

## **Outreach and Communications Services RFP Questions:**

**Q: As the counties of Hillsdale, Jackson, Lenawee, Livingston, and Washtenaw are combined under the P.A. 7 agreement, what is the percentage breakout to support each OR what is the prioritization of the counties?**

A: There is no prioritization of counties, MWSE is seeking equitable representation.

**Q: Please confirm ALL counties are to be supported through the communications/outreach consultant under the project scope totaling \$110,000 per year?**

A: Yes, all 5 will be represented within the budget.

**Q: Please confirm how many days per week the communications/outreach consultant is expected to work from the local county office?**

A: The consultant can work wherever they please. But be prepared to visit on a semi-basis.

**Q: Please confirm that if the communications/outreach consultant is local to one county, the percentage of time that would be expected to be present in other county offices?**

A: The consultant has the ability to work wherever they please.

**Q: Please also confirm if travel is considered a reimbursable expense?**

A: Yes, travel is reimbursable at the IRS/GSA mileage rate.

**Q: Who will be the primary point of contact for the Communications/Outreach consultant? Is there a current marketing team/staff, including a videographer, that the consultant will work with?**

A: Yes, there is a present communications team, which will serve as the primary point of contact for the Consultant.

**Q: What website CMS do you use (WordPress, Web Flow, etc.)?**

A: MWSE utilizes WordPress as our CMS.

**Q: Is there a main web developer within MWSE!?**

A: The website is currently managed by our internal Communications Specialist and hosted by an external vendor.

**Q: Is the Communications/Outreach consultant expected to provide development support, in addition to design and maintenance?**

A: Yes – the firm/individual will be expected to provide development support in addition to design & maintenance.

**Q: What marketing email software does MWSE! currently leverage?**

A: Sprout Social is used for social media management and Constant Contact is used for newsletters and mass emails.

**Q: Is there an events budget (separate from the \$110,000 per year)?**

A: Yes, TBD.

**Q: Is there a print budget (separate from the \$110,000 per year)?**

A: Yes, TBD.

**Q: Can you please give examples of what is considered a “major event” that the consultant will project manage?**

A: Major event: an in-person event promoting a certain area of the workforce world, with invited speakers and attendance. It could be held at MWSE location(s) or elsewhere. The objective outcome is to demonstrate our subject matter knowledge on a specific subject.

**Q: Please confirm the scope for the annual report is to design and write it, or if the scope also includes project management, web development, interviewing staff or partners for content, and more.**

A: Comprehensive support of a production.

**Q: Are you asking for a name, email address, and phone number so that you may contact them directly?**

A: Yes, please provide the contact information for your references.

**Q: Are letters of recommendation suitable? Within what timeframe?**

A: MWSE would appreciate reference letters from some of your most recent work.

**Q: Are we expected to align each reference to particular areas of proposed services in the bid?**

A: If the references could speak to the work that is being requested, that would be helpful. Relevance to the requested scope of services will produce better scores for the potential bidder.

**Q: Is a signature required on the Complaint Form, even if no complaint is presented?**

A: Yes, please acknowledge by signature that you have been made aware of our complaint and grievance policy.

**Q: If paid advertisement is suggested for outreach as part of the proposal, should we factor the required Media Budget (pass through for advertisement) in the \$110K per contract year?**

A: No, please know that we have a separate budget for media outreach.

**Q: Is \$110K amount specific to services and media budgeted separately?**

A: We have an amount that we have set aside for all media outreach that is not part of the RFP amount.

**Q: Please confirm that the selected bidder is expected to define success goals for approval (with modifications as requested)? Correct, through negotiations, we will agree on any goals the approved bidder sets. If there are specific success goals that MWS will expect, will they be shared for consideration for timing and pricing?**

A: Yes, a full conversation and dialogue regarding what success is will be had, prior to any work being done.

**Q: Budget Coverage: Is the specified budget intended solely for management, strategic planning, and creative services provided by our team, or should it also account for any third-party costs, such as printing, production, or software subscriptions? If third-party costs are expected to be included, would these need to be itemized as reimbursable expenses or fully integrated into the proposal budget?**

A: Michigan Works! Southeast is prepared to cover some "Third Party" cost. There will be a level of negotiation with the winning bidder regarding what additional cost are outside of this RFP; for the sake of this question- Printing is a cost MWSE is willing to take on beyond the budgeted amount of the RFP/Contract. Production and software subscriptions would need to be discussed further to determine overall benefit of MWSE and need in regard to these contracted services.

**Q: Onsite Work Requirement: The RFP mentions that "project services will be provided at the Michigan Works! American Job Center located in the County noted in the bid proposal." Could you clarify if this requires regular onsite work, or if it indicates periodic meetings and collaboration at the job center with the flexibility to perform other tasks remotely?**

A: MWSE is expecting an 80/20 split for onsite service delivery. The bulk of the work to be done can be done remotely by the contractor, however, there will be times where the contractor will need to be "onsite" particularly when "special events" are happening. Most day-to-day services can be delivered remotely.

**Q: Budget Matching and Resource Supplementation: The RFP states a preference for organizations that can "match all or part of their budget and/or supplement contract funds with other resources." Could you provide more detail on this preference? For example, are there specific resources or types of supplemental support that would strengthen our proposal in line with this priority?**

A: MWSE is looking for resourced organizations that may already have subscriptions, tools, partnerships and insights that will serve as an enhancement to the contract. While there is no requirement for specific tools and/or resources, additional consideration will be given to organizations that can provide no cost "value add" or leveraged services to the partnership.

