



**ADDENDUM 4**  
**Questions and Answers**  
**September 17, 2020**

**QUESTION 1**

Budget -

Please confirm if the \$190,000 is inclusive of any tech, research, general ad, etc. fees.

ANSWER

Yes, the budget of \$190,000 includes tech, research, and fees for overall marketing and media services. The amount does not include the cost of sponsor campaigns or events, which will be determined by additional funds secured from sponsors.

**QUESTION 2**

a. What is the 2020 media budget?

ANSWER

\$58,000

b. What is the project fundraising total for 2020?

ANSWER

\$11,000

c. What does the current marketing effort entail?

ANSWER

Due to COVID-19, 2020 marketing efforts shifted to a virtual campaign including social media (boosted and organic) and the use local digital influencers. Strategies also include outreach to local meteorologists and media to position Clean Air Partners as the regional air quality expert and building partnership with businesses/governments/non-profit organizations.

- d. Is there an incumbent agency bidding on this project?

ANSWER

Yes, the incumbent is Sherry Matthews, Inc.

- e. Can you provide information about who from the COG will be involved in the project and what their role is expected to be?

ANSWER

Jen Desimone, COG Air Program Chief and Clean Air Partners Managing Director, of COG's Department of Environmental Programs, will be the project manager and the point of contact for the vendor. Ms. Desimone provides overall coordination and management of the organization and its marketing, education and outreach, and air quality programs. Jen coordinates closely with the Board of Directors, staff of the Baltimore Metropolitan Council (BMC), and other organizations carrying out projects that support the mission of the Clean Air Partners.

- f. What is the current COG martech stack (CMS, Marketing Automation, CRM/Donor Database/Analytics platform/ etc)?

ANSWER

- a. Website: Drupal and Google Analytics
- b. Donor Database: shared spreadsheets
- c. Newsletters: Constant Contact
- d. Social Media: Use analytics within social media platforms

**QUESTION 3**

You mention in the RFP that the current fundraising goal is \$70,000. Is that the goal for 2021, or do you expect that to go up in the coming year?

ANSWER

\$70,000 is the fundraising goal for FY21 (July 1, 2020 – June 30, 2021). The Board of Directors reviews fundraising goals and approves any changes in April for the following fiscal year