

Request for Proposals to Provide Agency of Record Services for a Series of Residential Advertising Projects

Posted: March 12, 2026

This Addendum No. 2 shall be considered part of the Request for Proposals (“RFP”) for Agency of Record (“AOR”) Services for a Series of Residential Advertising Projects and is intended to correct, change, and/or add to the documents as described below. Please make sure to complete the *Addenda Acknowledgement* form included in the *Required Forms* (Exhibit B).

Listed below are additional questions received with answers from SWACO:

Question #16: *Is this a new contract, or is there an incumbent vendor?*

Answer: There has not been a previous contract or incumbent for the three (3) ad campaigns together, though they have been individually managed in previous years.

Question #17: *If there is an incumbent vendor, is SWACO able to identify the vendor? Is the incumbent expected to place a bid for this opportunity?*

Answer: Please see the answer to Question #16.

Question #18: *Can SWACO provide the anticipated annual budget range (inclusive of media spend, production, research and evaluation) for each Federal Fiscal Year under this contract?*

Answer: The budget for 2026 is three hundred fifty thousand dollars (\$350,000). The budget for 2027 is unknown until it is approved by the SWACO Board of Trustees in the fall of 2026, but it is the intention of the Project team that it should be similar to the 2026 budget.

Question #19: *Can SWACO clarify expected methodology (e.g., sample size, geographic scope, statistical confidence levels) regarding the proposed focus groups, and clarify whether or not third-party research vendors would be permissible?*

Answer: The RFP Documents do not request expected methodology regarding proposed focus groups. Please rephrase the question.

There is no prohibition against third-party research vendors. See Section III(B)4, page 4, of the RFP Document for information about subcontractors.

Question #20: *The RFP states that mark-up shall be limited to standard hourly and commission rates and not applied to consulting fees, couriers, or talent. Can SWACO clarify whether standard media agency commissions are permissible on third-party media buys and subcontracted services?*

Answer: The RFP documents request that Proposals should include and separate the fees for administrative/overhead and media plan with an estimated sample budget. (Section III(B)6; Exhibit A, Paragraph D). Hourly rates for miscellaneous services should be listed separately if there are any.

The purpose of requesting all services to be separated is for transparency when pricing components are evaluated.

Question #21: Pursuant to the State of Ohio's Public Records Act, I am requesting digital copies of the following public records: 1) The winning proposal submitted by Fahlgren Mortine (and/or any other winning agencies) for the previous "Agency of Record" or "Residential Advertising" contracts related to the Recycle Right and Save More Than Food campaigns (awarded circa 2018–present); 2) The final, executed contracts between SWACO and the winning agency for those same projects; and 3) If available, the scorecards or evaluation committee notes used to grade the winning proposals for those campaigns.

Answer: There has not been a previous contract or incumbent for the three (3) ad campaigns together, though they have been individually managed on a different level in previous years.

Question #22: In the event we have worked with SWACO in the past, can we recycle content from prior campaigns or are they only interested in new concepts or a completely new campaign?

Answer: Existing content can be used again.

Question #23: Can you confirm the term start and end date for Y1 and Y2 and will the work in Y1 influence the budget for Y2 or is that set?

Answer: Year one will begin as soon as the contract is in place and end December 31, 2026. Year two will begin January 1, 2027 and end December 31, 2027. The budget for 2027 is not set but it is the intention of the project team that it should be similar to the budget for 2026.

Question #24: Do you have a program calendar for each brand that you are requesting support for (IE: events or roll outs or other plans that would require support outside of a campaign)?

Answer: Program calendars are in development and will need to be considered as we develop the ad campaign, but we do not anticipate needing assistance with events or roll outs.

Question #25: If more dollars are needed to support the campaign via media, is there an opportunity to propose a separate media budget?

Answer: SWACO's budget (\$350,000) for the Project is firm, as it has been approved by the SWACO Board of Trustees. SWACO would anticipate that the largest portion of the Project budget would be directed towards the media budget.

Question #26: Will this also include supporting any SWACO overarching brand efforts, collateral or events? Or is this strictly for the three campaigns/programs provided (even though it's an agency of record contract)?

Answer: This contract is strictly for the three (3) mentioned residential ad campaigns. SWACO employs an Agency of Record for B2B marketing and relies on existing staff to manage seasonal and other programmatic branding, collateral, event and media buying, communication, and marketing efforts.

Question #27: Campaign Goals & Measurement: The RFP outlines goals such as increasing website traffic, awareness, and participation in diversion programs. Are there baseline/historical performance metrics available for these campaigns (e.g., current website traffic levels, participation rates, or awareness benchmarks)?

Answer: There are baseline analytics for things like web traffic, impressions, open and click-through rates. SWACO also captures other metrics such as tons of material collected at the Recycling Convenience Center, and community-wide diversion rates; however, we do not typically use these metrics to measure marketing campaign impacts. We are interested in brainstorming specific and actionable goals for each of the campaigns (i.e., number of

people who attend a *Choose to Reuse* mending event, or number of people who sign up to receive a *Save More Than Food* newsletter).

Question #28: Campaign Goals & Measurement: *Are there target increases or performance thresholds SWACO would like to achieve for these campaigns over the course of the partnership?*

Answer: We have not identified specific targets but are open to doing that as part of the campaign kick-off.

Question #29: Campaign Goals & Measurement: *How does SWACO currently measure awareness or behavior change among residents for programs such as Recycle Right or Save More Than Food?*

Answer: Awareness and behavior change are not easy to measure, but we do conduct regular public opinion polling (every two (2) years) and waste characterization studies (every five (5) years) that help to understand residents' attitudes about waste reduction and diversion as well as the make-up of what is being sent to the landfill. We are also able to measure how much material is brought to SWACO's Recycling Convenience Center, is being dropped off at food waste drop-off sites, or is collected at our Household Hazardous Waste collection events.

Question #30: Audience & Geographic Targeting: *Are there specific demographic segments of residents SWACO is most interested in reaching (e.g., homeowners vs renters, families, students, multilingual communities)?*

Answer: SWACO's audience includes all residents of Franklin County, but not every segment is participating in waste diversion equally or has equal access to waste diversion resources. We would like to see a broad awareness campaign that also includes elements aimed at increasing participation by specific groups such as residents of multifamily apartment buildings, non-English speakers, or lower participating neighborhoods would be good.

Question #31: Audience & Geographic Targeting: *Are there specific geographic areas within the District that SWACO would like prioritized for outreach or awareness campaigns?*

Answer: Please see the Answer to Question #30.

Question #32: Audience & Geographic Targeting: *Does SWACO have any priority audiences that historically underutilize recycling or composting services that should be targeted more aggressively?*

Answer: Please see the Answer to Question #30.

Question #33: Media Planning & Historical Performance: *Which media channels have historically been used to promote these campaigns (e.g., paid social, search, outdoor, radio, streaming, print)?*

Answer: A broad range of media has historically been used to promote these campaigns, including all of the ones mentioned.

Question #34: Media Planning & Historical Performance: *Are there existing partnerships with local media organizations or community groups that should be incorporated into the media strategy?*

Answer: No, there are no existing partnerships.

Question #35: Media Planning & Historical Performance: *Are there any owned or partner channels (e.g., municipal communications, utility bill inserts, community newsletters) that should be considered in the plan?*

Answer: SWACO sends regular newsletters to the community and operates its own social media channels and websites, so there is some limited opportunity to use those to help promote these three campaigns. In addition, SWACO administers small, community based *Recycle Right* and *Save More Than Food* campaigns in which we use mailers and social media to reach the residents of specific local cities, villages, or townships over the course of six (6) weeks.

Question #36: Creative & Brand Guidance: *Are there brand guidelines or campaign style guides currently in place for the Recycle Right, Save More Than Food, and Choose To Reuse programs?*

Answer: Yes.

Question #37: Creative & Brand Guidance: *Will the existing creative assets and campaign materials be made available to the selected agency for adaptation or reuse?*

Answer: Yes.

Question #38: Creative & Brand Guidance: *What is the typical creative review and approval process, including timelines for internal feedback and final approvals?*

Answer: There will be one (1) main point of contact from the SWACO Communications team who will provide review and approval in consultation with subject matter experts from the SWACO outreach and food waste initiatives, as needed. The main point of contact may find it helpful to have regular check-ins and, in the past, have tried to keep to a one (1) week turnaround for review and approval.

Question #39: Campaign Execution & Operations: *Are there seasonal events, community programs, or partnerships that the campaigns should align with (e.g., Earth Day, composting initiatives, community recycling events)?*

Answer: There are a number of seasonal recognitions that SWACO leverages such as Earth Day, America Recycles Day, and National Pharmaceutical Takeback Day. These campaigns should take SWACO's plans into account in order to create alignment and help to amplify those messages and activities among residents receiving campaign materials.

Question #40: Campaign Execution & Operations: *Will SWACO provide ongoing program updates or operational changes (such as new drop-off locations or recycling rules) that may require adjustments to campaign messaging?*

Answer: Things like drop-off locations and recycling rules do not change frequently but they do require occasional updates.

Question #41: Administrative & Compliance: *Evaluation Committee: Has the Executive Director appointed the evaluation committee for this RFP? If so, is SWACO able to share the names or titles of the members who will be reviewing the proposals?*

Answer: The evaluation committee has been selected and will include members of both the SWACO Communications team and the SWACO Programs team which oversees food waste and recycling initiatives.

Question #42: Administrative & Compliance: *Subcontractor Requirements: Does SWACO require subcontractors to complete the formal affidavits in Exhibit B, or are those only required for the prime proposer?*

Answer: No.

Question #43: Administrative & Compliance: *Travel & On-Site Expectations: Section VIII.A.4 mentions travel and per diem estimates. Beyond standard monthly or quarterly meetings, does SWACO anticipate a regular need for on-site presence? What is the primary location for meetings?*

Answer: Most day-to-day meetings can be held virtually; however, SWACO has found it helpful in the past to hold creative and other meetings in person.

Question #44: Scope of Services & Creative: *Primary Media Channels: What have been the primary media channels (e.g., linear TV, OTT, digital display, out-of-home) used to reach constituents for these campaigns to date?*

Answer: Previous campaigns have used a broad array of media, including the ones listed here, as well as keyword search, paid social, partnerships with local TV for advertorial spots, etcetera.

Question #45: Scope of Services & Creative: *Owned Social Strategy: Is there an established content strategy currently in place for SWACO's owned social media channels, or would the AOR be expected to develop a new strategic direction for organic content?*

Answer: There are some opportunities to promote the campaigns via owned social, but those channels are managed separately from these residential campaigns.

Question #46: Scope of Services & Creative: *Social Media Responsibility: Will the AOR be responsible for active community management (responding to comments/engagement) or exclusively for the creation and placement of paid social ads?*

Answer: No, just for the creation and placement of the ads.

Question #47: Scope of Services & Creative: *Creative Asset Access: To facilitate the "fast start" mentioned in Addendum No. 1, will the winning AOR be provided with raw, editable creative files for the existing campaigns?*

Answer: Existing campaign assets can be made available.

Question #48: Scope of Services & Creative: *Language Accessibility: Does SWACO require the AOR to produce or place advertisements in languages other than English (e.g., Spanish or Somali) to reach the District's broader population?*

Answer: This is not a requirement of the RFP but expanding our reach to non-English speaking residents is one of SWACO's goals and something that we have done in past campaigns.

Question #49: Financial & Media Billing: *Media Payment Structure: Does SWACO prefer to have the AOR pay media vendors and subsequently bill SWACO, or are you set up to pay vendors directly?*

Answer: We would prefer the Successful Proposer to pay media vendors and bill SWACO.

Question #50: Financial & Media Billing: *Upfront Media Costs: Since SWACO does not pay retainers or deposits, would the agency consider an exception for pass-through media costs to ensure we can secure inventory with vendors who require prepayment?*

Answer: Our preference is that the Successful Proposer handles all aspects of negotiating, buying and monitoring of the media spend on SWACO's behalf, including covering the media costs upfront. However, if that creates an obstacle for any firm to be able to submit a Proposal for this Project, SWACO would be willing to explore having staff handle this activity. Proposals should clearly state the desire for SWACO to contract with and pay advertising partners directly.

Question #51: Financial & Media Billing: *Fee Structure for Media: Does SWACO prefer the media management portion of the budget to be billed as a flat/hourly fee, or are you open to a standard media commission percentage on the total \$350,000 spend?*

Answer: Our desire is for the greatest percentage of the funds to go to media buy and creative asset development (as opposed to management fees). So, whatever the most efficient way to do that is, will be our preference.

Question #52: Data & Performance Metrics: *KPI Benchmarks: Exhibit A lists goals like "increasing traffic" and "awareness." Does SWACO have specific numerical benchmarks from 2025 that we should look to exceed?*

Answer: There are baseline analytics for things like web traffic, impressions, open and click through rates. SWACO also captures other metrics such as tons of material collected at the Recycling Convenience Center, and community-wide diversion rates; however, we do not typically use these metrics to measure marketing campaign impacts. We are interested in brainstorming specific and actionable goals for each of the campaigns (i.e., number of people who attend a *Choose to Reuse* mending event, or number of people who sign up to receive a *Save More Than Food* newsletter).

Question #53: Data & Performance Metrics: *Technical Integration: Will the AOR be granted administrative access to SWACO's existing Google Analytics and Meta Pixels to ensure continuity in reporting?*

Answer: Yes.

Question #54: *Are there specific roles or responsibilities you anticipate keeping in-house versus relying on the agency for (e.g., messaging development, media planning, creative production, video production, reporting), and how would you like that division of work to function?*

Answer: We anticipate that all of these roles and responsibilities will be part of a collaborative effort.

The timeframe for questions relating to this RFP is now closed.

Proposals are due no later than 1:30 p.m., March 19, 2026.

++ This completes Addendum No. 2 ++