

REO Marketing RFQ Q & A as of 12/2/2024

1. Will the MCC or its partners be able to provide any free or donated media for the campaign (i.e., mass transit ads)?

A: Probably not. There will be limited distribution of messages through public sector newsletters and social media.

2. Have the disadvantaged jurisdictions the MMC wishes to target been identified?

A: Yes. These are identified by the US EPA using the EPA IRA Disadvantaged Communities map here

<https://epa.maps.arcgis.com/home/item.html?id=f3be939070844eac8a14103ed6f9affd>

3. Please could you provide a new link to the arcs disadvantaged census tracks, the current link isn't working.

<https://dupage.maps.arcgis.com/apps/instant/sidebar/index.html?appid=16707f18ed5f471fbcaa475c92894240>

A: apologies. The correct link is

<https://dupage.maps.arcgis.com/apps/dashboards/59e4249c399b4fe586d723d700cf16fa>

Note this is the same data used in the maps identified in Q2 above. This link presents all the disadvantaged areas in our service region.

4. Will the REO outreach specialist and/or MCC waste authority partners be available to distribute marketing materials to targeted locations "frequented for social and community engagement"?

A: Note, the correct abbreviation for the Metropolitan Mayors Caucus is "MMC". The marketing consultant is expected to distribute marketing materials. However, the REO partners and staff will assist in distribution as able.

5. Is the development of a waste sorting game a deliverable under this RFP?

A: Our intention is to develop this separately, but we welcome input and expertise from the marketing consultant.

6. Is the MCC MMC firmly committed to the media outlets outlined in the RFP? (ie: movie theater pre-trailer, lobby ads, brochures, billboards) or is the expectation that the selected agency will provide hyper-local geo-targeted media planning and buying?

A: We are open to considering appropriate media outlets to reach our target audience.

7. Does the budget need to include the cost of media planning and buying and production (e.g., print, ooh posters, etc.) for 1 year?

A: Yes.

8. Does MMC expect their chosen marketing agency to be Headquartered in Chicago?

A: No.

9. Is the Metropolitan Mayors Caucus a registered 501(c)(3) organization?

A: The Metropolitan Mayors Caucus (Caucus) is a registered 501(c) (6) non-profit organization. We also operate the Metropolitan Mayors Caucus Foundation which is a registered 501(c)(3) Non-profit organization

10. Page 2, states that all responses to questions received will be posted on the Caucus' website. Can you share the direct link for where this will be posted?

A: Yes. <https://mayorscaucus.org/chicago-metro-reo-campaign/>

11. Page 3, #4 references translation of marketing assets into 5 languages: Spanish, Mandarin, Polish, Arabic and Hindi. Are there any other languages that we will need to consider for translation outside of these 5?

A: No.

12. Page 10. Is the \$500K subaward budget separate to the marketing campaign budget cap of \$862K?

A: Yes. The entire marketing budget is \$862,000.

13. Will the selected marketing agency be expected to work in any capacity with the sub-awarded local government and public agencies?

A: Yes, the 6 sub-awarded agencies are partners on the project and make up the REO Project's advisory committee.

14. Of the three goals, is one more of a priority than the others?

A: No.

15. With the engagement kicking off in February 2025, is there an expected launch date for the marketing campaign?

A: As soon as possible once the marketing firm is under contract.

16. How does the MMC define "disadvantaged audiences"?

A: See Q 2 & Q3 above.

17. Can you share existing audience research in the target municipalities about recycling knowledge, attitudes, and behaviors that you/a partner may have conducted?

A: No. This is a new project. We have no relevant market research for the region.

18. Do you have metrics/reports that you can share about past campaigns in the municipalities or summaries of campaign success/ performance.

A: No. See Q 18.

19. Are there specific municipalities or zip codes that have the highest priority for this campaign?

A: We are seeking broad outreach across our region. Some target municipalities may be identified in working with the advisory committee once the marketing firm is under contract.

20. Who is the primary audience for the campaign website?

A: Residential households.

21. Is there a requirement for the website to be available in multiple languages? If so, which languages?

A: Yes, see Q11 and p. 3 of the RFQ. We welcome guidance as to value of translating the website into these 5 languages.

22. Is MMC open to a phased release of the campaign website starting with an MVP version reflecting a subset of priority content and functionality from the RFP list followed by subsequent releases to include all desired functionality and content?

A: The term "MVP" is not understood. But we are open to a phased approach.

23. Is MMC's expectation that the chosen marketing agency will create the content that is needed for regular website updates, or will MMC be providing that content to their marketing agency?

A: The advisory committee (partner solid waste agencies, have valuable content to share. But we expect the marketing agency to create content based on the topical expertise of these partners.

**UPDATE 12/4/2024**

24. Does MMC have active paid advertising accounts on platforms including Facebook, Instagram, Twitter/ X, TikTok and Google?

A: Only Facebook

25. Page 9, "MMC will also work with the Illinois EPA to incorporate data and tools it plans to develop as part of a state-wide recycling mobile app and other regional and statewide recycling tools as may be available during the campaign."

a. Is there a requirement that this RFP support incorporating this data and tools into the website?

A. It is desirable to incorporate Recycle Coach into the website. It is just rolling out, but we expect it to be accessible as a widget or link. We do not anticipate incorporating any data from Recycle Coach into our website.

b. Is MMC interested in promoting the mobile app on the website

A: Yes

26. On page 8, "Specific steps include the following:

*4. Hire and annually train an outreach manager to work across the region*

Is the Marketing firm expected to hire an outreach manager to work across the region?

28. *Deploy outreach coordinator to community events.* Is the Marketing firm expected to hire this role?

A: No

29. On page 11, Performance Measure: Anticipated Outcomes and Outputs

Output Category: Jobs Created

- Number of FTEs paid using grant funds
- Increases in MRF staffing hours associated with recycling tonnage increase

How does the marketing agency play a role in this measurement?

A. We don't foresee a role for the marketing consultant in this task.

30. Can MMC provide additional clarity on the criteria of "quality of proposal" under VIII. Selection Process?

A: Quality of proposal refers to neatness, completeness, organization and clarity.

31. Can Attachment B: Proposal Budget (Budget Table A, B, and C) be submitted in Excel format?

A: Yes

32. Regarding the Performance Measures for Goal 1, is there an expectation that the campaign will include ad placements across all listed areas (social media, transit, billboard, print ads, entertainment venue ads) or is MMC open to ad campaign plans that focus on most the efficient use of ad spend that may not include certain ad placements listed?

A: Yes, we welcome guidance on the most effective use of advertising as addressed in Q 6 above.

33. Is MMC open to the use of influencers as part of this campaign?

A: Yes

***Amended 12/5/2024***

27. Page 9, there is reference to a sorting game that was previously developed and needs updating. Is this contract to simply update the programming or completely reprogram the game from scratch? If it is to update the game

- a. What environment was the game developed in?
- b. What programming language was the game developed in?
- c. Is it required that the contractor use this language to update it?
- d. Can we preview this game?

***A: Please disregard the reference to the game development. We will address that separately from the marketing contract.***