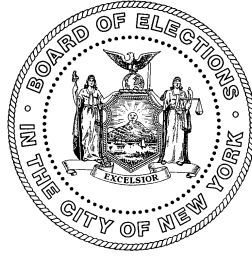


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January 17, 2023

First Response to questions from the vendors:

1. Can the proposal be 11w x 8.5 h (landscape?) Yes
2. Can we include a print sample within our response? e.g. a direct mail piece. Yes
3. Can we send readers to the web to view specific samples? e.g. for videos, animations, etc. Yes
4. Is there a priority for voter-awareness, public education, New York-specific, all of the above? No priority
5. Have you conducted any primary research in the last 5 years? N/A
6. Could you elaborate on this deliverable: "Design and create content calendar" - will this be for the paid media plan? This is for social media
7. Could you elaborate on this deliverable: "Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization." - are you looking for who at our agency will be fulfilling which tasks? Yes
8. Could you let us know the length of the term of the engagement that would be within this contract? A two year contract with a two year renewal at the discretion of the Board.
9. Is it expected that the agency would also implement the campaign under this contract/budget? If yes, could you let us know for what time frame that would be? The vendor under this contract is solely creative and would not procure media.
10. Does this imply simply ensuring creative assets are received by media vendors or is there actual media placement as part of this RFP? The vendor will not be procuring media placement but make sure the content is received.
11. What is the budget allocation for the media procurement?
The selected vendor is not expected to procure media
12. May we include video samples via USB drive? Yes
13. Are media and direct mail costs included in the 1mm budget? No
14. Will the BOE consider a creative agency that will enlist the use of a media planning and buying partner? Yes, but being selected under the RFP the Board can not be required to

use the media buying partner as the City already has in place contracts for placement of media and direct mailing that the Board uses.

15. Will the agency selected be responsible for printing, trafficking and list maintenance of direct mail efforts? No