**RESPONSES TO QUESTIONS REGARDING RFP MARKETING AND OUTREACH**

**February 24, 2017**

1. On page 2, there are date references to a target implementation of the strategic plan in April 2016. Should this be 2017?

**Yes, the date should be April 1, 2017**

1. On page 2, the timeline for the campaign indicates you would like it to run from April through October of 2017. This may not be realistic, depending on how long it takes to select a firm for the work and process the contract. Are these dates flexible?

**Yes, we will negotiate the timelines when the contract is awarded.  However, our intent is to do this as quickly as possible, we plan on having a bid awarded in early April.**

1. On page 6, the contract execution date says it will run until June 30, 2017. Should this be 2018?

**Yes, the date should be 6/30/2018.  However, as stated above, we will negotiate the timelines, including the length of contract after the award. We do not expect the contract will extend beyond the campaign, and any reasonable time after that as needed to submit final reports and invoices.**

1. Do you currently have a website tracking tool (Google Analytics or similar) on the website to capture history for before and after comparison purposes?

**Yes.**

1. Is there any existing research we would be able to review if selected?

**Yes. We have conducted surveys and focus groups as part of our strategic planning process and that information will be available. We can also provide other data on the local and regional labor market trends, and access to other customer research that was conducted in the Metro Detroit region.**

1. On page 4, you mention a “lead capture system.” Would this be something as simple as collecting name and email address in a database, or are you looking for a more robust CRM system? In either case, are ongoing fees for the tool acceptable, i.e., a monthly charge to the third party vendor that extends past this agreement date?

**The intent is to have some system to generate more job seeker traffic in our service centers.  Any approach that accomplishes this would be acceptable. We do have an existing CRM system that captures contact information for those job seekers who access our service centers, and for our business customers. The state also provides a client reporting system that tracks those who actually enroll in one of our programs.  However, we need to use these existing resources systems more effectively, and we need ways to capture leads and information from our marketing and outreach** **efforts so that we can be more effective in our follow-up with these individuals.**

1. On page 4, eligible bidders must be certified to do business with the state. Do we need to be certified by the proposal opening date or by the time the agreement is signed?

**The requirement is that responders must be “licensed and/or incorporated in accordance with State statutes and which are authorized to conduct business in the State of Michigan.”  We cannot execute a contract with any organization that does not meet this requirement. If you are not currently authorized to conduct business in Michigan we would expect that your response would address how and when you will comply with this requirement.**

1. How important is similar experience in Michigan?

**Relevant experience in our region, and with our local media outlets would certainly be considered favorably by reviewers.  However, this is only one of many items that will be considered by reviewers and the lack of such experience would not eliminate a bidder from consideration, particularly if other areas of the proposal were strong.**