



STATE OF WASHINGTON
DEPARTMENT OF COMMERCE
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8/20/18

**Advertising, Marketing and Public Relations to Promote the
Washington State Achieving a Better Life Experience (ABLE) Program**
Questions and Answers

***The RFP Coordinator will respond to questions within three (3)
business days and will post all answers to the COMMERCE and WEBS websites.***

1. Q. Can companies from outside the USA bid on and perform the tasks related to the RFP? Is it required they attend meetings in-person? Can RFP proposals be submitted via email?

A. There is no prohibition against companies from outside of the USA. However, they must meet the terms and conditions of the solicitation and contract. For example, companies must be registered with the Department of Revenue to do business in Washington State.

A virtual meeting could probably work like through Skype call, go-to-meeting, etc.

RFP tasks may be performed outside the USA as long as the company meets the terms and conditions of the solicitation and contract.

Yes. Electronic submissions are the only option.

2. Q. Describe past or current communications / promotional efforts to promote the ABLE program to Washingtonians?

Is there anything you are currently doing to promote ABLE that is working well? (event strategy / community engagement, social media content strategy, partner outreach, etc.).

A. The RFP references branding, website, Facebook and twitter channels. There have been outreach, tabling, agency press releases, and responses to journalists for the past two years. The promotional efforts to date have been ad hoc.

We do not yet have metrics as to what is working well.

Q. Has Commerce established a partner network to promote ABLE, such as other state agencies or community organizations who work with the disabled community?

A. *NW Access Fund will be hosting 12 popup enrollment events in the next year. DSHS DDA is providing internal information to its caseworkers. Informing Families has run a few articles on ABLE in the past year.*

Q. Is there an incumbent firm for this work?

A. *No.*

Q. Who designed the program website and who currently maintains it?

A. *<https://www.washingtonstateable.com/> Sunday Administration, LLC of BNY Mellon.*

Q. Who is currently managing the campaign's Facebook and Twitter pages?

A. *The social media accounts were established by C+C. The Department of Commerce's Disability Workgroup is maintaining.*

Q. Who is currently coordinating event strategy / community relations efforts?

A. *Commerce's Disabilities Workgroup.*

Q. Can you describe the internal team resources at Department of Commerce you have dedicated or available to work on the ABLE program?

A. *Two staff within Commerce Disabilities Workgroup. However, neither are working on ABLE full time. They are performing outreach by tabling and giving presentations on ABLE to interested audiences when invited; social media content curation and delivery.*

Q. Can you share current enrollees into the program and the current annual average enrollees to the program?

A. *44 enrollees as of August 3 after three weeks of the program being open. Many of their accounts are not funded yet since it takes time to process their contributions.*

Q. Are there any other key performance indicators for the campaign that you will judge success against? Ex. Online or phone inquiries about the program, increase in performance of web metrics?

A. *An arbitrary 1,000 enrollments per year for the next decade. Have not created any subsets of performance indicators. I like the examples above and would be receptive to hearing about others.*

Q. Regarding the deadlines you've illustrated on page 5. Are you open to alternate recommendations for the deadline of all final creative and/or for the start date of the media buy and PSAs?

A. *Yes, with justification.*

Q. What is driving the start date of the campaign?

A. *Peak gifting period during the holidays.*

Q. Will the selection committee be seeking creative spec thinking or spec creative to make decisions about the successful partner?

A. *Both but with emphasis on spec creative to see and feel the campaign's concepts.*

Q. Can you describe the names and roles of the individuals who will be on the selection committee for this RFP?

A. *TBD. Peter Tassoni, Disabilities Workgroup Manager – program implementation role; Leslie Wolff, Management Analyst at Commerce – legislative role; ABLE Governing Board member yet to be identified – community representative role; a representative from GET program with marketing campaign expertise role.*

Q. Can you reveal the date at which these questions will be answered?

A. *Thursday, August 9.*

3. Q. Is the \$200,000 budget for the total project or per year?

A. *The budget is for the current contract period.*

Q. Is any media buy included in the \$200,000 or is there a separate budget?

A. *Production and media buy. All inclusive of all costs for the campaign through the end of this contract period.*

Q. Is there any preference for agencies within Washington State?

A. *No. Companies must be licensed to do business in Washington State, have a statewide vendor number, etc.*

4. Q. How long is the campaign expected to run?

A. *Through the holiday period so roughly early November through January would be ideal, unless there is a better window to target.*

Q. Has ABLE worked with contractors on a similar project in the last couple of years?

A. *No.*

5. Q. Can you please expand your meaning for (1.3 Minimum Qualifications) “Bidder must provide at least three (3) non-bidder owned media vendor references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding the bid due date. “

A. *An addendum has been posted to the website showing that this requirement has been removed from the RFP document.*