

Request for Proposals No. 2012-006

Advertising, Communications & Evaluation Services for Spare the Air Campaigns

Question & Answer Notice:

1. Can you share your existing media relations plan?

The media relations plan can be made available for review at the Air District office located at 939 Ellis Street in San Francisco. Please visit <http://www.baaqmd.gov/Divisions/Legal/Public-Records-Request.aspx> for more information about public records.

2. Can you share your current media (advertising) plan?

The advertising plan can be made available for review at the Air District office located at 939 Ellis Street in San Francisco. Please visit <http://www.baaqmd.gov/Divisions/Legal/Public-Records-Request.aspx> for more information about public records.

3. What has past ad campaign efficacy been, and room for improvement?

The Air District always strives for successful campaigns that change public behavior to benefit air quality. Although our previous campaigns have been successful, we are always looking for ways to improve our advertising efforts.

4. What media did you place ads in? Outdoor, radio, print, online/social, transit?

The Air District has used many advertising mediums over the years, including outdoor, radio, print, online and transit.

5. What are your specific market segments – all Bay Area or specific neighborhoods/suburbs?

The Air District has jurisdiction over the nine Bay Area counties. Advertising efforts are generally aimed at reaching the Bay Area public, although certain programs may target specific areas.

6. What has been the existing campaign duration – key months (e.g. May --> October) or year round?

The Spare the Air Every Day campaign generally runs from May through October but there are some campaign activities, such as social media, that run year-round. The Winter Spare the Air season runs from November - February. The dates associated with Spare the Air Grants and Incentives vary.

7. Are there specific vendors we'd need to work with for advertising production?

No.

8. What's a successful campaign look like – i.e. measurable outcomes?

We are looking to change behaviors. We would like to see transit ridership up, less cars on Bay Area roadways, more Bay Area employer's with developed creative alternative transportation programs for their employee's, more bicycle use and as a result, less pollution.

9. Are you looking for a recommended media schedule as part of the response?

No, that can be developed following selection of the campaign team.

10. On page 2 of the RFP you reference measurement in the form of surveys. Can you provide further information on how the current surveys are being implemented – phone, online, quantity of individuals (i.e. methodology?)

Last winter, a total of 1,300 randomly selected residents within the District's boundaries participated in the survey on one of 31 interviewing dates between November 22, 2010, and February 26, 2011. Randomly selected respondents were offered the option of participating by telephone or online. Probability-based sampling techniques and monitoring of the demographics resulted in a sample that is representative of the adult population within the District.

11. Also, what have the survey results shown? Can you share survey results and has there been behavior modification?

Preliminary survey results for the 2011-12 Winter Spare the Air season show that residents have reduced wood burning, are being exposed to campaign messages, are aware when an alert has been called and remain in support of the Wood Burning Rule.

12. How exactly was behavior modification measured?

Behavior modification is measured by comparing survey results from previous years to current data, and looking for statistically significant shifts.

13. Is there any need to conduct qualitative research (focus groups and/or in-depth interviews) to dig deeper into the survey results?

The Air District is open to conducting qualitative research when necessary.

14. What is the frequency of research?

Surveys are conducted throughout the campaign.

15. Are there specific audience targets?

Research obtained through surveys is a representative sample of Bay Area adults.

16. Are you currently employing continuous tracking surveys overlaying data for Spare the Air days, flash surveys, or both?

Surveys are conducted throughout the Winter Spare the Air season from November – February. Surveys for the Spare the Air Everyday campaign generally run between May and October but have, on occasion, been conducted outside of this timeframe.

17. Can we receive a list of the organizations that BAAQMD is currently targeting and/or working with for the Grants and Incentives Campaign be provided, along with information about what types of activities they are conducting?

A list of organizations targeted for grant funding is not currently available. To learn more about the target audiences/organizations for the Air District's Grants and Incentives program, please visit www.baaqmd.gov/grants.

18. Are you looking to continue with your existing programs to track the performance of your efforts, or are you looking for change?

The Air District is open to receiving new and innovative ideas in order to maximize the effectiveness of our outreach efforts.

19. Do you have behavioral/trend/market insight to SF drivers? e.g., % of carpoolers, single car occupancy, bicyclist commuters?

For detailed information regarding Bay Area driving trends feel free to visit www.mtc.ca.gov.

20. What is the UDBE contract goal for this response?

Per the "Notice to Proposers" document, the UDBE goal is 5.5%.

21. On form 10-01, please clarify what information is required for Work Item No. Does this refer to the task within the scope of work?

The Air District will post a response to this question as soon as the information is clarified.

22. Please confirm that only forms under Appendix A must be filled out during the time of submission.

Yes, that is correct.

23. Please confirm that if we fill out form 10-P, we do not need to submit 10-Q in any manner.

The Air District will post a response to this question as soon as the information is clarified.

24. The contract total is listed at \$1,990,000 but on page 4 under General Instructions to Bidders A. 7. It is written out as two million two hundred forty thousand dollars. Please confirm amount.

The amount of the contract is up to \$1,990,000 per contract year, for up to three years.

25. Page 1 under the Summary, the third bullet spare the Air Grants & Incentives Campaign lists only Advertising services. Does the District anticipate Media Relations services or other partner outreach to be included under that umbrella or will is solely focus on paid media?

We anticipate that only advertising services are needed.

26. On page 8 under the Technical Proposal, c. (Summary Section I) asks for the overall approach to the project, includes objectives and scope of work. How detailed should the scope of work be?

The level of detail supplied for the scope of work has not been predetermined.

27. On page 8 under the Technical Proposal, g. (Project Organization Section V, the second sentence also asks for our detailed approach to the project. Can you detail the differences of request?

The “scope of work” and “detailed approach to the project” requests are similar. The approach to the project response will likely provide more detailed information about how campaign goals can be met.

28. On page 9 under the Technical Proposal, k. is identified as Section IX and then l. jumps to Section XI – may we presume to identify that as Section X instead?

Yes.

29. The RFP does not specifically request samples. May we supply a) hard copy samples and/or b) samples provided on a jump drive? If so, should we supply six sets of creative or one?

If creative samples are provided, they may be hard copy or on a jump drive. Six copies of creative are preferred, if possible.

30. On form 10-01, please clarify what information is required for Work Item No. Does this refer to the task within the scope of work?

Yes, please note under which task(s) or sub-task(s) the scope assigned to the UDBE sub falls.

31. Please confirm that only forms under Appendix A must be filled out during the time of submission.

That is correct. It is not necessary to submit the forms under Appendix B with the proposal.

32. Please confirm that if we fill out form 10-P, we do not need to submit 10-Q in any manner.

Our preference is that the proposer does submit 10-Q and simply notes “Not applicable” on the form.