

**COLUMBUS METROPOLITAN HOUSING AUTHORITY**

**880 East 11th Avenue**

**COLUMBUS, OHIO 43211**

**DATE: September 4, 2024**

**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. When is the cut-off for questions?
  - a. Friday, September 6<sup>th</sup>, 2024
  - b. No questions will be accepted for response after said date.
2. For the Scope of Work, Section 2.0, Upcoming Branding/Marketing Events for Properties: what percentage of work do you see as traditional, and what digital marketing?
  - a. 50% traditional
  - b. 50% digital marketing
3. For Section 2.2.2 Responding to Reporters: How frequently do you receive inquiries from the media?
  - a. Two to three inquiries each month
4. Is there a preference for a local agency?
  - a. No
  - b. must be located within the United States
5. What are some of your biggest branding and marketing challenges?
  - a. The agency was established 90 years ago, changing the narrative of public housing and building the brand as a developer.
6. For the Long Form Videos, what length do you define as "long form"? Where do you see these videos living (YouTube, website, etc.)?
  - a. Two- Six minutes
  - b. Videos live on YouTube and the CMHA Website.
7. What type of Long Form Videos? Testimonial? Script/Voice Over? Tell me a little bit about the video structure.
  - a. Testimonial, Spotlight, Employee Orientation
  - b. They are impromptu, scripted, and can be voice-over
8. What is your team currently doing in terms of digital storytelling related to the organization's impact?
  - a. Videos
  - b. Short stories, 15- 30 seconds
9. Are you on any social media platforms other than YouTube/Linked In?
  - a. Facebook
10. How successful has your video content/digital marketing been thus far?

- a. Very Successful,
  - b. Attracts new partners
  - c. Allows employees to be recognized
11. How does your team measure success?
- a. Views, likes, coverage, attention received from reporters, reach.
12. For your videos, would you see any need for aerial drone work for your properties?
- a. Yes
13. Has the team done any recent digital community education to help people understand public housing and who may benefit from its implementation? Are there any recent campaigns we may be able to reference?
- a. No recent campaigns, but education is a big part of our ongoing work.
14. Can you tell us more about the event marketing needs of CMHA?
- a. Groundbreakings
  - b. Grand openings
  - c. Conference Hosting
  - d. Open houses
15. Do you see the company you choose working alongside and collaborating with your internal marketing team on a regular basis?
- a. Yes, on a regular basis
  - b. The agency will be considered as an extension of the CMHA marketing department.
  - c. Agency must be an expert and a good team player
16. What are your current branding and marketing strategies being implemented?
- a. CMHA's new website
  - b. YouTube page
  - c. Expanding on other social platforms
17. With the agency selected for the RFP needs to do any search engine optimization work for the new website.
- a. Yes
18. Do you have stakeholder alignment meetings to set KPIs or OKRs into place?
- a. Yes, Meetings
19. Are you doing anything in the way of paid digital ads on the platforms where you have the most presence (FB/Youtube)?
- a. We are not doing any paid advertising on our social platforms at this moment.
20. Can you talk about the budget, particularly for paid advertising vs all other marketing? How much do you currently spend on ads?
- a. At this time there is no financial information available to share
  - b. Please ensure you complete your fee sheet with rates and projected hours.
21. You mentioned CMHA is assisting with the development of a childcare facility. Is this small business development a major pillar of CMHA? Is this branch of your business currently being promoted?
- a. CMHA built and owns the Daycare center
  - b. The Daycare service owner will be a commercial tenant.
22. What are the new features of the website you're looking forward to? And would you like this firm to help collaborate with you on the internal communications as well?
- a. User friendly
  - b. The agency selected will assist with upkeep and maintenance of the new website.

23. Do you currently have an in-depth brand standards and brand narrative that you feel can help change the perception of public and affordable housing or are you open to more specifically refining the brand standard and brand narrative?
  - a. We have an in-depth brand standards and brand narrative.
  - b. CMHA is open to strategies and recommendations from the agency we select.
24. Could we request an extension to the submission deadline?
  - a. No
25. Aside from what has been discussed, what would you say is the “big dream” goal of CMHA that your dept. has been trying to achieve but may not have been able to be reached just yet?
  - a. To ensure brand consistency and cohesion across all channels.
26. Can you speak to the insurance requirements mentioned in the RFP?
  - a. The insurance requirements are the minimum requirements a vendor must carry to do business with CMHA.
  - b. Vendor must name CMHA as an additional on Certificate of Insurance
27. Speaking of political landscape of housing, does CMHA get involved with local politics? For example, does CMHA openly support candidates whose vision of affordable housing align with CMHA?
  - a. CMHA political participation is prohibited.
28. Hello! Urban One is an entity that can support the outreach and marketing goals of CMHA; however, Urban One is not an agency. Is it possible that once we submit it would be recommended to the agency selected to utilize our properties and products to deliver messaging to the community?
  - a. Marketing company selected may use sub-contractors for some projects or events.
29. Who is your ideal target audience? demographics and psychographics?
  - a. Residents
  - b. Staff
  - c. Community
  - d. CMHA Board of Directors
  - e. Politicians
30. From a social media managing perspective, would your team handle postings or would you be looking for the agency to assist?
  - a. We currently handle postings internally, but sometimes our agency is needed in this capacity.
31. Typically small businesses don't have audited financial statements. Is it ok to provide Balance sheet and P&L or do you also need the company tax return?
  - a. Balance sheet, Profit and Loss Statement, 3 years of Tax Return
32. Can you please provide the previous spend on this contract?
  - a. On average \$226,000.00 Annually
33. Do you have an incumbent and would they be participating in this RFP?
  - a. Yes
  - b. They will be submitting a proposal for this RFP
34. Could we ask that the Bid Bond be removed from this procurement process as is the case with most organizations we work with for services of this nature?
  - a. No
35. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?
  - a. We are not open to a Canadian agency