

## PFRSNJ Communication RFQ Responses

- In section XI of the RFQ, it states that “Firm(s) shall submit one original, signed in ink, and one copy of the proposal on a flash drive containing an Adobe PDF version of the entire proposal.” Do you require that the proposals be mailed, submitted electronically, or both? As for the USB, can the supporting documents be included in a pdf separate from the proposal or do you require that we scan everything and submit one pdf?

We require that one physical copy be mailed, along with a USB flash drive containing the proposal. A copy of the entire proposal should also be emailed to [Lisa.Pointer@treas.nj.gov](mailto:Lisa.Pointer@treas.nj.gov). We have no preference whether the proposal and the attachments are one document or multiple, so long as the complete proposal is provided to the Board and its staff for consideration.

- When providing the information requested in attachments A through D, can we incorporate those questions in the same order and language in our document, or do you expect that we print out the forms exactly as they are, fill them out, and then separately elaborate on the questions in a separate document?

These documents should be printed out and submitted. However, language from these questions can also be included in the actual prospectus created by the responding firm.

- For some of the requested information, page limits are provided for guidance, but not for others. Do you have a preference as to the length of the responses where you have not set a response limit?

We do not strictly enforce the page limits, please submit a complete proposal that responds to all the questions. We will consider all materials submitted.

- When providing supporting documents, would you like us to attach them to the section of the proposal that references those documents, or at the end of the report as an addendum?

Any supporting documents should be attached as an addendum to the prospectus.

- What is the budget or a budget range for this project for the two-year contract? Can you confirm that the contract period is June 2020 – June 2022?

We consider any potential budget, and rely upon the bidders to submit what they think will be the cost for the services and will evaluate the same. The term would be from entry of the agreement, which will likely occur in June or July 2020 through that corresponding month in June 2022.

- What is the minimum number of PR executives, if any, that you require on a full-time basis, or what is the FTE equivalent that you expect and need?

We do not have any minimum requirements.

- What is your reimbursement policy for the firm’s business expenses occurred while carrying out the duties required in this RFP? This may include travel to your offices for meetings, and any other administrative costs, as well as supplies, material production, etc.

We do not reimburse for business expenses.

- May we join the competition and submit a few questions. I understand the deadline for questions was May 25.

Yes, you can submit questions up until Friday, we have extended the deadline for all firms interested in submitting questions.

#### **Overall:**

- Though most public pension plans retain out-of-state counselors for advice related to investments and benchmarking, some plans prefer to retain only in-state agencies for PR services. What is your preference?

We do not have a preference for in state or out of state PR firms. We are going to look at all applications for the substance of their proposals, not where the firm is located.

#### **Branding:**

- We don't see any PFRSNJ logos on the current website. Do you need one, and will you need a branding/graphic standards guide to govern its use?

We do not currently have a PFRSNJ logo. This is one of the pieces of intellectual property for the fund that we are going to need to create.

#### **Advertising:**

- What is the media-buy budget? You reference traditional (e.g., TV, radio, newspaper) and digital (e.g., Facebook, website-retargeting). How much you have to invest there will affect how long it takes us to develop the plan, schedule and data analytics.

We do not currently have a budget on this. However, I spoke with the Executive Director, and he explained that he wishes to see the starting point with the RFQ of press releases, and start to have an online presence. He has indicated that he wishes to start with a 1.0 version of preparing our communications with the public and gradually building up over time. It cannot be forgotten that this is essentially a government agency start up that has 10 employees, and the communications firm will serve as an extension because of the small size of our organization. We are looking to start the building blocks of developing our interaction with the public, so that all relevant stakeholders will know what the system is intending on doing.

- When you say, "Account for proof of performance," do you mean proof that the ads appeared (e.g., tear sheets from newspapers; screen-grabs from digital ads)?

Yes, we would need analytics to be able to gauge how successful we have been in terms of connecting with the membership of the firm, public employers, stakeholders, and the general public.

#### **Public Relations:**

- How many media spokespeople do you expect to deploy? How many do you think media training?

Probably one or two at this point.

- How many news releases do you typically issue in a year? Would you consider issuing them more frequently?

We would be issuing at least a quarterly newsletter? However, we would want more public interaction through the internet, with updates about the current comings and doings of the Board of Trustees.

**Website:**

- Is this the current website: <https://www.state.nj.us/treasury/pensions/>

Yes, this is the current website for all of the state pension plans.

- Would you expect us to write all-new content for the website?

Yes, we would expect the vendor to come up with the vision of the website, and to write the content that is specific to the PFRS system. However, this is going to be something done in the future, and because of our currently interconnectedness with the Division of Pensions and Benefits will take some time to be able to achieve.

- Who would update the new website's content, and how frequently?

This is still relatively far off, but once we create the website, are we are likely to have an employee who assists in maintaining the website.

- Would you expect us to maintain the website's security?

No. We would consult with a separate contractor for this, likely an IT firm or the Office of Information Technology for the State of New Jersey.

- Do you expect us to use a popular CMS system, like Wordpress? Or, create something specifically for you?

We can use an off the shelf product, as this is going to cut costs.

- Would you use the site to collect or provide access to personal information (e.g., employee age, employee number, SS number, funds contributed, expected pension upon retirement, etc.)?

We are not currently at this point of operations, but eventually will have this functionality. We currently are linked with the Division of Pensions and Benefits.

- Your current site links to outside sites (e.g., "Pay My Health Benefits Bill," "Access MBOS," etc.). Would the new site continue to link to these, or would portions of the new site *replace* these? If the latter, who would move that information from those sites to the new site, and how?

This will continue to be linked to the Division of Pensions and Benefits website, because we continue to have a relationship with the Division of Pensions and Benefits to carry out many of the administrative functions of the retirement system. Eventually we would look to change these things, but it is not at this point that we would be looking to do so.

- Do we submit the proposal to you via email? Due to COV-ID 19 we would rather simply submit the proposal electronically. Please advise on whether this is possible. Also, is there an exact budget you all are working with?

You can submit any additional questions you may have by close of business tomorrow that may not be logistical. (1) Yes, you submit via email to Lisa Pointer. (2) It works for you to submit electronically, and when you can to send a paper copy. I will review whatever is submitted electronically to Lisa, and work with the Executive Director to evaluate. (3) There is no exact budget.

- Can the Above REQ be sent out digitally instead of hand delivery or FedEx?

We would like a copy sent digitally to [Lisa.Pointer@treas.nj.gov](mailto:Lisa.Pointer@treas.nj.gov) and if you could also send a hard copy to our PFRS offices on my letter head below. Please do not have it be signed for because we are having issues getting mail if it requires a signature.

- May we have a copy of the answers to the RFP questions? Additionally, may we have a list of all of the firms who declared that they intend to submit a bid?

We are going to be posting the answers to the RFQ questions online. I thought you meant could we provide the actual RFQ proposals before the deadline. I will update you, because we are going to be posting all the questions online by tomorrow.

- We are pursuing this RFQ however the print aspect of this has been challenging due to Covid. Is it possible to send you and Lisa digital copies at this time? Also, are there any Appendix's or Addendums available for this RFQ?

Yes, it is fine to send digital copies at this time. You may use appendix or addendums to your proposal.

- Were there any questions and answers asked from other vendors that need to be added to the RFQ at submission?

We are going to be posting online tomorrow all of the questions asked by the potential vendors and our responses to them, so that all firms have the same knowledge going into the deadline for the proposal. Keep checking the DPB website for updates.