

RFP 25-200 Community Relations Consultant

This addendum shall modify, clarify, change, or add information and clarification and become part of the above referenced RFP.

Questions & Answers:

Question 1: What the current budgetary allocation is for this RFP 25-200 for the ELC of Palm Beach?

Answer 1: N/A

Question 2: Is the media outreach a new initiative, or was there another public relations firm before?

Answer 2: Media outreach was done internally by The Coalition.

Question 3: Are there specific issues that you are looking to address or is this a general awareness initiative?

Answer 3: Please see RFP Attachment 1 Scope of Services.

Question 4: Do you have a target budget in mind for this project?

Answer 4: Please see answer 1.

Question 5: What is the budget for this one-year contract?

Answer 5: Please see answer 1.

Question 6: Is there an incumbent who has provided these services?

Answer 6: Please see Answer 3.

Question 7: What are the specific results the ELC wants to see?

Answer 7: Please see Answer 3.

Question 8: The insurance coverages listed in the RFP on pages 21-22 are above what is required for a typical communications contract. Are these amounts negotiable once the contract is awarded?

Answer 8: 7.17 INSURANCE AND RISK MITIGATION. Provider shall maintain liability insurance coverage on a comprehensive basis and hold such liability insurance at all times during the existence of the Agreement and any renewal(s) or extension(s) of it. By execution of the Agreement, the Provider accepts full responsibility for identifying and determining type(s) and extent of liability insurance necessary to provide reasonable financial protections for the Provider and the clients to be served under the Agreement. The Provider will have and continuously maintain all other types of insurance as required by law.

Question 9: Do you want us to provide an all-inclusive budget (time + expenses) or solely time?

Answer 9: All-inclusive hourly rate.

Question 10: Are there particular stakeholders the ELC wants to reach in the campaign? If so, which stakeholder groups?

Answer 10: The Early Learning Coalition would like to reach families and the community at large, focusing on why early learning matters to different groups (example: businesses)

Question 11: How many ELC events do you anticipate wanting media to attend?

Answer 11: It varies in a year, averaging 4-10

Question 12: Is there an incumbent on this RFP?

Answer 12: Please see Answer 6.

Question 13: Do you have an annual budget that you can provide for these proposed services?

Answer 13: Please see Answer 1.

Question 14: Is this a monthly retainer or per project expectation on the budget?

Answer 14: Please see Answer 1.

Question 15: Who is the current incumbent and how long have they been supporting the ELC?

Answer 15: Please see Answer 6.

Question 16: I do not see a budget in the RFP. Was it intentional so we came up with a budget or do you have a budget?

Answer 16: Please see Answer 1.

Question 17: For the PR/strategic communications/media strategy, are you looking for a brand new one or building upon what you already have with the current vendor?

Answer 17: Please see Answer 3.

Question 18: Are there any ideas that you would like to see as part of the response that is different than the traditional execution of your current agency such as influencers and content creation?

Answer 18: The Coalition currently manages content on social channels and is open to working with influencers or other innovative strategies as part of the response.

Question 19: Are there any specific milestone deadlines or phased deliverables within the broader project timeline that we should be aware of?

Answer 19: Please see Answer 3.

Question 20: How flexible is the project schedule, and what are the consequences of delays?

Answer 20: Project schedule will be managed with the individual vendor(s) chosen.

Question 21: Can you clarify the specific deliverables expected at each stage of the contract? Are there certain outcomes that are prioritized over others?

Answer 21: Please see Answer 3.

Question 22: Are there existing metrics or performance indicators that we will be expected to meet?

Answer 22: Please see Answer 3.

Question 23: Who are the key stakeholders that we will need to engage with during the project, and how often will meetings or reporting be required?

Answer 23: Key stakeholders will be Coalition staff and of course the media. Meetings and reporting will be at minimum monthly.

Question 24: How involved will the Coalition or other team members be in monitoring progress?

Answer 24: The Coalition Vice President of Media Relations be the primary contact, along with review from the leadership team.

Question 25: What is the budget for this opportunity, and is it coming from federal, state, or local grants?

Answer 25: Please see Answer 1.

Question 26: Is there flexibility within the budget for unforeseen costs, or are there capped limits for certain services?

Answer 26: Please see Answer 1.

Question 27: Can additional resources be requested if the scope expands during the contract period?

Answer 27: 4.1 Any change to the Scope of Services must be accomplished by a written amendment, executed by the parties in accordance with Section 7.20 below.

Question 28: What are the preferred methods and frequency of communication between us and the Early Learning Coalition?

Answer 28: Communication will be ongoing via meetings and e-mail.

Question 29: Are there any specific reporting templates or formats that should be used?

Answer 29: The Coalition is open to a process that works both our work and the selected vendor.

Question 30: How should potential risks be handled, and is there an established escalation process for when challenges arise?

Answer 30: There is a communication plan in place.

Question 31: Is there a contractor currently performing as the Communications Relations Consultant, or is this a new opportunity for the agency?

Answer 31: Please see Answer 3.

Question 32: If there is a contractor currently performing this scope, who is it and what was the previous contract number?

Answer 32: Please see Answer 3.

Question 33: If the scope of work changes mid-project, what is the process for approving and implementing those changes?

Answer 33: Please see Answer 27.

Question 34: What is the overall annual budget for this campaign, including media relations activity, crisis support, and out-of-pocket expenses?

Answer 34: Please see Answer 1.

Question 35: Does ELC currently use wire distribution services / have a contract that may impact the cost of distribution?

Answer 35: Please see Answer 3.

Question 36: The RFP highlights the need to engage both local and national media outlets. How should we prioritize our resources to best address these two areas?

Answer 36: The Coalition is looking for exposure at both levels. Please detail your approach in your response.

Question 37: Approximately how many ELC-related events will require agency support? Will the agency be responsible for planning events, or will the scope of work solely focus on publicizing and securing media coverage for the events?

Answer 37: Please see Answer 11.

Question 38: The RFP mentions monitoring trends and public opinion and assessing reputational risks. Are there any past or ongoing reputational issues we must consider when developing our media strategy?

Answer 38: There are no Coalitions risks currently.

Question 39: Will the agency be responsible for creating custom content beyond media relations materials to support outreach such as press releases, fact sheets, executive bios, and media briefing books?

Answer 39: There will be a need for creation of press releases with coordination on other materials with the in-house Communications team.

Question 40: Have the designated ELC spokespersons been media trained?

Answer 40: Some members of the Coalition team have been trained.

Question 41: Does the ELC have a crisis management plan and or process currently in place?

Answer 41: The ELC does have a current plan in place.

Question 42: Strategic Communication Approach: Are there particular communication channels or media outlets that the Coalition prefers or prioritizes?

Answer 42: The Coalition is looking for a mix of local and broader coverage. Please share details for your approach in your response.

Question 43: Project Management and Reporting: What types of performance metrics does the Coalition prioritize in reports?

Answer 43: The Coalition will be looking at amount and quality of media connections that are related to the agency mission and vision. For more details about the Coalition, please visit www.elcpalmbeach.org

Question 44: Strategic Communications Consultant Role: Are there specific goals or KPIs for the consultant's performance? What does success look like for this role?

Answer 44: Please see Answer 19.

Question 45: Media Outreach: What types of stories or events does the Coalition prioritize for media outreach? Are there particular themes or issues that resonate more with your audience?

Answer 45: The Coalition events vary annually. Themes around early learning, family and community impacts are often a part of our stories.

a. Are there determined spokespeople or a spokesperson for media interviews?

Answer 45a: Please see Answer 40.

b. Has anyone at the Coalition undergone media training previously?

Answer 45b: Please see Answer 40.

c. Do you have established go-to partners for providers, or even a family that you could call upon for appropriate media interviews?

Answer 45c: We have many partner providers and work with families based on the story.

Question 46: Demographics: Can you share some details about your audience and the demographic you're trying to reach?

Answer 46: Please see answer 10.

Question 47: Crisis Communication: What are the typical scenarios in which the Coalition would expect to activate crisis communication plans?

Answer 47: Please see answer 41.

Question 48: Event Promotion: Are there specific events or campaigns planned in the upcoming year that the consultant should be prepared to support?

Answer 48: Please see Answer 11.

Question 49: Budget: Is there an ideal range of budget for this RFP?

Answer 49: Please see Answer 1.