

SACRAMENTO AREA SEWER DISTRICT

RFP #9149—Media Buying and Creative Services

RFP issued March 12, 2025

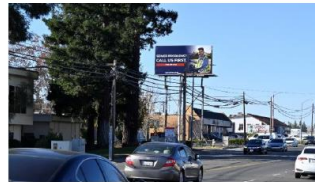
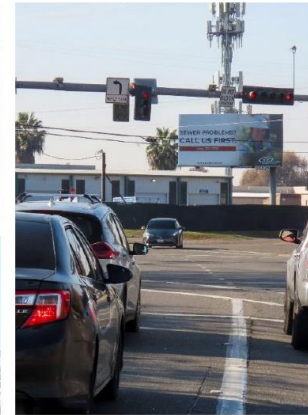
Addendum 1 issued March 12, 2025

Response to Questions – Posted on April 8, 2025

Date	Question	Response
3/18/25	Does the proposing team’s related experience have to be within the last three years?	Per section 5D of the RFP, proposers must list five (5) relevant, similar media buying campaigns for public agency clients, either currently in progress or having been completed in the past three (3) years.
3/20/25	What is the term of the contract?	The contract term will be decided once a firm is selected.
3/20/25	How are the hard media buying costs handled? Does SacSewer pay the vendors directly, or will the selected partner pay those direct costs?	Historically, SacSewer has found it most efficient for the selected partner to pay direct costs.
3/20/25	Will the new partner use the existing campaign, and then evolve the campaign based on customer research data? Also, will a research effort be done after the campaign to assess its success?	SacSewer’s next customer research effort will be conducted after the 2025-26 advertising campaign launches, so there will not be research to use to inform it from the beginning. We have not historically done focus groups after every campaign.
3/20/25	What collection agencies in California are larger than SacSewer?	Los Angeles is the only sewage collection system in California that’s larger than SacSewer.


3/20/25	Is SacSewer currently contracted with an agency to do this work? If so, is the incumbent invited to participate?	SacSewer is currently contracted with a firm to do this work. This RFP is open to all qualified firms, including the incumbent.
3/20/25	What languages do you provide service in, and what demographic of customers are you trying to reach?	SacSewer has translation services available 24/7 and can receive calls from customers who speak various languages. Census data shows that English, Spanish, and Russian are the top three languages spoken in our service area. In terms of demographics, SacSewer targets both renters and homeowners in our service area to increase general awareness.
3/20/25	Do you target specific seasons for the campaign?	SacSewer typically targets fall and winter timeframes due to increased customer calls during these times, but some campaign elements run year-round.
3/20/25	What metrics are used to measure a campaign's success?	SacSewer looks to our partner to provide data on measures such as impressions, calls, reach, and clicks. Separately, our customer research effort is also used, but that research is not conducted annually.
3/20/25	In addition to hourly rates, the RFP requests for a fee by task. What specific deliverables would SacSewer like to see pricing for?	SacSewer looks to the bidding firms to outline the recommended tasks. Historically, tasks like graphic design and video editing have been called out by proposing firms.
3/20/25	How does SacSewer get funded, and does SacSewer send customer bills directly?	SacSewer is funded through customer rates (existing customers) and impact fees (new customers connecting to our system). Our existing customers receive their bills from one of four billing agencies—County of Sacramento, City of Sacramento, City of West Sacramento, or City of Folsom.
3/20/25	What digital platforms were used for the existing campaign? Are there guiding principles on how the budget needs to be allocated across platforms?	SacSewer advertised on a variety of digital platforms, including Meta, YouTube, Spotify, and Google. There are no guiding principles on how the budget should be allocated across digital or traditional platforms. SacSewer looks to our selected partner to make a recommendation based on campaign goals.
3/20/25	Is the length of the digital proposal the same as the hard copy? And do you need to provide both?	Yes, and both are required. Section 9 of the RFP has more information.
3/20/25	Does SacSewer have any legal requirements to work with SBE/WBE?	No.

Below is a small sampling of SacSewer's existing creative elements.



3/20/25

Can you provide some examples of existing creative elements?

		 <p>ESTAMOS PARA SERVIRLE LAS 24 HORAS.</p> <p>ES UN TRABAJO SUCIO, PERO LO HACEMOS CON GUSTO.</p> <p>NUESTROS EQUIPOS TRABAJAN PARA USTED LAS 24 HORAS.</p> <p>SACRAMENTO AREA SEWER DISTRICT SERVING YOU 24/7</p> <p>sacsewer.com</p> <p>IT'S A DIRTY JOB, BUT WE'RE HAPPY TO DO IT.</p> <p>We know you don't think about the sewer system much, and that's okay. But if you have a sewer problem, call us first. Our customers receive 24/7 service as part of their sewer charge. We'll help you figure out the next step.</p> <p>SERVING YOU 24/7 • (916) 875-6730</p> <p>SACRAMENTO AREA SEWER DISTRICT SERVING YOU 24/7</p> <p>sacsewer.com</p>
3/20/25	What is the measurement of success for the in-kind publicity?	SacSewer is looking to ensure we're meeting and exceeding anticipated impressions. Bonuses and additional runtimes are the responsibility of the selected partner to negotiate.

3/26/25	For the required hard copy proposal submission, would Adobe electronic signatures be acceptable, or are original (wet) signatures required?	There is no requirement for wet signatures on the original copy of the proposal, so Adobe would be fine.																
3/26/25	Regarding the media buy, does SacSewer intend to use existing creative assets, or is the expectation that new creative will be developed as part of this contract?	Once the new contract is in place, this will be discussed with/and/or recommended by the selected consultant.																
3/27/25	The RFP calls out a contract range of \$300k-950k. Does that include media/creative expenditures in addition to agency/vendor management/retainer fees, or is that only for one or the other?	This range is meant to be used for media placements, creative expenditures, and agency/vendor management/retainer fees over the duration of the agreed upon contract length. With that said, much of SacSewer's creative assets are already built out, but some new creative may be needed/existing creative evolved.																
3/27/25	Is this a new project, or is there an incumbent contractor that is currently supporting this work, and if so, who is the incumbent firm/agency?	This is not a new project. We are currently working with Sagent Marketing.																
3/27/25	If there is an incumbent, can you please share the titles and hourly billing rates being used by the current contractor?	<p>SAGENT DIRECT HOURLY LABOR RATES</p> <table border="1" data-bbox="884 911 1713 1222"> <tr> <td>Sr. Vice President/Strategic Lead</td> <td>\$275</td> </tr> <tr> <td>Vice President of Media</td> <td>\$225</td> </tr> <tr> <td>Account Leader/Project Manager</td> <td>\$150</td> </tr> <tr> <td>Assistant Account Leader</td> <td>\$125</td> </tr> <tr> <td>Account Coordinator</td> <td>\$100</td> </tr> <tr> <td>Media Buyer/Planner</td> <td>\$150</td> </tr> <tr> <td>Assistant Media Buyer/Planner</td> <td>\$100</td> </tr> <tr> <td>Graphic Designer</td> <td>\$150</td> </tr> </table>	Sr. Vice President/Strategic Lead	\$275	Vice President of Media	\$225	Account Leader/Project Manager	\$150	Assistant Account Leader	\$125	Account Coordinator	\$100	Media Buyer/Planner	\$150	Assistant Media Buyer/Planner	\$100	Graphic Designer	\$150
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3/27/25	Are you currently working with any other PR/marketing/advertising agencies on any SacSewer initiatives, and if yes, who are they and what services are they providing?	<p>Yes, SacSewer has contracts with the following:</p> <ul style="list-style-type: none"> • Sagent Marketing – Existing Media Buying & Creative Services • Merlot Marketing – On-Call Public Relations Services • JPW Communications - On-Call Public Relations Services 																

3/27/25	Does SacSewer pay commission on media purchased as part of its outreach programs, and, if so, can you please provide the commission amount?	The maximum allowable markup will be five percent (5%) on subconsultants and other direct costs (ODCs).
3/27/25	Are there any specific media platforms or strategies that SacSewer prefers or expects to be prioritized over others?	Based on results from previous campaigns, we have seen that digital ads on Facebook have performed well, but there is not an expectation of what platforms will be prioritized over others. SacSewer will look to the consultant for a recommendation on what platforms should be utilized.
3/27/25	If multiple firms are awarded, how will SacSewer manage the coordination between firms to ensure consistency and alignment across campaigns?	This will be determined once the consultant(s) are selected.
3/27/25	If multiple firms are awarded, will each firm be responsible for specific aspects of the media buying, strategy, and creative development, or will the firms work collaboratively on all components?	This will be determined once the consultant(s) are selected.
3/27/25	Regarding the cost proposal, is there a specific format and/or form that a bidder should follow?	There is not a specific required format, but firms should make sure they adhere to the RFP Section 9-E.
3/27/25	In the Media Buying and Creative Services Overview section, it asks for a narrative description of the Scope of Services. Is that in addition to the form in that section? In other words, should a bidder draft the approach and include the table at the end of that section to determine which activities will be performed in-house and which are with a sub?	Yes.

3/27/25	In the "in-house vs. 3 rd party" table, there may be some activities that will need to go through a vendor but will ultimately be coordinated and managed by the bidder. Would a vendor technically qualify as a 3 rd party even if there is no intention to include them as a subcontractor?	This would be considered in-house.
3/27/25	What is the expected contract start date following the contract award, and is there a specific deadline by which media placements must begin?	There is not an exact date, but SacSewer expects the contract would begin this summer.
3/27/25	What is the process for handling make-goods with media outlets? How will SacSewer be involved in overseeing that process?	SacSewer's expectation is that this will be tracked and handled by the selected consultant.
3/27/25	How frequently will SacSewer require status updates or meetings once the contract begins?	SacSewer's expectation is that monthly progress meetings will be facilitated.
3/27/25	How often will payments be made to the awarded firm(s)? Will there be progress-based payments or are invoices paid on a monthly basis?	Monthly invoices are preferred.
3/27/25	Will the contractor be responsible for managing the SacSewer paid social media calendars and posting schedules, or will SacSewer manage those efforts?	This is expected of the selected consultant.
3/27/25	Is there an incumbent?	Yes, the incumbent agency is Sagent Marketing.
3/27/25	Is this part of a renewal process or are you looking for a new agency partner?	This is part of SacSewer's competitive process to establish contracts.

3/27/25	Has a budget been identified?	The exact budget to be awarded has not been determined. Please see Section 13 of the RFP for more information.
3/27/25	Is media paid based on approved plans and insertion orders or in arrears?	Once a consultant is selected, SacSewer will work with them to approve a media plan. SacSewer expects that the consultant will pay for all media placements and then invoice SacSewer for those direct costs and campaign management.
3/27/25	How does SacSewer currently measure the effectiveness of its media campaigns across the different advertising mediums (broadcast, outdoor, and digital)?	Effectiveness is measured by performance (click, call, view, impression, Google analytics, and website analytics) on the various mediums where advertisements are running. This data is then compared to the anticipated performance outlined in the media plan developed at the beginning of the campaign.
3/27/25	What KPIs are prioritized when determining the success of media buying efforts?	Our approach to measuring the success of media buying efforts is data-driven and aligned with campaign objectives. The following KPIs are prioritized: <ul style="list-style-type: none"> • ROI, CPA, CTR, CPC, conversion rate, impressions and reach, and engagement metrics.
3/27/25	Are there particular regions or cities within the service area (e.g., Citrus Heights, Rancho Cordova, Elk Grove, etc.) that need more focused advertising efforts, or should the media plan provide equal coverage across all areas?	No.
3/27/25	Does SacSewer have any pre-existing creative assets that need to be incorporated into future campaigns, or is the expectation to develop all new creative content?	Once the new contract is in place this will be discussed with/and/or recommended by the consultant. That said, many of the creative assets for our existing campaign are already built out, but some new creative may be needed/existing creative evolved.
3/27/25	SacSewer intends to award separate contracts for media buying and creative services. Could you clarify whether bidders are allowed to submit proposals for just one service, or can they bid on both?	SacSewer does not intend to award separate contracts for these services.

3/27/25	Are there any existing partnerships with community organizations or media outlets that SacSewer would like the media buying firm to collaborate with, or would these relationships be established independently?	SacSewer will collaborate with the selected firm on this after the contract is awarded.
3/27/25	What is the anticipated duration of the contract?	The contract term will be decided once a firm is selected during Phase 3, the negotiation phase, of the selection process. Please see Section 12 of the RFP for more information.