



STATE OF TENNESSEE
DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

**REQUEST FOR PROPOSALS # 33701-102623
AMENDMENT #1
FOR YOUTH EMPLOYMENT PROGRAM STATEWIDE
OUTREACH CAMPAIGN**

DATE: January 18, 2024

RFP # 32801-102623 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		12/21/23
2. Disability Accommodation Request Deadline	2:00 p.m.	12/26/23
3. Pre-response Conference	11:00 a.m.	1/9/24
4. Notice of Intent to Respond Deadline	2:00 p.m.	1/10/24
5. Written "Questions & Comments" Deadline	2:00 p.m.	1/15/24
6. State Response to Written "Questions & Comments"		1/18/24
7. Response Deadline	2:00 p.m.	2/5/24
8. State Completion of Technical Response Evaluations		2/15/24
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	2/16/24
10. Negotiations		2/16/24-2/23/24
11. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	2/26/24
12. End of Open File Period		3/4/24
13. State sends contract to Contractor for signature		3/6/24
14. Contractor Signature Deadline	2:00 p.m.	3/8/24

2. State responses to questions and comments below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comments shall NOT be construed as a change in the actual wording of the RFP document.

PAGE #	QUESTION / COMMENT	STATE RESPONSE
	<p>1. You are requesting specific transit advertising, but what about the advertising needed to support all the creative deliverables you are requesting like TV, digital, outdoor, etc. Is there an overall budget for external paid advertising costs? Typically that amount is given within the RFP and then respondents submit their percentage or fee for media placement and planning since this is an external cost and not a service fee.</p>	<p>The state will procure all other advertising separately using the creative assets from this campaign.</p>
	<p>2. Is the media flight for the campaign May - July 2024 or April 22 - August 9? There are multiple start and end times referenced.</p>	<p>May 2024 – August 2024 for the transit advertising.</p>
	<p>3. Is there an incumbent or is this a new program? If not a new program, what was the budget last year?</p>	<p>This is a new program.</p>
	<p>4. The RFP states that media buy is to be completed by April 22 with the campaign to run through August.</p>	<p>All funding must be expended by June 30, 2024 but the run dates for the media can extend past June 30, as long as it is paid for ahead of time.</p>
	<p>5. The April 22 date is very aggressive, please explain if there is any flexibility.</p>	<p>The timing of the campaign is tight and there is room to extend certain deadlines. The issue, we need to launch by the first week in May to capture the youth audience before school ends for the year. We can work on rolling deadlines and prioritize what is needed first and then extend others into May.</p>
	<p>6. During the pre-response conference it was mentioned that the RFP is for labor, please confirm that media buy costs do not need to be included in the cost sheet.</p>	<p>Just the media costs for the transit advertising should be included.</p>

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	7. Is there a MAX advertising cost threshold?	The max for the entire project, the creative development and transit advertising is \$225,000
	8. Can you share more directions and details on the cost form? For instance, what do you mean by "each?" Is it referencing an hourly rate or the total cost for each of the elements of the RFP?	"Each" is referencing the total cost for each line item.
	9. Are there established geographic priority areas statewide? If so, what are they?	The metro areas would be a priority because there is more a youth audience there and employers taking part in the program, but we also need to include, in some form, rural areas.
	10. On the cost sheet, is "Printing Materials" the cost of the design of collateral or is it for the physical printing of the materials? Please provide an explanation or detail.	The contractor will provide the state with a file and the state will print the materials.
	11. On the cost sheet, it says "Event Promotion." Does this include the cost of developing materials to promote events such as the Job Fairs? Can you be more specific here?	The contractor will need to provide the state with the needed artwork to produce various outreach materials, flag, banners, tablecloths, etc. The state will work with the contractor to determine what will be ordered and the need artwork. The state will then procure the outreach materials.
	12. On the cost sheet it says "Social Media." Does this include the creation of accounts, content creation and management of social media channels for the duration of the contract?	The contractor would create social media content and provide it to the state. The state will then post that content on its various pages.
	13. Will priority be given to Tennessee-based firms?	No.
	14. Will priority be given to small, minority or women-owned firms?	RFP Attachment 6.2. question B.15. will be evaluated and taken into consideration when determining the total holistic score of Section B. (General Qualifications & Experience Items). B.15. is 1 of 18 questions that will be evaluated when determining the total holistic score of Section B. Section B is worth 20 points.
	15. We see no media buying/trafficking or implementation efforts as part of this work, is this correct as it is only focused on production?	The only media buy is for mass transit advertising.

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	<p>16. Are we able to receive a recording of the conference call for our review as we were unable to join the call that reviewed the project goals and objectives?</p>	<p>I do not have a recording of the Pre-Response Conference. I will send a copy of the Power Point presentation.</p>
	<p>17. Could you let us know what the budget is for this work?</p>	<p>See answer to question 7.</p>
	<p>18. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?</p>	<p>Canadian based vendors are eligible to submit responses to the RFP. All vendors must be registered to do business with the State of Tennessee. Supplier Helpful Information can be found at the following link: https://www.tn.gov/generalservices/procurement/central-procurement-office--cpo-/supplier-information.html</p>
	<p>19. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?</p>	<p>See revised RFP section 3.2. Responses may be submitted via email by the response deadline. The Cost Proposal and Technical Response must be submitted in separate emails labeled in accordance with 3.2.2.2.</p>

3. ITB Amendment Effective Date. The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.