



STATE OF TENNESSEE  
DEPARTMENT OF GENERAL SERVICES, CENTRAL PROCUREMENT OFFICE

**REQUEST FOR PROPOSALS # 33701-02322  
AMENDMENT #1  
FOR SECOND CHANCES MONTH/OFFICE OF  
REENTRY STATEWIDE OUTREACH CAMPAIGN**

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DATE: April 22, 2022

eRFP # 33701-02322 IS AMENDED AS FOLLOWS:

1. This eRFP Schedule of Events updates and confirms scheduled eRFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. ERFP Issued		April 13, 2022
2. Notice of Intent to Respond Deadline and Disability Accommodation Request Deadline	4:30 p.m.	April 14, 2022
3. Written "Questions & Comments" Deadline	4:30 p.m.	April 19, 2022
4. State Response to Written "Questions & Comments"		April 22, 2022
5. Response Deadline	2:00 p.m.	May 3, 2022
6. State Completion of Technical Response Evaluations		May 10, 2022
7. State Opening & Scoring of Cost Proposals	8:00 a.m.	May 11, 2022
8. Cost Negotiations (Optional)		May 11, 2022 – May 16, 2022
9. State Notice of Intent to Award Released <u>and</u> ERFP Files Opened for Public Inspection		May 17, 2022
10. End of Open File Period		May 24, 2022
11. State sends contract to Contractor for signature		May 25, 2022
12. Contractor Signature Deadline	2:00 p.m.	May 26, 2022

2. State responses to questions and comments below amend and clarify this eRFP.

Any restatement of eRFP text in the Question/Comments shall NOT be construed as a change in the actual wording of the eRFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		1. Section 1.1.2, page 1 - States that the media plan and creative materials must be approved by the State of TN and ready for market by June 1. Are you just looking for mock-ups here considering the contractor does sign the contractor until May 25th?	The campaign needs to be ready for market by June 30, the end of the fiscal year, with media purchased by that date. The media buy can extend past the date. The State and agency could work to determine the best creative approach that will allow for the implementation of an impactful campaign in an extremely short amount of time.
3.2.1.3.	5	2. Section 3.2.1, page 5 - Should the PDF with the technical response be sent in a separate email from the cost proposal or can the two PDFs be sent in the same email to Parker Birt by the response date?	The Technical Response and the Cost Proposal need to be sent in 2 separate emails.  "3.2.1.3. A Respondent must seal, package, and label the documents separately for delivery of a response."
3.1.	5	3. Are responses to be submitted via email to Parker Birt or through Edison?	Responses can be sent by email to Parker.Birt@tn.gov
A.2. and A.3.	23	4. Should we consider this one campaign or several over a period of time?	This will be considered one campaign but shall consist of multi-channel medias that communicate a public service message to Tennesseans statewide across digital, print, TV and outdoor mediums.
		5. What are the goals of the statewide outreach campaign?	The goal of this campaign is to introduce the Office of Reentry to the citizens of Tennessee and amplify the services offered through the program.
		6. How will you measure the success of this campaign? What data and information would you like included in the weekly reports?	Using key KPIs from sources such as Google Analytics and Facebook ad manager, along with social traffic impacts and follower increases on all platforms. Other KPIs would depend on the other outreach method that can be developed and used in such a short amount of time.
		7. Which vendor did the Office of Reentry select to plan and execute the Second Chance Month events across the state in February 2022 (vendor solicitation was issued on Feb. 1, 2022)?	JMC Marketing & Communications
		8. Can you please provide an update on the Second Chance Month events that were scheduled to take place this spring (e.g., information on markets, success metrics, timelines)?	Those events took place in Nashville on April 1, Memphis on April 8, and in Knoxville on April 22, 2022.
		9. Is there any other information we should be aware of regarding	This outreach campaign does not involve Second Chance Month.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		Second Chance Month or Office of Reentry outreach activities that would affect the requested statewide campaign?	
		10. Are you requesting original creative for the campaign, or is there an established brand to follow?	This campaign would require original creative as this is a new program with no prior public outreach.
		11. Should the campaign be aligned with the State of Tennessee's brand guidelines, or will the campaign have its own set of brand guidelines?	This campaign does not need to follow state branding guidelines.
		12. Does the State have any photos or videos prepared for this campaign, or are you asking the agency to gather original photos and videos?	The State does not have any material it can provide to assist in the production of this campaign.
		13. We understand all media/advertising should be purchased by June 30, 2022 but can run after this date. What is the expectation for how long/how many months these ads would run?	The agency would work with the State to determine the most effective duration of the campaign utilizing the available funding.
		14. Is the \$250,000 budget allocation for paid media and creative production the total budget for this outreach campaign, or are there available funds for other elements of an outreach campaign (e.g., materials, partnership development, earned media)? Is this campaign intended to solely focus on the paid media campaign?	The \$250,000 allotment of funding would cover all aspects of this outreach campaign as no additional funding is available. This initial campaign would solely focus on paid media.

3. **eRFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this eRFP not expressly amended herein shall remain in full force and effect.