

ADDENDUM No. 1

RFP #25-22

Media Campaign for On-Street Snow Parking Ban

Due Date: May 15, 2025 by 2:00 p.m. (local time)

The information contained herein shall take precedence over the original documents and all previous addenda (if any) and is appended thereto. **This Addendum includes four (4) pages.**

The Proposer is to acknowledge receipt of this Addendum No. 1, including all attachments in its Proposal by so indicating in the proposal that the addendum has been received. Proposals submitted without acknowledgement of receipt of this addendum may be considered non-conforming.

The following forms provided within the RFP Document should be included in submitted proposal:

- **Attachment B – City of Ann Arbor Non-Discrimination Declaration of Compliance**
- **Attachment C - City of Ann Arbor Living Wage Declaration of Compliance**
- **Attachment D - Vendor Conflict of Interest Disclosure Form of the RFP Document**

Proposals that fail to provide these completed forms listed above upon proposal opening may be rejected as non-responsive and may not be considered for award.

I. QUESTIONS AND ANSWERS

The following questions have been received by the City. Responses are being provided in accordance with the terms of the RFP. Respondents are directed to take note in its review of the documents of the following questions and City responses as they affect work or details in other areas not specifically referenced here.

Question 1: You mention this is a multi-year engagement and that the available budget is \$270,000. Is this budget to cover the entirety of the campaign? If so, how many years are you foreseeing this budget to support?

Answer 1: Yes, the budget is for the entire campaign which is anticipated to last three years.

Question 2: Is there opportunity to secure budget for media for future years of the campaign?

Answer 2: That is a possibility based on voluntarily compliance when a parking ban is called.

Question 3: Ann Arbor is a large city, and our assumption is that different areas are going to have different needs when it comes to on-street parking. Do you have a usage map to see where most of the campaign should be run? Are there areas that need less exposure?

Answer 3: Specific areas will be exempt from the on-street snow parking ban, and these zones are concentrated in certain regions. A comprehensive map and detailed list will be accessible on the soon-to-be-launched on-street snow parking website. Our primary concern is effectively reaching our diverse community and engaging the thousands of commuters who come from outside the city each day.

Question 4: Are you planning on developing signage to inform residents and commuters of the ban? IS signage a part of the budget?

- Answer 4: No.
- Question 5: We are assuming you have a mailing list, or email list, we could use for communicating with your constituents. Is that the case? Where is it housed? Do you have a CRM to manage your database?
- Answer 5: The city can mail all residents/property owners in the city and we have extensive email lists as well.
- Question 6: What channels have you used in the past, and which ones were the most successful? Outdoor, digital, local publications, community partnerships?
- Answer 6: The city has used different traditional and digital marketing channels with mixed success. Local publishing is not our target, and we are not considering expensive outdoor signage like billboards. We welcome recommendations after detailed discussions.
- Question 7: Do you have an internal team? Is the expectation that you will manage website updates, and organic social media or are you looking for the agency to manage?
- Answer 7: The city has an internal team to manage the website, free social media channels, develop messaging, graphics and most video needs. The city is looking for a agency/individual that will help us navigate and place ads in traditional and digital media markets and consult on how we can tailor messaging for different paid advertising platforms.
- Question 8: Who would handle community management (answering questions on social, on e-mail., etc.)
- Answer 8: City staff would handle all community or media questions.
- Question 9: Do these funds include expenses such as ad spend, print materials, installation, etc., or would those costs be funded from a different budget category?
- Answer 9: The budget would cover all of these items.
- Question 10: Is a past communication/PR/marketing vendor for the city also bidding on this RFP?
- Answer 10: We won't know who is bidding until bids are submitted. It is unlikely, however, as this is something the city rarely does.
- Question 11: Is the advertising budget separate from the \$270,000 road fund budget in section 2 of the Scope of Services?
- Answer 11: No, the total marketing budget for this campaign is \$270,000 over three years.
- Question 12: When will the winter parking ban go into effect?
- Answer 12: The city ordinance was amended in late 2024 to clarify the on-street snow parking rules, and the city administrator can call one if necessary. However, the city has committed to not calling one until the public outreach campaign is completed in three years, except in extraordinary situations.
- Question 13: Does Ann Arbor have an overall communications plan or strategy currently outlined or in place? Does Ann Arbor have a crisis communications plan or strategy currently in place?
- Answer 13: The city has developed a communications plan for this particular campaign and has a general crisis communication plan in place for various events.
- Question 14: How do city residents and visitors currently hear important information from the City of Ann Arbor?
- Answer 14: The city primarily utilizes its free communication channels, which include our website (featuring Engage Ann Arbor, our new public engagement hub),

GovDelivery email subscription lists, postcards and letters, social media, and local news coverage.

Question 15: Who will be the point of contact between the city and the selected communications partner?

Answer 15: Robert Kellar, Communications Specialist for Public Services.

Question 16: Will the selected vendor have access to any City-owned media or communication channels (e.g., public access TV, city website, social platforms, utility billing inserts) to support campaign distribution?

Answer 16: Not directly, vendor will work through staff for those channels.

Question 17: Is there an incumbent agency or internal communications team the awarded vendor will need to collaborate with, or is the awarded firm expected to lead all aspects of the campaign independently?

Answer 17: There is no incumbent marketing agency attached to this campaign. Robert Kellar, the city's Public Services Communications Specialist will lead all aspects of the campaign and the chosen vendor will work directly with him.

Question 18: To what extent is the City anticipating creative development services? Should the proposal include visual concepts or messaging themes, or will those be developed collaboratively post-award?

Answer 18: The City seeks an experienced individual or agency to plan and place paid ads in traditional and digital media. The selected firm will not handle creative development but will provide input to tailor material to the channels used and analyze ad performance to optimize channel effectiveness.

Question 19: Are there any specific KPIs or performance benchmarks the City intends to use to evaluate the effectiveness of the outreach campaign?

Answer 19: Those have yet to be developed, although a large measure of the campaign's success will be the community's voluntarily compliance in moving vehicles off of street parking in the event a ban is called.

Question 20: To what extent is the City anticipating creative development services? Should the proposal include visual concepts or messaging themes, or will those be developed collaboratively post-award?

Answer 20: This is not required as part of the bid unless to show experience tailoring a message to specific media channels to demonstrate knowledge of the platform used.

Question 21: The evaluation criteria allocate 30 points to 'Past Involvement with Similar Projects.' Could you clarify what qualifies as 'similar' in this context? Are you prioritizing municipal/government projects, behavior change campaigns, regional public service announcements, or certain media types (e.g., video, social, OOH)?

Answer 21: Projects that involve making media ad buys in support of a communications or marketing effort. We are open to all types of experience, not just those involving government projects.

Question 22: Does the \$270,000 budget include both agency fees and advertising spend?

Answer 22: Yes.

Question 23: Is there an award scoring consideration for firms within Ann Arbor/Michigan vs. firms with a national footprint outside of the State of Michigan?

Answer 23: No. But strong familiarity with the geographic area and media market knowledge is expected.

- Question 24: Are previous campaign data, audience personas, brand perception studies, or brand guidelines available for review?
- Answer 24: We have never done a campaign quite like this before but are happy to share previously developed marketing materials, data, survey's and brand guidelines after the RFP has been awarded.
- Question 25: Could you provide further segmentation or details about the diverse audiences you are targeting (e.g. age, interest, motivations)? What are the most critical audience segments for the City of Ann Arbor? Are there specific groups that should be prioritized in the messaging?
- Answer 25: It is a large and diverse population that we are trying to reach but they all share one thing: they drive and utilize on-street parking in Ann Arbor. Our experience tells us that this group may largely consist of students at the University of Michigan living in off-campus housing, residents who have grown accustomed to parking on the street because they either share their driveway with others or utilize the space for something else, and commuters who drive into the city to work or visit and use on-street parking instead of paying for garage space. With that said, we will try and be as broad as possible with our messaging.
- Question 26: Is there any preferred timeline for major milestones within the contract term?
- Answer 26: Yes, the months leading up to each winter season (September through early November) are the most critical period as new and returning students will be coming back to the University of Michigan and the change of season focuses attention on upcoming winter needs.
- Question 27: When would the campaign go live?
- Answer 27: Summer of 2025.
- Question 28: Does the City of Ann Arbor have a working relationship with U-M student housing to help distribute messaging?
- Answer 28: We have a relationship with the University of Michigan and its various units and departments. We know they would be very interested in making their off-campus students, staff and visitors aware of this policy.
- Question 29: Has the City of Ann Arbor done any communications for updated on-street parking language?
- Answer 29: The on-street snow parking ban ordinance change has been reported by local media and the city has done communications to council and articles in our internal and external newsletters.
- Question 30: Is the \$270,000 entirely for communications? If so, does it include media spend? Is this figure for the first year of the campaign or all years of the campaign?
- Answer 30: The total budget for ad spend and agency fees is \$270,000. Our communication plan increases ad spending each year, peaking in the final year.

Offerors are responsible for any conclusions that they may draw from the information contained in the Addendum.