

**Northern Virginia Regional Commission
Request for Proposals: Questions and Answers**

Northern Virginia Clean Water Partners Social Media Support Services

3/14/2023

- 1. Can companies from outside of the United States submit proposals or perform the tasks (related to RFP)?**

No, companies outside of the United States are not eligible to submit an RFP proposal for this service or perform services outside of the country.

- 2. On page five, you mention the vendor will be required to attend two meetings with NVRC and other members of the Clean Water Partners. Can this meeting happen virtually or does it need to be in person?**

Northern Virginia Clean Water Partners (NVCWP) meetings are typically held virtually but may take place in-person in the future depending on members' preferences. It is preferred that the selected firm is located in Northern Virginia or the nearby vicinity to take part in in-person meetings if requested.

- 3. Can we submit the proposals via email?**

Yes, proposals should only be submitted via email to rmurphy@novaregion.org.

- 4. Is the expectation of NVRC/NVCWP that the proposal include draft ideas for campaign themes and messages or does NVRC/NVCWP envision that process occurring once a finalist is selected to allow for a more in-depth discovery process of what has worked well and what hasn't in previous campaigns?**

Interested firms are welcome to include draft ideas for campaign themes and messages in their proposal, however, NVRC/NVCWP look to actively collaborate with the selected firm to develop the social media strategy. This includes a discussion on what has worked well in prior campaign years, and the direction that the NVCWP would like to take with future campaign themes and messaging.

- 5. Is the \$65,000 budget listed on page four inclusive of both paid media and organic social media services? In other words, is the \$2,000 per month social media ad**

purchase budget referenced in the Scope of Work section (2.a.4) included in the \$65,000 budget, or is the digital ad purchase budget in addition?

Yes, the \$65,000 budget includes both paid media, i.e. ad purchases, as well as general social media services.

6. For Section 2.c regarding new campaign videos:

a. Are production costs for the motion-graphic videos included in the \$65,000 budget?

Yes.

b. Is NVRC/NVCWP requesting one new video over the 12 months (a version in English and Spanish), or is the video budget request for multiple videos over the 12 months (with both English and Spanish versions per video)? If multiple, how many unique videos should be budgeted over 12 months?

NVRC/NVCWP are only requesting one new video (with both English and Spanish language options) over the 12-month period.

c. This section references a “TV advertising portion of the campaign.” Is the “short, motion-graphic video (30 seconds or less)” the same video that will be used for the TV advertising campaign? Is there additional video production budget for the TV video? And is the cost for the TV media buy, scheduling, and placement included in the \$65,000 budget, or in addition?

Yes, NVRC/NVCWP expect to use the short, motion-graphic video in its TV advertisement services. Past examples of videos can be viewed on the NVCWP’s website: <https://www.onlyrain.org/tv-psa-s>. NVRC has an independent contract with Effectv for NVCWP tv advertisement services (i.e., tv media buy, scheduling, and placement), and the selected firm will not be responsible for these services.

7. For Section 2.d regarding management of OnlyRain.org:

a. How is your existing website built and managed? Is it a WordPress environment?

The existing website is hosted and managed on Wix.com.

- b. Is there any additional information regarding the request to “update website graphics and page contents”? Is there a new use case or functionality that you are looking to add to the website that is currently not available?**

NVRC/NVCWP look to ensure that the website maintains relevance with updated resources and information for its different pages. Accordingly, NVCWP will collaborate with the selected firm to determine how the website can be optimized for site visitors to access information and find new materials, videos, and other resources.

- c. How do you currently track website metrics? Is Google Analytics used?**

Website metrics are tracked over Wix.

- d. How is information collected, stored, and used when an individual signs the Clean Water Pledge and what scope of services, if anything, should be included as part of this proposal?**

Information regarding the Clean Water Pledge is held in Wix. There are currently no follow-up actions for those that submit the pledge, but the NVCWP are looking for ways to continue engagement with those that sign it. No services for the pledge are required for this proposal.

- 8. The project schedule references an expected contract date of April 15, 2023. Is there a specific deadline as to when the new creative content for both paid media and social media posts need to be live? This will help us propose a schedule and task timeline, including how much time to allot for creative planning, client feedback, and final approval.**

Although there is not a specific deadline, NVCWP/NVRC expect to hold a meeting with the selected firm soon after the contract date to discuss the campaign strategy and begin paid media and social media posts by mid/late-May.

- 9. On page five, the RFP includes “any other new platforms as seen fit.” Are there any organizational/government restrictions concerning TikTok at the moment that prevent us from recommending it for your organization?**

TikTok is not permitted for the NVCWP per current government restrictions.

10. On page six, the RFP includes “Work with NVRC and/or other members of Clean Water Partners to add updated written content and resources onto the website as needed.” Do you desire any copywriting by your social media agency, or does this refer to adding content that is produced internally onto the website?

No, copywriting is not requested from the selected firm. Content will be produced internally for the website.

11. What resources will your internal team be able to provide for this project? Any previously created assets?

Current NVCWP resources and materials can be found on their website: onlyrain.org. NVRC also has a small library of images and other graphics for use. During the initial meeting with the selected firm, NVRC/NVCWP can further discuss these resources.

12. Is the \$2,000/month used to cover advertising on all 3 social platforms or is this budget per platform?

\$2,000/month is expected to cover advertising for Facebook and Instagram. The NVCWP currently only have paid media for Facebook but will look to expand to Instagram.

13. Part of the SOW involves updating website graphics and page contents with relevant information and resources provided by NVRC/NVCWP. How often do you anticipate the need for these types of updates?

NVRC/NVCWP anticipate semi-annual (2) updates of the website.

14. Are you able to share the names of all companies/bidders when you distribute the Questions & Answers?

No, NVRC will not be sharing the names of the RFP’s companies/bidders.

15. Is there an incumbent doing this work, and if so, are they eligible for a new contract?

Yes, there is an incumbent performing this work and the firm will be eligible for a new contract following submission of a new RFP proposal and if selected.

16. What have been NVCWP's pain points for the campaign overall and for social media specifically? What has worked well?

Although the campaign has not faced any major challenges, NVRC/NVCWP would like to see stronger growth in engagement on its social media pages and website.

In general, the campaign has been successful in increasing general awareness of the NVCWP, including recognition of its logo and slogan, and incorporating new elements into its social media campaign, such as monthly partner highlights and different seasonal themes. NVRC/NVCWP would like to continue to see fresh ideas introduced to continue engagement with new and recurring visitors to its social media pages and website.

17. What KPIs has NVCWP used thus far in measuring campaign success?

The NVCWP conduct an annual online survey of 500 Northern Virginia residents to gauge changes in their stormwater-related knowledge and behaviors as well as assess the campaign's effectiveness over time. The campaign also tracks changes in social media impressions and engagements, page/account followers, post link clicks, and website visits. This information from prior years can be viewed in the campaign's annual summary: <https://www.onlyrain.org/annual-summaries>.

18. Would similar experience to the scope of work be considered in lieu of 3 governmental/nonprofit environmental projects?

Although experience with governmental/nonprofits environmental projects is preferred, similar experience with the scope of work will be considered.