

Answers to questions received regarding the RFP for Professional Ad Agency Services.

1. (Q) Can OCRRA share the current annual breakdown of the advertising budget by creative, agency services, media placements, and production? *(A) The advertising agency is expected to devise an annual plan that devotes 70% of the budget to media placements and 30% to services. That plan is currently on target.*
2. (Q) Will the selected agency be responsible for designing, printing, or mailing the quarterly newsletter? *(A) No.*
3. (Q) Can OCRRA clarify whether the criteria listed in Section 4 will be weighted equally, or if certain criteria such as price and relevant public education campaign experience will carry greater weight in the selection process? *(A) OCRRA has not assigned specific weights to the individual categories.*
4. (Q) Will the incumbent agency be considered for this RFP? *(A) If the current Agency bids, they would be considered alongside other bids.*
5. (Q) Is OCRRA open to the selected vendor using a subcontractor for the media-buying portion of the project? *(A) Yes. It will be the responsibility of the advertising agency to manage the subcontractor.*
6. (Q) What is the current media mix of your current campaigns? Do you utilize omnichannel marketing? I see mention of digital, television, radio, print, direct mail and outdoor advertising placement. Can you share information on your current media mix allocations? *(A) It is important to understand that there is not a defined mix year-to-year. We adapt based on emerging needs and trends. For example, a recent year involved direct mail to more than half the county, the year before did not have a mailer. This year involved a geofencing campaign targeting a couple of miles around four specific locations. That is very unlikely to happen next year because our needs are not identical each year. Outdoor ads are rare, but not off the table if they make sense. Upon review this year, we are pulling back on YouTube mid-year for more investment into Demand Generation. Bottom line: the expectation is for an ad agency to analyze our goals, devise a strategize within budget - based on what is working with current audiences, review, adjust and pivot as needed.*
7. (Q) What has worked most successfully for you? *(A) It depends on the goal of the campaign. Some campaigns are meant to simply educate at the point of contact (Meta, radio ad, etc.) and make it easy for the audience to learn instantly. We've had a contest designed to increase social follows, which was successful. Some*

campaigns are designed to get people to a certain section of our website. The ad agency should devise and advise on the most current and effective ad placements to achieve the intended outcome, then follow up to review and adapt. We've seen some success with YouTube for certain viewership goals, but are also testing increased Demand Generation for the remainder of the year due to increased performance.

8. (Q) What leads the county to pursue an RFP at this time? (A) *The current Board-approved contract agreement with an advertising agency expires at the end of 2026. OCRRA is a public benefit corporation and conducts procurements to maximize competition and provide all vendors with an opportunity to compete fairly.*
9. (Q) Is the incumbent agency responding to the RFP? (A) *That information will not be known until the proposals are due and unsealed by the procurement point of contact. All contacts and correspondence with the Agency after the Request for Proposals go out, must be exclusively through a designated OCRRA Procurement Contact Person, and no one else.*
10. (Q) Are there any MWBE requirements for this contract? (A) *MBWEs are encouraged to apply.*
11. (Q) Section 5(a) requests three references for ad agency work and, separately, three references for web design/development services (if applicable). If a single client received both advertising and web services from our firm, may that client be listed as a reference for both categories, or does OCRRA require six distinct, non-overlapping references (three ad agency-only and three web-only)? (A) *Yes, a client who received both advertising and web services may address the quality of work for both in a single reference letter.*