

**WESTCHESTER PUTNAM WORKFORCE DEVELOPMENT BOARD
CAREER CENTERS PROMOTION AND MARKETING SERVICES
ANSWERS TO QUESTIONS SUBMITTED IN WRITING**

May 18, 2016

Question 1: What is the budget allocated to this promotional campaign?

Answer 1: Each respondent must provide a cost estimate based on its best judgment.

Question 2: For campaigns of similar scope, what is the monetary amount of the awards issued to the winning bidder?

Answer 2: We are not in a position to provide this information.

Question 3: Is there an incumbent agency that the WIB has worked with, and, if so, can you name the agency?

Answer 3: Harrison Edwards is currently providing similar services for the Ready to Work-Jobs Waiting program.

Question 4: Will preference be given to agencies within Westchester County?

Answer 4: No

Question 5: Can you provide any evaluation scoring/weights to the criteria provided?

Answer 5: An amendment to this RFP has been posted on <http://www.westchesterputnamonestop.com/about/doing-business-with-the-county> and www.westchestergov.com/rfp

Question 6: Is there a page limit to the response?

Answer 6: No

Question 7: Are resumes required?

Answer 7: Yes

Question 8: Can the budget be included as part of the master technical response or should that be a separate document and file?

Answer 8: Your budget should be included in your proposal

Question 9: Appendix B, the Cost Reimbursement Budget Form, is in PDF format. The instructions on page 23 of the RFP indicate there are formulas built in. Is there an Excel file we can receive from the County that we can complete that has the formulas already embedded in the document? Or can the contractor build out its own budget for the submission?

Answer 9: Yes the budget is posted as an amendment in MS Word format.

Question 10: Are there any file size or format limitations for the electronic copy, or for viewing the file by County representatives?

Answer 10: The electronic copy should be in MS Word/Excel

Question 11: Is there a list that can be provided to respondents of previously used stations for radio spots for media budgeting purposes?

Answer 11: No

THE FOUR TOP PROPOSERS WILL HAVE 15 MINUTES TO PRESENT THEIR PROPOSAL TO THE BUSINESS ENGAGEMENT COMMITTEE.