

Addendum #1

RFP #WRESA-43-2025-2026-10 GSRP Digital Marketing

Revisions

R1. Remove: Section I. INSTRUCTION TO SUPPLIERS, E. Evaluation of Proposals and Award, 2. Technical Evaluation Criteria #5. Adherence to Terms & Conditions - <https://www.resa.net/administrative-support/purchasing/request-for-proposal> as (DOC) [CoPro+ Contract Terms and Conditions](#). Please submit any redlines/exceptions with your proposal.

R1. Add: Section I. INSTRUCTION TO SUPPLIERS, E. Evaluation of Proposals and Award, 2. Technical Evaluation Criteria #5. Adherence to Terms & Conditions – See Attachment #8.

R2. Remove: On page three (3) of the BID SUMMARY, “Solicitation Terms and Conditions can be found at <https://www.resa.net/administrative-support/purchasing/request-for-proposal> as (DOC) [CoPro+ Contract Terms and Conditions](#)”.

Questions and Answers

Q.1. Does the Budget provided in the RFP for \$150,000 include the ad spend as well or is it only for Digital Marketing services?

A.1. The ad spend is included in the \$150,000 budget for this RFP; the amount is all inclusive.

Q.2. Can you please clarify whether Wayne RESA expects the selected vendor to create new creative assets (e.g., graphics, video, radio spots, ad copy) or if the expectation is primarily to manage and execute campaigns using existing materials from the provided toolkits and previous campaigns?

A.2. While there's already some creative made, Wayne RESA would require help creating the majority of the ads for the next school year. Wayne RESA created the multilingual billboards, but would need updated ads created, including voiceovers, banner ads, emails, radio copy, graphics, and videos created. Another large part of this work is media buying to place the ads. Here is the link to the most recent [GSRP statewide Digital Toolkit](#).

Q.3. If new creative development is expected, can you confirm what level of production is anticipated (e.g., light adaptation, full new concepting, or full video and photo shoots)?

A.3. Wayne RESA will need a range of production from full new concepting and light adaptation depending on the specific ad. For instance, our 15-second videos may be able to be reused, or they will need to be updated due to slight voiceover changes depending on the educational landscape at that time.

Q.4. The deliverables list includes “graphics and/or video, production and postproduction option and suggested copy.” Could you clarify if all of these are required, or if vendors may propose select tactics that best fit the budget?

A.4. Yes, all of these will be required in one form or another, as well as recommendations from the vendor on what specific tactics and on what platforms will be best suited for the budget.

Q.5. Can you confirm whether Wayne RESA has an expected quantity or scope for each creative deliverable (e.g., number of radio scripts/spots, number of videos or graphics, ad variations, etc.), or should the vendor propose the mix and volume that best fits the campaign goals and budget?

A.5. Wayne RESA expects a vendor to be knowledgeable and an expert in knowing where the value is and should propose the best mix and volume.

Q.6. Does Wayne RESA have preferred or preexisting relationships with media vendors or channels that the selected vendor will be expected to coordinate with?

A.6. No, Wayne RESA is open to the vendor's recommendations to best reach our audience. We have seen success with YouTube and streaming radio platforms.

Q.7. Are there required minimum allocations for each digital channel (e.g., social, OTT, display, search), or is allocation flexible based on the vendor's strategic recommendation?

A.7. Allocation is flexible based on the proposed strategy by the vendor and agreed upon by the full Wayne RESA team.

Q.8. Are there any geographic targeting parameters or zip codes that will be provided prior to campaign launch, or will those be identified collaboratively?

A.8. The campaign must reach all of Wayne County with a heavy-up focus/additional ad placement with zip codes that Wayne RESA will provide based on need, multilingual communities, and enrollment.

Q.9. Will Wayne RESA provide access to analytics platforms or existing data from prior GSRP campaigns to inform strategy?

A.9. Wayne RESA can provide background from this school year's most recent GSRP campaign.

Q.10. Is the \$150,000 budget all-encompassing? I.e., creative agency fees, production shoot, media buying, etc.?

A.10. Yes, the amount is all-encompassing.

Q.11. Does Wayne RESA have a preferred e-mail marketing platform?

A.11. No, Wayne RESA does not have a preferred e-mail marketing platform.

Q.12. Who were the previous vendors for this contract?

A.12. The previous vendor for this contract was the Yaffe Group.

Q.13. Does Wayne RESA have a CRM system it is using to track enrollment?

A.13. No, enrollment is reported to Wayne RESA by each community-based organization or school district that is operating the program.

Q.14. Is there an existing e-mail list? And are you open to different tactics other than those listed?

A.14. There is no existing e-mail list. Yes, Wayne RESA is open to different tactics with the awarded vendor.

Q.15. Are there video assets?

A.15. There are current video assets; however, all assets may be adjusted, including videos.

Q.16. Do you have a specific flight schedule?

A.16. No, Wayne RESA does not have a specific flight schedule. However, as the flight is ongoing and to avoid quiet periods, matching the past campaign that ran from March through October is key for family enrollment.

Q.17. When will access to high-priority zip codes begin? Will it be provided prior to contract award for planning purposes?

A.17. In the past, Wayne RESA has not provided that information, but it may be taken into consideration moving forward.

Q.18. When it comes to the three languages that Wayne RESA requires, are those for creative and ad copy? Or does communication between the vendor and Wayne RESA need to be in three languages?

A.18. The required languages are for Wayne RESA creative assets that will be shared with the targeted GSRP families. Internal communication is not required to be in different languages.

Q.19. As far as social media management, does Wayne RESA handle organic social posting and responding to comments directly?

A.19. Yes, Wayne RESA uses various social media platforms, including YouTube, Facebook, and LinkedIn, for organic posting and commenting responses. Wayne RESA is open to other platforms.

Q.20. The RFP references state branding and toolkits, yet there was mention of the logo changing. Will there be creative flexibility for localized messaging and visuals, or should all materials strictly follow state-provided brand guidelines?

A.20. Yes, there is creative flexibility.

Q.21. What type of website does Wayne RESA have? Will vendors have the ability to create landing pages on that platform, or will vendors need to use their own?

A.21. Yes, Wayne RESA possesses the ability to create landing pages on its website. The current website is <https://findprek.org/>. Additionally, there is potential to add a landing page to Wayne RESA's website, which is located at [Wayne RESA](#).

Q.22. Are there certain tactics that have been used in the past that haven't worked well?

A.22. No, not that Wayne RESA has experienced over the past few years.

Q.23. Will the recording of the pre-bid meeting be made available to vendors?

A.23. No, the recording will not be shared due to its large file size. All questions and answers will be available in the addendum.

Q.24. In terms of the multilingual requirement, is Wayne RESA open to having a third party (subcontractor) handle that part?

A.24. Yes, Wayne RESA understands that vendors may have to outsource that element.

Q.25. Is there an incumbent agency you are working with that will have preference during the RFP process?

A.25. This RFP is being competitively bid and therefore no preference will be given. All proposals will be evaluated based on the technical evaluation criteria outlined in the RFP. Wayne RESA is committed to a fair and transparent procurement process that ensures the best value.

Q.26. Will the chosen agency have access to update the website or create additional landing pages for the ads being run?

A.26. Yes, Wayne RESA will share analytics and make sure the vendor has access to the website.

Q.27. Does Wayne RESA offer translation services, or do those need to be procured by the incoming agency?

A.27. Wayne RESA does not offer translation services and they will need to be procured by the awarded Contractor.

Q.28. Is Wayne RESA open to including non-digital community engagement tactics (e.g., community events, mailers, printed flyers) if tied to digital conversion goals?

A.28. Yes.

Q.29. For the radio and video scripts, does WRESA expect production and voice talent sourcing, or scriptwriting only?

A.29. Production of all of the above.

Q.30. Are existing photo/video assets or state-provided templates (from the PreK for All Toolkit) available for reuse?

A.30. Some limited sources, yes. Although the state may produce another toolkit, it is not guaranteed.

Q.31. Will there be any third-party partners or agencies (state or local) that we need to coordinate with?

A.31. No.

Q.32. Are there data-sharing or privacy protocols for parent contact lists and leads (e.g., FERPA, COPPA considerations)?

A.32. Wayne RESA does not have access to parent lists. Previously, email lists were purchased by the agency.

Q.33. For renewals, will Wayne RESA require a new proposal each year, or is it an automatic renewal based on performance?

A.33. Wayne RESA may exercise the additional option years based on the performance of the awarded Contractor and budget. When exercising an option year, a new proposal is not required.

Q.34. Are Wayne County's GSRP student goals outlined in the RFP document intended specifically for Pre-K students?

A.34. Yes.

Q.35. Historically, what has been the average size of the target audience or universe list for this initiative and outreach efforts?

A.35. Without an exact number, Wayne RESA's targeting the parents and caregivers of 3.5 to 4.5 year-old children in Wayne County.

Q.36. For clarification, the tracking and campaign analytics you're requesting — do these include impressions, click-through rates (CTR), SEO keywords, and/or any additional performance metrics?

A.36. Yes. Any analytics that are specific to the tactic, also including open rates of emails.

Q.37. Is there a required page limit for responses?

A.37. No.

Q.38. Are you ok with us listing links to portfolio pieces or do you require the work to be featured within the presentation?

A.38. Wayne RESA will accept links to portfolio pieces within a proposal.

Q.39. With the past contract with Yaffe Group, did you utilize Digital Out Of Home and what tactics did you use?

A.39. Yes, our DOOH tactics included: online display; social display and video; YouTube pre-roll video; streaming radio audio and display; email marketing with Facebook/social media retargeting ads; and search engine marketing.

Q.40. Are you looking to see a sample creative with the RFP?

A.40. This is not a requirement and would be considered as added value to your proposal.

Q.41. How and where in our proposal should we incorporate "Proposer Response" responses (from RFP pgs. 5 & 18)?

A.41. Please include a copy of the RFP showing the checked "Proposer Response" boxes as part of your proposal. Please see answer 43 for order of documents.

Q.42. Do we need to include or acknowledge any addendums that may be issued (with a signature) in our proposal submission?

A.42. No, this is not necessary.

Q.43. If we choose to include brochures or other similar material, where should they appear in the order of documents?

A.43. The RFP does not prescribe a mandatory order for brochures, other similar materials, or documents. Vendors are encouraged to organize their proposals in a clear, logical, and fluent manner that best reflects their understanding of the requirements and shows the strengths of their proposed solution.

While all requested information must be included, vendors are given discretion to structure their submissions in a way that is both constructive and easy to navigate for evaluators. This allows vendors to tailor their responses to highlight their unique capabilities and approach.

Q.44. Can we include a Table of Contents in our proposal?

A.44. Yes.

Q.45. Are there formatting requirements (font type, font size, line spacing, margins, etc.) for narrative sections of the proposal?

A.45. No.

Q.46. In the Letter of Transmittal, should the Account Executive Contact be a representative from the project team or an authorized signer?

A.46. The Account Executive Contact refers to the primary point of contact who will be responsible for managing the relationship, who will serve as the main liaison, and be responsible for client communication, coordination, and delivery oversight.

Q.47. Can you explain what is required for a background check to be considered a 'Wayne RESA criminal history background check' per the requirement in clause 9.7 Criminal Background Checks?

A.47. Wayne RESA apologizes for the confusion. This RFP does not require a Criminal Background Check. Please see Revision 1.

Q.48. If the proposal is submitted digitally, how would you like to receive notarized documents?

A.48. All proposal materials, including notarized documents, should be submitted digitally via BidNet. Notarized documents must be scanned and included as part of the digital submission. Original hard copies of notarized documents *may* be requested at a later date if needed for verification.