

Questions & Answers:

These are the State responses to Vendor Questions. The answers to these questions do not modify the terms of the RFP and are for clarification only. All changes to the RFP will be reflected in the Amended and Revised RFP.

Question 1: What areas of state business are these services intended to promote? Travel and Tourism? Public Service? Business to Business? Others?

Answer 1: The services being requested under this contract will promote a variety of areas of State business. As this is a Statewide Contract, all agencies will be able to utilize the vendors and services provided under this contract.

Question 2: How is the decision-making criteria outlined in D.2.2 weighted, if at all?

Answer 2: Evaluation weighting is not provided under this request for proposals.

Question 3: Who is on the decision making committee, in terms of roles?

Answer 3: The contracting officer responsible for this contract will serve as the head of the evaluation committee, but will not be responsible for scoring the individual responses. The members of the evaluation committee have already been selected but will not be identified until after the award of the contract.

Question 4: Who is the incumbent agency or agencies?

Answer 4: This is a new Statewide initiative and therefore there are no incumbent agencies.

Question 5: What is the reason the account is up for review?

Answer 5: This is a new Statewide initiative.

Question 6: Can you comment on performance of past/recent campaign efforts? What has worked? What hasn't?

Answer 6: As this is a new initiative that will cover all State agencies there are no past campaigns that have utilized this contract structure.

Question 7: B.3.1 states that "this contract is non-mandatory for State of Oklahoma agencies." Does this mean that not all State agencies are required to use this contract?

If yes, would we still have an opportunity to respond to additional RFPs from State agencies if we don't participate in this one?

Answer 7: As this contract is non-mandatory, State Agencies may choose to utilize the Statewide contract or go out to bid separately. Being a party to this Statewide contract would not prohibit a firm from responding to State RFPs outside of this contract.

Question 8: Due to the fact that we evaluate RFP participation based on the up-side if we are awarded business, we would like to know what opportunity exists if we respond. Please provide a ball-park dollar amount for the total business you believe will go through this contract annually.

How many state agencies in total are there that could utilize this contract?

Answer 8: As this is a new initiative, we do not have usage estimates for this contract. Our best estimates for the total advertising and marketing expenditures for FY2015 exceed \$20 million. All State Agencies, Higher Education, cities, counties and other political subdivisions will have access to this contract. The number of agencies, higher education entities, boards and commissions exceeds 200 and when including political subdivisions the number increases substantially.

Question 9: B.4.1. States that “this Contract shall be made available to all State Departments, Boards, Commissions, Agencies and Institutions. The Oklahoma Statutes state that Counties, School Districts and Municipalities may avail themselves of the contract subject to the approval of the successful supplier(s)”; and Section C.4 States that

C.4.1.1 Any entity utilizing the contract (User) must do so by submitting a Scope of Work to all Suppliers awarded in the category or categories the User intends to utilize.

C.4.1.2. Upon receipt of a Scope of Work, Suppliers have the option to respond by submitting a Statement of Work to the User by the deadline provided.

C.4.1.3. Users will review all submissions and may select a vendor based on lowest and best or best value, at the User’s discretion.

9-A: Can you please provide the average budget for each scope of work? Or the lowest and highest you anticipate?

9-B: If only one supplier chooses to respond to the scope of work are they automatically awarded the work?

9-C: Is it possible that they would award work to multiple vendors under one scope of work?

Answer 9:

9-A: As this is a new initiative, this information is not available and the average/lowest/highest budgets may vary from year to year.

9-B: No. Users of our contracts are never required to issue an award. They would have the option to award to the only responding bidder, send out another request for scopes of work, or consider other procurement options.

9-C: Depending on how the Statement of Work is crafted, there is nothing in the contract excluding the option of awarding multiple vendors under one Statement of Work.

Question 10: B.10.1. Reports shall provide the total dollar amounts sold to all political entities that include but are not limited to State Agencies, Counties, Cities, Schools, hospitals and Municipalities.

B.11.1. states that “As provided by Oklahoma State Statute 74 O.S. §85.33A, the Office of Management and Enterprise Services assesses a Contract Management Fee in the sum of 1 % on all sales transacted by any entity under this contract.

B.11.2. Supplier agrees to annotate the resultant amount on the quarterly “Contract Usage Report” as listed in Section

B11.6 and make payment by company check to OMES – Central Purchasing Division within forty five (45) calendar days from the completion of the quarterly reporting period as listed in Section

B11.4. To ensure the payment is credited properly, the supplier must identify the check as a “Contract Management Fee” and include the following information with the payment...”

and B.9.1. states that “All payments under this contract will be made in arrears, without exception. Under no circumstances can the State pay for services under this contract prior to the work having been completed. Invoicing can occur monthly, quarterly or in phases depending on the project and at the discretion of the Users.”

10-A: Will these reports include work that has been sold (i.e. purchase orders issued) or work that has been billed (i.e completed work that has matching invoices?)

10-B: Will the supplier be required to pay 1% on services that have not been paid for by the contracting state agency?

Answer 10:

10-A: These reports should reflect billed usage, as purchase orders may not represent the final services received.

10-B: The 1% fee is only assessed on payments received by the Supplier.

Question 11: C.5.3.1. states that “Bidders must provide samples for their applicable categories of the SW135. Under this section bidders must submit a minimum of one sample for each bid category.”

11-A: Are we required to submit samples for categories/services we are not interested in providing under this contract?

11-B: Are these examples subject to open records? If no, who will be able to access them? Will only those who review/score the response? Or will any state agency that wishes to hire approved vendors under this contract also be able to access them? These would contain a significant amount of intellectual property, processes, and case studies that we aren’t comfortable sharing with competitors, our client’s competitors, or the general public.

Answer 11:

11-A: Samples are only required for categories for which a Supplier is bidding.

11-B: Samples received would likely be subject to open records. In general, only properly marked, sensitive financial information is approved to be exempt from open records. There are very few statutory exemptions to the State’s Open Records requirements.

Question 12: C.6.1.12.2. Bidders should specify the number, names and positions of the employees assigned to work with the State of Oklahoma.

C.6.1.12.3. Bidders should provide a brief biography for each person and specify whether the individual is on a full time or part time basis.

C.6.1.12.4. Bidders should indicate the talent and functional expertise of each individual by departments assigned to this bid (should describe the overall of capabilities of each individual.)

Due to the fact that we don't know which agencies we will be working for, which services we will be hired to provide, and how much work will come from each scope of work at this time we cannot afford to dedicate employees to this contract nor can we say with certainty that we currently employ necessary staff.

12-A: Are we required to provide bios for all staff? Or can we just provide management team information?

12-B: If it is necessary to provide for all staff, and the work load requires additional hires - will they be allowed to bill under this contract if they are not included in this response?

Answer 12:

12-A: Please reference the revised Section C.6.1.12. Identification of an Account Manager is the only information required.

12-B: Please reference the revised Section C.6.1.12. Identification of an Account Manager is the only information required.

Question 13: C.6.1.10.3. States that we are required to provide our Gross Annual Revenue for most recently completed fiscal year. Is this subject to open records?

Answer 13: Please reference the revised RFP. C.6.1.10 has been redacted and the requested financial information is no longer required as a component of the evaluation.

Question 14: Does this solicitation replace a previous statewide contract, or will it result in a new statewide contract?

Answer 14: This will result in a new statewide contract.

Question 15: Section B.12.3 states: "The Contractor(s) agrees not to use the State names, trademarks, service marks, logos, images, or any data resulting from the Contract as a part of any commercial advertising or proposal without the express prior written consent of the State in each instance.."

Does this include identifying or displaying any portion of work or description of the work in a vendor's portfolio? If so, is permission to do so obtained from OMES or from the agency, board or commission on whose behalf the project was conducted?

Answer 15: This requires prior approval only for commercial proposals in which the State's names, trademarks, service marks, logos, images, etc... would be used. A general portfolio that is not proposing the use of the State's property would not be included in this. Prior approval should be obtained by the OMES Contract Manager for the contract.

Question 16: In section C.3.11, does the term "earned media" include sponsorships, private sector endorsements of a public program and public service announcements?

Answer 16: Earned media includes all publicity gained through promotional efforts outside of paid advertising.

Question 17: In Section C.5, the solicitation lists six broad categories of services. Are vendors required to provide every individual service listed as an example if they respond for one of the categories? If not, how do you want the individual services a vendor is willing to perform identified in the response?

Answer 17: Vendors only need to respond to the categories on which they are bidding.

Question 18: How do the categories shown in Section C.5 relate to other purchasing code classifications? In the past, agencies issuing a statement of work often do so using the same codes as shown in the solicitation announcement (i.e. "82140000 Graphic design"). Will agencies utilize the six categories presented in this solicitation, or will the categories be tied back to the commodity/service codes?

Answer 18: Categories aren't directly tied to the UNSPSC codes the State uses for purchasing classification. It is possible that one category may cover several classification codes. UNSPSC codes will still be used on agency purchase orders, but the vendors on contract will be the only suppliers that are required to be notified to use the contract.

Question 19: Section C.5 states "Bidders must have demonstrated experience and core competencies providing services for customers that are similar in size and that match the category requirements of this RFP." Can you provide statistics as to the past fiscal year's range of projects in regard to the number of projects and budget size?

Answer 19: Suppliers should demonstrate projects ranging from \$50,000.00 budgets to budgets exceeding \$2,000,000.00.

Question 20: Section C6.1.12.2 requires identification of employees who will work on projects. Since staffing for creative and development firms is constantly in flux, is the identification of the firm's principles and/or senior managers who will be responsible for managing projects sufficient for to meet this requirement?

Answer 20: Please reference the revised RFP.

Question 21: Are the evaluation criteria shown in Section D.2.2 listed in order of weight or importance?

Answer 21: No.

Question 22: Is OMES looking for a firm to submit for all parts of the solicitation specifications (Scope and Description on page 12) or areas that we specialize in. Would we be considered if we only submitted for the areas that we specialize in?

Answer 22: Suppliers can respond to specific categories.

Question 23: Can companies from Outside USA can apply for this?

Answer 23: There is no restriction on responses from outside the US, though companies outside the US may have trouble meeting the requirements of the work to be performed under this contract.

Question 24: Would companies need to come over there for meetings?

Answer 24: It is likely that projects under this contract will require in-person meetings.

Question 25: Can we perform the tasks (related to RFP) outside USA?

Answer 25: This is dependent on the scope of the specific projects under this contract.

Question 26: Can we submit the proposals via email????

Answer 26: Proposals cannot be submitted via email.

Question 27: On pg. 15 C.5.3.2 it says “bidders must not submit more than 7 samples under the Product Evaluation section.” That is the only mention I see of a product evaluation section in the RFP. Can you elaborate on this?

Answer 27: The language in the RFP has been clarified.

Question 28: Does the reference list need to match those who fill out the survey? In other words, do you want us to include client references from those who may not complete the survey or should the names match?

Answer 28: The references listed based on the requirements of C.6.1.10 (revised RFP) should match the references who completed the survey.

Question 29: On. Pg. 18 C.6.1.12.3 Would you like us to include a bio for every person in the agency that could potentially work on a statewide contract?

Answer 29: The requirements have changed. Please reference the revised RFP.

Question 30: Regarding the format – Would you like us to follow the C.5-C.7 sections beginning with “Bidder Qualifications” or follow the E section “Solicitation Submission”? All of the components from Section E are contained in Section C.5 – C.7, I just want to be sure we’re using the proper section for formatting.

Answer 30: Bidders should respond using the Section references found in Section C, where applicable, however, Bidders won’t be penalized for incorrect numbering in a situation where the numbering matches another section of the RFP.

Question 31: We have multiple offices in the US but none in the state of Oklahoma. I understand we would need to register as a vendor to participate, but is not being an in-state business negatively impact our ability to be selected as a vendor through this review?

Answer 31: Oklahoma is a reciprocity State. Suppliers located in a State with in-state preference may be evaluated against a reciprocal preference. Otherwise no preference for in-state vendors is built into the evaluation.

Question 32: Do you have a defined decision making process following the narrowing down of agencies following these RFP submissions, i.e. in person presentations or another evaluation step?

Answer 32: There is no plan for additional steps past the initial evaluation. Due to the nature of this contract we are looking for a wide range of qualified and competitive Vendors.

Question 33: What timing do you anticipate making your final vendor selections?

Answer 33: We are anticipating contracts will be issued approximately one month after the closing of the RFP, depending on the necessity and length of potential negotiations which we hope to keep to a minimum.

Question 34: When would potential services begin for your state, city, and other departments?

Answer 34: Vendors would be available to provide service immediately upon contract issuance. Specific services will be performed based upon User need.

Question 35: Have you determined the number of agencies you are looking to add to your roster at this time?

Answer 35: There is no preset number of agencies. All agencies that are above a preset evaluation threshold will be eligible for award.

Question 36: Can you confirm we are able to submit our agency for one or more of the categories in this RFP but are not required to submit for all six?

Answer 36: Agencies can submit a bid for one or multiple categories.

Question 37: As is relates to section C.6.1.12, as the specific nature, timing, and volume of the services are not known at this point in time, are we able to provide general information about potential team members that would work with the State of Oklahoma rather than specific descriptions and biographies?

Answer 37: This requirement has changed. Please reference the revised RFP.

Question 38: Is this the "SW17135" contract (as stated on the cover page of the solicitation) or the "SW135" contract (as mentioned throughout the bid specifications, e.g. - page 15, item C.5.3.1.)?

Answer 38: "SW17135" and "SW135" be seen as interchangeable. The revised RFP has been updated with all "SW135" references being changed to "SW17135" for clarity.

Question 39: B.1.1. The Contract Period is the Date of Award through ...

When do you anticipate awarding the contract?

Answer 39: The current goal is to have a contract awarded by October.

Question 40: B.12.3. This includes all Produced by the Contractor(s) or by Contractor-hired professional ... This excludes any stock photography or commercial photography or artwork that may be subject to predetermined usage fees or ownership/copyright matters.

This passage is specifically discussing images/artwork; however, it recognizes that some elements of creative campaigns may not be the original work of the Contractor (e.g., stock photography) and therefore ownership is not able to be assigned to the State. There are other elements of creative campaigns that may also have separate copyrights and usage terms - such as items from B.12.1, e.g., voice-over talent, on-screen talent, stock music, stock video. Are these items also understood to be excluded from State ownership?

Answer 40: B.12.3 has been updated to further clarify that other properties with pre-determined fees and ownership may be excluded.

Question 41: For items C.3.1.-C.3.20., can you please provide the category (I-VI) the State considers each item to belong to?

Answer 41: Category descriptions are not exhaustive and the examples listed under C.3.1-C.3.20 may fall under multiple categories. Bidders should utilize their expertise to categorize their services under the categories, as listed, and provide samples they believe to be appropriate for the categories to which they are responding.

Question 42: C.5.1.1. Category I Definition - Web-based, Social and Emerging Media... to include website development, mobile phone application development ...and C.5.1.4. Category IV Definition - Advertising and Marketing Services Marketing - Includes: Mobile Application Development ... Web Development ...

How will this contract work with the existing SW1025 IT contract (which encompasses website development and app development)? Will projects that fall into these areas be put out for bid to vendors that are a part of either contract?

Answer 42: This is not an IT contract, however some aspects of this contract may require an IT component. Both SW17135 and SW1025 are non-mandatory contracts and Agencies will utilize each as best fits their policies and the scope of their project.

Question 43: C.5.1.5. Category II Definition - Client Services

In C.2.2., the sub-areas of "Business Development," "Project Management" and "Quality Assurance" are listed, however they are not detailed out in C5.1.2. - can you please provide a description of what the State sees included in these areas?

Answer 43: The category descriptions are not exhaustive and may include services not specifically described. The revised RFP has been updated to include general descriptions of each of these services.

Question 44: C.5.1.4 Category IV Definition - Advertising and Marketing Services

This category includes "Focus Groups," but doesn't mention a broader "Market Research" category. In what category does the State see "Market Research" fitting?

Answer 44: It would be appropriate to bid market research under marketing. The revised RFP has been updated to include this example.

Question 45: C.5.3. Product Samples/C.5.3.2. Bidders must not submit more than 7 samples under the Product Evaluation section.

Can you please clarify what the "Product Evaluation section" is? Does it fall under a specific category?

Answer 45: The revised RFP has removed the reference to the "product evaluation section" for clarity.

Question 46: C.5.3. Product Samples/C.5.3.3. Samples ... should include some of the following areas ...

For items C.5.3.3.1-C.5.3.3.18., can you please provide the category (I-VI) the State considers each area to belong to?

Answer 46: Category descriptions are not exhaustive and the examples listed under C.3.1-C.3.20 may fall under multiple categories. Bidders should utilize their expertise to categorize their services under the categories, as listed, and provide samples they believe to be appropriate for the categories to which they are responding.

Question 47: Are there certain areas that would take priority over others?

Answer 47: Specific weights won't be provided, but in general we are looking to ensure that all categories have a pool of qualified suppliers.

Question 48: C.5.3.4. Bidders are not expected to include all of the areas of expertise listed above.

What quantity does the State believe "some" to be in regards to these 18 areas?

Answer 48: Suppliers should do their best to provide samples that showcase a broad range of experience within the limitations provided.

Question 49: C.5.3.3.7. Database management

What is the State looking for in regards to database management? What category does this fit into?

Answer 49: This example has been removed from the revised RFP.

Question 50: C.6.1.6. Business Profile - Bidders are encouraged to submit a one-page business profile outlining the bidder's overall operations, related to providing the services offered under this bid. Relevant business history, local affiliations may be included here.

What is the State looking for here in the one-page profile that would not be included in other areas of the Qualifications? (E.g., Business Background, Company affiliations, Years in Business, Category Expertise, etc.) Is this one-page profile intended to be a summary of other areas?

Answer 50: The business profile can be a summary of information provided elsewhere, as well as an opportunity to include information not otherwise requested. The revised RFP has also been updated to include the possibility of the State using information from the business profile to advertise the new contract.

Question 51: C.6.1.12. Employee requirements & C.6.1.13. Resumes- technical/business experience, certifications, licenses- brief biography- talent and functional expertise (overall capabilities of each individual)- resume of account management team

Please clarify what information is necessary for each employee. How is a resume different than explaining expertise and providing a bio?

Answer 51: These requirements have been updated. Please reference the revised RFP.

Question 52: C.6.1.12.5. Bidders must indicate the person to be the Contract Account Manager. And C.6.1.13.1 Bidder must attach resume of account management team assigned to this bid.

Are you asking for the employee who will be the main point of contact for bids that result from this contract? (Since account management for individual projects wouldn't be decided until the specific SOWs are released/awarded by various departments.)

Answer 52: Suppliers should have a main point of contact assigned to manage the contract with the State and who will be responsible for working with the State's contract manager for SW17135 to ensure a successful partnership. This individual should be the contract account manager.

Question 53: D.2.2. An evaluation team ...

Who will be on the evaluation team? If names cannot be shared, can you provide positions, departments and/or agencies of evaluation team members?

Answer 53: The evaluation team consists of a broad representation of the State's users. Outside of this no identifying information can be provided until after award.

Question 54: What are the percentages/weight of each of the items D.2.2.1.-D.2.2.10.?

Answer 54: Evaluation weight will not be provided.

Question 55: D.2.2.7. Capacity plan, resources and infrastructure for this Contract

What does the State want to see in a capacity plan? Since we do not know how many projects will result in an award (or even which will be available for bid) as a part of this contract, discussing resources to allocate may be premature.

Answer 55: The State understands that there will be challenges to judging capacity in any new contract. We are interested in ensuring that our Vendors have a plan in place to scale capacity based on the needs of the contract.

Question 56: D.2.3. ... will proceed to subsequent stages of the evaluation ...

What might be the subsequent stages of the evaluation? What would the timeline be for these stages?

Answer 56: Subsequent stages of the evaluation would primarily consist of clarifications, negotiations and contract award. We are anticipating the final evaluation process to be complete by October.

Question 57: E.4. Solicitation Submission Suppliers should submit the following components to ensure a complete response will be evaluated.

How does E.4.1.-E.4.11 align with C.6.1.-C.6.13./C.7. and with D.2.2.-D.2.2.10? Which should be the guide for how we present a response?

Answer 57: As previously mentioned, response presentation should be in line with Section C, but Bidders will not be penalized if their response is organized in a way otherwise demonstrated in the RFP.

Question 58: E.4.1. Administrative Data

What is included in Administrative Data? Forms CP 076 and CP 004? Anything else?

Answer 58: The administrative forms CP76 and CP004 are the only administrative forms requested in this RFP.

Question 59: Pricing will be determined on a per-project basis. But General Provisions/A.10. Pricing/A.10.2. Bidders guarantee unit prices to be correct. and Special Provisions/B.2. Type of Contract/B.2.1. This is a firm fixed price contract ...

Do you want to see a price sheet included with the bid response? If yes, what format? What job types?

Answer 59: Section B.2.1 in the revised RFP has been updated. Pricing terms listed in the General Provisions are applicable to all pricing bid via statements of work.