1. **Is there a target launch date for the marketing activities? The RFP documentation refers to "early spring 2018" but also that the team expects a "6 month" process for preparing the marketing campaign. What is your target launch date?**

   The Chicago CityKey will be launched to the general public in April of 2018 and the goal is to launch the marketing campaign later this spring or early this summer. The City anticipates that the project will be completed in six months. The six month time-frame includes messaging and communication strategy and execution, post-launch management, measurement, and reporting.

2. **Does the mentioned budget of $100,000 include all media placement costs for print, digital and social advertising? Are there costs associated with advertising on city owned platforms, e.g. CTA marketing and digital billboards?**

   Yes, the budget does not include the allocated dollars for media placements, but it is up to the discretion of the Contractor. The Contractor may have access to the City's digital and static PSA inventory and for marketing placement on Chicago Transit Authority. It is our understanding that the City will provide its digital and static PSA inventory the CTA will provide unsold marketing placement at no fee.

3. **Is there an additional budget for photography, videography or licensing of assets pertaining to the marketing campaign?**

   No, there is not an additional budget for these items.

4. **Does the budget include production/printing costs for print advertising such as billboards, print ads, out-of-home or transit advertising?**

   No, it does not include in the budget, some Office of the City Clerk printing resources may be provided as necessary.

5. **Is there a preferred print/production vendor that the City Clerk's team works with currently?**

   No, there is not a preferred vendor.

6. **Are the Minority (25%) and Women leadership (5%) goals an ultimate requirement for initiating work with the city or basic requirements for participation in the RFP?**

   The MBE/WBE goals are the standard requirement, but a bidder may submit a written request for a waiver of the MBE/WBE commitment goals.

7. **Is the responding agency responsible for the design or development of the microsite mentioned in 3.4.1.?**

No, the Contractors are not responsible for the development of the microsite. However, the Contractor's input on the content and design is required.

8. **What is the length of time for monitoring the "microsite traffic and user behavior" as outlined in 3.4.1.?**

The Contractor should begin monitoring the Microsite traffic and user behavior once it is launched or when the Contractor starts this project.

9. **What research is available related to the target audiences for the CityKey program?**

At this time, the Office of the City Clerk does not have any research available related to the target audience of the CityKey program. We are currently collecting information from our Pilot Program which will be made available to the selected Contractor. Also, the community-based organizations we have worked with may be available for any questions related to the target audiences.

10. **Based on the budget and plan priorities, what are the top three items needed to accomplish goals in 2018?**

The top three items that need to be accomplished based on budget and plan priorities are 1) development of the messaging and communication strategy; 2) the launch of the messaging and communication strategy; and 3) measurement of overall performance of the strategy.

11. **Is there an idea of budget percentage allocations for each section of deliverables within the RFP?**

The Office of the City Clerk does not a requisite/projected budget percentage allocation. The Contractor will have to allocate budget percentages with input and guidance from the Office of the City Clerk.

12. **Will the team be open to ideas to help maximize marketing efficiencies with the proposed budget?**

Yes, the Office of the City Clerk is open to finding ways to maximize its limited budget to the fullest extent.

13. **Will this work also support the work with community organizations to raise awareness of CityKey?**

Yes. We have worked very closely with more than 50 community groups to develop this program and they will continue to serve as an important voice. To that end, these groups may

be made available to the Contractor to provide feedback, develop ideas, and ultimately disseminate the marketing and communications messages and materials.

14. **What communities are prioritized for marketing support?**

The target populations for the CityKey program are members of the LGBTQ, re-entry, and immigrant communities; domestic violence survivors, the homeless, young people, seniors, and families.

15. **Will the microsite be managed internally?**

Yes, it will be managed internally by the Office of the City Clerk Digital Director.

16. **Will social media community management be managed internally?**

Yes, it will be managed internally by the Office of the City Clerk Digital Director.

17. **What metrics are currently in place to track performance?**
Currently, there are no metrics in place to track the performance of the Contractors.

18. **Will the selected agency have access to the research measuring the impact of activities?**

The selected agency will have access to the information that was collected following the Pilot evaluation. In addition, the OCC is seeking a third-party research evaluation that the selected respondent can review upon completion.

19. **What is the format the final submission should be shared in (e.g. PPT, Word, PDF)?**

Respondent must submit 1 hardcopy of the original and 1 electronic copies of the Proposal in searchable .pdf format on USB drives or CD-ROMs and 1 redacted copy of the submission in searchable .pdf. The original documents must be clearly marked as "ORIGINAL", and must bear the original signature of an authorized officer on all documents requiring a signature. Electronic copies of the proposal must be exact duplicates of the original document. Respondent must enclose all materials in sealed envelopes or boxes.