

## RFP – KLDC #2024-01 Addendum

### Q & A's

**Q. For the website design portion of this project, how many site pages are you anticipating the final redesign to have?**

**A.** A main page and links/drop downs to the necessary and required documents as seen on current site found at [kingston-ny.gov/klcd](http://kingston-ny.gov/klcd) We are looking to the proposing firm to offer suggestions.

**Q. There was no budget listed as your team is prioritizing technical expertise and communication, however, are you providing a range for the cost you anticipate?**

**A.** We did not list a budget. While cost will be looked at and of course a factor, the final determination will be made based on the proposal submitted, knowledge and expertise of the firm.

**Q. If you collaborate with another firm on projects can you submit a single proposal using both firms? (Ex: One firm is website oriented and the other is graphics oriented)**

**A.** Yes. However, there can only be one RFP submitted. If collaborating with another firm, you will need to decide which firm will be the lead firm.

**Q. How many versions of flyers and rack cards?**

**A.** We're not completely sure what is meant by the question. We would expect there would be at least a couple versions presented before any version becomes final and then we will only be using a single version for the rack cards and 2 to 3 different flyers throughout the year. Our current rack cards for our loan products are 9" x 4" double sided which allows for a generous amount of information to for the potential borrower.

**Q. Is the KLDC looking to have the firm print the rack cards and flyers ? If yes, how many to be printed?**

**A.** The Board would like an idea of what the cost would be *with* proposing firm printing rack cards and *without*. Flyers would most likely be printed in-house but we would need 1,000 rack cards to start with.

**Q. The rack cards, flyers, and website are all clearly defined projects that will start and end. But there is no detail on the social media content. However, on page 6, it does indicate you are making this selection for a one year term. Should we understand you are looking for a 1-year social media content plan?**

**A.** The selection for all aspects of the RFP will initially be for one year. Social media was considered to be part of the marketing aspect. The Board wanted it broken out so all who were submitting would know what the Board is looking for when a firm is hired. Apologies for the confusion.

**Q. On page 1 of the RFP, the required submission is 1 clearly marked original, three copies, and 1 thumb drive. However, on page 6 of the RFP, it says 1 original, 2 copies, and 2 thumb drives. Can you please clarify?**

**A.** Yes, there was a change and it was overlooked during finalization. We will need 1 original, 2 copies, and 2 thumb drives.

**Q. On page 6, the submission is requested to include an Information Sheet, Reference Sheet, Affidavit of Non-collusion, and the Fee Schedule. Can you please clarify if there are particular documents to be filled out for any of those items? I'm particularly wondering about the Affidavit.**

**A.** There is not an individual form for firm information, references or fee scheduling. There is however an Affidavit of Non-Collusion form which can be found on the current website [kingston-ny.gov/kldc](http://kingston-ny.gov/kldc) .