



FINANCE

RFP 843-25

GENERAL COMMUNICATIONS AND MARKETING SUPPORT SERVICES

Addendum #1

Date: October 21, 2024

Questions & Answers:

1. What inspired your decision to issue this RFP? Why is it important right now to improve the way you connect with your constituents, stakeholders, and other audiences?

We issued this RFP to secure additional support as our community's needs expand. This step is crucial to maintaining our commitment to engaging effectively with all constituents and stakeholders, ensuring no lapse in service or communication quality.

2. Does the City have a total budget for this engagement? If so, does it have a budget for each year of the engagement?

The City has allocated based on anticipated needs for FY 24-25. However, there is opportunity to request additional resources based on RFP submissions and potential value added to the City's communications efforts.

3. Does the City have a separate budget for extraneous costs (advertising, printing, mailing, trade show travel/registration, etc.) outside of the budget for the requested scope of work outlined in its RFP?

Yes.

4. Is there a preference of local vendors vs. non-local vendors? Do you weigh local vendors more than non-local vendors?

The City does not hold a local preference for this RFP.

5. As part of the potential general communications and marketing support services work requested, would the City be interested in a consultant supporting all of the City's social media content? If not, approximately what percentage of social media management would the consultant handle?

No. The City will maintain primary ownership over the day-to-day management of its social media efforts.

6. As part of the potential general communications and marketing support services work requested, would the City be interested in a consultant supporting all of the City's press release/news article development? If not, approximately what percentage of press release/news article development would the consultant handle?

No. The City will rely on the consultant for targeted efforts.

7. Besides social media management and press release/news article development, are there other types of content development support that the City is looking for through this RFP?

We are considering additional types of content development support through this RFP.

8. Is the City currently working or previously worked with any advertising, communications or marketing firms for similar projects? If so, is or was the City satisfied with those relationships?

Yes, the City has engaged with various advertising, communications, and marketing firms for similar projects in the past. We have had both positive and less satisfactory experiences, and we continuously strive to enhance our partnerships to better meet our community's needs.

9. What not-to-exceed budget or budget range does the City have in mind for this contract?

The budget for this contract will depend on the scope of services proposed. We encourage vendors to present their best offerings, and we will consider proposals that provide the greatest value within our fiscal parameters.

10. Is the cover page, table of contents, and resumes counted towards the total page count?

Yes, the total page count encompasses all pages proposers are submitting. This includes the cover page, table of contents, and resumes.

11. Is there a preference for a local firm?

The City does not hold a local preference for this RFP.

12. What are a few upcoming projects that would be a priority when the contract starts?

Upon the start of the contract, the contractor may be engaged in several ongoing campaigns that are the City's priorities. These campaigns span various departments and focus on enhancing community engagement and service delivery.

13. What are some initiatives the City aims to raise awareness of and encourage greater engagement with?

The City is actively working on several initiatives aimed at enhancing community life. Specific focus areas and details will be shared as we engage with our consulting partners.

14. Do you anticipate crisis communications or issue management to be part of this contract?

No, crisis communications or issue management will not be part of this contract.

15. Do you have any plans to run advertising campaigns? If so, is there a separate budget?

Yes, we have a separate budget for advertising campaigns.

16. Can the City of Lancaster provide a list of anticipated topics, issues, or any subject matter that will be part of our collaboration? This is to ensure we operate under compliance guidelines and to better assess the team's goals and initiatives.

At this stage, we cannot provide a detailed list of topics and issues. However, anticipated subject matter typically includes City initiatives, community events, and public service announcements. Specific details will be discussed as we move forward with our partnership.

17. The RFP states a requirement listed as number 7 under Proposal Format and Content, "Copy of License". Can you please elaborate what you're looking for within this document?

All vendors who work with the City must have an updated City business license. More information can be found here on how to obtain one if awarded the contract: <https://lancaster.hdlgov.com/>

18. Does Lancaster have any notable announcements it expects to make in the coming months?

Lancaster continuously has developments and initiatives in progress. Specific upcoming announcements will be shared with our partners as appropriate to ensure timely and coordinated communication efforts.

19. What does Lancaster define as success when working on various campaigns? Are there any specific KPIs the team is keen to see and/or measure against in general? (e.g., increase in followership across social pages, driving more traffic to the website, etc.)

Success for our campaigns is defined by effective engagement and measurable outcomes that align with our strategic goals.

20. What's the budget for this project? Is there any flexibility depending on the scope of work we propose?

There is some flexibility based on the scope of work.

21. Are you looking for help with all communication channels (website, social media, email, events, etc.)? Or are you focused on specific ones right now?

Yes, we are looking for support across all channels.

22. Is there a specific part of the community or demographic you're trying to reach more effectively?

No.

23. The RFP mentions aligning with the City's strategic goals. Could you point us to where we can learn more about these objectives, especially when it comes to community engagement?

The City's website and official social media channels are good resources.

24. How are you currently measuring success in reaching those strategic goals? Are there specific metrics or key performance indicators the City would want the consultant to help track or improve?

The City defines success by our ability to engage the community and align our efforts with city goals. The consultant will help refine our approach and identify improvement areas.

25. How would you describe the current level of community engagement with the City? Have there been any major wins or challenges recently that we should be aware of?

The current level of community engagement with the City is active, with ongoing efforts to enhance interaction and participation. We have experienced both significant achievements and challenges, which we will discuss in detail to align strategies and expectations with our new partners.

26. What's the general vibe of feedback you get from the community about the City's communications? Is it mostly positive, neutral, or a mix?

Feedback from the community on the City's communications is generally mixed. We receive both positive comments and constructive suggestions,

which help guide our efforts to continuously improve our outreach and engagement.

27. Who would be our main point of contact or liaison? Would this person also be handling decision-making on the City's end?

The contact will be bidinquiries@cityoflancafterca.gov. An email will be sent with status of award to all vendors who submitted a proposal.

28. How often do you expect the consultant to be present in person for meetings or events throughout the year? Any key events we should know about?

We do not anticipate needing onsite support.

29. When it comes to visuals and multi-media, would the consultant need to handle photo and video creation, or does the City have an internal team for that?

The City has a team for photo and video support.

30. How much of the content creation (like articles, videos and posts) would be the consultant's responsibility versus what's handled in-house?

The division of content creation responsibilities between the consultant and in-house teams will be determined based on the project needs and existing capacities.

31. Could you share any past or current marketing efforts that have either worked well or maybe didn't go as planned? Anything the new consultant should keep in mind?

For an overview of our past and current marketing efforts, we encourage you to review our official social media channels and website. These platforms showcase a range of our campaigns, highlighting what has resonated with our community and areas where we've adapted our strategies.

32. Are there any existing systems or campaigns needed to consider when planning for continuity or transitions?

Yes, there are existing systems and ongoing campaigns that will need to be considered for continuity and smooth transitions. Specific details will be provided during the onboarding process to ensure seamless integration and alignment with our current operations.