



PO BOX 66699; ALBANY, NY 12206
518.437.4360 | nysif.com

11/15/2021

The following (Q&A) will serve as Amendment #1 to NYSIF's Request for Proposals (RFP) for Marketing and Communication Services, bid number 2021-36-ADM. Material in this Amendment supersedes any contradictory material in the RFP.

Additionally, Appendix I is attached as it was not included in the original RFQ but was supposed to be.

Please note that the due date for the submission of bids **remains the same.**

All bids are due 11/22/21, by 2:00 p.m.(eastern).

Sincerely,

A handwritten signature in black ink, appearing to read "Vincent Ginardi", is written over a light blue horizontal line.

Vincent Ginardi
Contract Management Specialist 2

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
1	17	2.7	We are a NYS WMBE video production firm. We want to be considered for subcontracting opportunities for this project. Is there a contact list I can be added to? Will the agency be keeping a list of subs for primes to select from? Or will there be a prime list that we can use to reach out to?	NYSIF does not keep a list for subcontracting opportunities.
2	8	1.4	You state that you anticipate selecting multiple firms. You also state in section 2.3a that you are looking for a " full-service advertising, marketing, media and communications agency". Will you consider firms that only offer specific parts of the service offering? Our firm is a strategy and consulting group that offers strategy and planning without the bias to execution. Would we be considered?	No. We want a firm, or firms, that can do all of the listed requirements.
3	8	1.4	Are you accepting bids from Canadian firms?	There is not a prohibition on companies headquartered or based outside of the US, however a foreign country must: (1) Be able to provide evidence of responsibility and legal authority to do business with NY State and, (2) Not be a debarred business entity by NY State, (3) Vendors must consent to service of process, legal jurisdiction and choice of applicable laws in the State of New York, USA, and finally, (4) Security requirements may restrict storage and use of NYSIF data (in any form) to the United States

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4	Appendix Z	Appendix Z - Fee Schedule	For Appendix Z: FEE SCHEDULE PROPOSAL, line 15 is for Description: Markup Cost Types. It does not appear to allow for adding a mark-up. Is there a standard mark-up on out-of pockets? Or how are you currently handling that?	Mark-up pricing is not to be included for this financial response.
5	Appendix Z	Appendix Z - Fee Schedule	On Appendix Z, it approximates out-of-pocket expenses at \$10,000 annually which seems like not a lot of dollars for photography or printing, for example. Is this figure based on your historical spend or just a placeholder for apples-to-apples comparison?	This number is used for evaluation purposes.
6	8	1.4 Purpose of this RFP	Who is the incumbent agency that was selected in the 2016 RFP process?	Not applicable to this RFP.
7	8	1.4 Purpose of this RFP	Is the incumbent agency invited to bid on this RFP?	This RFP is open to all potential bidders.
8	8	1.4 Purpose of this RFP	One of the stated purposes for the campaign (1.4 Purpose of this RFP) is “improving NYSIF’s market perception.” Is there existing research that explains the current NYSIF image perception or the desired state?	Yes.
9	8	1.4 Purpose of this RFP	In section 1.4, it says you anticipate selecting multiple Marketing Agencies. Have you delineated how that might be divided by specialty or focus area? What is NYSIF’s reasoning for multiple agencies?	NYSIF anticipates two awards and the work will be distributed as outlined in Section 1.6 of the RFP.
10	15	2.3 Services to be Provided	Under Section 2.3, “services to be provided”, are there any specific parameters in terms of the amount of deliverables that need to be executed that ultimately would impact total hours?	Each service will be different, and each service will require a separate Statement of Work.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
11	15-16	2.3 Services to be Provided	Are there specific activities currently planned for years 1-5?	We expect to create the list of strategic initiatives with guidance from the selected firm(s). The most critical initiative we know right now is recent legislation passed allowing NYSIF to write workers' comp coverage for policyholders doing business in other states. This will be a priority initiative in 2022.
12	Appendix Z	Appendix Z - Fee Schedule	How many hours were spent with the current agency in total annually over the current 5-year contract?	Not applicable to this RFP.
13	15	2.3 Services to be Provided / c: Campaign Planning	How are you currently buying media? Are you doing that in-house or using a media buying agency?	Our current marketing firm is doing so - and only social media buys.
14	15	2.3 Services to be Provided / c: Campaign Planning	What was the annual paid media budget over the past 5 years?	Not applicable to this RFP.
15	15	2.3 Services to be Provided / c: Campaign Planning	What was the annual paid Social Media budget over the past 5 years?	Not applicable to this RFP.
16	15	2.3 Services to be Provided / a: Strategic Planning	What do you imagine your needs might be in terms of the market research activities each year?	Approximately 50 hours a year.
17	15	2.3 Services to be Provided / b: Creative Services and f: Ongoing Services	What was the annual asset development budget over the past 5 years?	Not applicable to this RFP.
18	15	2.3 Services to be Provided / c: Campaign Planning and h: Miscellaneous	Was any broadcast TV/Radio created and used in the past 5 years? If so, how many spots per year over the past 5 years?	No.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
19	15	2.3 Services to be Provided / b: Creative Services and f: Ongoing Services	How many photo shoots have been executed annually over the past 5 years?	Two per year.
20	15	2.3 Services to be Provided /h: Miscellaneous	What was the annual printing budget over the past 5 years?	Not applicable to this RFP.
21	15	2.3 Services to be Provided / f: Ongoing Services	What was the annual quantity (desired or actual) of scheduled social media posts over the past 5 years?	Between 70 and 80.
22	16 - 17	2.5 Statement of Work	What were the metrics used in the past 5 years for determining a successful campaign?	KPIs developed in the statement of work for each project.
23	15	2.3 Services to be Provided / c: Campaign Planning	What was the traditional media vs. digital media ratio per year over the past 5 years?	We have used digital media only.
24	15	2.3 Services to be Provided / f: Ongoing Services	What social channels were used over the past 5 years?	Instagram, Facebook, Twitter, YouTube, LinkedIn.
25	15	2.3 Services to be Provided / f: Ongoing Services	Are your social media posts currently managed internally or through your agency or through a hybrid?	The majority are done internally, with some managed by our marketing firm.
26	15	2.3 Services to be Provided / d: Web Development, Search Engine Optimization	How many hours annually were spent on SEO over the past 5 years?	None.
27	26	4.3 Bid Submission & Delivery	Please confirm that if we submit an electronic response that no hard copies of the proposal need to be submitted as well?	Confirmed
28	N/A		What is the budget for the duration of the contract and is the dollar amount inclusive of agency fees, production and media?	NYSIF's current marketing budget is determined by NYSIF's need at that point in time.
29	N/A		If the bidder is an MBE is the 30% MBE participation goal satisfied?	Yes

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
30	12	Section 1 #1.8 Participation of NYS Business Enterprises (MWBE)	Are the MBE forms required to be completed if the bidder is an MBE and satisfies the 30% MBE participation goal?	Yes
31	17	Section 2 #2.7 Subcontracting	If no portion of the contract is to subcontracted is Appendix Y required to be completed and included with the proposal?	It should be submitted but can be left blank if it does not apply.
32	22	Section 4 # 4.1 Bid Preparation	#4.1 States "Prepare your proposal on the forms provided." Does this pertain only the Appendices and NDA required forms? We did not see forms for "4.2.3" Company Background" and "4.2.4 Technical Experience / Description of Proposed Services."	Yes
33	9	Section 1 #1.6 Method of Award / Distribution of Work	#1.6 States "NYSIF anticipates two awards." Does this mean NYSIF will also hire a media planning and buying agency as opposed to selecting a full service agency that includes media planning, or two full service agencies so the NYSIF can select that agency that provides the best value for each SOW project?	NYSIF anticipates two awards and the work will be distributed as outlined in Section 1.6 of the RFP.
34	22	Section 4 # 4.2 Bid Format	#4.2 States that bidders must submit each of thee complete Administrative, Technical and Cost Proposals as separate electronic files. Is the Administrative Proposal to contain the appendices and NDA and any other required forms (addendums)?	Yes.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
35	23	Section 4 # 4.2.1 Title Page & Table of Contents	#4.2.1 States that the Table of Contents should identify each major (numbered) section of the proposal according to this proposal format. Should we include the numbered sections listed in "Section 2.1 - Mandatory Requirements, 2.2 Desirable Qualifications and 2.3 Services To Be Provided" in the Table of Contents as well as sections 4.2.1 - 4.2.7 listed in Section 4? If this is correct, we assume the order of the Table of Contents would be as follows: 4.2.1 TITLE PAGE AND TABLE OF CONTENTS, 4.2.2 BIDDER CERTIFICATIONS, 4.2.3 COMPANY BACKGROUND, 4.2.4 TECHNICAL EXPERTISE / DESCRIPTION OF PROPOSED SERVICES, 2.1 MANDATORY REQUIREMENTS, 2.2 DESIRABLE QUALIFICATIONS, 2.3 SERVICES TO BE PROVIDED, 4.2.5 REFERENCES, 4.2.6 STATEMENT OF COMPETING COMMITMENTS, 4.2.7 COMMENTS & LIMITATIONS, 4.2.8 APPENDICES. Are we assuming correctly?	The table of contents in a firm's proposal should outline all of the required sections of the RFP and where they are addressed within the firm's proposal.
36	14	Section 2 #2.1 Mandatory Requirements	Section 2.1 "2. The bidder must provide a statement describing the history of the firm." This requirement is asking for the same information as "Section 4.2.3 COMPANY BACKGROUND". The answers to several of the questions listed in both sections are the same. Should we only include the answers and requested examples for 1, 5 and 6 in Section 2.1 MANDATORY REQUIREMENTS to avoid any redundancies in our answers?	Proposals can refer back to previous sections within the respective proposal if the required documentation or information is addressed elsewhere.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
37	14	2.1 Mandatory Requirements	Under 2.1 Mandatory Requirements, number 1 requires bidders must demonstrate experience in I. Developing strategic advertising, marketing, media and communications campaigns; ii. Defining, segmenting and targeting an audience; iii. Launching and measuring effective campaigns; iv. Planning, designing and cutting High-impact digital and internet marketing strategies; v. Analyzing media markets and managing media outreach across traditional, digital and new media mediums; vi. Search Engine Optimization. Are we required to include campaign elements (creative executions, media plans, etc.), or are we only required to describe our experience and process for demonstrating experience in each and only include campaign elements and creative samples for "5. The bidder must provide examples of 3 relevant campaigns..." and "6. The bidder must provide an example of 1 relevant case study..."?	Proposals are required to provide samples/case studies only when indicated.
38	24	SECTION 4 – BID/PROPOSAL FORMAT >> 4.2 BID FORMAT >> 4.2.5 REFERENCES	Should the references be included in the admin or technical proposal file?	Please include in the administrative file but reference them in the technical.
39	24	SECTION 4 – BID/PROPOSAL FORMAT >> 4.2 BID FORMAT >> 4.2.6 STATEMENT OF COMPETING COMMITMENTS	Should the statement of competing commitments be included in the admin or technical proposal file?	Technical.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
40	24	SECTION 4 – BID/PROPOSAL FORMAT >> 4.2 BID FORMAT >> 4.2.7 COMMENTS AND LIMITATIONS	Should the comments and limitations be included in the admin or technical proposal file?	Technical.
41	25	SECTION 4 – BID/PROPOSAL FORMAT >> 4.2 BID FORMAT >> 4.2.8 APPENDICES	Should the appendices forms be included in the admin or technical proposal file?	Administrative
42	14	SECTION 2 – TECHNICAL SPECIFICATIONS >> 2.1 MANDATORY REQUIREMENTS	Can we combine requirement 1 and 5 together? For example, we demonstrate those capabilities by presenting each case study and sub-dividing it by capability.	Please address each section independently within your proposal. If you believe that that requirements are met in a different section of the proposal, please reference as such.
43	14	SECTION 2 – TECHNICAL SPECIFICATIONS >> 2.1 MANDATORY REQUIREMENTS	Can the 1x case study in requirement 6 be one of the 3x case studies in requirement 5?	Yes.
44	22	SECTION 4 – BID/PROPOSAL FORMAT >> 4.1 BID PREPARATION	What does the Administrative proposal file consist of exactly?	The Administrative proposal should consist of all required appendices.
45	14 (sec. 2) 22 (sec. 4)	SECTION 2 – TECHNICAL SPECIFICATIONS >> 2.2 DESIRABLE QUALIFICATIONS >> 1 SECTION 4 – BID/PROPOSAL FORMAT >> 4.1 BID PREPARATION	Section 2.2 asks the bidder to state the rates charged but section 4.1 states that there should be no reference to cost in the Technical proposal file. Does that apply just to proposed NYSIF work or to our past client work too?	The requirement to provide rates charged for any New York State agency or any government municipality in the past five years under section 2.2 is hereby stricken.

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46	22	SECTION 4 – BID/PROPOSAL FORMAT >> 4.1 BID PREPARATION	Would a URL to a online presentation suffice as an electronic document, so we can incorporate multi-media assets (e.g., a Facebook video ad)?	Please submit your proposal as a PDF. If there are multimedia elements of your proposal that need to be submitted as a URL, please include that URL within your proposal.
47	Appendix Z	Appendix Z >> Fee Schedule >> Column B "Estimated Annual Hours"	Are these hours strictly estimates provided by NYSIF, or is the bidder able to adjust any of the hours?	The hours are provided for evaluation purposes and are not to be adjusted.
48	Appendix Z	Appendix Z >> Fee Schedule >> Row 15 Section "Description Markup Cost Types"	This section only includes rows for net media cost and out of pocket expenses. Will procurement add 2x more rows under this section for media fees and markups? "Net media cost" accounts for media spent, and "out of pocket" accounts for services rendered, but it does not account for media fees and markups (i.e., added to the out of pocket expense).	The fee schedule will not include the requested items.
49	Appendix Z	Appendix Z >> Fee Schedule >> Row 16 Section "Net Media Cost"	Regarding the \$100,000 net media, does NYSIF expect a heavier digital strategy versus traditional tv, radio, and OOH placements?	Yes. Preferred method will be digital, followed by OOH. It is unlikely we will use TV or radio unless a particular initiative or strategy requires it.
50	Appendix Z	Appendix Z >> Fee Schedule >> Description: Marketing and Communications Services	For the costs per role, where does reporting/analysis fit in this list?	Market research.
51	Appendix Z	Appendix Z >> Fee Schedule >> Description: Marketing and Communications Services	Does video editing fit under art production?	Yes.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
52	Appendix Z	Appendix Z >> Fee Schedule >> Description: Marketing and Communications Services	Does digital direction mean "designing digital assets" OR "defining the digital strategy"? Or is the latter assumed under "media planning/direction"?	Digital direction = designing digital assets. Defining strategy is assumed under media planning.
53	Appendix Z	Appendix Z >> Fee Schedule >> Description: Marketing and Communications Services	Where does SEO fit under this list of roles?	Web/Design Development
54	9	1.6 Method of award/Distribution of work	It states that "NYSIF anticipates two awards." Which disciplines are you anticipating needing to separate?	NYSIF anticipates two awards and the work will be distributed as outlined in Section 1.6 of the RFP.
55	9	1.6 Method of award/Distribution of work	In the SOW process described in this section if there are two awards mean the chosen vendors will continue to compete with each other on "best value" technically and financially for every project? And potentially need to be interviewed for every project?	Correct
56	14	2.1 MANDATORY REQUIREMENTS, Section 4	Can you quantify the projected business in any way (budget, number of projects per year, etc.) to help us determine if additional personnel would be needed?	Approximately 10-15 campaigns per year.
57	15	2.3 SERVICES TO BE PROVIDED, Para 2	NYSIF lists primary audiences as policyholders, claimants, and insurance representatives. Does NYSIF have a database of individuals for each audience segment that can be leveraged for targeting?	Yes.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
58	12, 17	<u>Section 1.8</u> <u>Section 1.9</u> <u>2.7 SUBCONTRACTING</u>	Can you clarify what is required in the submission for MWBE and SDVOB subcontractors, pre-award ? In addition to the Appendix Y, "Subcontractor Utilization" forms do you need: a. Completed Vendor Assurance of No Conflict of Interest or Detrimental Effect form- Appendix V? b. A "...written subcontract between the Bidder and subcontractors is in compliance with all of the provisions of this Section and any subcontract provisions contained in the Contract"? c. Documented "good faith efforts" IF MWBE and SDVOB subcontractors selected are regular "go to" partners that fit the bid?	All items are required pre-award.
59	19	3.1 EVALUATION CRITERIA, Para 1, & #5	a. What Small Business Enterprise (SBE) criteria is being used to determine qualification? The Small Business Administration (SBA) is self-certification for non- MWBE, SDVOB etc). Is that sufficient or is there a specific NYS certification process you can point us to? b. Do non- MWBE and SDVOB firms get any qualifying points for completing a full MWBE and SDVOB utilization in our response?	A. The bidder is a Small Business Enterprise as defined in Executive Law Section 310(20). Please refer to this Executive Law for further details. B. Five points will awarded to any firm who meets the criteria outlined in Section 3.1.3.
60		2.2 Services to be provided	Are there any marketing goals for this contract period, or yearly goals throughout the contract? Workers' Compensation and/or Disability in New York State and/or interstate?	There will be an SOW created for each project, with each setting its own goals and KPIs.
61		N/A	Has a yearly budget been established?	NYSIF's current marketing budget is determined by NYSIF's need at that point in time.

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Question #	RFP Page #	RFP Section, Sub-Section Reference #/Heading	Question	NYSIF Response
62		2.2 Services to be provided	Are there any initial immediate marketing needs to develop? Are there any marketing priorities that need to align with business goals?	The immediate marketing need for 2022 is new legislation recently passed allowing NYSIF to write coverage for policyholders conducting business in other states.
63		2.5 Statements of work	Will NYSIF have predetermined KPI's when evaluating a campaign's success?	Yes.
64		Fee Schedule	Are the estimated hourly hours you have indicated and the estimated /volume media costs you noted, are they just placeholders or are they what you anticipated the hours and volume/media costs should be?	The hours are provided for evaluation purposes.
65			What is the anticipated budget for services throughout the contract term?	NYSIF's current marketing budget is determined by NYSIF's need at that point in time.
66			Can the MWBE goal be met for using a WBE 30% or must a MBE be used also?	The goals can be met by utilizing a WBE or an MBE.
67			In preparing a quote, are you expecting vendors to include pricing for media buys in the total amount, or just for agency services alone?	Pricing is all inclusive, as noted in the financial response. The financial response must be completed as is and cannot be altered.
68			In submitting work samples, can a vendor submit samples of previous work done for NYSIF?	No.



APPENDIX I

BIDDER REFERENCES

Bidder / Subcontractor Name _____

Bid # _____

List three (3) verifiable references receiving service similar in scope to the services required.

Company Name _____

Address _____

Contact Name _____

Contact Title _____

Phone Number _____

Date Services Provided _____

Type of Services Provided _____

Company Name _____

Address _____

Contact Name _____

Contact Title _____

Phone Number _____

Date Services Provided _____

Type of Services Provided _____

Company Name _____

Address _____

Contact Name _____

Contact Title _____

Phone Number _____

Date Services Provided _____

Type of Services Provided _____