

1. Please specify the type of business that is a redemption location, ie: grocery store, convenience store, etc.
A redemption location is any retailer that is authorized to accept SNAP. This can range from a small convenience store to a big box grocery store.
2. Approximately how many redemption locations are in South Dakota?
There are approximately 750 SNAP retailers in SD.
3. Is this campaign directed toward the redemption locations or SD citizens?
The campaign will be directed more towards SD citizens; however there will be some provider education to smaller SNAP retailers.
4. Is there a narrowed down demographic or region that this campaign should target?
The printed material will be designed primarily for current SNAP recipients or applicants; however other media types will be directed at the entire SD population.
5. Scope of Work suggests a \$200,000 budget, but cost proposal indicates \$132,400 budget. Can you explain the discrepancy?
The budget amount is \$200,000.
6. Is it your intent to create a separate website or continue with a page on the DSS site?
Any web information would be added to the current DSS website.
7. When you suggest re-branding theme, logo, etc.; is there a current theme and logo to work from or is it creating from scratch?
This would be creating from scratch as currently the Office of Recoveries and Fraud Investigation does not have any logo or theme for SNAP trafficking.
8. Has this campaign been done before or is this an inaugural attempt?
This is an inaugural attempt.
9. Budget clarification. 3.0 Scope of Work outlines a budget of \$200,000. However, Attachment B showcases a budget of \$132,400. Please clarify.
See #5 above.
10. Are retailers or users of SNAP the primary audience for messaging?
See #3 above.
11. Current rate of fraudulent SNAP usage in South Dakota? Goal to reduce?
Currently less than 5% of SNAP dollars in South Dakota are subject to fraudulent behavior. The goal is any reduction in the amount of SNAP dollars used fraudulently.
12. Are there specific items or products prone to SNAP fraud?
The specific area that this program is focused on is the selling of SNAP benefits, or items purchased with SNAP dollars, for money.

13. Section 3.0 Scope of Work states that there is \$200,000 available for the development of the campaign. Is there additional funding available for media placement, printing costs, etc.?
No, all media placement, printing costs, etc. must be included within the \$200,000 budget.
14. Will this program's funding be available in subsequent years with the potential for contract renewal?
At this time this is a one-time only contract.
15. Are you required to use all marketing tactics outlined in the scope of work? Or are respondents able to create a campaign using select tactics that would be most effective with your budget?
Offerors are able to create a campaign using the tactics they feel will be most effective for our budget and to drive the message to the target market.
16. You mention video clips, posters and pamphlets in Section 1.1 Purpose of RFP as desired campaign materials. Where do you see these materials being distributed?
The video clips will be used in the DSS Office waiting areas, DSS website and possibly television advertising. The posters and pamphlets will be handed out at DSS Offices, distributed to retailers by ORFI staff and mailed out to SNAP recipients.
17. Is this your first SNAP trafficking prevention campaign, or are there past materials and stats available for reference?
See #8 above.
18. Who are your intended target audiences for this campaign?
See #3 above.
19. Will we be able to reach SNAP recipients through the same means as you do? Will we have access to mailing lists or other resources?
DSS will be handling distribution except for any media placement.
20. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Companies outside of the USA can apply as long as they meet all requirements outlined in the RFP.
21. Whether we need to come over there for meetings?
Onsite meetings may be required at the request of the state.
22. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
See #20 above.
23. Can we submit the proposals via email?
All proposals must be submitted by mail following the outlined requirements in the RFP.