# Addendum #1

**RFP #WRESA-13-2023-2024-11 GSRP Promotional Billboard Advertisements**

## Questions and Answers

**Q.1.** If a vendor is unable to remit the 2% fee to MAC, will that vendor be able to bid?

**A.1.** No.

**Q.2.** Can a vendor choose to not include a 2% fee?

**A.2.** The 2% administrative fee is required to be remitted, no exception.  We have had vendors that have been part of the program that have chosen to absorb the 2% fee in their pricing because they receive the benefit of having to not put together other public bids, which in turn saves them time and cost. We have also had other vendors that have simply added 2% to their overhead. Either way, it is required.

**Q.3.** Can you explain exactly how the fee should be applied? Monthly, one time, annual?

**A.3.** The vendor will be contacted by CoPro+/MAC on a quarterly basis for all of its self-reported sales (all billings made to an entity whether it be for sales or service) and the 2% will be applied to all sales and services made to entities using the contract.

**Q.4.** Will the 2% administrative fee be paid by our company to CoPro+/MAC, or will Wayne RESA be withholding 2% and pay CoPro+/MAC directly?

**A.4.** The 2% administrative fee will be paid by the vendor to CoPro+/MAC.

**Q.5.** Would you like our suggestion on how we pay other buying cooperatives?

**A.5.** Sure, please propose your solution in your response.

**Q.6.** Will there be more than one flight or series in a campaign?

**A.6.** Most likely, yes.

**Q.7.** Are the provided graphics finished and ready to post?

**A.7.** Yes.

**Q.8.** Is there a preference for digital or static boards?

**A.8.** Wayne RESA is open to both, and it would depend on the location of the billboard.

**Q.9.** Are you open to other billboard sizes in addition to the sizes listed in the RFP - 14’h x 48’w and 10’5h x 22’8w?

**A.9.** Yes – especially if available in preferred locations.

**Q.10.** Is there a specific demographic you are looking to target?

**A.10.** Across Wayne County, concentrate on high vacancy areas:

[Map of Programs with 10+ openings - Google My Maps](https://www.google.com/maps/d/edit?mid=18Yknb-jHqn6Nls1di4veh6ihR8dsejs&ll=42.36416849840617%2C-83.14297405548291&z=11),

City of Detroit, Dearborn, Detroit-Placement in East Village-Vernor and Cadillac Blvd, Hamtramck zip code 48212, East Dearborn, Inkster, Redford along 7 mile, Grand River and Inkster area, Canton, Westland/Livonia, Romulus/Inkster/Wayne, Van Buren, Flat Rock/Huron Twp, Gibraltar/Woodhaven/Brownstown.

**Q.11.** Are there a specific # of impressions you are looking for (billboard and mobile)?

**A.11.** High impression count: growth over time based on baseline numbers vendor provides to Wayne RESA on.

**Q.12.** Please confirm that the billboards should not run during January of 2025 or January of 2026?

**A.12.** December and January different art identifying areas with low enrollment, “There’s still time to enroll”.

**Q.13.** If other sizes are approved (based on question #9), who will take care of resizing the creative units?

**A.13.** Wayne RESA’s graphic designer will handle resizing as needed.

**Q.14.** Please confirm that you are looking for our recommendation of billboards in addition to the available boards (Section 1.3 C. 1-4)?

**A.14.** Sure, recommendations can be offered.

**Q.15.** What are the services CoPro+ will provide?

**A.15.** CoPro+ assists Michigan entities by providing end-to-end procurement support.  Revenue and budget reductions have had major impacts on public entities and their ability to efficiently provide public services, specifically through fewer team members and less time to handle public purchasing requirements. Some of the services provided include: Functional diagnostic assessment of procurement organizations to measure alignment with policies, processes, procedures, and people; Review of talent to measure capacity of organization to handle current procurement workload, type and complexity of procurement projects; Category spending analysis to identify opportunities for hard & soft savings; Specification, scope of services, and statement of work development; Competitive bid preparation and management; Proposal evaluation facilitation; Supplemental procurement staffing; On-call procurement professional support; Contract development; Contract Administration; KPI reporting; Policy/Procedure development, review, and compliance. For contractors, CoPro+ works with awarded contractors to market their contract to entities throughout Michigan.  The contract will also be posted on the CoPro+ website.

**Q.16.** Will awarded vendor work directly with CoPro+ for Wayne RESA or is CoPro+ just for use of other affiliates who want to piggyback off Wayne RESA’s contract?

**A.16.** The awarded vendor will work directly with Wayne RESA.

**Q.17.** If awarded the bid, will the vendor work directly with Wayne RESA for their billboard program and placement or will this go through CoPro+?

**A.17.** The awarded vendor will work directly with Wayne RESA.

**Q.18.** If awarded the bid and we are working with Wayne RESA direct for their business (not the business of other affiliates) is a 2% fee still required to go to CoPro+ based on Wayne RESA’s program placed direct to vendor?

**A.18.** Yes.  The 2% administrative fee is required to be remitted, no exception.  We have had vendors that have been part of the program that have chosen to absorb the 2% fee in their pricing because they receive the benefit of not having to put together other public bids, which in turn saves them time and cost.  We have also had other vendors that have simply added the 2% to their overhead.  Either way it is required.

**Q.19.** Is a 2% fee only required for programs of affiliates of Wayne RESA who work through CoPro+ to place their billboard business and do not come to the vendor direct?

**A.19.** The 2% fee is a requirement of the contract and for anyone who utilizes the contract.

**Q.20.** What are the expectations for affiliates that already have a direct relationship with the awarded vendor regarding a 2% fee to CoPro+ who currently are doing business or have done business in the past without a 2% fee?

**A.20.** This is a cooperative/consortium contract, which allows other public entities to take advantage of by saving time and resources when an RFP process has already been conducted and a contract is available for use. A public entity has the choice whether to take advantage of the program/contract.

**Q.21.** What are the expectations for affiliates regarding a 2% fee that may come direct to us for programs and choose not to use CoPro+?

**A.21.** A public entity has the choice whether to take advantage of the program/contract.

**Q.22.** Are you able to provide a list of affiliates who can potentially be a part of the CoPro+ Program?

**A.22.** Any public entity in the State of Michigan (governmental entities, public schools, colleges and universities, etc.) can utilize CoPro+ contracts.

**Q.23.** What is the purpose of a 2% fee for a 3rd party?

**A.23.** A 3rd party, or any entity that utilizes the contract, pays the contract pricing which typically includes the fee.  However, as mentioned previously, many contractors choose to absorb the fee because they recognize the expansion of their customer base.  Buying entities make their purchasing decisions based on what the contract provides, and their final price.

**Q.24.** Would an additional 2% discount be accepted in lieu of a fee or could the fee be exchanged for added value?

**A.24.** No.

**Q.25.** Are you asking for permanent bulletins and/or billboards for the entire length of the three time periods?

**A.25.** We prefer the billboards’ placement not to remain static.

**Q.26.** Do you want to keep the same locations for the entire timeframe?

**A.26.** We prefer the billboards’ placement not to remain static.

**Q.27.** Are you open to the billboards being digitally distributed and rotated within your target geography?

**A.27.** Yes.

**Q.28.** Are you open to bulletins rotating within your geographical target? How often?

**A.28.** Yes, rotations would depend on trends we are seeing in enrollment and needs within geographic areas. This could look like rotations every few months.

**Q.29.** Do you have an impression or count goal? Is this by month, or a different timeframe?

**A.29.** We are looking for high impression areas and growth over time, with reports at least monthly. We would need your baseline numbers and reports to gauge how billboards typically perform at each placement.