

Questions Due: October 18, 2024 by 5:00 pm PST

Answers Posted: October 25, 2024 by 5:00 pm PST

**REQUEST FOR QUALIFICATIONS - ON-CALL MARKETING,
COMMUNICATIONS, AND DONOR ENGAGEMENT PROFESSIONAL
SERVICES FOR NAPA COUNTY RESOURCE CONSERVATION DISTRICT**
ANSWERS TO QUESTIONS

1. Q: What is the allocated budget or grant for this project?

Q: Your RFP outlines a request for the development of "marketing and public relations strategy that is right sized to Napa RCD's budget." What is your consultant budget? What is your media budget?

Q: General: Is there a set budget for this project? Or are you going to use the budget information provided as a selection factor?

A: Napa RCD has not yet established a budget for the requested services. We anticipate funding this work through a variety of sources, including grants, donations, and property tax income. Our current grant agreements which can support some of the requested services include grants from California Department of Conservation, United States Forest Service, University of California, National Oceanic and Atmospheric Administration, and the California Wildlife Conservation Board.

2. Q: What are the required qualifications and experience for the Project Manager position?

A: There are no required qualifications and experience for the Respondent's Project Manager.

3. Q: How much of your annual operating budget is allocated for marketing and advertising for the current fiscal year?

A: The adopted budget for this fiscal year includes \$34,500 in non-staff related expenses for advertising and marketing. Budget amendments can occur throughout the fiscal year. Some of the requested services are not considered marketing and advertising activities within our adopted budget.

4. Q: What is your fundraising goal?

A: In 2025, our fundraising goal is \$250,000 - \$500,000. We would like to work collaboratively with one or more Contractor(s) identified through this RFQ to develop future goals.

5. Q: What platform is RCD currently using for its website?

A: Napa RCD's website is managed via WordPress.

6. Q: Please confirm paypal is the preferred donation method.

A: Napa RCD does not have a preferred donation platform method. PayPal is what we currently use.

7. Q: Does historical imagery exist for the retrospective? Is it organized or will it need to be gathered and organized?

A: Historical (pre- 2000) imagery exists, mostly in the form of printed photos, slides, and hard-copy articles. The imagery is not well-organized and mostly not digitized.

8. Q: Who supports your current marketing and advertising efforts? Are these done in-house or have you worked with an agency in the past? If you have worked with an agency, what agency?

A: Currently, most marketing and advertising is conducted by Napa RCD staff. We hired Heave Ho! Creative to develop our logo, brand guide, and design templates. We have occasionally hired Heave Ho! Creative to support print and digital design needs.

9. Q: Is the incumbent agency permitted to bid on this work?

A: Yes

10.Q: As referenced on Page 4 of the RFQ, "proof of insurance coverage shall be provided as part of the proposal and shall include the insurance types and required coverages specified below." What constitutes proof of insurance? Is a COI required or does a letter from the insurance carrier suffice?

Q: Is proof of insurance required with the proposal or can this be provided upon award?

Q: Do I need to have the types of insurance listed on p4 of the PDF. For example, if I don't own a car and don't anticipate driving being a part of this project, would I need to have car insurance?

A: On page 4 of the RFQ, it is stated: "Proof of insurance coverage shall be provided as part of the proposal and shall include the insurance types and required coverages specified below." Napa RCD will accept a Certificate of Insurance or a letter from the insurance carrier as proof of insurance. The automobile liability insurance requirements in RFQ may be waived if the Respondent will not be driving as part of the project.

11.Q: Regarding the requests for donation, do you have a prioritized initiative or goal you are specifically looking to fund?

A: Ideally, we would like to raise unrestricted funds for our organization as a whole. We want to work with one or more Contractor(s) identified through this RFQ to determine how to best fundraise for specific programs or projects that have unique, unmet financial needs.

12.Q: Outside of the anniversary date, do you have any existing milestones which would impact the timing of this work?

A: Napa RCD participates in an annual community fundraising campaign between November 15 and December 31 and builds messaging and materials for this campaign.

13.Q: How are you planning to structure your consultant partnership(s)? Are you interested in setting up a retainer? Will you be awarding contracts on a project basis with a fixed fee?

A: We have not yet determined how best to structure our consultant partnerships for the work described in the RFQ, and will work with one or more selected Contractor(s) to define the relationship.

14.Q: Section 1: Are we correct in our understanding that you are hoping for contractors to develop social media and email strategy/language/graphics/schedule recommendations, but that the Napa RCD team will handle execution/posting/building and sending emails?

A: Yes, this is correct.

15.Q: Section 2: You reference various materials such as slide decks, brochures, etc. Is there a set number of these materials, or are you wanting price estimates per deliverable?

A: There is no concrete numeric target at this time. We would like to know approximate prices for each type or category of material.

16.Q: Section 3: Do you have a development director who the contractor will be working with on the major donor plan?

A: Napa RCD does not currently have a development director. Selected Contractor(s) will work primarily with Napa RCD's Executive Director, Program Director, and Board Members to develop the major donor plan. Napa RCD has an ad hoc Funding & Visibility Committee of its Board which participates in donor development, marketing, and communications strategy development.

17.Q: Section 4: You list four example articles/stories you'd like to tell. Is this a comprehensive list, or is there a set number of stories/articles you're hoping for, or are you wanting a per-deliverable price estimate?

A: The list of stories provided in Attachment A is a list of the highest priority stories that we have identified that we want to tell in the near-term. It is not a comprehensive list of all the stories we would like to tell, and the number of stories we pursue with selected Contractor(s) will depend on budget, capacity, and emerging priorities informed by the Contractor(s). Respondents may share cost estimates per unit to the degree possible for the different kinds of deliverables that may apply to the needs outlined in Attachment A.