

Work Program Re-Brand and Webpage Content Design

Questions and Responses

PROPOSALS ARE DUE NO LATER THAN AUGUST 7th, 2024 BY 5:00 PM CDT

RFP11064

BUYER: Department of Social Services

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Q1: 1.A How many programs need a re-brand? The RFP mentions 3 programs may. This will be important for costing the project and submitting a proposal.

1.B How many programs do you anticipate going through a re-brand and website development?

1.C The RFP indicates the re-brand “may include but is not limited to” three programs. Additional programs/work would impact the overall budget. Is it reasonable to indicate the anticipated re-brand budget for one program, assuming the same budget could be applied to any additional programs added?

A1: 1.A The work programs under the Department of Social Services include SNAP Employment and Training, TANF Work and Medicaid Career Connector. The department is seeking to create one re-brand to encompass use by all 3 programs.

1.B The work programs under the Department of Social Services include SNAP Employment and Training, TANF Work and Medicaid Career Connector. The department is seeking to create one re-brand to encompass use by all 3 programs and includes website content development.

1.C The department is seeking to create one rebrand for use by all three programs.

Q2: 2.A This project has approximately 45 days to be complete from anticipated signing to completion. Does the Department have the ability to extend the date? Video work will be challenging to complete in this timeline.

2.B Under “Length of Contract,” it states that the contract ends on September 30th, 2024. We just wanted to confirm if this is accurate or if it might be a potential typo.

2.C Under clause 2 of the consultant contract, it notes that the agreement shall be effective as of August 15, 2024 and shall end on September 30, 2024. Can you please clarify if this means the work would need to be completed by September 30, 2024?

2.D 1.14 indicates the contract for rebranding ends on 09/30/24. Will additional assets and marketing services need to be developed? For example, the assets listed in the scope – 3.1 (3.1.2 – 3.1.6), will these need to be completed by the contract deadline of 09/30/24?

2.E Length of Contract – The RFP document states the end date of this RFP to be September 30, 2024. Is that correct? Are you expecting all projects related to this RFP to be completed by that date? Is there any flexibility on that end date?

2.F 1.14 Length of Contract states “The contract resulting from this RFP will be issued for the period of contract signing until September 30, 2024. “We’re assuming the year to be a typo. Is this a one-year contract? Two years?

A2: 2.A No, the department does not have the ability to extend the date.

2.B The contract end date will be 09/30/2024.

2.C Yes. The work must be completed by 09/30/2024.

2. D All projects related to this contract must be completed by 9/30/2024.

<p>2. E All projects related to this contract must be completed by 9/30/2024.</p> <p>2. F All projects related to this contract must be completed by 9/30/2024.</p>
<p>Q3: 3.A What is your budget for this project? 3.B Do you have a total budget in mind for the re-brand and website development that we need to stay between? 3.C Could you share the budget or budget range for this project? 3.D Can you provide the overall budget for this project. 3.E Are there specific budget parameters we should work within. 3.E What is the budget for this project? 3.F Cost Proposal – Are there any budgeting parameters for this RFP? 3.G Budget for Execution: We would like to know the budget allocated for the execution of this project. This information is crucial to adjust our proposal and ensure we meet your financial expectations.</p> <p>A3: <i>The Department does have a maximum budget and expenditure obligation deadline for this project. Cost proposals are being solicited for reasonable expenditures for a project of this scope.</i></p>
<p>Q4: Will media buying or placement be involved, and if so what is the scope?</p> <p>A4: <i>There will not be any media buying or placement.</i></p>
<p>Q5: How many video success stories are you expecting per program?</p> <p>A5: <i>A minimum of one video success story total for the project.</i></p>
<p>Q6: Are you envisioning each program to have a new logo/brand or are you looking for a rebrand/logo for the overall economic assistance program?</p> <p>A6: <i>The department is seeking to create one re-brand for use by all 3 Economic Assistance work programs.</i></p>
<p>Q7: Can you elaborate on your requirements for the photo asset library? Are you wanting success story photos? Where do you intend to utilize the photography? Is there a quantity you have in mind?</p> <p>A7: <i>The request for photo asset library is for use in website content and print for brochures, flyers, posters, etc.</i></p>
<p>Q8: Are you open to creating microsites for the re-designed programs or will the website be hosted on the DSS website? If creating microsites, are there any limitations to website hosting?</p> <p>A7: <i>The Department of Social Services will continue to host the department website. This project would not including any microsites or creation of new website. This request is only for website content to add to the department's existing website.</i></p>
<p>Q8: For marketing materials created, will the vendor also be responsible for distributing these on the website, social, or paid media?</p> <p>A8: <i>No.</i></p>
<p>Q9: We are a Canadian company. Are you accepting proposals from foreign entities?</p> <p>A9: <i>We are open to a Canadian vendor as long as they are in good standing with the State of South Dakota.</i></p>
<p>Q10: Are there any existing pain points or challenges that you want to address?</p> <p>A10: <i>No.</i></p>
<p>Q11: Who is your target audience?</p> <p>A11: <i>People residing in the State of South Dakota receiving Economic Assistance benefits and who are under employed or unemployed and want to further their education, training or skill building to gain meaningful employment.</i></p>

<p>Q12: Do you have any examples of competitors that you admire or would like to differentiate from?</p> <p><i>A12: Differentiate from the Department of Labor work program brand.</i></p>
<p>Q13: Are there specific risks identified for this project?</p> <p><i>A13: The available funding must be expended by 09/30/2024.</i></p>
<p>Q14: What are your preferred processes for revisions and feedback?</p> <p><i>A14: Email is preferred.</i></p>
<p>Q15: Could you tell us how this project would fit within the greater organization strategy?</p> <p><i>A15: The goal is to increase awareness and appeal to an audience of recipients looking to further their education, training, or skill building to gain meaningful employment leading to self-sufficiency.</i></p>
<p>Q16: What are your success criteria for this project?</p> <p><i>A16: There is not an outcome measure of success required for this project.</i></p>
<p>Q17: Have specific target demographics, interests, or geographic locations been established?</p> <p><i>A17: The target demographics for this project include SNAP, TANF, and Medicaid recipients state wide that can participate in the Economic Assistance work programs.</i></p>
<p>Q18: In 3.1.2, it mentions publication layouts. Please describe what kind of publication(s) you are looking for.</p> <p><i>A18: Publications may include flyers, brochures, booklets, posters, etc.</i></p>
<p>Q19: Is there a specific time our proposal should be submitted by on August 7th?</p> <p><i>A19: Please have proposal submitted via SFTP folder by 5PM CDT.</i></p>
<p>Q20: Is there an incumbent agency?</p> <p><i>A20: No.</i></p>
<p>Q21: Could you please share the genesis for the re-brand?</p> <p><i>A21: At DSS our mission is to strengthen families by focusing on gainful employment with meaningful work that leads to self-sufficiency.</i></p>
<p>Q22: Why are you looking to re-brand these services?</p> <p><i>A22: At DSS our mission is to strengthen families by focusing on gainful employment with meaningful work that leads to self-sufficiency. The rebrand is in an effort to increase awareness and accessibility of services.</i></p>
<p>Q23: The name of the RFP indicates web content will be needed. Can you elaborate? Are you anticipating the chosen firm will provide assets and the DSS/State developers will implement them on the site?</p> <p><i>A23: The re-brand needs include designing content for our public facing website. This content would be added to the existing website by DSS staff.</i></p>
<p>Q24: In section 3.1.2 there is reference to 'design of publication layouts' – is there any more information related to what those publications are? Or how many collateral pieces might be included in this step?</p> <p><i>A24: Publications may include flyers, brochures, booklets, posters, etc.</i></p>

Q25: Photography Work: Could you specify the specific points where photography work is required and what is the scope of this work? This information will allow us to plan and allocate the necessary resources to meet your requirements.

A25: The department may need photography work to accompany the re-brand for use in website content, publication work, or future needs related to the new brand.

Q26: Graphic Proposal: Is it necessary to submit a graphic proposal along with the offer? If so, could you provide us with more information to create it? Currently, we do not have enough content to conceptualize such a proposal and would like to ensure we meet your expectations.

A26: No.