

Air Quality Public Outreach RFP Addendum #3 Q&A

- Q1. When NOACA talks about stakeholder groups in the RFP, which specific groups of people do you include under this umbrella? **The RFP describes stakeholder groups in the RFP on page 5 (Item 4)**
- Q2. You mention having a survey instrument at the kickoff meeting. Will this instrument be used to guide discussion at the kickoff or will it be reviewed at the meeting prior to using it to collect information from other groups? **Both**
- Q3. What are your expectations for the kickoff meeting? Do you have a proposed agenda for the kickoff meeting? **The consultant will prepare this agenda; some guidance provided in the last paragraph on Page 4 of the RFP**
- Q4. There appears to be a need for numerous public meetings and focus groups. How many of these meetings do you anticipate? Because we will be seeking diverse and extensive community participation, we wonder whether one meeting in each county would be sufficient. Do you view focus groups as the vehicles to obtain input from specific groups such as public health, transportation, business and industry and selected opinion leaders? Meetings and focus groups are critical, but also expensive. Pinpointing an acceptable number of meetings will be helpful when we propose a budget. **It is the responsibility of the applicant to develop a Project Management Plan that outlines the number, type and scope of anticipated meetings. NOACA will not lead applicants in a particular direction with regard to how the applicant should plan for public meetings, focus groups, outreach forums to engage either stakeholders or the public.**
- Q5. How available are the NOACA staff and resources to assist with meetings and logistics necessary for the meetings? **NOACA will have some staff and resources available to assist with meetings and their logistics.**
- Q6. Do you have a budget in mind for the activities suggested by this RFP prior to buying media? **RFP Applicants should propose their own budget to support their anticipated scope of work.**
- Q7. The RFP makes it clear the plan should include a menu of options for communications activities. However, without an overall strategy in place which will determine the plan's scope and tactics, we can't really develop a meaningful communications plan or estimate costs. What are your expectations at the proposal stage for this requirement? We can certainly assume some common public education and outreach approaches, but how are we expected to estimate this? **Applicants should respond to the requests outlined in the RFP to the best of their ability.**
- Q8. The RFP mentions an "additional public involvement program" as part of the strategy development (#4). Is this in addition to the other meetings and focus groups to develop the mission statement? What do we need to know about this additional public involvement program? **Strategy Development is different from Mission Statement development, but there may be some overlap between stakeholder groups engaged to develop the Mission Statement and stakeholder groups engaged in the development of the overall Air Quality Public Education and Outreach Strategy. Details about the Public Involvement Program are under Item 4 on Page 5 of the RFP.**
- Q9. We see a number of meetings will be required to support strategic planning. The RFP mentions steering committee, stakeholder group, air quality subcommittee and board. Will our team need to make regular presentations to the board and stakeholders by sector? How often will we have meetings? **The Air Quality Subcommittee and Board of NOACA meet quarterly (every three months). The number and frequency of other meetings is not predetermined; applicant should address such meetings in their proposal.**
- Q10. Which of the firms invited to respond to this RFP have had experience serving NOACA? **NOACA does not comment on its distribution list to prospective applicants.**