

ADOC RFP 2021-03
PUBLIC RELATIONS AND ISSUES MANAGEMENT
THE ADOC’S RESPONSE TO QUESTIONS

- 1) Whether companies from Outside USA can apply for this? (Like, from India or Canada?)

RESPONSE: Yes.

- 2) Whether we need to come over there for meetings?

RESPONSE: Yes. The performance of the services outlined in RFP Section III, Statement and Scope of Work, could require on-site assistance.

- 3) Can we perform the tasks (related to RFP) outside USA? (Like, from India or Canada?)

RESPONSE: It is up to the Vendor to determine whether the requested services outlined in RFP Section III, Statement and Scope of Work, can be performed remotely.

- 4) Can we submit the proposals via email?

RESPONSE: No. Consistent with RFP Section 5.1(b)(3), “[f]axed, electronic, or oral proposals will not be accepted.”

- 5) Following the announcement of John Hamm becoming the new Commissioner of the Alabama Department of Corrections beginning January 2022, does this in any way change the timeline or scope of this RFP?

RESPONSE: Any individual or entity interested in submitting a proposal in response to this RFP should follow the timeline in Attachment D, RFP Critical Dates, as well as the proposal submission procedures outlined in this RFP.

- 6) What have been some of your previous marketing and public relations campaigns? What were some of their strengths, and where do you want areas of improvement?

RESPONSE: Please refer to the publicly available information on the ADOC’s website at: <http://www.doc.alabama.gov>. See also RFP Section III, Statement and Scope of Work.

- 7) How do you measure success in your current efforts? What tools are currently being used to track success?

RESPONSE: This question is not relevant to this RFP.

- 8) Is there a recruitment goal for this initiative? Is there a certain number of new employees you're trying to hire?

RESPONSE: This question is not relevant to this RFP.

- 9) To date, based on partnerships with previous vendors over the past 12 months, have your applications and hires increased or decreased?

RESPONSE: This question is not relevant to this RFP.

- 10) What were your likes and dislikes in working with your previous agency, if any?

RESPONSE: Please refer to RFP Section III, Statement and Scope of Work, for the desired criteria and services to be performed.

- 11) What is the goal of the communication strategy portion of your RFP?

RESPONSE: Please refer to RFP Section III, Statement and Scope of Work, for the desired criteria and services to be performed.

- 12) Is there an existing crisis communications plan?

RESPONSE: This question is not relevant to this RFP.

- 13) What paid media channels are you currently using?

RESPONSE: This question is not relevant to this RFP.

- 14) Do you have a planned budget or do not exceed amount for the initiatives outlined in this RFP?

RESPONSE: This is an appropriate topic for negotiation with the Selected Vendor.

- 15) What funds have you committed to your marketing efforts in previous years?

RESPONSE: This question is not relevant to this RFP.

- 16) Do you have an anticipated timeline for the scope of work outlined in this RFP?

RESPONSE: Please refer to RFP Section 2.2 (c), which states: “[t]he length of the Contract shall be two (2) years with three (3) mutually agreed upon one (1) year renewal options. The total Contract, including any renewal, may not exceed five (5) years...[.]”

17) After opening the submitted proposals on January 14, 2021, within what timeframe does the ADOC anticipate notifying qualified vendors of its potential desire for oral presentation(s)?

RESPONSE: Please refer to Attachment D, RFP Critic Dates, of this RFP.

18) Under Section 3.2(f)(5), does the ADOC intend to assign formal Department spokesperson duties to a desired representative from its Selected Vendor?

RESPONSE: This is an appropriate topic for negotiations with the Selected Vendor. See also RFP Section 3.2(f)(5).

19) Under Section 3.2(h)(1) & Section 3.2(h)(4)([i-ii]), how does the ADOC intend to support, or work with its Selected Vendor, to provide requested/identified information to support social media content development/posting?

RESPONSE: Please refer to the Section 3.2(h)(1), Section 3.2(h)(4)(i-ii), and Attachment A, Section III, of this RFP.

20) Under Section 3.4.(b)(8), how does the ADOC define “job fair equipment?”

RESPONSE: Any items necessary for a job fair.

21) Under Section 3.5(a)(5), what “website development” services does the ADOC intend for its Selected Vendor to provide?

RESPONSE: Please refer to RFP Section III, Statement and Scope of Work.

22) Are interested Vendors allowed to list any current/former employees of its current client roster and/or any current/former state employees as professional references?

RESPONSE: Please refer to Section III, Statement and Scope of Work, and Attachment A, Vendor Proposal Form, of this RFP.

23) Does this RFP encompass all current communications/marketing/branding/advertising activities that the Department currently is engaged in that specifically are being completed to support its recruitment efforts?

RESPONSE: No.

- a. If so, does this RFP encompass all communications/marketing/branding activities that would need to be completed support the recruitment of all personnel types, or are the aforementioned activities that would need to be completed per the RFP specific to a certain category of personnel?

RESPONSE: Not applicable.

24) Does the ADOC anticipate that it will need/require additional marketing/branding/advertising activities outside the current activities in which it currently is engaged? If yes, are those activities requested to be proposed under a firm, fixed hourly cost structure or under a firm, fixed monthly cost structure?

RESPONSE: Please refer to RFP Section III, Statement and Scope of Work, and Attachment A, Section IV, Cost.

25) If a Vendor determines that a redacted copy of its proposal is warranted, will the ADOC accept a PDF copy of the redacted copy on a USB drive (vs. "disc," as described in the RFP)?

RESPONSE: Yes.