



Public Relations Firm Request for Proposals (RFP)

Questions & Answers

January 16, 2025

1. Performance Metrics and Goals:

What metrics does MCWIC use to evaluate its performance against organizational goals, and how are these goals quantified and qualified? We will create a list of goals/tasks and check them as completed. Additional tasks may be added based on the results of the outcome of the marketing assessment.

2. Budget Clarifications:

Is the \$45,000 project budget intended to cover the entire two-year contract period, or is it an annual allocation? \$45,000 budget is to cover the entire project period.

3. Budget Clarifications:

Does the listed budget include advertising buys, or will those expenses be funded from a separate budget? If from a separate budget, could you provide an estimate of the anticipated ad buy budget? The budget does not include advertising buys. This will be a separate budget of approximately \$20,000.

4. Scope and Deliverables:

How many pages does the current website have, and are there specific pages or sections prioritized for the refresh? Are you considering a full website rebuild? Our website is technically 2 websites with a total of 2 websites; WAC = 37 pages and WDB = 33 pages, totaling 70 pages. At this time and due to budget, we are looking at a website review and refresh. If responder feels redesign is feasible with budget, that may be addressed in response.

5. Scope and Deliverables:

Are there any existing brand guidelines or style guides for reference during the logo refresh and branding efforts? We have a logo in mind that we can use as a guide.

6. Scope and Deliverables:

Are there specific functionalities or features you would like prioritized in the refreshed website (e.g., user portals, event calendars)? Yes, links to partner agencies, online form submission, newsletters and reports, local resources and reports, and event calendars and any other recommendations proposed by the marketing firm.

7. Confidentiality:

Will the responses to this RFP remain confidential throughout and after the evaluation process? Yes, entity name posing questions will remain confidential.

8. Community and Outreach:

Are there trusted community organizations that MCWIC has previously partnered with and would like to see engaged in this project? Yes, our partner agencies, local public agencies, and community based organizations (CBOs)

9. Community and Outreach:

Are there existing community outreach reports or demographic studies that the selected firm should align with during the marketing assessment? Yes. Reports on local demographic information from the census bureau, Department of Labor, Employment Development Department Labor Market Information, Lightcast (in house access) occupations in demand and commute patterns, and CalJOBS reports of current and past demographics, education, and residency of enrolled participants.