Questions and Answers

1. "In the proposal guidelines, it states in number 6, "not more than five samples of work ...". Does that mean five campaigns (soup to nuts from branding through execution pieces which might be five items each) or five separate items (e.g. one branding platform example, one brochure example, one video example, etc.)? I could definitely overwhelm you and don't want to do that."

   Five separate items (e.g. one branding platform example, one brochure example, one video example, etc.) is sufficient.

2. I want to confirm you only want the proposal information page numbered, not the samples to be page numbered (e.g. brochure, brand guidelines, etc.), too.

   Please page number the proposal. Attachments and samples may be labeled but do not need to include page numbers.

3. How many videos per quarter are you hoping to produce?

   Initially we would like one police recruitment video and one general video about living and working in Lakeport. After that, one video per quarter should be sufficient. The city has a repository of photography and some drone footage. To save costs, it would be our preference to use local photographers/videographers and have the firm do the rest. However, we are open to suggestions on how to accomplish this in a cost-effective manner.

4. How many departments are within the organization, specifically, that would need highlight videos?

   The following departments/divisions exist within the organization:
   - Administrative Services (City Manager, Human Resources, Risk Management, City Clerk);
   - Police Department;
   - Finance (Utility billing, Customer Service, IT);
   - Community Development (Building, Planning & Economic Development)
   - Utilities (Water, Wastewater, Compliance)
   - Public Works (Engineering, Streets, Buildings, Parks)
   - Economic Development

5. The RFP mentioned "Redesign city recruitment webpage including a general page and a police recruitment page". Is the agency partner going to need to develop any of the pages or just design?

   The design of the general page would need to be updated and suggestions on functionality welcomed. The police recruitment page does not currently exist, development and design are needed, using the current platform.

6. Is the style guide using preexisting assets or complete redesigns?

The style guide would be for pre-existing assets such as the City Logo and the blue/yellow colors used on the website. We need assistance with picking fonts and then using them more uniformly across communications.

7. Any social platforms outside of LinkedIn needing to be managed or set up (ie. YouTube, FB, Instagram, etc)?

   For now, Linked-In needs updating. The City may be interested outside of this proposal for updates on its YouTube, Facebook, and Instagram accounts.

8. Will there be any ad spend for recruiting? If we created a campaign on Linkedin for recruiting purposes, is there any budget that we are supposed to manage within the 12 months?

   There is not a specific budget for this. We tend to boost or pay for ads when there are specific vacancies and will continue to budget outside of this process.

9. We are beginning our proposal process, and may I ask how many contractors are participating in the bidding process for your RFP? Are you keeping it local or opening it (statewide..)?

   It is unknown how firms will be participating in this process. The City sent the information to eleven (11) firms in California and have received correspondence from 5 or 6.

10. And if you could, do you have a pulse on the city development experience that they have or that you're looking for? Asking as some companies solely work on city RFPs and even tho we have done recruitment sites for Chicago and New York, that may not weigh in with some.

    The City has a staff of 50 employees across all departments with no department specifically devoted to communications. Marketing/Brand development experience is limited. The city has used a marketing firm for project specific tasks in the past. While the city prefers a firm that has municipality experience, it is more necessary that the firm understand the limitations of staff and is able to communicate in plain language.

11. Lastly, is there a total budget range allocated for the sum of the proposal?

    As with all small agencies, we need to stretch our dollars. That being said, we have a range in mind between $30,000 to $50,000. Along with specific deliverables, we are looking for tools that will help us to be more self-sufficient. This is why we have asked for guides, templates, and training materials. The more that the proposal contains tools, the more valuable it will be to the City.

12. For scope item 3: graphic design and website support, sub bullet on redesigning the City recruitment page/general page/police recruitment page – Is the City looking for the contractor to design mockups that would then be handed over to the City's web developer or would the contractor design and implement? If it's the latter, what website management system does the City use?

The City does not have a website developer. We have largely developed in-house with limited staff. The contractor would need to design and implement. "Revise" is the name of the website platform, which is a DIY type of platform.

13. Is there a maximum or "not to exceed" program budget for scope items 1-5?

Please see question #11.

14. As you answer the questions, can you also clarify if the city be considering the incumbent firm that prepared the May 2023 report on culture and recruitment for this proposal?

The incumbent firm has been notified and invited to submit a proposal.

15. What is the budget for this engagement?

Please see question #11.

16. For the Videography/Photography/Drone support item -- is the City interested in the development of videos? Or is the City only interested in obtaining video/photo/drone footage?

See #3.

17. Does the City want any sub-department logos accounted for in this Style Guide? (PD for example)

We do not wish to handle sub-departments at this time.

18. Does the City desire defined parameters for City voice, tone and/or grammar?

Yes. We believe that this is an important element that compliments and will assist in the communication of the Employer Mission and Vision Statements.

19. Who at the City will implement the 12-month calendar for employer communications?

The City has a Communications Team made up of members form all departments. The Team meets monthly to review the calendar and receive assignments. It is anticipated that the bulk of the employer communications will come from the City Manager and/or Human Resources.