

## RD 1000 Response to Questions: RFQ Strategic Communication Services

1. Project Budget:

*RD 1000 recently adopted a line item for Outreach Consultants (\$25K) in their Fiscal Year 2021/2022 Budget. While this is the amount the District anticipates spending during the Fiscal Year, this is not tied to the RFQ Strategic Communication Services. The RFQ did not specify a detailed project scope for which respondents could provide a project budget. The District intends to get a consultant under contract, and then develop project specific scopes of work when needed. The consultant would then provide a quote and the District would approve. Respondents to the RFQ are encouraged to provide a rate schedule in their submittals. Submittals should assume this contract to be a time and materials contract.*

2. Project Timeline:

*RD 1000 desires to have a consultant provide services for an extended period of time (multi-year), as needed. The needs of the District will be identified over time and then the District would work with the selected consultant to develop specific scopes and quotes for individual projects with prescribed individual project timelines/schedules.*

3. Can the District provide a list of the high priority issues that you are currently facing?

*Over the course of the last 18 months the District has adopted an updated Capital Improvement Plan and the first phase of a Comprehensive Financial Plan. Both plans are available on the District's website for reference. The District would like the assistance of the selected consultant to help communicate these plans. Phase 2 of the Financial Plan is currently underway, and the District anticipates the results of that phase to be known before December 31, 2021, which will likely include the need for an assessment rate adjustment.*

*The District desires the selected consultant to work with District staff and the Financial Consultant during the development of Phase 2 of the Financial Plan and develop an effective communication strategy. After award of the contract, the District will ask the selected consultant to provide a project specific scope of work (quote) for the work need for Phase 2 of the Financial Plan.*

4. In terms of printed materials, can you provide an estimate on how much is anticipated to be printed Timeline?

*As with the budget and schedule questions, this will depend on individual project scope of services developed with the selected consultant as needed by the District.*

5. Does the District anticipate any mailing service requirements as part of the scope of work?

*As with the budget and schedule questions, this will depend on individual project scope of services developed with the selected consultant as needed by the District.*

6. Does the District utilize a digital platform to track and communicate with constituents? If so, can you share which one you use currently or have in the past?

*The District currently uses HootSuite to track and coordinate our Social Media Accounts.*

7. The RFQ references an Indirect Cost Allocation Plan but doesn't provide a copy of that is refereeing to. Can you provide a copy?

*The reference to the Indirect Cost Allocation Plan in the RFQ was a typographical error and does not apply to this RFQ.*