

COLUMBUS METROPOLITAN HOUSING AUTHORITY

880 East 11th Avenue

COLUMBUS, OHIO 43211

DATE: August 28, 2020

RFP# 2020-010

TO ALL BIDDERS:

The specifications are hereby amended and supplemented by this addendum, which will form a part of the contract documents and should be considered in preparation of bid.

ADDENDUM # 1

1. The RFP says the technical portion of proposals should be sent to technicalresponse@cmhanet.com and the proposed fees and pricing should be submitted to feeproposal@cmhanet.com. No hard copy should be mailed/delivered at all?
 - a. If you want to submit a mail copy you can, we prefer an electronic resp
 - b. If you submit a hard copy, you have to submit 1 original and 3 bound copies
2. The budget in the RFP references "At this time, the budget for digital marketing elements and execution \$150,000 which must include production and agency fees. Is this the maximum budget?
 - a. CMHA is open to proposals that come in at a higher amount. If Proposer intends to propose an amount in excess of \$150,000, Proposer shall offer a baseline budget not to exceed \$150,000, then provide Options with a narrative and price associated with each option.
3. Subcontract or/and rules an ineligible, please provide the link list for HUD
 - a. https://www5.hud.gov/Ecpcis/main/ECPCIS_List/main/ECPCIS_List.jsp
4. Is there an incumbent agency? If so, are they being considered at this time?
 - a. No
5. What roles does the internal marketing staff consist of, i.e., what are CMHA's internal capabilities?
 - a. Internal marketing staff consists of one full time employee with input from leadership and assistance from two external employees.
6. Most if not all public entities have a variety of audiences; how do you define those audiences and how are they prioritized?
 - a. CMHA's audience consists of **employees** (those who work for us), **residents** (those who live in CMHA housing or have a subsidy to live in a Section 8 property), **vendors** (people we do business with), **partners** (stakeholders and partnering agencies), **government constituents** (government leaders who make decisions that affect the mission of CMHA), **the community** (everyone else that see the work CMHA is doing.)
7. Please elaborate on your expectations on branding; new logo, new color palette, brand exploration, and brand messaging guidelines?

- a. ? We have not decided to switch branding logo or colors at this time, but that could be discussed at a future date. We would like to drive our brand awareness and create consistent branding in terms of collateral, media, etc.
- 8. One of the requirements is "Create a public policy agenda and execute the delivery to CMHA stakeholders." Can you please elaborate on what this means?
 - a. ? Our Public Policy is designed to use as a tool to interact with federal, state, and city policy makers. This document/presentation/other media forms is created in collaboration with CMHA and our Governmental Affairs team.
- 9. The RFP mentions "digital video productions." How robust of a solution do you envision?
 - a. We envision at least one video a month that focuses on different aspect of CMHA's work.
- 10. The current site is built on .net and hosted on GoDaddy. Are you open to a platform like WordPress? WordPress can be a powerful tool for the non-development business stakeholder to make site updates, add pages, etc.
 - a. We prefer to keep things in .NET since we have in-house developers who will continue to develop the website and can more easily maintain the website. We also currently have and would like to preserve functionality that communicates with our on-premise resources (Data, AD) to leverage deeper integrations than a platform like WordPress is able to do.
- 11. How does CMHA manage IT? Through the City of Columbus or do you have an internal team?
 - a. CMHA has its own IT department. We partner with the City of Columbus, but CMHA is an entirely separate entity.
- 12. When do we need to register for this in case it is needed in the proposal process:
<https://cmhanet.com/VendorReg/Create?>
 - a. Registration is not required to bid on this proposal, it does add you to a list that may be distributed for services by request.
 - b. The purchasing manager will notify you if or when registration is requiring
- 13. How does CMHA define success in regard to a relationship like this one?
 - a. CMHA's goal is to drive brand awareness and create a consistent branding theme across all channels of media, while telling our story and promoting affordable housing in our community. We will rely on the firm chosen to track and monitor best in class key performance indicators (KPI's) to determine success in the campaign and/or work delivered.
- 14. Would you be open to a Canadian agency that works with clients in the US?
 - a. There is no location preference
 - b. Please ensure you include office hours and availability to ensure there is not conflict
- 15. On Attachment A there is an ask for Attachment B to be a submittal.
 - a. No
 - b. I am only looking for you to acknowledge that you seen and reviewed our current website details.