



# Washington State Auditor's Office

## Amendment 1

### STATE OF WASHINGTON

### Request for Proposals Number K616-RFP-1812

### Marketing Plan for Center of Government Innovation

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## SECTION 1 - PREPROPOSAL CONFERENCE SUMMARY

### A. Introduction

Preproposal Conference was held January 29, 2019 at 1:00 pm local time in Olympia, Washington.

- **SAO Participants:** Missy Lipparelli, Kathleen Cooper, Jessica Wilson, Elaine Vargas, Charleen Patten
- **Vendor Participants:** GHM Research, Golden Lasso, GA Creative, Pacific Mark, Ensiodia, ISG, Brink Communications, Cay Global, Highwater, Jones Advertising, JayRay, ForumOne.

### B. RFP Review

- Review of procurement document, schedule, and due dates
- Instructions, evaluation, administration
- Project background, scope, deliverables

### C. Vendor Q&A

1. Q: I am curious about what you know about the market already. Is there a database available, etc?  
A: Yes, we have a captive audience we have information on who has to report and we also have a database for people who have used our services, and then another database who have requested our services.
2. Q: Does the database have the contact information for the appropriate people to contact?  
A We have contacts that are largely finance because those are the ones who work frequently with our office. We do have some other contact lists available including elected officials and administrators. We would definitely be looking to the vendor to tell us others as well.
3. Q: What is your priority target?  
A: Not necessarily a priority of who we want to target, we are trying to get information out that we exist, and what we offer like lean services, etc. We are available for anyone within the government. The fact is that people are not aware of who we are.
4. Q: Has this type of effort been attempted before?  
A: We have not attempted this effort. We have used a contractor to help us with a new name and a rebranding effort, but it was a small project.
5. Q: Awareness is obviously a concern, but what would be the main concern?  
A: In the RFP we speak to our "soft goal" that at our booths at conferences people have a negative response about the auditor's office and they are unaware our office has a whole other side for helping them improve process and helpful in other ways.  
A: The Center is not connected with the auditors that go out in the field and audit. The work the Center provides is independent from our auditors and we do not share what we learn about government operations with the audit side. As a side note this means that we will not come in during an audit to fix errors that are being found at the time. Sometimes we have been called in afterwards to help.

6. Q: Are there any boundaries in regards to other entities like MRSC or AWC?

A: We have leveraged AWC and MRSC and there is some crossover but we are differentiated from them. They don't have the ability and funding to assist all the local governments. We have lean specialists and process improvement specialists on staff that can come in and provide services. There is quite a bit that we can do that they can't. We have worked together with MRSC and AWC in regards to the financial side of business. That being said we are all working together to improve government. We wouldn't be stepping on anyone's toes, and I don't think that would be an issue. If we found something that was more in their area, we would defer it to them.

7. Q: Is there a budget in mind or range?

A: We don't have an exact budget, but, we anticipate the range is about \$100,000 to \$200,000 or something in that ballpark.

8. Q: Can you speak to the plans of your web presence?

A: We are actually launching a brand new website in a couple of days and are very excited about it. The process in developing the site has been over the last year and is actually what started us looking at the Center in a new light. This is a new opportunity to hone in our digital presence. Currently we are taking our best guess on what is needed by our audience.

Overall we have the website as our digital marketing plan for everyone and we are looking for the research to help us with how our audience communicates. SAO has excellent relationships with governments across the state. But sometimes our auditors aren't quite sure how to determine audience needs or desires because they're not communication / marketing / PR people. The Office's new communications team is emphasizing the idea that "we are not the audience" – so we want objective, independent research into local governments' wants and needs rather than base our work on the best guesses of the audit teams.

9. Q: Can we get a sneak peak of website?

A: It should be live and ready to check out in a few days. We can get back to you about this if there is anything that happens and the site is not launched in a couple of days or if there are other materials we think would be helpful.

10. Q: What is driving the timeline? Is it the fiscal year?

A: Yes

11. Q: So further on the timeline, it seems like a lot of work to complete in the timeframe indicated. Depending on the amount of research you are looking for, the first portion could be just about the research and the plan could be a whole separate part?

A: We realize we have a tight schedule. The RFP includes suggested deliverables and timeline, but if you want to propose modifications because you feel there is a better approach, please do.

12. Q: Is it both phase 1 and phase 2 or is phase 2 optional?

A: Phase 1 was the original plan and is what we are committing to for this contract. . In developing the scope for the project, we realized there may be some follow-on work related to implementation. We are not committing to Phase 2.

13. Q: Can you expand on what you mean by “not committed to Phase 2”?  
A: For this contract, we are guaranteeing the work of phase 1, but phase 2 is optional for us. We may or may not utilize the vendor for assistance beyond Phase 1
14. Q: The budget mentioned earlier, would it be only phase 1?  
A: Yes
15. Q: Does that mean you want the cost to be broken out between phase 1 and phase 2?  
A: Yes, we would need to have the cost separated. See the RFP for details on the cost proposal.
16. Q: You mentioned at conferences people are hesitant to talk to you, is it because of being auditors or is it because of awareness?  
A: We feel it is both because people are afraid to be too exposed and they are unaware.
17. Q: I am still curious about the list source and how we can access the people who are not aware of you – are there other list sources?  
A: We would recommend that you work through finance person but we do have other lists, including people in leadership roles and elected officials. Everything in government in Washington State is open to the public disclosure act and we can use that to get contact information. Also, MRSC and AWC have their lists we may be able to work from but we are open to your recommendation on best way to do that.

## **SECTION 2 – QUESTIONS SUBMITTED VIA EMAIL**

1. Q: Who is the incumbent for this?  
A: There was not a previous contractor for this work.
2. Q: Is there a budget you have in mind for the research component? Plan component? Creative and collateral materials?  
A: We do not have an exact budget for this work, but are estimating \$100-200K for the overall project. See the RFP for suggested deliverables.
3. Q: Is there an ideal size or prioritization of governments you are targeting?  
A: Not necessarily. We are looking at targeting smaller to medium size governments who don't have the staff or financial resources to contract out with consulting firms for this the type of services we offer.
4. Q: Who is the local government employee/position/responsibility you want to ideally reach?  
A: Historically we have worked with people in finance. Cities and county employees in those roles know about us. We are looking to broaden the scope of those and reach more employees including elected officials, IT staff, City Administrators, etc.
5. Q: What does success look like? Is it visits to the website, downloads of certain toolkits, local government performance indicators, etc?  
A: We do have some performance indicators in the RFP. See page 4-5 of the RFP.
6. Q: Do lists exist for local government employees you want to reach? This would help with research.  
A: Yes.

7. Do you have lists of people that have contacted the center in the past? This would help with research.

A: Yes.