



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

**REQUEST FOR PROPOSALS
OUTREACH/MARKETING, WEB DESIGN, AND COMMUNICATION SERVICES**

QUESTIONS & ANSWERS PAGE

Questions from potential bidders/respondents and answers from SWORWIB will be posted on this page. Note: Questions about this RFP should be sent via email to admin@sworwib.org. The full RFP is available for viewing [HERE](#). The final day to submit questions will be November 9, 2021 at 5:00PM (ET)

Q & A

(Updated 11.08.21)

- 1. Will you have a forum or site for people to submit questions on the RFP?**
 - a. Yes. This page will serve as the “Forum”, and will be updated as new questions are submitted.

- 2. It would be helpful to know your budget so we can right-size our proposed approach. Would you feel comfortable providing one, even if it is just a range, for the website and communications work?**
 - a. No. In the hopes of demonstrating optimal innovation, adequate preparation/research, and creativity on the part of the bidders/respondents, we will *not* be sharing a specific budget amount for this project until after the RFP bidding process has closed. However, as a [past] basis of comparison, the organization has previously procured Marketing/Outreach and Communication Services for around \$20,000-30,000 annually, along with Web, and Logo Design/Development Services completed for an additional \$7,000-8,000. There are currently special

grants and other project funding in play, in addition to our regular annual budget.

- 3. If a budget amount cannot be shared, are you comfortable with us providing a range rather than a set amount, understanding that we must have conversations with you regarding many of the deliverables to know what an accurate estimate/proposal would be?**
 - a. A budget range, rather than a specific amount in a bidder's proposal, is not ideal. However, if a budget range is provided in the proposal, that range should *not* exceed a *variance* of more than \$1,000 for the Website Design/Development Services (one-time) project, and \$10,000 for the Outreach/Marketing, Communication, and Engagement Services (ongoing/annual) project.
- 4. Our company is primarily a website development company. Are you looking for an all-in-one service or are you willing to break up the website side from the marketing side?**
 - a. Although the Website design/development is a separate function/service from the Marketing/Outreach and Communication Services, the RFP does not prohibit the lead respondent/bidder from leveraging a subcontracting or partnering relationship with a web design firm/consultant to perform that specific function/service. However, the lead respondent/bidder will be responsible for ensuring the successful performance outcomes and results of *both* functions (Marketing/Outreach/Communication *and* Web Design/Development).
- 5. Regarding the 'Outreach/Marketing, Communication and Engagement Services (ongoing)'...Do you want a "printed" annual report or "digital" pdf type annual report or both? Is there a budget range that you have in mind for this project?**
 - a. Both digital and printed formats will be required for the Annual Report. The budget for the *digital* (e.g. PDF) version would be inclusive of the Outreach/Marketing, Communication and Engagement Services (ongoing) services. However, the *printed* version of the annual reports will be budgeted at an additional cost and covered by the SWORWIB.

Additionally, monthly newsletter/NewsWIB and quarterly reports (all of which are in digital formats) should also be covered under the proposal.

- 6. Can I bid on select portions of the RFP and not the entire bundle of services? My firm does not do website design work and does not want to sub that out. Can we bid on the other components of the RFP?**
 - a. Similar to question #4... Essentially, if two different entities are providing the separate functions of Marketing/Outreach and Communications and Web Design/Development, one entity would need to be designated as the “lead” for project management, accountability, and success. All proposals submitted must include all requested services specified in the RFP covering the key areas of Marketing/Outreach, Web Design, and Engagement.
- 7. Will you accept bids from firms outside of this region (e.g. we are based out of Montgomery County). Just wanted to specify if proposals would be accepted outside of your region, even if this one portion is scored differently/lower?**
 - a. No. Only bids from firms or independent contractors based in the Greater Cincinnati Metropolitan region will be considered. However, we appreciate your interest!
- 8. What specific documentation (e.g. Articles of Organization, etc.) is needed?**
 - a. Evidence of the firm’s/independent contractor’s business operations being based in the Greater Cincinnati Metro area can be provided in any format that displays the physical address/location of the business. However, Articles of Organization, Incorporation, etc. may also be required *after* the selection of the firm’s/ independent contractor’s bid.
- 9. How many press releases does SWORWIB produce each year?**
 - a. This number varies based on special announcements, events, and other dynamics. For the purpose of estimates only, we would predict around 10-15 press/media releases over the next year.
- 10. What is the ideal start date of the agreement?**
 - a. December 1, 2021 would be the ideal start date.

11. Is the proposing contractor/firm for this bid being judged off value or price alone?

- a. No. While value and cost will be important criteria in the selection process, the overall quality of the proposals will also be important factors.

12. What is the budget range for requested services in the RFP?

- a. This question was previously asked and answered (see questions #2 and #3 for details).

13. What are the targeted groups seeking to be reached through this service?

- a. Some of the key groups being targeted for outreach and engagement include, but are not limited to, the following:
 - i. Employers/businesses
 - ii. Job seekers
 - iii. Board members
 - iv. Community Partners

14. How often are podcasts expected to be produced/delivered?

- a. Podcasts are not currently being provided. However, if proposed/delivered, podcasts should be offered at least monthly, but should only be one of *many* tools/resources proposed in the overall Marketing/Outreach, Engagement, and Communication package/bid.