

Air Quality Public Outreach RFP Addendum #2 Q&A

Q1: What do you see as the most relevant differences between this RFP and the one previously issued in late 2016?

A1: Removal of the word “Implementation” from the RFP. We want applicants to focus on an Air Quality Public Education and Outreach Strategy, not necessarily the implementation of that strategy. An opportunity to actually implement the strategy may come in the future, but first we need to develop the strategy. That being said, a plan for implementation should be an element of the strategy ultimately developed by the selected applicant but this RFP does not focus on the implementation itself.

Q2: What are the priorities or needs that NOACA wants to ensure are addressed in this round of proposals that were, in general, missing from or not fully addressed in previous rounds?

A2: See response to previous question; the priority here should be on the development of a strategy for air quality public education and outreach versus the actual implementation of said strategy.

Q3: In Section 2 G (page 5), what do you mean by Risk Management?

A3: As part of the project management plan, risks should be identified and a plan to mitigate the risks. Risks, in this case, would be anything that would delay the project, or prevent completion of the project.

Q4: In Section 3 (page 5), do you envision an optimal or minimal number of participants in the Mission Statement outreach process?

A4: We would like the selected firm to advise on what number of participants is optimal.

Q5: Regarding the Public Involvement Program (Section 4 on page 5), could the outreach take place virtually (i.e. via email, or webinar) rather than in person? And do you have a minimum number of stakeholder participants in mind?

A5: We would like the selected firm to advise us on what methods would be appropriate (most likely a mix)

Q6: Regarding the three documents listed among the minimum deliverables in Section 4 (page 6), would you expect that these documents be professionally designed and printed? Do you envision any of them as more like brochures, or more as reports?

A6: The documents requested will be used more so internally, not designed for public distribution.

Q7: Could you explain the request in Section 5 of the Scope of Services (page 6) for examples of previous campaign work to be included in the plan?

A: examples of work from previous communications campaigns by the consultant. We would like to see what the applicant has done in previous campaigns so we can better assess their capabilities to handle such a communications plan for our purposes.