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Capital Area Council of Governments RFP – Marketing Campaign Development and Implementation

Questions and Answers Posted on 04/09/19

1. Did this RFP go out to ad agencies and vendors?

ANSWER:

CAPCOG used the TxDOT's Directory for Disadvantaged Business Enterprise program and identified vendors that use the commodity code, 541613 - Marketing consulting services, as well as added vendors known to CAPCOG, for a distribution list. This distribution was in addition to advertising in the local newspaper under Legal or Public Notices and public posting on the CAPCOG website, in compliance with CAPCOG procurement policies.

2. How many partners do you hope to utilize for each campaign?

ANSWER:

If by 'partners' this question is referring to the number of media buy outlets CAPCOG is targeting for each campaign, we do not have a set target we are trying to reach, however, it is important that proposed outlets can effectively reach our target audiences for each campaign and the proposals detail why a specific combination of media buy outlets are recommended.

3. Do you currently have any creative assets or will you need these produced?

ANSWER:

CAPCOG does currently have creative some assets for the Air Central Texas program that could be used for this campaign. CAPCOG does not have creative assets for the Commute Solutions program. Proposals should include the cost to produce all creative assets and if it is determined that the existing Air Central Texas assets could be used in place of creating new assets, the scope of work will be adjusted to account for this.

4. Clarification on required forms with the RFP.

ANSWER:

Six (6) certification forms are required, but only five (5) must be submitted at the time of your proposal. The last one, the Form 1295 – Certificate of Interested Parties, is completed when a contract is awarded – (it makes reference to a contract number). The Form 1295 is provided for your information only at this time.

Detail on the required forms is provided on page 10 of the RFP.