



**QUESTIONS & ANSWERS  
REQUEST FOR PROPOSALS  
Project  
LOOK ALIVE – PHASE 2 (LA-2)  
22T12**

The Baltimore Metropolitan Council (BMC) provides written responses to questions regarding requests for proposals (RFPs). The following are questions and answers concerning the above-referenced RFP.

**Q1. Who completed the first phase of work? Is BMC satisfied with that work so far?**

A1. *Phase 1 of the campaign was developed by Sherry Matthews, Inc. BMC does not comment on consultant satisfaction.*

**Q2. What level of web development is anticipated? Is this maintenance of the current site, a refresh, or an overhaul?**

A2. *Maintenance of the current site with updates on a regular, on-going basis.*

**Q3. Are resumes included in the page count for the experience and qualifications section?**

A3. *Resumes are included in the page count as specified on Page 11.*

**Q4. Does phase 2 include scope above and beyond what was included in phase 1?**

A4. *Phase 2 will continue, build and expand on the campaign developed during Phase 1.*

**Q5. Is there campaign awareness evaluation data or initial market research available to inform our proposal and will that be shared?**

A5. *An evaluation was conducted following the first year of the campaign. The results can be found [here](#).*

**Q6. Is the \$500,000 budget strictly for consultant work? If media costs are included in that budget, how much do you anticipate goes toward placement? If there is additional budget for media costs, how much is available?**

A6. *Media placement is included in the \$500,000 budget. It is up to the bidders to propose the breakdown between new creative development, media placement, and administrative cost. There is no additional budget for media costs at this time.*

**Q7. Can you share if there is an incumbent, that is to say, was there an agency that developed Phase 1 of the campaign? Will the consultant be implementing/managing all the organic social media posting or just providing strategy and content?**



A7. See response to Q1 for the first part. The selected consultant will be responsible for implementing/monitoring/managing all aspects of the campaign, including on social media.

**Q8. Can you share with us any demographic information you have about the campaign's primary audiences?**

A8. The campaign's primary audience is the entire greater Baltimore region as represented by the BMC jurisdictions. The selected consultant will be provided with targeted information on specific campaign elements and locations.

**Q9. Within your audience groups (i.e., drivers, bikers, and walkers), would you like to focus on one more than the others? Or has the list of groups been prioritized?**

A9. While all groups are equally important from the standpoint of safety and saving lives, this next phase will place slightly more emphasis on targeting drivers with more specific messaging while continuing to use the messages developed during the first phase of the campaign.

**Q10. Will campaign creative/materials need to be translated into additional languages? If so, which languages are considered top priority?**

A10. While it is not required to have the campaign translated into additional languages, the selected consultant should take into consideration the demographics of the target audience in the greater Baltimore region to ensure the message is reaching as many road users as possible.

**Q11. Does the contract for Signal Woman live with BMC? Will that contract need to be extended/re-negotiated during Phase 2 of the campaign? Will consultant need to account for spokesperson fees in FY2022 budget? If so, can you share the estimated cost for budgeting considerations?**

A11. BMC does not have a contract with the actress who played signal woman. If necessary, BMC can facilitate access to the actress/her representative but cannot guarantee it. The consultant will not have to account for spokesperson fees in the FY2022 budget.

**Q12. Can you indicate which CMS is currently being used for lookalivemd.org?**

A12. The website does not use a CMS – it's a hand coded PHP site.

**Q13. From Phase 1 of the campaign, can you provide the amount of the paid media spend, even if that is a ballpark figure?**

A13. Phase 1 was conducted over three-years with varying levels of media placement so it would be difficult to provide a ballpark figure.



**Q14. Any services/capabilities that weren't leveraged in Phase 1 that you would like to see in Phase 2?**

*A14. The RFP spells out the need and scope of the services required in Phase 2.*

**Q15. On page 6 the RFP states: "The MHSO is providing funding for development and media plan implementation for the FY 2022 campaign." Does that mean that the MHSO is funding a media buy separate from BMC's \$500,000 budget or should paid media be included in the \$500,000 budget?**

*A15. Paid media should be included in the FY 2022 budget as specified in the RFP. MHSO has provided a \$500,000 grant to the BMC, that is the total amount available.*

**Q16. Does the \$500,000 budget mentioned on page 15 of the RFP include all direct costs such as media buys?**

*A16. The \$500,000 budget includes all direct costs including media buys.*

**Q17. Should we include a detailed media plan as part of the proposal?**

*A17. A basic media plan that provides the maximum outreach potential and greatest value for the amount of funding available should be included as part of the proposal.*