

Town of Canton Digital Marketing RFP Questions and Answers 3-26-20

1. Has the deadline to submit changed?

Answer – The deadline remains as published in the RFP.

2. Are 7 printed copies still required?

Answer – No. One complete digital submission via e-mail will be sufficient. Please submit them to npade@townofcantonct.org

All responses must be in a format that will be easily shareable.

3. Is it possible to attend all meetings via video conference?

Answer - Yes

4. Are there any meetings that an in-person attendance would be mandatory?

Answer - No

5. Is there a preference for working with local vendors?

Answer - A copy of the local bidder policy is copied below.

6. Can we get a copy of all questions & answers from the on-site RFP Conference on 3/12/20?

Answer - There are no questions or answers to report from the 3/12/20 meeting.

7. Is it possible to bid on the ongoing marketing services without bidding on the website design?

Answer – It would be our intent to issue it to only one vendor assuming one vendor, inclusive of any subs, is able to meet all of the requirements.

8. Will the team maintaining the Visit Canton website be the same team that is currently updating the townofcantonct.org website?

Answer - No

9. Under item c. Business Listing, it mentions the ability to pay for the sponsored/featured listing. Is it a third party paying for an ad on each individual listing page? Or is it each business that represents the page having the ability to purchase a featured listing on the website? Would the payments be handled through a third-party gateway such as Paypal? Is it envisioned that the purchase and posting process is automated? Can you please clarify?

Answer - As we envision it right now, we would be fine with the payment aspect of this being handled entirely offline - eg, a check transaction or person-to-person PayPal - the key requirement here is to be able to feature listings. We are less concerned with the payment aspect.

10. Does the town have any existing relationship with any third-party email marketing tools (Constant Contact, Mailchimp, SendGrid or others?)

Answer - Not really. We have experience with MailChimp and Constant Contact, but we are open to suggestions, especially if the vendor has a relationship or existing technical integrations.

11. Where new copy is recommended, does that fall within a separate budget or does it have to be developed with the two tiers provided?

Answer – Within the two tiers

12. Does the cost of any recommended plugins or third-party programs fall within the Tier1/2 cost structure?

Answer – Within the two tiers

13. In section b, one requirement is the ability to sell tickets. Is the experience preferred to be on-site (regardless of the merchant integration) or is it ok to have the payment process be completely external?

Answer - We prefer the process be external, basically. We would like some very basic PayPal integration to handle this, but without the site having any responsibility to accept credit card or other financial details. The less security we have to worry about, the better. Recommendations are welcome.

14. In reviewing your RFP, we noticed that Page 7, under Other Important Notes, bullet two mentions a letter of interest. This appears to be the only place a letter of interest is mentioned. Are you looking for a separate document stating our interest in the RFP and our intent to bid? Or will our cover letter suffice?

Answer - If your cover letter addresses your company's interest, and your submittal responds to all of the items required, that would be sufficient.

15. Is the subject mentioned RFP issued by the Town of Canton a single award or a multiple award opportunity.

Answer - It would be our intent to issue it to only one vendor assuming one vendor, inclusive of any subs, is able to meet all of the requirements.

"Local Bidder Preference Policy

On any item, project or service which value exceeds \$15,000 or which is advertised through a competitive bid process and in which there is a qualified Town Based Resident Bidder, the lowest responsible bidder shall be determined in the following order:

1. A Town Based Resident Bidder which has submitted a bid not more than 10% higher than the lowest responsible bid may be awarded the bid provided such Town Based Resident Bidder agrees to accept the award of the bid at the amount of the lowest responsible bidder.
2. If more than one Town Based Resident Bidder has submitted a bid not more than 10% higher than the lowest responsible bid, the lowest responsible bidder shall be that one of the Town Based Resident Bidders which submitted the lowest bid.
3. Otherwise, the award will go to the lowest responsible bidder who would qualify if there were no Town Based Resident Bidder.

Any local vendor meeting the requirements of a Town Based Resident Bidder, as defined below, responding to the solicitation shall be required to submit a signed Local Bidder Affidavit Form with the bid submittal. Failure to submit an affidavit form, may at the option of the Town, result in disqualification as a local vendor and ineligibility for contract award.

The term "Town Based Resident Bidder" shall mean any business with a principal place of business located within the Town of Canton. A business shall not be considered to be a Town Based Resident Bidder unless evidence to establish that such business has a bona fide principal place of business in Canton is included with each bid submitted by the business. Such evidence may include documentation of ownership, or a long-term lease of the real estate from which the principal place of business is operated or payment of property taxes on the personal property of the business to be used in the performance of the bid.

The Local Bidder Preference process shall not apply under the following circumstances:

1. Professional services contracts which are awarded on subjective criteria in addition to cost.
2. Contracts using state, federal or other funds that have regulations disallowing such practice.
3. If the qualified Town Based Resident Bidder is not current in the payment of all local taxes.
4. Bids made through regional organizations or state agencies such as state contracts, CRCOG or CIRMA, when the product or services offered have already been selected through a competitive process.
5. Bids received through a reverse auction process. "