

**OURTREACH SERVICES
Request for Qualifications
Questions & Answers**

1. Is there an incumbent agency or service provider? If so, could you define who that is?

No, not at this time.

2. Whether or not these is an incumbent agency or professional service provider, have you used these types of external services before?

Yes, but it was at least 8 years ago.

3. Are there existing materials that have been produced and simply need to be refined?

Yes, we do have some examples of materials that we either currently utilize or have in the recent past. We do have an existing website that needs to be refreshed as well.

4. Does your budget of between \$38,000 to \$45,000 include production of materials, media buys and placements, out of pocket services printing, etc., or is that budget allocated strictly for “professional services” (i.e. fees)?

This budget is strictly for these professional services.

5. Who, at First Planning District, would be the winning agency’s primary point of contact?

For contractual purposes, it will be Melissa Kirsch, Executive Director and for the actual deliverables, you would be working with our Director of Workforce Operations for Tri-Parish Works.

6. I see the budget is \$38k to 45K – is this the budget for media spend? Or, is this the amount paid to the agency for services and there is a budget for media spend?

This is the approximate amount that we would contract with an agency to assist us with our outreach efforts and not our total Outreach budget.

7. So the agency would be paid that approximate amount for services and then there is a budget to pay for the media (ie; tv, radio, billboards, digital, etc.)? Any idea on what media budget may be? Guestimate?

This is a rather difficult question to answer, but a guestimate would be possibly another \$30,000 to \$50,000 over the course of 12 to 18 months on advertising, collateral materials, etc. This could be lower or higher depending on the value we feel we could get. We know we need to create some kind of collateral material and need help in sharing our successes. I don't see us using billboards necessarily, but maybe more e-blasts to businesses, facebook/twitter posts for jobseekers, etc. We really need help in developing a marketing strategy to our public officials, businesses, partner agencies in an effort to keep them updated on what we are doing and how we are being successful, as well as making sure that those that need our services are aware of what we have to offer.

Anything that we spend money on has to meet a test of the following: is it allowable, is it justifiable and can I allocate it to one of the funding streams.

8. **Given the project includes creative, PR and media buying services, is the First Planning District – Workforce Development Board open to hiring individual agencies for each of the services?**

We are seeking an individual entity or consortium of entities to submit a single proposal. However, if we do not receive a proposal that could provide us with everything we are asking for, it is possible that we may decide to contract with separate entities to achieve our goal, although that is not ideal.

9. **Can you share what type of research and information the First Planning District – Workforce Development Board will be sharing with the winning agency (in addition to what the agencies will bring to the table) in terms of insight into desired industries, decision maker profiles and key hurdles to be address for successful implementation?**

Yes, we will be able to share our informed insight regarding target industries. However, we are mainly seeking general outreach to businesses for the purposes of this effort as well as assistance with sharing our successes within our communities.

10. **Can you share examples of past initiatives that were both successful and not-so successful, explaining the outcome of each?**

For many years we have been developing the outreach services in-house by tapping into pre-existing talents of staff. That has proved difficult based on other competing duties and lack of adequate experience in marketing. We are seeking a more professional, polished, and cohesive approach to capitalize on new branding that has been implemented.

Melissa Kirsch, Executive Director

May 26, 2020