

SUPPLEMENT SHEET TO RFP for support for CMAQ 9901(671)

American Lung Association, lead agency for the Clean Air Partnership, is requesting the services of a consulting public relations firm, as has been described in the RFP and an updated RFP previously posted on this MODOT website.

The following are questions that have been asked regarding the RFP, and answers are provided in this Supplement sheet. In fairness to all bidders, so that no one bidder has an unfair advantage, individual call and email questions won't be responded to, and this document serves to answer questions asked thus far. Questions submitted to Susannah.Fuchs@lung.org will be added to a final version of this document if received by 12 noon on Monday, March 20, 2023. After that time, no additional questions will be accepted/added/answered.

- How many press releases would you expect to distribute in 12 months? This RFP is not for 12 months, however, press releases are not planned a year ahead of time, rather they are done based on opportunity and appropriate timing and relevance.
- You mention one of the work products would be website updates. Are these copy updates or would it be general website maintenance? Website copy updates and general website reviews are required/needed.
- What system or database do you use for sending e-blasts out? Constant contact is used for e-blasts.
- Do you have a target amount of blog posts for each month or the whole year? Each month we need at least one blog post, and sometimes there are more than one, depending on what part of the air quality and air pollution season we are in.
- If they're needed, how many related articles may you expect per month? The number of articles planned ahead of time is dependent on topic and relevance. There is no budget for any paid ad placement.
 - How many ads? Same answer as above.
- Clean Air Partnership is utilizing Facebook and Twitter - are you looking to expand to others? We are open to that, however it has to fit within the budget and time allocated for PR and media work.
- How are you currently analyzing data on social? No answer at this time.
- How many social posts are expected per month? We have daily air quality forecast posts during the 5 months of air quality forecasts, plus daily air quality related posts each day all year round.
- Since we are limited to 4 pages, do we attach a capabilities book and other supporting material, or provide links to these materials in the 4-page response? Other items can be attached, however they may or may not be used during the evaluation process.
- Do you have research that informs messaging and content of materials? If so, will you be able to share that with the winning bidder? Research needs to be done by the winning bidder, then approval is provided by project manager at American Lung Association, then the PR agency posts and monitors and curates replies.
- If you don't have current research, are you open to conducting research to define messaging and content for the program? Not quite clear on what is being asked here, but depending on cost and approval from project manager at funding agency, it is possible to do public opinion research regarding air topics, if it can be used for the project's improved effectiveness. It would need to be bid publicly following project manager's guidelines for bidding with federal funds.
- Who selects the winning bid? The winning bid goes through an evaluation process that has been approved by the project manager at MODOT.

- Who do we work with if selected? The work will be done with the project manager at American Lung Association.
- How many events do you envision in the initial March-December 2023 contract period? At this time, we do not have events in mind, however if an appropriate or useful event comes up and we are able to participate, it can be considered. We do not have a separate budget for events.
- Are there particular locations in which the events should be held? No answer at this time.
- Any campaign elements that worked particularly well in previous campaigns? Any that did not work as well? No answer at this time.
- Can you provide a copy of last year's PR/Campaign plan? Excerpts were provided in the updated RFP.