



Homes and Community Renewal

ANDREW M. CUOMO
Governor

RUTHANNE VISNAUSKAS
Commissioner/CEO

QUESTIONS AND ANSWERS – ROUND 2 **Request for Bids & Statement of Qualifications for** **2017 Advertising Consultant Services**

Round 2 of Questions and Answers: Issued February 27, 2017

1. Regarding Section 6.3 of the solicitation: can we set up a 30-minute phone call with you to discuss this RFP to better understand what the turnaround time is for deliverables and to learn about the number of contacts to whom we would be reporting to?
NO, THE AGENCY IS IN A “LOBBYING RESTRICTED” PERIOD. ALL QUESTIONS MUST BE IN WRITING.
2. Regarding Section 6.4:
 - a. Who is the incumbent agency?
A NON-MWBE FIRM.
 - b. Will the incumbent be submitting a response?
NO, THE SOLICITATION IS LIMITED TO RESPONSES FROM NEW YORK STATE CERTIFIED MWBE FIRMS.
3. Regarding Section 7, page 6:
 - a. The Scope of Work refers mostly to print placements however, then asks for media plans and recommendations across multiple message delivery vehicles. Has SONYMA only run print placements in the past?
NO.
 - b. If no, which vehicles has SONYMA used in the past year?
PRINT AND DIGITAL.
 - c. Will SONYMA consider new messaging options during this contract?
YES.
4. How much media has SONYMA placed within the last 3 years?
OVER \$500,000.
5. Will the media budget be the same for the year covered by this contract?
YES.
6. What is the budget for ad development?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.

7. Will you require that the firm create the ads and place them or simply place ads?
THE SELECTED FIRM WILL BE REQUIRED TO ONLY PLACE AND TRACK DIGITAL ADS.
8. Has SONYMA done any advertising other than newspaper ads?
YES.
9. Will the firm awarded the work have access to the data on prior placements?
YES.

When placed?

2016 AND 2015 PLACEMENTS.

Price?

YES.

Effectiveness?

SONYMA DID NOT START TRACKING UNTIL 2016 AND TRACKING WAS MINIMAL.

10. What research on SONYMA is available to the chosen firm?
PLEASE CLICK ON THE FOLLOWING LINKS FOR FURTHER INFORMATION: [HTTP://WWW.NYSHCR.ORG/TOPICS/HOME/PURCHASINGAHOMEINATARGETAREA.HTM](http://www.nyshcr.org/topics/home/purchasingahomeinatargetarea.htm) AND [HTTP://WWW.NYSHCR.ORG/](http://www.nyshcr.org/).
11. Regarding Section 7, page 7:
- What was the budget for 2015 and 2016?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.
 - Will the 2017 budget be the same, higher, or lower?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.
 - What is the 2017 budget?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.
12. Regarding Section 10, page 9:
- Can you please provide a percentage (%) breakdown on the 4 evaluation points?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.
 - Please define what “past performance” could mean if we have never worked with SONYMA.
“PAST PERFORMANCE” MEANS PRIOR EXPERIENCE RELATING TO THE SCOPE OF SERVICES IN THIS SOLICITATION.
 - If we have never worked with SONYMA, will points be deducted?
NO.
 - Can you provide a template for the cost proposal so we are sure to include all pricing options?
THE SOLICITATION DOES NOT INCLUDE A TEMPLATE FOR COSTS; HOWEVER, PLEASE INCLUDE YOUR FIRM’S MONTHLY FEE FOR MONTHLY AD BUY.
13. Regarding Budget, Pages 6-7 - Section 7:
- Can you please advise if there is a current annual media budget, or if a prior media budget can be made available to better understand the full project scope?
THE AGENCY DOES NOT WISH TO DISCLOSE THIS INFORMATION.

b. Page 8 - Section 9 - Question 9.5: Are there currently any standard fees or perceived standard fees associated with the project scope?

YES, PROVIDE MONTHLY AGENCY FEE FOR MONTHLY AD BUY.

14. Regarding Translation Services: Page 8 - Section 9 – Can you confirm or elaborate on the need for translation services as part of the ad placement services requested?

YES, ADS NEED TO BE TRANSLATED INTO SPANISH.

15. Regarding Target Audiences: Pages 6-7 - Section 7: Can you help identify the specific key target demographic and segments as well as the various counties targeted in NYS?

FIRST-TIME HOMEBUYERS WITH LOW TO MODERATE INCOMES AND MINORITY AND FEMALE HOMEBUYERS. PLEASE CLICK ON THE FOLLOWING LINK FOR FURTHER INFORMATION: [HTTP://WWW.NYSHCR.ORG/TOPICS/HOME/PURCHASINGAHOMEINATARGETAREA.HTM](http://www.nyshcr.org/topics/home/purchasingahomeinatargetarea.htm)



Homes and Community Renewal

ANDREW M. CUOMO
Governor

JAMES S. RUBIN
Commissioner/CEO

QUESTIONS AND ANSWERS ***Request for Bids & Statement of Qualifications for*** ***2017 Advertising Consultant Services***

Round 1 of Questions and Answers: Issued February 10, 2017

1. Could you please help to determine if companies from outside of the USA can apply for this? Like, from India or Canada.

YES, IF THE RESPONDENT IS A NYS CERTIFIED MWBE.

2. Do we need to come over there for meetings?

YES.

3. Can we perform the tasks (related to RFP) outside USA? Like, from India or Canada?

NO.

4. Can we submit the proposals via email?

YES, RESPONSES ARE REQUIRED TO BE SUBMITTED VIA EMAIL PURSUANT TO THE INSTRUCTIONS IN THE SOLICITATION.