Marketing & Website Services RFP #07-CY14

Q & A Document

Q1: **In developing the budget, how do we determine the split of Administrative, Direct and Supportive Costs?**

A1: According to the Submittal 'A' Instructions included in the RFP, Administration costs are "that portion of necessary and allowable costs associated with the overall management and administration of the service(s) being proposed and which are not directly related to the provision of services to social service clients." These may include accounting/payroll services, insurance, utilities, office supplies, postage, etc.

Direct services are those personnel and non-personnel services such as materials, supplies and consumable items to be used directly in providing the service.

Support services are those personnel and non-personnel costs indirectly related to providing the proposed service.

Q2: **Is the allocation split on page A2 of the Budget Sheet the same as in personnel on page A1?**

A2: Yes, however the split for personnel should be calculated based on the time they work on this project allocated across the three expense categories. Their wages and fringe then become the basis of their total cost. The items listed on page A2 should reflect the actual cost of an item as a percentage of how much of it is utilized for this project and then across the three expense categories.

Q3: **If a computer listed on page A2 of the Budget Sheet is used for a number of customers, is it still considered a direct cost?**

A3: It's not considered a direct cost in this instance, but should be considered as a support cost. And like personnel, only the time or cost allocated to this project should be used in determining the actual cost to the project.

Q4: **If we operate out of multiple locations, how do we allocate the costs for each?**

A4: You will need to determine how much each location's contributions to the project should be allocated to the project. You will need to determine a methodology to be

utilized to allocate these costs. This is typically calculated as a percentage of space or FTE's assigned to this project.

Q5:   Are we required to submit insurance certificates with the proposal?

A5:   No, insurance certificates will be required at the time a contract is procured.