

List of Questions Received from Potential Bidders to the RFP and CPRC's Responses:

- 1. Compared with last year's buffer/floodplain awareness campaign, which elements would you like to repeat this year? Are there any things you would like to do differently?**

For this campaign, CWEP's partner communities aim to implement a strategic approach that combines broad public education across participating jurisdictions with targeted outreach to specific demographics identified by partner interest. Additionally, CWEP intends to incorporate a clear "call to action" within the campaign materials, consistent with the approach used in last year's videos.

- 2. What is your priority for the budget between ad buy, strategy, and content creation?**

CWEP partners have expressed interest in developing well-branded, high-quality campaign materials designed for long-term use. They also wish to maximize the campaign's reach while maintaining the flexibility to tailor messaging toward specific demographics as needed.

- 3. Under 2(a), the RFP states that the proposal will guarantee a perpetual use license for the four (4) videos produced by Contractor. Perpetual use is granted specifically to CPRC, CWEP members and affiliated partners, for the purpose of promotion, marketing, advertisement, public education and outreach. Is it possible for the Contractor to create and own the content and then grant CPRC the perpetual use license and brand the content to CPRC & CWEP community members?**

Yes, the contractor may retain ownership of the content, provided CPRC, CWEP members, and affiliated partners are granted a perpetual, royalty-free license to use, reproduce, and distribute the materials for educational and outreach purposes. All branding must reflect CWEP and CPRC as the campaign sponsors.

4. What distribution strategies did CWEP use last year and what were the results (e.g. paid social, broadcast, or streaming)?

Below outlines the mass media delivery methods used in CWEP's FY25 Campaign, with resulting impressions:

Broadcast Television - 6,830,984

Digital Display - 844,572

YouTube - 72,316

Social Media (Facebook & Instagram) - 2,394,144

Total - 10,142,016

5. What percentage of last year's budget was prioritized towards distribution vs content creation and is CWEP looking for a similar ratio for this year's campaign?

In previous year's mass media campaigns, CWEP has traditionally garnered more impressions through use of social media and broadcast TV. Although we are looking for well-produced content, we are also open to suggestions of where to allocate funds based on campaign plans that demonstrate competitive reach and frequency.