



Addendum 2: RFB for Marketing Campaign to Increase Awareness of Harm and Impact of Hydrilla and Address Prevention and Reporting Strategies

5/19/2020

Q1: In the RFB you ask for an expected reach of the campaign. While paying for digital ads can give you estimates of this, the media purchasing budget, frequency of content, targeted audiences, and organic audiences will play a major role in this estimate. We feel that this number is very dependent on final conversations with you about the entire budget and deliverables. Is this 100% required in the response?

A1: Please provide an estimate or range or expected reach. We understand the variability of these numbers but having a range or estimate will help guide the conversation and final analysis. The total budget for this project is \$18,000, please use that to help guide your estimate.

Q2: Have you done any marketing for this cause in the past and, if so, can you share any results data or any other metrics you've gathered (website, social media, email marketing)?

A2: We have never run a campaign of this magnitude nor have we hired it out. Past campaigns have been mostly grass roots efforts, billboards, social media posts, tabling events, workshops etc. We have not been tracking our social media, website, or email marketing. The metrics that have been recorded include number of people that have attended a workshop or participated in an event. We did not keep records of how many flyers people took. We have boater data on how many people had outreach at a boat launch. See our website for more information: fingerlakesinvasives.org

Q4: Do you see the campaign being executed through the Finger Lakes PRISM channels, HWS channels, a combination of these, or others?

A4: A combination of PRISM and FLI. This is EPA funded through FLI@HWS, so PRISM is an invasive species program of the FLI@HWS.

Q5: Do you currently have an email marketing list for the FLI? If so, approximately how many people are on the list? Do you have an existing list of stakeholders with contact information in the Finger Lakes region (boaters, marina owners, lakeside businesses, nearby residents)?

A5: Yes, we have about 300 people on the PRISM list and 1750 on the FLI list. Yes, we have a mostly-complete database of contact information for stakeholders that can be used by the consultant.

Q6: Do you currently have a website that we will be driving the campaigns to?

A6: Yes, http://fingerlakesinvasives.org/hydrilla_control/

Q7: Do you have a video already produced? If not, does video production fall within the budget of \$18,000?

A7: No video produced and everything must be within the \$18,000 cap.

Q8: Do you already have photography that can be used for ads? If not, would photography fall within the budget of \$18,000?

A8: We have lots of pictures of Hydrilla and we are happy to share anything we have. Everything falls within the budget.

Q9: Does the contract start on June 15th or do the campaigns need to be running by June 15th?

A9: The campaign can theoretically start whenever, however, the crux of the traffic to the Finger Lakes region is between Memorial Day and Labor Day

Q10: Will you be providing the content/copy for the ads?

A10: Yes, we can provide text and materials for ads.

Q11: Is there currently an incumbent working on the project? If so, what is the reason for the RFB and will the incumbent be included in this process?

A11: We have never contracted a professional marketing campaign before. Everything so far has been grassroots or in-house.

Q12: How will you plan to measure success of the campaign in terms of results? For example, do you plan any type of pre / post assessment of awareness & understanding that is outside the scope of the defined budget?

A12: General targeted reach would be the way to assess this campaign results or number of people who email FLXplantID@gmail.com with a plant ID question, perhaps number of social media hits, etc. If we wanted to, we could assess with pre and post surveys, but that would be in-house rather than expected of the contractor since we would need internal review board approval as an institution.

Q13: It seems that there have been previous efforts to help address the problem in the region. Are there any learnings that can be shared from those efforts? Do you have examples of any creative elements that were developed that you can share?

A13: Sure, people KNOW Hydrilla, and may have even OBSERVED Hydrilla, but we are completely failing in the REPORTing Hydrilla. We have tried to use Know, Observe, Report for our campaign efforts and we know that people are not Reporting and may not be looking for it, either.

Q14: Do you envision this marketing campaign as an ongoing effort that will eventually continue beyond the terms of this initial assignment?

A14: Potentially. Budget and other constraints will determine this.

Q15: Are there separate public relations activities planned around the initiative? If so, we'll just want to be sure that we coordinate appropriately so that the efforts support each other.

A15: It's a small office, we will coordinate and give you access to all of the materials we create or campaigns we are doing. We are an institute that does community outreach so this is ongoing.

Q16: If the target audience is motivated to take action, will there be a specific website or landing page that they can visit for additional information or to file a report? We noticed that there was a Google form being used for Cayuga Lake, but we weren't sure what you were planning for this campaign specifically.

A16: Yes, we have a website: http://fingerlakesinvasives.org/hydrilla_control/, we have a Gmail account, and are open for other methods of collecting data, too. We would give you the full run down of all the touch points we have going on.

Q17: Finally, on Page 11 under *Budget and Justification*, it mentions "licensing". Is that in reference to use of stock photos, videos, music, etc.?

A17: That or if you have to buy a subscription to hootsuite or website plugins, that sort of thing.

Q18: Would you prefer a shorter term 30-45 day high impact or a longer 3-4 month activation?

A18: I don't believe that we have a preference. We are seeking to reach people who recreate in the Finger Lakes so the season is short to begin with!

Q19: Do you have any first party data that can be leveraged for this campaign, email lists and ip data?

A19: We have contact lists for marinas and parks, etc., but I don't know about ip data.

Q20: Do you have any preferences how much of this campaign should be digital and how much you'd like to see as traditional?

A20: We do not have a preference on delivery method and look to your guidance on which method will be most impactful.

Q21: Is there any geographic targeting data available that is more granular than the general Finger Lakes region?

A21: Targeting the businesses in the Cayuga Lake watershed would be a good start. This is where Hydrilla has been found and is likely in other locations on the lake.

Q22: Is there a specific audience size or number of people you expect to reach?

A22: As many as possible. We are looking for your expertise to identify the potential reach.

Q23: Is there a library of existing creative that is accessible or are we on our own to create all content for this campaign?

A23: We have the expertise regarding Hydrilla, but we would expect you to know the best way to frame a tagline or information that we provide. See here: http://fingerlakesinvasives.org/hydrilla_control/

Q24: What are the metrics of success we should consider? Is it reach or website visits etc.?

A24: We use the campaign: Know, Observe, Report for invasive species and our materials generally have this information and ask people to submit a suspected invasive to a generic email or report through iMapInvasives.org. Website visits are great, but we are really looking for people to report since Hydrilla has been around since 2011 in the Finger Lakes and most people Know or Observe.

Q25: What do you envision as the main call to action?

A25: We want people to report suspected infestations if they see them. People Know what Hydrilla is, they may have even looked under water to Observe it, but no one is Reporting. Also: <http://fingerlakesinvasives.org/?s=Hydrilla>

Q26: The scope of work does not state any quantities for printing. For print products, will printing be done in-house at the Institute to save on costs?

A26: This certainly can be negotiated. We have a print services on campus that is quite reasonable and our budget, depending on quantities, can cover printing in-house

Q27: Does the three page limit include project examples and resumes?

A27: No.

Q28: Under deliverables, does the executed advertising campaign need to be completed by the following date: October 15, 2020? The timing of the award announcement is June 2020 yet the key communications period is 6/16/20 - 10/15/2020. This does not leave much time to develop and distribute campaign materials and messages in early summer 2020. Can you comment on the initial timeline expectations?

A28: The main focus of the boating season is June through October. Therefore, we would want the crux of the campaign to take place during this time period when people are still in NY and haven't left their recreation homes for the summer. We would like to capture those who recreate in the Finger Lakes region which starts sometime in June and lasts through September.

Q29: Would this focus on Hydrilla possibly serve as a model or template for specific outreach on other invasive in the Finger Lakes?

A29: Potentially. It certainly could for aquatic organisms more than forest pests or terrestrial plants, but it is possible.

Q30: Under budget and Justification – Labor Costs – there is reference to Agency labor. Can you clarify what is met by agency labor – which agency?

A30: The consultant would be the agency.

Q31: In consideration of the dates identified in the RFP for a June - October implementation period, does PRISM already have a drafted preliminary marketing campaign that will be used as a springboard to finalize the details so that implementation can get a quick start in June?

A31: FLI is the content expert on Hydrilla here so we do have all the background research and information needed. Please see for more information:
http://fingerlakesinvasives.org/hydrilla_control/

Q32: Will the agency (GC) be responsible for PLACEMENT of the ads, i.e.: selecting sites, getting approvals to post at selected sites, ions and actual physical hanging of signage in the finger lakes area(s)?

A32: FLI staff can select sites, get approvals to hang signs, and physically hang any signs developed.

Q33: If a sign blows off a post and hits something or someone, will GC be liable for that?

A33: Contractors are required to meet the minimum insurance requirements as amended in Addendum #1 to ensure both the Contractor and FLI/HWS are covered appropriately for the work to be completed.

Q34: Will you or the EPA provide specific language related to Hydrilla to go on the ads?

A34: FLI can provide specific language to use on signage.

Q35: Will you be responsible for the legal review and insurance related needs of the marketing/ ads (i.e.: any human physical or property damage caused by ads for incorrect or lack of appropriate information stated in the ads)?

A35: We can have our team review the marketing ads- not sure we have ever needed to do this before...

Q36: When will the agency (GC) be paid? Page 11 states that "funds will be made available upon completion of work"...does that mean that the agency (GC) is

responsible for advance-funding the purchasing/printing and posting of ads, and paying subcontractors before being paid the bid requestors?

A36: Correct, the GC will be paid upon completion of the work.

Q37: Are you requiring five separate policies or one policy with five different types of liability?

A37: A package policy that has one certificate with all applicable coverages and amounts listed. Hobart and William Smith Colleges at 337 Pulteney Street Geneva, NY 14456 should be listed the additional insured.

Q38: Do all required forms need to be included in a single PDF or will you accept multiple PDFs?

A38: I can accept multiple pdfs.

Q39: Please confirm that the \$18,000 is inclusive of ad spend, creative, and management time.

A39: \$18,000 is the total for the entire project. We do not have additional funds to put towards this project.

Q40: The RFB mentions a project completion date of 2/15/2021, but references the June - October as the main communication period. Are efforts expected beyond October?

A40: The major program period will take place through October because that is the busy season for launches, marinas, restaurants, etc. Outreach efforts are not expected beyond this period but I would imagine that writing up a report or documenting the project will likely occur then. But, if you can do it all between June and October, that's fine, too.

Q41: Will the agency have access to the Finger Lakes Institute or Finger Lakes PRISM website to house assets and drive traffic or will a new website be required?

A41: Definitely Finger Lakes PRISM website, maybe Finger Lakes Institute site. The FLI site is managed by HWS staff.

Q42: We often use social media as part of our omni-channel campaigns. Will we have access to existing accounts or will we need to create new accounts? If existing, what accounts will we have access to?

A42: We have accounts for Facebook, Twitter, and Instagram for both FLI and FLPRISM

Q43: How many people from the Finger Lakes Institute/Finger Lakes PRISM will be directly involved in the project (what are their roles within the project)?

A43: Mainly the Hydrilla Project Manager and the Associate Director of Invasive Species Programs and Coordinator of PRISM. Potentially the Education and Outreach Program Manager as well.

Q44: What (if any) awareness efforts have already started?

A44: See: http://fingerlakesinvasives.org/hydrilla_control/ for more information about our program. Mostly education and outreach through meetings, workshops, flyers, etc. We work with lake associations and NYS Federation of Lake Associations to bring the message about Hydrilla to the public. We also have a macrophyte survey program that has community scientist surveying for Hydrilla.

Q45: What are the biggest challenges you expect to run into with this campaign?

A45: General community apathy towards 'seaweeds' and utter fear of botany.

Q46: Are there any misconceptions regarding Hydrilla that we should be aware of and help to overcome?

A46: Check out our webpage for more information about our Hydrilla program. It is hard to get people to be aware of underwater plants enough to seek out answers as to whether or not a plant is Hydrilla and to clean their boats and equipment after every use: http://fingerlakesinvasives.org/hydrilla_control/

Q47: Where would the print materials be displayed/handed out? Are there any local publications that we should include in an advertising plan?

A47: The state and Finger Lakes Institute have a number of handouts and printed material developed- see website for information about our factsheets and handouts used: http://fingerlakesinvasives.org/hydrilla_control/

Q48: Do you have access to the stakeholder audience of boaters, recreation groups, marina owners, other lakeside businesses, etc. (email list or other)?

A48: We are partners with the lake associations and NYS Federation of Lake Associations. While we have lists of registered marinas and business owners, we do not have a list of boaters or recreational groups.

Q49: Do you have any informational data that could help in a campaign strategy?

A49: We are the content specialists for Hydrilla so any information needed regarding this invasive species and what we have done previously to spread the word, not the invasive, can be provided to your group.

Q50: Will in-person meetings be required? What is the frequency?

A50: We can manage all communication virtually so no need to be local.

Q51: Do you have ideas for who your target audience might be?

A51: The target audience is listed generally in the RFB and will include people who live and recreate in the Finger Lakes- marinas, businesses, etc. We want people to KNOW, OBSERVE, and REPORT Hydrilla. We find people Know and observe but fail to report Hydrilla. See fingerlakesinvasives.org for more information about our programs and Hydrilla work in the area.

Q52: Are there geographical limitations of the company to bid?

A52: There are no limitations regarding the location of the company that is accepted and there is a rubric that we will follow to award points to each proposal. The highest marked proposal will get the bid.

I hereby acknowledge that I have received RFP ADDENDUM #2 [May 19, 2020](#).

Signature

Date

Company Name

Phone

***Please include signed RFP Addendum with bid submission.**