

**COLUMBUS METROPOLITAN HOUSING AUTHORITY**

**880 East 11th Avenue**

**COLUMBUS, OHIO 43211**

**DATE: September 11, 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 # 2**

1. Can you outline the differences between this RFP and the RFP issued in May of 2020?
  - a. This RFP is geared toward branding, digital marketing and not public relations.
2. Who are your most important stakeholders?
  - 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.)
3. Is there a set amount for Ads accounts that will need be managed?
  - a. CMHA is looking for your agency to advise us on ads posting and cost.
4. What kind of turnaround times would be required/SLA?
  - a. CMHA expects the selected agency to be responsive and engaged with targeted goals. Turn around times will be negotiated based on the deliverable.
5. I see that you are looking for brand messaging/strategy. Are you also looking for logo, visual guidelines, brand book, etc?
  - 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
6. How many videos and how long are they?
  - a. Video are commonly 2-3 minutes long
  - b. Videos are based on CMHA events, there is not a set number.
7. I understand that we are able to use contractors but are we able to use contractors outside of the US (i.e. India)
  - a. There is no location preference
  - b. Neither prime nor subcontractors who appear on a debarred list may be employed on this project.
  - c. Please ensure you include office hours and availability to ensure there is not conflict
8. Who are the target audiences you want to convey your message to?
  - 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.)

9. Have you been able to pinpoint the target audience and demographic that this marketing strategy will be aimed at reaching?
  - a. CMHA would like to be recognized on a national level. However, our funding entities are of special importance in order to sustain the good will (and funding that goes with it) in support of our innovative housing and tenant service solutions.
10. Is there an incumbent?
  - a. No
11. Why are you looking for a AOR now?
  - a. CMHA would like to tell our story
12. Scott mentioned that communications is one of three strategic goals. What are the other two?
  - a. Acquisition strategy (real estate)
  - b. Staff development/Succession Planning
13. On ATTACHMENT B, it mentions the website platform is a C# .NET Application. Does the new site need to be developed in this format?
  - 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
14. Can we look to PHP development with an easily updatable Content Management System of WordPress?
  - a. 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.
15. Would the CMHA team be looking to the agency to host and maintain the new website?
  - a. Hosting currently is done by Go Daddy, but open to other providers, and yes we do want to maintain the new website
16. If so, would we be able to move away from GoDaddy if presenting more secure and reliable solutions?
  - a. Yes. However, would like to keep all our hosting needs under a single roof.
17. Do you have an approved budget?
  - a. \$150,000
18. What do you value in a business partner? Meaning, what character traits and character traits are you looking for? What do you value in a partner?
  - a. Our partners' values should complement ours: Community, Commitment and Collaboration.
19. Is the budget based on an hourly wage or the total allocation?
  - a. \$150,000
20. How much data and information do you have on the audiences you are looking to reach? Demographic, locations, age etc? And will that be shared?
  - a. Yes, CMHA will share; however, some tenant information is protected under confidentiality laws.
21. You mentioned others telling your story—are you facing ongoing negative press?
  - a. Not currently, but there has been in the past.
22. Do you anticipate handling public relations in-house?
  - a. Some public relations will be handled in house and with CMHA PR partners.
23. Or is CMHA looking for support in telling your story through earned media coverage? CMHA seems to do a good job of generating consistent positive local news coverage but perhaps less so with the national pubs like NY Times, Wall Street Journal, etc. Where does PR fit in the CMHA vision?
  - a. CMHA would like to be know nationally and as a leader in the affordable housing industry.

24. When speaking to working with your PR associates, should the agency have a PR representative who will be placing and pitching stories? Or does CMHA already have someone who handles this role - and looking for the agency to develop the content and stories that will be pitched?
  - a. CMHA has associates in place
25. Do you have expectations on program/campaign success metrics? Have you thought through any early indicators of program success?
  - a. We are looking for the selected firm to present to us best in class KPI's to tract in order to determine campaign success metrics.
26. When it comes to creating social media content and calendars, is there someone on the CMHA team to implement the content and posts that the agency creates? Or will the agency be managing the different social platforms, including responses to comments?
  - a. We are open to both ideas but see our agency of record being the lead on all social media content and calendars.
27. Should the proposal be emailed or mailed to CMHA? Or both?
  - a. Emails is preferred, mailed copies are acceptable
  - b. If you want to submit a mail copy you can
  - c. If you submit a hard copy, you have to submit 1 original and 3 bound copies
28. Can you elaborate on the video production expectation?
  - a. Videos are commonly 2-3 min long
  - b. We envision at least one video a month that focuses on different aspect of CMHA's work
  - c. [www.cmhanet.com](http://www.cmhanet.com)
29. On the Fee Sheet, it mentions "HUD 5369-C". We found that this is a form. Do we need to fill this out and turn it in with the technical proposal? (Or fee sheet?)
  - a. The HUD form can be submitted with the Fee Sheet or the Technical proposal
30. Is brand awareness your main KPI, or are there other metrics you are trying to drive such as web traffic, social media engagement, etc.?
  - a. No, we are looking at more than just brand awareness.
31. How deep is the waitlist to get into CMHA housing?
  - a. 30,000