ADDENDUM 1: RECYCLING OUTREACH AND EDUCATION RFP

The purpose of this document is to provide responses and clarification to questions received by RethinkWaste/SBWMA from potential proposers regarding RethinkWaste’s Request for Proposals for Recycling Outreach and Education issued on January 24, 2020.

Question 1: “Can you give us an approximate budget for this [RFP]? I see $50,000. Is that correct?”

RethinkWaste Answer 1: RethinkWaste hopes to keep the development and creative part of the budget to under $50,000. Hard costs such as printing, mailing, ad buys, etc… may come directly from RethinkWaste with assistance from the selected firm.

Question 2: “Is the total campaign limited to $50,000 or just professional fees? In our experience of campaigns like this, that seems quite small. I want to make sure our proposal, if we submit one, is realistic. Is there any flexibility on the campaign?”

RethinkWaste Answer 2: RethinkWaste hopes to keep the development and creative part of the budget to under $50,000. Hard costs such as printing, mailing, ad buys, etc… may come directly from RethinkWaste with assistance from the chosen firm. There is; however, flexibility on the campaign costs.

Question 3: “What is the start and end dates of the campaign?”

RethinkWaste Answer 3: We hope to start the campaign in the fall to run at minimum through the end of the calendar year.

Question 4: “is this a “one off” campaign or are you looking for ongoing representation?”

RethinkWaste Answer 4: At this time, the Recycling Outreach and Education RFP is a one-time campaign with the selected firm.
Question 5: “What role do you see for video production / online social media video as part of this proposal?”

RethinkWaste Answer 5: Please refer to the Recycling Outreach and Education RFP for the types of outreach RethinkWaste currently use. We expect to use a wide variety of outreach methods to best meet the target audience.

Question 6: “What kinds of collateral are you expecting to develop?”

RethinkWaste Answer 6: Please refer to the Recycling Outreach and Education RFP for the types of outreach RethinkWaste currently use. We expect to use a wide variety of collateral to best meet the target audience.

Question 7: “Could you elaborate more on how you envision the work schedule? Is there an opportunity to renew the contract at the end of the term and extend/expand the campaign?”

RethinkWaste Answer 7: RethinkWaste expects the submitted proposal to include a work schedule for a campaign launch of Fall 2020. At this time, the Recycling Outreach and Education RFP only includes this specific campaign and contract.

Question 8: “Is there an incumbent firm that you currently work with? If so, which firm is it, and are they bidding on this project?”

RethinkWaste Answer 8: RethinkWaste is currently working with S Groner Associates (SGA) on an outreach project. SGA has been sent this RFP, but it is unknown to us if they will or will not bid on this project.

Question 9: “What is your internal communications capacity? How many in-house communications staff do you currently employ?”

RethinkWaste Answer 9: RethinkWaste currently has two staff dedicated to communications, one Outreach and Communications Manager and one Outreach and Communications Coordinator.