

1. Seeking verification on the "Judiciary Procurement Policy, not to exceed \$25,000"? Verify this is our Cap for a full marketing plan, materials, personnel and implementation of the plan? [A small procurement is conducted when estimated costs are \\$25,000 and below. The AOC does not share budgetary information and therefore cannot verify the monetary cap.](#)
2. Is this a one-year contract? Scope of Work 1a. "contractor shall create .... marketing proposal that covers a one-year period." While Scope of Work 5. Contract Term says, "RFP shall begin with contract execution and extend through June 30, 2020". [This is not a one-year contract. The contract shall begin with execution and end on June 30, 2020. If the AOC determines that additional time is needed, the first option may be exercised.](#)
3. When would the 3-month extension be determined and what are typical reasons for a renewal option? [The extension will be determined during active contract time \(within the three-month period, reason for extension might varies such as new strategy ideas, delivery time frames changes, updates in project execution.](#)
4. If the plan is chosen, are we to execute the full plan as well or just advise/consult on the implementation? [The Contractor shall create an integrated marketing proposal. The Contractor will not execute the plan.](#)
5. When will the award be announced as the closing is March 6, 2020; and it states in the Scope of work 5. Contract Term shall begin with contract execution and extend through June 30, 2020. [We anticipate announcing the award in early April.](#)
6. Please clarify under purpose and (1a) Scope of Work. Is the "one-year" period stating that this is a one-year contract or is it a 3-month contract per Scope of work #5.? [The contract term shall begin with execution and end on June 30, 2020. The AOC shall have sole right to exercise up to three \(3\), one-month renewal options.](#)
7. Is this a BPA (blanket purchase agreement) with (1) a three-month option? [No.](#)
8. Please verify if the marketing consultant that wins the integrated marketing proposal will be the contractor responsible for carrying out the items in the proposal? [The awarded contractor will be responsible for providing all requirements stated in the RFP.](#)