



## QUESTIONS & RESPONSES #02

RFP or RFQ / TITLE 070152 | Marketing & Advertising Support

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Q&A ISSUE DATE October 14, 2015 @ 9:15 AM (PST)

PROPOSER QUESTIONS	PORT RESPONSES	RFP/ RFQ Section
Could we use Skype or conference calling for routine meetings? I refer to to your point on page 5, paragraph 4: 'Routine meetings between the Consultant and Port/NWSA staff will be required. These meetings will include discussions about schedules and planning, concept approvals, pre-production of advertisements or other agency-produced materials, Additional meetings may be held with certain Port or NWSA personnel as needed. '	We would be open to having some of the routine meetings by teleconference. We will want at least the strategy sessions (perhaps one or two a year) to be in person.	pg 5
Does the Port want samples of work included with the our firm's proposal? If yes, how many? And can they be attached as an Appendix rather than included in the proposal?	Relevant work samples would be appreciated, but they must be referenced or included in the proposal, not as an appendix.	
Do the budget figures provided need to include actual media hard costs in various trade publications, etc. or is there a separate budget for media costs -- with the "media" portion of the budget only including media planning and media cost negotiation fees?	The contract amount includes all costs associated with media, including planning, ad space/time, design and copywriting.	
Does the port already have an existing email marketing platform? If so, would the vendor use that platform? If not, would the port expect the vendor to develop a platform within the budget identified?	We use GovDelivery for our e-newsletters and update notifications. We use Microsoft Dynamics as our CRM program. We'd be open to an email marketing solution that connects directly with CRM and/or GovDelivery.	
What does the port mean by "other business-to-business marketing programs"?	Ports sell their facilities and services to shipping lines and cargo owners, not general consumers. We are looking for an agency with solid, creative, strategic marketing ideas for reaching these audiences.	

Is the agency responsible for the media buy? If so, is media part of the \$225K annual budget? Or is there a separate media budget?	The Port and/or NWSA may choose to buy the ad space/time ourselves, but the contract amount includes all costs associated with it. There is no additional media budget.	
Approximately what percentage of work will be NWSA related versus Port of Tacoma related?	The vast majority (85 to 95%) of the work will be for the NWSA.	
Will there be any Port of Seattle work too?	No. The NWSA work will include information on the marine cargo facilities and services in both Seattle and Tacoma, but it will be under the NWSA brand.	
Does the Port of Tacoma and the Port of Seattle currently engage with agencies? If so, have the incumbent agencies been invited to participate in this RFP review? Do they intend to participate? And are you able to provide the names of the incumbent agencies for Port of Tacoma and the Port of Seattle?	The ports of Seattle and Tacoma have agency contracts that expire Dec. 31. We welcome all proposals from agencies that can provide the scope of services listed in the RFP.	
Can we access samples of creative work that both ports are currently doing, and any creative work that has thus far been produced for the NWSA?	Some materials are available on our websites at <a href="http://www.nwseaportalliance.com">www.nwseaportalliance.com</a> and <a href="http://www.portoftacoma.com">www.portoftacoma.com</a> , as well as our YouTube channels at <a href="http://youtube.com/nwseaportalliance">youtube.com/nwseaportalliance</a> and <a href="http://youtube.com/porttacoma">youtube.com/porttacoma</a> .	
How many agencies have been invited to participate in the RFP? How many agencies will be on the short list?	We will welcome as many proposals as we receive. Based on the proposals, we will select as many as we want to interview—likely up to four.	
Is there an ideal size agency?	No ideal size. The agency must be able to provide the full scope of services.	
What might be the expectations of the oral evaluations meeting? Will spec creative work be a requirement as part of the process?	No spec work will be required at the interviews. We will let finalists know what to expect for the interviews.	
In attachment A you are asking for hourly rates by department? And this should be provided in a separate PDF and not part of the 10 maximum pages in our proposal?	Yes, rates should be separate from the proposal and be fully burdened.	
Should scope out costs on each step of our project approach? Can we use ranges, dependent upon further project discovery?	It is not necessary to outline costs for each step of your approach for the proposal.	
Is the \$225,000 yearly budget for professional services exclusively, or is it inclusive of ad buys and/or other hard costs?	See response to question 16.	