



**Baltimore
Metropolitan
Council**

**“Ready? Set” Good!” emergency preparedness advertisement campaign
Request for Proposals Q&A**

July 27, 2017

Question 1: Why does the RFP mention that a contract could be awarded to a vendor or multiple vendors?

Answer: The committee seek to produce advertisements across multiple mediums – television, radio, digital and outdoor, to name a few. While some vendors have the capability to work with multiple mediums, some only work with one. This language allows the committee to award contracts to one or multiple vendors to meet the campaign goals of working within multiple mediums.

Question 2: Is the committee looking for a vendor who serves as a procurer or placer of advertisements, such as an advertisement or public relations agency?

Answer: No. We are looking to work directly with vendors that will create and publish advertisements for our campaign.

Question 3: Does the UASI PIO Subcommittee have its own broadcasting mechanism?

Answer: No. But the UASI PIO Subcommittee could work with the jurisdictions in the Baltimore region to publish content on local public access channels.

Question 4: How do you plan to quantify the success of the campaign?

Answer: The RFP stipulates in one of its tasks that proposals should include information about how the successful vendor plans to quantify the success of the campaign. The UASI PIO Subcommittee seeks proposals that indicate number of impressions, shares, likes, viewers, etc.

Question 5: “Ready? Set? Good!” is a campaign funded through the Maryland Emergency Management Agency (MEMA) by the federal Urban Area Security Initiative (UASI). Is the UASI PIO Subcommittee required to award a contract or contracts under federal standards, specifically 8-A standards?

Answer: No. The grant has a requirement for competition, which BMC’s RFP process achieves.

Question 6: How did the UASI PIO Subcommittee allocate funding in the previous campaign? Which vendors received contracts?

Answer: CBS Radio received a contract to handle radio, digital and outdoor advertisements. The Sinclair Broadcasting Group received a contract to handle television advertisements and one event, the B’More Healthy Expo in March 2017.

Question 7: Will the UASI PIO Subcommittee consider mobile advertisement as a part of its digital campaign?

Answer: Yes.

Question 8: Are there certain advertisements that the UASI PIO Subcommittee would not want to see in proposals?

Answer: Yes. The UASI PIO Subcommittee is not interested in email advertisements (email blasts) or traditional billboard advertisements. The committee would also like to limit the number of events included in proposals. Any events included should be tailored specifically to the campaign and the audience. The subcommittee is not interested in providing materials (flyers, free-bees, etc.) to vendors to hand out at events that are not specifically for the targeted audience.

Question 9: What is the overall goal of the advertisement campaign?

Answer: The overall goal is to provide the public with information about how to prepare for an emergency at home before one occurs. A successful advertisement campaign will accomplish this by driving traffic to www.readysetgood.org

Question 10: Is BMC able to share the analytics of current and past traffic to the “Ready? Set? Good!” website?

Answer: No. Previous web standards prevent accurate analytics.

Question 11: Is the UASI PIO Subcommittee looking for vendors to provide proposals that include social media advertisements?

Answer: The UASI PIO Subcommittee is not opposed to allocating funding toward social media advertisements if the proposal makes a compelling case for that medium and how it will engage the campaign's target audience.

Question 12: How will the UASI PIO Subcommittee score proposals?

Answer: The UASI PIO Subcommittee is made up of emergency preparedness and communications specialists from the jurisdictions in the Baltimore region – Baltimore City and the City of Annapolis, and Anne Arundel, Baltimore, Carroll, Harford and Howard counties, as well as the state. Each committee member will receive a digital copy of each proposal. They will score each one on a 100-point scale, based on the tasks stipulated in the RFP. In addition, the score sheets include 20 bonus points for proposals that go above and beyond to provide value-added items (such as Q&As) or demonstrate a deep understanding of the campaign goal and audience. Proposals that fail to follow directions or meet the deadline will be automatically disqualified.

Once proposals are scored by individuals, the UASI PIO Subcommittee will meet to discuss them and determine how funding will be allocated. Vendors will be notified of the contract status by Friday, August 18. The goal is for advertisements to begin being published in early September 2017.

Question 13: Would the UASI PIO Subcommittee prefer digital proposals to be emailed or provided on a compact disc?

Answer: Please email digital proposals to Laura Van Wert, BMC communications officer, at lvanwalt@baltometro.org. In addition, please send a physical copy of proposals to Laura Van Wert at BMC's office, located at 1500 Whetstone Way, Suite 300, Baltimore MD, 21230.

Question 14: What does "outdoor" advertisements include?

Answer: Outdoor advertisements could be mall media, bus wraps, events, or any other broad form of advertisement. The UASI PIO Subcommittee encourages vendors to get creative with what they consider outdoor advertisements.