



City of Tacoma

## Questions and Answers

### Media Buying Services RFP Specification No. PR22-0402F

All interested parties had the opportunity to submit questions in writing by email to Erica Pierce, Senior Buyer by date questions were due. The answers to the questions received are provided below and posted to the City's website at [www.TacomaPurchasing.org](http://www.TacomaPurchasing.org). Navigate to [Current Contracting Opportunities / Services Solicitations](#), and then click *Questions and Answers* for this Specification. This information IS NOT considered an addendum. Respondents should consider this information when submitting their proposals.

**Question 1: Confirming the budget is \$450k for all three years, or roughly \$150k per year?**

Answer 1: Our current average estimated spend per month will be \$12,500-\$20,000, though this could fluctuate based on campaign needs. We expect to spend a total of roughly \$175,000+ PER YEAR.

**Question 2: Would you consider applicable experience in placing media in the Seattle-Tacoma area to be relevant, or only experience in Tacoma/Puyallup region?**

Answer 2: Yes, we will consider Seattle DMA experience as relevant.

**Question 3: When the RFP mentions "The City of Tacoma requires all employers to provide paid sick leave," is that an expectation that the winning bidder will be expected to provide paid sick leave, or is that just a notation of your own policy?**

Answer 3: While the notation in the RFP is speaking to the City of Tacoma's standards, the COT standards mimic the requirements set forth by Washington State Law (RCW 49.46.010). Please reference this website for more information: [Paid Sick Leave - City of Tacoma](#). If responding company is an out of state vendor and unsure how this RCW will apply, please review this website: [Paid Sick Leave \(wa.gov\)](http://PaidSickLeave.wa.gov) and reach out to Labor and Industries if these references do not answer your questions.

**Question 4: Current media mix on page 7 – 8, how was that mix determined?**

Answer 4: This is based on our current media mix. We will be open to the recommendation of our new vendor, however.

**Question 5: What are the Key Performance Indicators across your specific campaigns?**

Answer 5: Each campaign has a potentially different set of KPIs, but we are interested in all that are available by medium, and expect our new vendor to provide awareness of what's available, and where enhancements can be made.



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**Question 6: Has TPU tested the creative for effectiveness?**

Answer 6: Our creative was developed based on research conducted by the agency that developed our creative. With that creative in place, we monitor and evaluate the effectiveness of our campaigns on a quarterly basis.

**Question 7: If yes, how was it tested?**

Answer 7: General market research and medium optimization is reviewed quarterly.

**Question 8: Will the outreach campaigns include Click creative?**

Answer 8: Click! Cable is no longer a product we are marketing.

**Question 9: Which amount should we build the proposal budget to? Page 7 notes \$175k/year while the budget shows spend to be at \$150k/year.**

Answer 9: Budgets fluctuate by campaign, depending upon time of year and the product we are promoting. Our current average estimated spend per month is \$12,500-\$20,000.

**Question 10: Is there a preference to build a specific dollar amount using the previous media mix or a rate card for each specific element?**

Answer 10: We do not have a preference.

**Question 11: Is there an incumbent for this work?**

Answer 11: Yes, we are currently working with Colehour + Cohen.

**Question 12: When are you hoping to start work for this project?**

Answer 12: Mid 2023, or as soon as we can get a contract in place.

**Question 13: RFP states “Ethnic/Non-English advertising experience”, are there specific languages the City of Tacoma is looking for?**

Answer 13: Translations for some campaigns include: Khmer, Korean, Russian, Spanish and Vietnamese.

**Question 14: What types of creative services might be added to the work?**

Answer 14: There may come a time when we would like our partner to develop creative of potentially any type that supports your agreed upon campaign recommendations.



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**Question 15: Would any proposed new scope components fall under the same budget or is it possible for additional funding to be added?**

Answer 15: We would provide additional funding.

**Question 16: Is TPU looking to keep the same tactics or open to consultant suggestions?**

Answer 16: We are open to new ideas.