



Procurement & Strategic Sourcing  
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Division of Finance and Business Operations

December 15, 2023

## **Addendum No. 2 - Clarifications**

**RFP Levin Center PR Firm 2023,  
dated December 1, 2023**

**This Addendum must be acknowledged on Schedule D.**

Please find the following questions and clarifications for the above bid opportunity for the Levin Center.

**Question 1:** What is your estimated overall budget for the work?

Answer: The University doesn't disclose any budgets but encourages vendors to bid their best educational pricing.

**Question 2:** Of the elements in the scope listed, what are your top two priorities?

Answer: The Levin Center's two main priorities in this project are to develop and implement a comprehensive communications strategy (deliverable 1) and advising the Center on new strategic communication initiatives including its planned 10<sup>th</sup> anniversary fundraising campaign and its drive to deploy its Learning by Hearings civic education lessons and resources in public high school classrooms across Michigan (deliverable 5).

**Question 3:** Are there in-person components to the work? If so, can you please specify the locations and nature of the work required on site.

Answer: Most work will take place virtually / remotely. Should the vendor be based in Washington, D.C., occasional in-person meetings could be conducted with team members who are based in D.C. or others who travel regularly to the capital.

**Question 4:** For the fundraising campaign development components, what specific types of supports do you envision needing?

Answer: We envision requiring support in the development of campaign messaging and planning as well as the creation of campaign communication materials.

**Question 5:** Are the fundraising campaign development and execution components required for a successful response?

Answer: Yes, these aspects are an important part of the Levin Center's focus for the next 1.5 years.

**Question 6:** Beyond a potential fundraising campaign in 2025 and support to promote curriculum, are there other specifics you can provide about other "new strategic communication initiatives" that you may want to develop as spelled out in the addendum to the RFP.

Answer: We don't have more details on other strategic communication initiatives that might come up; however, other key initiatives planned for 2024-25 include the launch of the Levin Center's unique database of congressional oversight materials, the Congressional Oversight Records Database (CORD) and the continued expansion of our training and outreach programs in Congress and state legislatures.

**Question 7:** The RFP states vendors must have a \$2M Professional Liability policy. We have General Liability, not Professional Liability, that includes occurrence coverage – is that sufficient, or does that disqualify us?

Answer: The Insurance Requirement is waived and a Certificate of Insurance will not be required for this Proposal. Insurance coverage is not a requirement for this RFP and a Certificate of Insurance will not be required. The Insurance requirement the RFP is waived in its entirety.

**Question 8:** The RFP states vendors must have a \$5M Excess Liability (Umbrella) policy. We have a \$2M umbrella policy, does that disqualify us?

Answer: The Insurance Requirement is waived and a Certificate of Insurance will not be required for this Proposal. Insurance coverage is not a requirement for this RFP and a Certificate of Insurance will not be required. The Insurance requirement the RFP is waived in its entirety.

**Question 9:** The RFP states vendors must have a Commercial Automobile Liability policy. We have coverage for hired and non-owned autos. We do not own any commercial vehicles and, therefore, do not have Commercial Automobile Liability coverage. Does that disqualify us?

Answer: The Insurance Requirement is waived and a Certificate of Insurance will not be required for this Proposal. Insurance coverage is not a requirement for this RFP and a Certificate of Insurance will not be required. The Insurance requirement the RFP is waived in its entirety.

**Question 10:** The RFP states vendors must have insurance for Worker's Compensation. We have worker's comp insurance, but not for the state of Michigan. Does that disqualify us?

Answer: The Insurance Requirement is waived and a Certificate of Insurance will not be required for this Proposal. Insurance coverage is not a requirement for this RFP and a Certificate of Insurance will not be required. The Insurance requirement the RFP is waived in its entirety.

**Question 11:** Page 2 in the RFP lists two different due dates. Which is correct?

Under Activity:

"Delivery of Proposals are by electronic submission on December 20, 2023."

Under Date:

"December 22, 2023, by 2:00 p.m."

Answer: Thank you for this question. Find/replace doesn't always catch everything. The bid due date is December 22, 2023, by 2:00 p. m. and is mirrored on our website.

**Question 12:** How many agencies are bidding for this work?

Answer: Not to be disclosed.

**Question 13:** Is there an incumbent agency?

Answer: No

**Question 14:** Is preference given for M/W/DBEs?

Answer: The University does not have a set aside program but solicits participation from M/W/DBEs as much as possible.

**Question 15:** Is preference given for Michigan-based agencies?

Answer: No

**Question 16:** What is the budget for this work - year 1 and potential 6-month extension?

Answer: See Question 1.

**Question 17:** Are the “Vendor Service Plan” and “Level of Effort Work Plan” two separate required items? If so, what is the difference between the two?

Answer: Please reference the Level of Effort Work Plan noted in the Scope of Work.

**Question 18:** The Table of Contents, section IV “General Requirements and Guidelines,” lists “Vendor Exhibit 4 Sample Management Plan,” but on Page 3, section E, “Proposal Format,” there is no Vendor Exhibit 4 listed. Are we required to submit a “Sample Management Plan”? If so, what information must be included in this plan, and how is it different from the “Vendor Service Plan” and “Level of Effort Work Plan”?

Answer: Exhibit 4 is Sample Management Reports. If you have metrics that will be pertinent to this project, please share what they should be.

The balance of the exhibits is are:

**Vendor Created Exhibits (to be Submitted with Vendor Proposal)**

- |           |   |   |
|-----------|---|---|
| Exhibit 1 | - | Exceptions/Restrictions, if any exist ( <b>Section II G</b> ) |
| Exhibit 2 | - | Profile / Experience / References ( <b>Section II H</b> )     |
| Exhibit 3 | - | VENDOR Service Plan ( <b>Section III</b> )                    |

Vendor should provide a Service Plan including how they will provide the services and schedule (time frame) for the various steps in the process, for fulfillment of the requirements of the RFP. This is defined more thoroughly on page 7 of the RFP Document under, “Level of Effort Work Plan”.

**Question 19:** Is implementing media outreach (pitching) part of this work, or is the vendor only providing a plan, counsel, and strategy that the University will implement?

Answer: Implementing media outreach would ideally be part of the work.

**Question 20:** If media outreach implementation is not included in this scope, should we include it as an alternative idea/proposal?

Answer: Yes, the Levin Center is happy to receive additional ideas and proposals that go beyond the listed scope.

**Question 21:** How did you hear about our agency?

Answer: The University searches the marketplace when preparing its’ solicitation for a bid.

**Question 22:** When will you answer vendor questions, and how will you share the responses? Will we see all bidders’ questions or just our own questions?

Answers: Questions and clarifications via amendment will be posted to the University website.

**Bids are due by electronic submission on December 22, 2023, no later than 2:00 p.m.** The link for bid submission will be posted with the bid details at <http://go.wayne.edu/bids>, beginning **December 1, 2023**.

Should you have any questions or concerns about this Addendum or on any other aspects of the Request for Proposal, please send them by email to **Robert Kuhn, Sr. Buyer**, Email; [Rfpteam3@wayne.edu](mailto:Rfpteam3@wayne.edu)@wayne.edu.

Thank you,  
Robert Kuhn  
Sr. Buyer

*Attachments:*