



Communications Consultation Services RFQ

Questions and Answers

- 1) Q: We know we must first send a letter of interest. Do you have any guidelines on what should be included in that letter? Or is it simply to signal an intent to respond?

A: There are no guidelines for the LOI.

- 2) Q: Knowing budget is limited, how would you rank the order of importance of your objectives?

A: The objectives are all equally important.

- 3) Q: Is there a page limit for the “general project approach” section?

A: There is no page limit for the general project approach section as long the total page limit for the submittal does not exceed 20 pages.

- 4) Q: On page 10, under “Expertise” you mention the “revision of unsuccessful strategies.” What is meant by this phrase?

A: Experience with improving upon unsuccessful strategies that lead to successful implementation and/or results.

- 5) Q: Should we assume that the request for submissions to be bound and printed on page 12 was an error?

A: Yes. All copies must be submitted electronically.

- 6) Q: On page 13, it states that Section One must include the company information on letterhead. Can this information be included as part of a cover letter? Or, is the information to be included on the Attachment A Cover Sheet? Or, is it a separate page altogether?

A: Yes, it can be included in the cover letter.

7) For the resumes, can you please clarify the following:

- Q: (f) Are you looking for each individual resume to include a list of client references with contact info? Or, can this be included for the applying organization as a whole?

A: Client references should be for the applying organization.

- Q: (g-h, j-l) Should anticipated services to be provided, role, and time commitment of each team member be included on each individual resume? Similarly, should the info requested as part of j, k and l be included on each resume or for the submitting organization as a whole?

A: This information can be included as separate section or in narrative, but each component must be described for everyone.

- Q: (i) Please clarify what information is being requested for “each team member who works on other projects”

A: Please indicate the percentage of each staff member’s time that will be spent on this project versus other projects.

8) Q: On page 13, #3, you mention “child health providers.” Are there specific audiences within this group that are a priority?

A: Any child health providers who work with children ages 0 – 5.

9) Q: For communications and consulting services, our firm bills at hourly rates or based on deliverables. Is there another budget form to use for this type of billing or how do I convert this one to one of those forms?

A: Estimate the number hours you will spend on this project and multiply by each staff(s) hourly rate and by deliverable. Include budget narratives and explanations. You can also submit a budget form that is detailed and tracks hourly rates and deliverables. The budget and budget forms can be discussed and revised in contract negotiations.

10) Q: Will there be a separate budget for production costs and advertising expenses or do these need to be included in the overall three-year budget of \$300,000?

A: Production costs and advertising expenses are included in the budget.

11) Q: The Request for Qualifications mentions “Staffing (F5SMC has some capacity for communications)”, can you share more about your staffing capacity to support communications?

A: Currently, F5SMC does not have a full-time communications staff person. The F5SMC Communication Team has three staff who perform some areas of communication work. The Team relies on communications consultants' expertise for recommendations and implementation. Roles will be discussed further in the contract negotiations.

12) Q: Can you confirm that the Attachment A Cover Sheet, Attachment C Budget Form, written assurances regarding the proposed team (5.d.), and the signed statement accepting the terms and conditions are all counted as part of the 20 page limit? (The RFP does not specify that they are not.)

A: The attachments are not part of the 20 page limit.