General:

1. What do you consider to be a measure of success for your overall communications program? Have you identified specific benchmarks you want to reach?

While we hope to see increased engagement from targeted segments of the public, we do not have specific benchmarks and would look for assistance to define these.

2. Do you have in place a way to measure your success, or is this something you would want us to identify for you within this RFP?

We look forward to guidance from prospective partners to define reasonable measures.

3. For Proposed Methodology and Approach, 15 pts – Is this related to the Optional Task Orders or the Required Elements/Additional Information responses?

The criteria described in Section 7 will be used to evaluate proposals for inclusion in the On-Call list as well as optional Task Orders.
We will look for general information regarding methodology and approach within the additional information section of submissions for the On-Call solicitation. Proposal should describe how firms/teams will consider task orders for response submittal.

4. Can you provide any guidance on elements you would like to see in "Qualifications and Experience" vs. "Ability, Capacity and Skill"? I want to make sure our team is effectively sharing information in these two areas that is most helpful for you and your evaluation team.

Qualifications and Experience should describe specific examples of work products, clients served, credentials or other tangible examples of strength of the firm/team relevant to our solicitation while material describing Ability, Capacity and Skill should describe more generally the approach used in managing projects and client relations as well as general capacity to manage task order responses.

5. Is it possible to submit a proposal for just one element of the RFP?

Yes, proposals may include responses for participation in the On-Call list or one or more of the Task Orders. Proposals need not address any or all of the Task Orders to be considered for the On-Call List.

6. Will preference be given to an organization that is providing all requested services, rather than just one of the services requested?

Selection for inclusion on the On-Call list will be based on the services available and need not be comprehensive. The intent of the On-Call approach is to create opportunity for multiple partnerships to leverage range of capacity needed.

7. We did not receive the RFP until after the information session, so we are wondering if the information session was recorded and might there be a link that would allow us to access the recording?

A link to the Webinar from February 5th is available on our YouTube Channel at https://www.youtube.com/watch?v=r51kSS0KLns&t=8s.

8. We have a roster of subject matter experts and consultants we work with to help us put forward more representative project teams. We are wondering if describing our consultant bench would be sufficient for this proposal, or if you would want to see a commitment from one or more of our consultants / partners to partner with us on our work with you?

Proposals may describe access to your bench and need not document specific commitments for our proposal. Please do make sure any capacity included as part of your proposal can be fulfilled as described.

Task Order 1:

9. B. I. i. "Review of existing practices related to public outreach and engagement": Could you please provide examples of your current practices (for example, monthly newsletter, emails, etc.)

PlanRVA maintains social media accounts with Facebook and Twitter and relies on relationships with partner organization and stakeholder outreach to promote public outreach activities. We have access to mailchimp for digital newsletters and rely heavily on email communication with stakeholders. We have limited collateral material and do not have an extensive system for consistent outreach across program areas.

Task Order 2:

10. Please clarify what this budget will include. For example, we understand that it is earmarked for a yearlong preparedness marketing campaign to include strategic planning and the creation of assets. Will the budget also need to cover printing costs, media spend, etc. over the course of the year?

The $57,000 refrenced as the project budget for Task Order 2 is the total resources available currently. We hope to apply for an additional aware prior to expiration of the current award. At this time, proposals should expect this to be the complete budget for the 12 months. PlanRVA staff may be able to fulfill many of the outreach activities including distribution of digital content (social media, newsletters, etc).

At this point, we recommend assuming limited capacity for media purchases and more emphasis on lower cost outreach approaches.

11. Measurement: How does the agency currently measure preparedness? Are there benchmarks or specific criteria you'd be looking for to measure success?

We would look for assistance in measuring success. In early stages, we look to measure success by increased opportunity for awareness and education, self reported awareness and increased participation in certain programs. Examples might include:

- Increased unearned media exposure, promotion of preparedness among partner organizations

- Self reporting on creation of home preparedness kits or small business' development of continuity of operations plans or other preparedness resources

Task Order 3:

12. Please indicate the number of pages and the size of the current guide. Does the budget of $11,579.40 include printing costs for the guide as well?

The guide is approximately 24 pages (booklet style, each sheet is ~5.5 x 8.5 in). We expect the majority of costs to go toward redesign and layout for digital delivery and print. Any remaining funds will be used to support printing costs.

13. Will the guide be printed in more than one language, or would an online translation of web content be all that is required?

We would prefer to have option of printing the booklet in additional languages so translation would be preferred. We prefer not to use an online (google translate) service for these non-english materials.

14. If translation services are required for a PDF or printed version (as opposed to an online translation service of web content), how many languages are you considering?

We would like to have opportunity to translate into Spanish for this first round with additional langages to be identified for future runs.

The following are firms who have provided information to be shared among prospective respondents:

Beyond Spots & Dots, Inc:
- Melanie Querry, Founder/President. mquerry@beyondspotsanddots.com
- Teena Brown, Business Development Manager. tbrown@beyondspotsanddots.com

iostudio:
- Jen Mears. Jen.mears@iostudio.com
- Patty Dondeville. Patty.dondeville@iostudio.com
-

Kearns West:
- Samantha Ramsey. sramsey@kearnswest.com
- Adam Saslow. asaslow@kearnswest.com

Syncroz Language Solutions:
- Tricia Reagan, Ph.D., Founder & CEO.
  tricia@syncroz.com (email). 804.269.9185 (customer service). Syncroz.com.

West Cary Group:
- Susan Mitchell, Senior Account Director. smitchell@westcarygroup.com.