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**CONSULTING SERVICES FOR PUBLIC EDUCATION
CAMPAIGN
RFP NO. 2022-104
Addendum 2
Questions and Answers**

- 1. Was it within the purview of the City of Beaufort to utilize municipal workers as part of this campaign? For example, posting signage on public property?**

Proposer should determine what is permissible under SC 8-13-1346 and stay within the parameters of educational and informational.

- 2. Are advertising costs included in the RFP, explicitly? Would the City of Beaufort be the lone payee for advertising, or are vendors encouraged to include that in the proposal?**

If advertising is part of proposed plan as described to meet requirements of Section VI (d) of the RFP, then those costs should be included in proposal.

- 3. In terms of public dissemination, can the City of Beaufort's online channels be optimized for messaging and targeting?**

Yes, as would the online channels of the other municipal jurisdictions in Beaufort County.

- 4. In connection to the question above: would it be the understanding that proposals must include new online properties or channels specific to the campaign?**

Yes

- 5. Is the City of Beaufort looking for video ad development?**

See Section IV of the RFP that defines the City's expectations of the selected contractor.

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- 6. Effectively communicate information and key points regarding the referendum to the public. - if direct mail or ads are part of this communication, would this be part of our budget, or is our budget just for the strategy and development of ads and mailers, but not the actual printing or buying of said ads?**

If advertising is part of proposed plan as described to meet requirements of Section VI (d) of the RFP, then those costs should be included in proposal.

- 7. Conduct public meetings/outreach programs as necessary - would any expenses to facilitate this be included in our budget?**

Yes

- 8. Given that the client would be a public entity (City), I assume that all materials to promote the LOST increase must be kept educational and informational, rather than persuasive?**

Yes, materials should be educational and informational.

- 9. When would the RFP be awarded?**

As soon as possible after the Bid opening date.

- 10. Given question # 1, are we allowed to develop a campaign that would target more likely voters that would support the LOST increase, even if just providing them with non-persuasive materials?**

Yes, that is permissible.