

CITY OF TUCKER

ACKNOWLEDGE RECEIPT OF ADDENDUM #1 FORM

RFP 2024-008

CITY COMMUNICATIONS PLAN

Upon receipt, please print and add to your proposal.

I hereby acknowledge receipt of the supplement pertaining to the above referenced bid.

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

SIGNATURE

DATE

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	QUESTION	ANSWER
1	Could you kindly provide insight into the anticipated duration of this project?	This is a one off ask and we look to the vendor to provide a timeline for completion.
2	Do you have any expectations regarding the project completion timeline?	This is a one off ask and we look to the vendor to provide a timeline for completion.
3	It would be helpful to understand if there is a predetermined budget range that the city aims to adhere to for this endeavor	We do not disclose the budget as part of the RFP process.
4	What are the required insurances for this solicitation?	General Liability.
5	Can the work be performed in a remote capacity?	Yes
6	Is there any need for the consultant(s) to be on site?	No
7	What is the budget for this contract?	We do not disclose the budget as part of the RFP process.
8	What is the duration for this contract?	This contract is for the completion of the requested documents.
9	Is this a new contract or have these duties been performed by another agency previously?	This is a new contract.
10	Does this RFP also include the responsibility of purchasing the media included in the plans?	Photographs of the City can be provided by City Staff. Purchasing of stock photography and art are up to the vendor.
11	Communications Strategy Focus: Could you clarify whether the communications strategy should prioritize internal city administration, the wider community, or integrate both? How should these priorities be balanced?	Both internal and external communications should be addressed.
12	Format Requirements: Are there specific formats or templates we should adhere to when presenting the communications plan, especially when addressing different target audiences?	This is an internal guidance document, but it will be posted on our City website as an embedded PDF. We would like source files so that we can tailor for usage.

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13	Legal Considerations: What key legal considerations and compliance requirements should we incorporate into the communications strategy?	ADA requirements, First Amendment Rights, etc.
14	Strategic Goals: Beyond general communication enhancement, are there specific issues or opportunities the city aims to address with this strategy? For instance, how should the strategy support community engagement or economic development as outlined in the Tucker Comprehensive Plan?	To be discussed post bid award.
15	Team Composition: Should adjustments in our project team's composition be necessary post-commencement, what is the approval process? How flexible is the contract regarding changes in personnel?	Your personnel are not specified in the contract.
16	Budget Constraints: What is the allocated budget for this project? Are there pre-determined financial limits for specific components of the communications strategy?	We do not disclose the budget as part of the RFP process.
17	Project Timeline and Scope: Is this project expected to extend over multiple years? What are the critical milestones and their expected completion dates?	No, the duration of this contract ends upon completion of the requested documents.
18	Key Messaging and Assets: Are there existing key messages and digital assets that we should integrate or consider in our strategy? How do these align with Tucker's branding and identity initiatives?	Existing resources are listed in the bid manual
19	Vision for Downtown Tucker: What specific improvements or changes does the city envision for Downtown Tucker, and how can these be supported through effective communication?	You may reference our various plans here: https://www.tuckerga.gov/plans_and_studies/index.php
20	Demographic Considerations: What demographic data should inform the communications strategy to ensure it	All demographics that are pertinent.

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	effectively reaches and resonates with all community sectors?	
21	Implementation Responsibilities: Once a plan is finalized, does the city expect our team to lead its implementation, or will this be handled internally?	This will be handled internally
22	In-Person Engagements: How frequently does the city expect in-person engagements or meetings with our public relations team?	Meeting schedule will be determined by City Staff and the vendor. No in-person meetings are required.
23	Crisis Communications Implementation: Once the crisis communications plan is created and approved, what is the expectation for its implementation and execution? Are there specific roles our team is expected to maintain?	Implementation will be handled internally.
24	Media Training and Opportunities: After completing media training, is there an expectation that we actively seek out media opportunities for the trained spokespeople? How should these opportunities align with the city's strategic communication goals?	The vendor will not have an expectation to seek out media opportunities.
25	Resource Allocation: What internal resources will be available to support implementing the communications strategy?	Implementation will be handled internally
26	Performance Metrics and Evaluation: How does the city wish to measure the success of the communications strategy? What are the specific performance indicators or benchmarks?	TBD post bid award.
27	Ongoing Support and Updates: Does the city anticipate needing ongoing support and updates to the communications strategy post-implementation?	No, that will be handled internally.
28	Integration with Other City Plans: How should the communications strategy integrate with other ongoing or planned city projects?	To be discussed post bid award.

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29	Stakeholder Engagement: What levels of stakeholder engagement are expected throughout the strategy development and implementation phases?	This is in the bid manual.
30	Technological Adaptations: Are there specific digital or technological platforms the city prefers or requires to use in the communications strategy?	Existing resources are listed in the bid manual.
31	Language and Accessibility: How should the strategy address multilingual communication and accessibility to ensure inclusivity for all city residents?	The City would be interested in stated goals to add translation and adhere to ADA requirements.
32	Feedback Mechanisms: What mechanisms does the city prefer for gathering feedback from residents and stakeholders about the effectiveness of the new communications initiatives?	Currently not in place.
33	Crisis Communication Training: Beyond creating a crisis communications plan, does the city require specific training for staff on handling and responding to crises as they unfold?	No, that will be handled internally.
34	When was the last time the City of Tucker developed/updated/modified its current branding?	We went through a branding process in 2019 and have guidelines for that logo only.
35	Does the City of Tucker have an existing communications plan?	No, this is a first.
36	How long ago did the City of Tucker launch its current website?	The current website was launched in 2018 and is under redesign with a launch of August 1.
37	While the RFP speaks specifically to the City Parks and Recreation department, what other departments will be key to this communications plan?	This plan request is for general City communication guidance to be utilized by all departments.
38	Describe the city's ideal partner for this project.	Communications professionals with the expertise to build the requested documents.
39	What are the city's goals you hope to accomplish with this project over the next 2 - 4 years?	Better informed and more engaged public.

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40	How do you measure success in your current efforts? What does success look like with your selected firm?	We keep a variety of metrics and analytics.
41	Is there a set budget for the communications plan RFP?	We do not disclose the budget as part of the RFP process.
42	Can you share more about the City of Tucker team the selected firm will work with?	Communications Department made up of a Director, Website designer and two coordinators.
43	Is there an incumbent firm/agency that has helped in the past?	No, this is a first-time request.
44	The RFP scope says "The proposal should also include a projected timeline." Is there a recommended length of the proposed contract based on budgeting? Would the goal be to install this plan in six months? a year?	We want to know how long it will take you to complete the request.
45	When proposing a budget, would the city accept a monthly retainer, or do tasks need to be broken down hourly?	A project cost proposal by deliverable is acceptable. Hourly rates are not required, and a monthly retainer is not acceptable. This contract awarded will include a "not to exceed" compensation, which may be negotiated after the evaluation process.
46	Should pricing be included in the general proposal or broken out as a separate document?	The proposal, including the project cost proposal, should be one document.
47	What is the size of the city communications staff? Approximately how many people will be expected to execute this plan and/or included in training?	Four: Director, web and graphic designer, two coordinators.
48	One objective states "Create training material for community/organizational leaders to keep people engaged with the community online." Can you please clarify this goal? Is the expectation that city leaders will be trained to engage with community leaders, or that leaders of community groups will be trained on how to better engage the community? How many people do you expect to need training? Would it be online or in person?	Staff will implement the provided materials and training internally.

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49	Is the expectation that we only use city tools for analytics and execution, or would the city be open to using tools provided by our agency to monitor analytics, reach etc?	City tools
50	The RFP mentions a "digital brand." Would this be creating a different digital brand for the city aside from the current Tucker brand? If so, is there a current official brand policy for the city of Tucker or would this need to be created?	There is no official or defined brand for the City.
51	Does the city already have available market research on city branding/residents/services that can serve as a launching point or is the expectation that the consultant will conduct this research to set a starting point?	No.
52	Is there a ballpark budget for this project? If so, are you comfortable sharing a range that is most indicative of your budget: \$50,000-\$100,00, \$100,000-\$150,000, etc.	We do not disclose the budget as part of the RFP process.
53	Do you have a timeline of when you'd like for the plan to be completed?	That is to be determined by the vendor.
54	Is there a timeline of when you'd like to implement plan?	Once the documents are complete and approved.
55	Do you have a current communications plan? What do you like or dislike?	We do not.
56	What is your end goal?	Please reference the bid manual.
57	What is the intended impact of this new communications plan?	Please reference the bid manual.
58	How will success of the communications plan be measured?	To be determined after bid award.
59	What is the makeup of your communications department?	Four: Director, web and graphic designer, two coordinators.

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60	What is more important: to communicate to current residents and constituents or communicating to new residents?	We don't differentiate.
61	Is this a proactive effort to be strategic, or did something happen to prompt this RFP?	This is proactive.
62	Can you share the 2-3 names of the best spokespeople for the city of Tucker?	To be discussed post bid award.
63	Has the City of Tucker considered a Brand Ambassador program?	To be discussed post bid award.
64	Does the City of Tucker have any current monitoring in place for social and the media? If so, please briefly describe.	Google Alerts.
65	Are there any ongoing efforts for reputation management?	No.
66	Has the City of Tucker encountered a crisis before? If so, briefly describe 2-3 instances and how the City of Tucker responded.	No.
67	Is the City of Tucker open to a media training workshop for key stakeholders (including elected officials) in addition to the guidelines?	This will be implemented via internal staff.
68	How many elected officials are there?	Seven.
69	In the overall program, what are the major happenings that inform the communications plan? Examples: new launches, economic development, public/private initiatives, major milestones, etc	Typical municipal business.
70	Are communications handled internally or are they outsourced?	Internally.
71	Please clarify these sentences under social media on page 4: "Identify programmatic needs for, market reach, and recommendations of usage guidelines by City staff."	To be discussed post bid award.

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72	What are the inhouse capabilities related to communications, social media publishing, e-blasts, and video content?	Our resources are listed in the RFP
73	Is this RFP for an annual program?	No.
74	What is the forecasted the budget for this RFP?	We do not disclose the budget as part of the RFP process.
75	When would you like to be in market with media for this new campaign?	We are not seeking help with media outreach.
76	What was the historical paid media spend?	To be discussed post bid award.
77	How does City of Tucker define a policy (social media policy, branding policy)?	Guidance on best practices to be utilized by staff.
78	Are there any existing media contracts in relation to a media buy (ex: quarterly in Atlanta Magazine, etc.)?	Monthly ad space in Rough Draft.
79	Who are the established media relationships that consistently cover Tucker in a positive way?	In good standing with and have contacts at most outlets.
80	Can we provide a trade secret affidavit to ensure proprietary elements of our proposal are not public record?	No. This is a public bid and therefore all proposals are open records, subject to the open records act.
81	Is it correct to assume that the City of Tucker is seeking a social media policy and plan? Defined as Policy – is how employees should represent themselves and the brand on social media. Social media plan – blueprint for the social marketing strategy, including realistic social marketing goals to align with overall business goals along with content development, and is a part of the overall marketing strategy.	Yes.
82	Is there a comprehensive brand and marketing strategy for the City of Tucker? If so, could you share it?	No.
83	Has a brand positioning been established for the City of Tucker?	No.

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84	Have branding guidelines been established?	For the Heart logo in 2019.
85	Is there a marketing budget? If so, can you provide a range for the investment level?	We do not disclose the budget as part of the RFP process.
86	Who is the City of Tucker's target audience? Please identify both the primary vs. secondary.	Residents and businesses.
87	Does the City of Tucker Marketing team work with an agency for campaign/content development and social community management?	No.
88	Is there a paid media budget?	We do not disclose the budget as part of the RFP process.
89	Is there a social media strategy? If so, can you please share it?	No, that is part of the RFP.
90	Please elaborate on what a cohesive digital brand means through the lens of the City of Tucker.	To be discussed after bid award.
91	Who develops the content for the City of Tucker socials?	Communications staff.