

Air Quality Public Outreach RFP Addendum #4 Q&A

General

1. Do you have an incumbent agency or someone in mind for this project? **A: No, this procurement is open to anyone.**
2. Do you have a preference to work with someone local or are you open to considering national agencies? **A: We do not have a local preference, although knowledge of the region could be helpful.**
3. Have you previously developed a similar strategy (if yes, did you work with an outside consultant)? **A: We have not developed an Air Quality Outreach plan in the past.**
4. What are your current or recent air quality public education methods? **A: We have historically participated in various air quality education events and distributed materials to inform people about NOACA programs and policy that related to air quality outreach. However, we suspended most outreach activities in the past couple of years so we could develop a strategy to guide our involvement in such events, including potential sponsorship.**
5. How do you colloquially refer to NOACA – do you read the letters of the acronym or pronounce it phonetically? **A: Pronounce it phonetically.**

Background - “What NOACA seeks”

1. Can you provide examples to clarify what you mean by the community having “active and passive involvement”? **A: “Active” involvement refers to direct participation by individuals in the development of the strategy through focus groups, outreach activities, etc.; “passive” involvement refers to review and comment by individuals regarding strategy drafts.**
2. Your RFP asks us to “construct a detailed action strategy with clear objectives and benchmarks.” Who do you anticipate will carry out this strategy, our team or yours? If yours, who on your team will follow the strategy? **A: The strategy is intended for use by the NOACA staff to support the agency’s vision and mission; the agency board will approve the final strategy, to be followed by all NOACA staff in their efforts to support the board.**

Scope of work

1. Do you anticipate the items under number 4, Strategy Development, to be completed in order, or are you looking for a suggestion from the selected consultant on how to best complete the work? **A: The strategy development should be addressed comprehensively through the Proposed Scope of Services.**
2. Under number 5, Communications Plan Development, you say that “This plan should include a menu of options for proposed communications activities. Each option should include timelines for targeted outreach efforts and examples of work from previous communications campaigns by the consultant.” Do you anticipate the consultant to provide examples in this proposal, or once we reach this phase in the project? **A: We anticipate the consultant to include this information in the proposal.**
3. Do you anticipate extending this contract with the selected consultant to help accomplish your communications plan? **A: We may seek a separate contract for implementation purposes but we do not necessarily anticipate an automatic contract extension with the selected consultant.**

Selection procedures

1. Your RFP states that “NOACA will directly select a consultant based on the Letter of Interest (LOI) and interview.” By Letter of Interest do you mean our proposal? **A: Yes and included in the proposal should be a LOI.**
2. Your proposal asks that we “use a minimum 11-point font size and maintain margins of 1" on all four sides.” Is this a definite requirement? We don’t use a standard, text heavy proposal template. Our proposal template is modern with easily readable text and graphics that bleed to the edge of the page. Will this break your requirement? **A: The font size of 11 or greater is to insure ease of readability.**
3. Our proposal template intuitively provides all the information you request and does not exceed the page limits, but follows a different format. Would this be sufficient, or do you require us to follow your format precisely? **A: The proposal should be easy to read and a font size of 11-point or greater.**
4. Do you require us to use the same title headings listed under “Requirements for Letters of Interest”? **A: Please follow instructions on page 8 of the RFP.**
5. Your RFP mentions providing the resumes of our team members – our proposal introduces our team members and gives a short bio to describe our roles, skillsets, and experience. Will this be sufficient, or do you require detailed work history? **A: This is your choice on how to represent the skillset and qualifications of your team members.**
6. Your RFP says that proposals will be scored based on “cost factors, such as billable hours, rates of pay, and appropriate staff assignment, relative to the complexity of each task.” Our company determines pricing on a project-based fee, do you require us to use billables hours and rates? **A: We do not require billable hours and rates. However, cafeteria style pricing could be helpful.**
7. Can you provide guidance on budget for this project–do you anticipate the maximum budget available to be more than 25k, more than 50k, or more than 100k? **A: We will select the team with the best proposal with the best price. The current budget for this project is included in our FY2017 OWP and budget which can be found on our website.**