

# **Responses to Questions**

## **Communications Campaign of an Infrastructure Sales Tax Election**

**Will the June 22, 2023, election be a mail ballot election?**

Yes.

**Is it likely that Overland Park's sales tax will be the only issue on the ballot in Johnson County?**

At this time, we are not aware of any other questions scheduled for the June 22 election. This will be the only City of Overland Park issue on the ballot.

Other Overland Park taxing entities could send a notice of special question sales tax election to the election commissioner through March 29, so Overland Park voters could potentially receive another question on their ballots from another taxing entity.

**Mail: The proposal states that the vendor is responsible for design and printing, and the City will handle the cost and affixing of postage? Does the city have design restrictions for any size, paper stock, etc. to meet postage requirements?**

The City will handle and pay for mail processing and postage.

There is no restriction. Vendors should submit a recommendation for a cost effective mailing they think would best achieve the goals of the communications campaign.

**Can we recommend in our proposal that the city or the vendor be responsible for the printing and postage of any mail instead of separating the two between the vendor or the city?**

Yes.

**Can you provide an estimate for the number of items you would like printed?**

Mailed documents need to be sent to roughly 87,000 residential households in Overland Park.

**Under the Social Media section there is this statement: "Drafts of regular posts for City of Overland Park social media channels addressing relevant project milestones, following the City's prescribed social media best practices." Can you help define what the different milestones would be that we're working around?**

Primarily, this references community action items, including deadlines for voters to register to vote and submit ballots. This would also include updates about the City's actions, including passing the sales tax election ordinance, approving ballot language, etc. To keep election

# Responses to Questions

## Communications Campaign of an Infrastructure Sales Tax Election

content top of mind in between these milestones, the City expects additional regular content regarding the purpose and value of the infrastructure funding. Further project milestones may be included if and when the Governing Body finalizes the sales tax resolution ordinance.

**Would content for any printed material or for the website come from the City or would you need help drafting it?**

The expectation is that the contractor would provide this content after an orientation to the project. Similar to the review period included on the social media portion of the RFP, the City would review and request revisions and/or revise the content prior to posting.

**Can you provide additional information on the WordPress site: is it a custom build or from a template; would we have access to update the site directly or would we send materials to your team to implement?**

Opkansas.org uses a custom built WordPress template. The site uses a WYSIWYG editor and includes a build kit that could be shared with a selected vendor for the purposes of copywriters suggesting layout recommendations. The City would prefer to have copy, multimedia content and layout suggestions sent to the Communications Division team.

**Has the City identified a budget for this project? If so, please share.**

There is not a specific line item in the City's budget for this project. Vendors should submit the best proposal possible with a cost estimate they consider to be competitive for the project.

**Can you describe the review process for approval on any created product or website page (i.e. singular person, team (if so how many), how long would your team request for review/turn around, etc.).**

The City will have one point of contact for the selected vendor. That individual will review submitted content with the Communications team and any other relevant City staff, and if revisions are needed, submit them to the contractor. For this review window, the City expects content delivered one week in advance of the relevant publishing date.

**Can you please define the key performance indicators you will use to measure the campaign's success (outside of the election results)?**

The City will consider, at minimum, the following KPIs when evaluating the communications campaign:

- Results of the election
- Keyword rankings and SEO analysis

# Responses to Questions

## Communications Campaign of an Infrastructure Sales Tax Election

- Web traffic to the election page
- Social media reach and engagement
- News release engagement and related reporting
- Community sentiment analysis

**Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?**

No. Out of respect to all respondents, the City will only consider proposals that meet the minimum qualifications of the RFP, including submitted in a sealed envelope, three printed copies of the proposal, along with a digital copy on a flash drive.

**Could you let us know what the budget is for this work both for agency services and paid media?**

There is not a specific line item in the City's budget for this project. Vendors should submit the best proposal possible with a cost estimate they consider to be competitive for the project.

If respondents feel paid media would supplement their approach, they may add it and an estimated cost as a separate item for clarity.

**Could you let us know what the length of the contract would be from this procurement process?**

The City anticipates the contract date would begin the week of Monday, March 13, 2023. The contract would expire upon completion of all deliverables and likely within 60 days of the June 22, 2023 election.

**Could we request an extension to the submission deadline?**

Out of respect to all respondents, the City will only consider proposals that meet the minimum qualifications of the RFP, including submitted in a sealed envelope, three printed copies of the proposal, along with a digital copy on a flash drive no later than 3 p.m. on Wednesday, March 1, 2023.

**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? Can companies from outside USA apply for this?**

The City will accept proposals from all qualified vendors that meet the minimum qualifications of the RFP.

## **Responses to Questions**

### **Communications Campaign of an Infrastructure Sales Tax Election**

#### **Would the selected vendor need to be available for in-person meetings?**

This is not a requirement of the RFP. However, should a proposal suggest in-person meetings or engagements as part of the deliverables, vendors must outline how these events would be staffed.

#### **Can we submit the proposals via email?**

Out of respect to all respondents, the City will only consider proposals that meet the minimum qualifications of the RFP, including submitted in a sealed envelope, three printed copies of the proposal, along with a digital copy on a flash drive no later than 3 p.m. on Wednesday, March 1, 2023.