what is Stockton as opposed to who and what we actually are and could be.

Q21: Creative - In terms of the creative toolkit, would you prefer something shorter and more high-level, or longer and more detailed?

A21: Digestible and useable.

Q22: Creative - In addition to the rebrand and creative campaign, will you be looking to the creative agency to redesign the Stockton website?

A22: No, that is already underway under a separate RFP.

Q23: Digital - When would you like the creative campaign to launch in markets?

A23: Negotiable, but the sooner the better.

Q24: Digital - How long would you like the campaign to run? This will help us with flighting suggestions for media budgeting recommendations.

A24: Long enough to accomplish the goals. Media budgeting is not required for the proposal; we are only asking the cost of creating the plan. Creating the plan will take place after the chosen proponent and the City complete several initial steps.

Q25: Digital - Are there any media channels that you absolutely want to make use of or avoid?

A25: No.

Q26: Digital - Are you looking for help with social media management (aka an agency that would post and do community management), or is that something you'd do on your end?

A26: The City certainly needs content, strategy, ad buys, scheduling cadence, etc.; however, the City will maintain control of posting.

Q27: Digital - Can you elaborate on what you're looking for in terms of CRM management and eMarketing management?

A27

The City uses [Ask Stockton](#) (GOGovApps) for customer inquiries and service requests, which has email subscription services by topic area and the ability to expand services such as push notifications via subscriber opt-in texting. There is not one, primary City newsletter, and each department manages its own email and customer relationship software applications. The best practice approach to citywide consistency is desired as well as appropriate branded email templates. Providing the tools and best practices for implementation is desired.

Q28: Are you looking for ongoing email campaigns?

A28: Should the agency determine that this is the best way to deliver messaging, yes. Otherwise, no.

Q29: Do you currently have an email technology partner (Klaviyo, MailChimp, Constant Contact, etc.)?

A29: Constant Contact and Economic Development also utilizes Zoho.

Q30: Do you currently have an email list? If so, how large is it?

A30: Multiple.

Q31: Are you seeking a partner who will be responsible for designing, developing, and scheduling emails?

A31: A partner that will recommend best practices, provide basic tools and/or templates with suggested content, but would not necessarily need to gather content, create individual emails and schedule.

Q32: Digital – In Section 2.0 Scope of Work, section G mentions a "proposed media plan," but not media buying. Is this intentional? Will the scope include media buy management as well or just media framework and strategy?

A32: Yes, this is intentional. Without completing many of the goals in the RFP it is not possible to ask agencies to estimate media buys. Agencies are asked to provide/create a plan for media buys, based on work product completed on the other goals. Media buy management and actual media placement costs will be a separate contract or amendment to the selected agency's contract.

Q33: Digital - Competitors - for research purposes, can you share 5+ other cities that you consider direct competition? This could be a separate list for business & residential or crossover. We will use this list for targeting purposes as well for media strategy.

A33: This may be a discussion point with the selected vendor, based on strategies developed and recommended.

Q34: Digital - Will we have access to the Stockton website to improve search rankings via SEO? If so, what CMS platform do you use (i.e. Wordpress)?

A34: No, the selected firm will not have access to the website; however, we are happy to provide analytics and reports to strengthen SEO.

Q35: Digital - What is Stockton's current media spend (if any) & where is it concentrated (what platforms)?

A35: Zero

Q36: Is it inclusive of paid search?

A36: N/A

Q37: Do you have a loose overall budget for TTL media spend or loose reach goals, or is sky the limit?

A37: Neither, open to recommendations.

Q38: Digital - Is there a desired target population (any demographic specifics) for future residents, or are you looking to scale the current demographic breakdown? This is for media targeting purposes.

A38: No.

Q39: Digital - Are there any specific businesses or business groups desired? This is for media targeting purposes.

A39: Not yet.

Q40: Digital - Do you currently have a Google My Business account you have access to?

A40: Yes.

Q41: Digital - Do you currently have a Google Analytics account you have access to?

A41: Yes.

PROPONENT MUST ACKNOWLEDGE THIS ADDENDUM BY SIGNING BELOW AND ATTACHING THE SIGNED ADDENDUM TO THE PROPOSAL:

Company Name _____

Contact Person _____

Signature _____

Date _____

Proposals Due – Promptly by 2:00 P.M., Thursday, May 19, 2022, at the City Clerk’s Office.

----- City of Stockton Use Only below this line -----

Addendum acknowledged and signed? _____ (Procurement Specialist’s initials)