



**City of Tacoma
City Manager's Office**

**Communication Strategy Assessment and Recommendation
RFP Specification No. CM21-0612F**

QUESTIONS and ANSWERS

All interested parties had the opportunity to submit questions in writing by email to Tad Carlson by 3:00 pm on September 15, 2021. No questions were received but below are the questions and answers from the Pre-Proposal Meeting that was held on September 24, 2021. These are provided below and posted to the City's website at www.TacomaPurchasing.org: Navigate to *Current Contracting Opportunities / Services*, and then click *Questions and Answers* for this Specification. This information IS NOT considered an addendum. Respondents should consider this information when submitting their proposals.

- Question 1:** The RFP mentions a Price Proposal Form. I don't see it attached. Is it required?
Answer 1: There is no price proposal form and an addendum will be posted to address this error.
- Question 2:** Is any of the federal COVID funding being used for/in conjunction with this project?
Answer 2: At this point no, all money currently budgeted for this project comes from regular City funds. This could change, however, and federal COVID funding may be utilized.
- Question 3:** Questions were due earlier. Have any answers been published?
Answer 3: No questions were submitted via email.
- Question 4:** So, is it okay for us to just submit pricing in the format that we each normally use?
Answer 4: Yes. Section 12.5 in Content to be Submitted asks for a cost proposal including breakdown of fee structure. So long as the breakdown is clear this can be submitted using respondents standard format.
- Question 5:** Can you share who will be on the selection advisory committee?
Answer 5: The Selection Advisor Committee has not yet been determined.
- Question 6:** In 3.1.5., dealing with public records retention, is that primarily related to social media posts?
Answer 6: Not solely, but yes it would apply to any suggested social media component as well. As a public entity, we are required to be able to produce for the public, all documents and communications. The selected vendor should be aware of those requirements and all suggested components of a communication plan must comply with these requirements.

- Question 7:** Can you tell us a little more about the public engagement process you have in mind?
- Answer 7:** Stakeholder/Community Input and Engagement is one of the items we will be using to grade proposals. We are looking for proposals that lay out a strategy that would be inclusive of input from ALL City of Tacoma residents, especially those that are historically under-represented.
- Question 8:** What do you consider important parallels when comparing to “other local jurisdictions” (3.1.3)
- Answer 8:** We are looking for strategies and recommendations that have proved successful elsewhere: innovative approaches that increase the efficiency of communication and increase the access of all residents to communications.
- Question 9:** I have seen similar projects where the recommendations relied heavily on increased staffing and significant additional funding. How constrained is the City of Tacoma, in terms of adding staff and budget?
- Answer 9:** Like most municipalities, the budget is constrained but this is a priority for the City of Tacoma, and we encourage respondents to provide what would be best practice solutions for us to evaluate without overly focusing on the cost of those solutions. City Council has emphasized both internal and external communication as items they are interested in improving and vendors can expect the full backing of both the City Manager’s Office and the City Council. If funds are not immediately available to implement recommendations identified, helping to set priorities for a phased approach may be necessary.
- Question 10:** What about the Communications Director's role, in addition to Council and the City Manager's office?
- Answer 10:** City of Tacoma has two Communications Managers, one for Tacoma Public Utilities (TPU) and one for General Government (GG). Both TPU and GG are interested in how to structure this to make sure it works everywhere. They will likely be on the SAC, and while there are sometimes differences of opinions both are interested in effective communication plans. At the end of the day, the selected vendor will be working with the City Manager and/or Deputy City Manager on this project.
- Question 11:** Did you model this project after anyone?
- Answer 11:** We did look at two proposals, one for a private company and one for the City of Sammamish, WA but both RFPs were several years old and we were not able to identify awardees and we did not receive any direct feedback on the outcome of these that were taken into consideration when drafting this solicitation.
- Question 12:** Anything we should keep in mind in terms of organizational culture?
- Answer 12:** One key organizational culture priority is ensuring we as a City continue to progress in becoming an anti-racist organization. We want to be transformative in our approaches to this end.

Question 13:

Are there any specific challenge areas or specific objectives, beyond the anti-racism and inclusion aspects of communication, that are particularly important to the City Manager's office?

Answer 13:

Important part will be to sit down with key City staff and Council Members to identify people's opinion on existing pain points and ideals for future of communications at City of Tacoma.