



City of Tacoma

Questions and Answers

Media Communications On-Call Consultant RFP Specification No. **PL23-0210F**

All interested parties had the opportunity to submit questions in writing by email to Ryan Foster, Senior Buyer by date questions were due. The answers to the questions received are provided below and posted to the City's website at www.TacomaPurchasing.org. Navigate to [Current Contracting Opportunities / Services Solicitations](#), 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: Could you please clarify the period of performance for the Media and Communications On-Call Consultant opportunity? On p. 6 of the RFP, it states "The period of performance is one year, with the option to extend," whereas on p. 7 it says "The contract will be for a three-year period with the option to renew the contract three additional one-year terms."

Answer 1: It's a three-year contract, with \$100,000 budgeted for year one. Unused portions of the \$100,000 will likely be rolled into subsequent years and additional funding may be added as needed.

Question 2: If the contract lasts three years, is the budget \$100,000 per year, or \$100,000 over the life of the entire three-year contract?

Answer 2: It's a three-year contract, with \$100,000 budgeted for year one. Unused portions of the \$100,000 will likely be rolled into subsequent years and additional funding may be added as needed.

Question 3: Has the City worked with third-party marketing or communications consulting firms recently (i.e., within the past two years) on any type of public outreach and engagement campaigns? If so, have you been satisfied with the services provided?

Answer 3: Yes, we have worked with communications/consulting firms on a project basis. We have generally been satisfied with services provided, but each project is different, so we lack a cohesive strategy. This contract is intended to support department communications, not just projects.

Question 4: The RFP mentions the need for immediate work. Can you elaborate on the nature of that work?

Answer 4: The consultant may be expected to support ongoing projects/initiatives that have already begun and have immediate communications needs.



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Question 5: We understand the need to engage diverse communities. Are there any particular audiences (or demographics) that have been particularly challenging to reach (for example, lower-income non-English proficient families, or affordable real estate developers, etc.)?

Answer 5: At the City of Tacoma we strive to provide equitable delivery of services to historically underserved communities, as well as improve accessibility and language access.

Question 6: Do you feel that the Planning and Development Services Department is meeting the goals set forth in its 2025 Strategic Plan? Where can you improve?

Answer 6: This evaluation will be part of the 2025 Strategic Plan and Comprehensive Plan update that we are currently kicking off.

Question 7: What does a successful strategic communications effort look like to you?

Answer 7: A successful communications effort will engage new, diverse, and broad audiences that don't typically participate in planning processes. It will help inform and educate community members about planning projects, processes, permits, and general topics of interest.

Question 8: In Section 1 the RFP states " The City anticipates awarding a single on-call contract not-to-exceed \$100,000. The period of performance is one year, with the option to extend. Each task order must be approved by the City prior to work commencing." But then in section 4 it says "The contract will be for a three-year period with the option to renew the contract three additional one-year terms. Is the contract one year or three?

Answer 8: It is a three-year contract, with \$100,000 budgeted for year one. Unused portions of the \$100,000 will likely be rolled into subsequent years and additional funding may be added as needed.

Question 9: Is the \$100,000 budget per year or the full contract term?

Answer 9: It's a three-year contract, with \$100,000 budgeted for year one. Unused portions of the \$100,000 will likely be rolled into subsequent years and additional funding may be added as needed.



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Question 10: Out of the list of services included in the scope of what, are there some tasks that would be a priority for 2024?

Answer 10: Development of communications and/or public engagement plans/strategy;
Development of branding, graphics, social media, and/or multimedia
Identification of audiences in Tacoma that are less likely to receive their information through the City's traditional media channels. Strategies for either City staff, or the contractor's staff, to engage with the aforementioned audiences in a meaningful and culturally competent way.

Question 11: What qualities are you looking for in a selected partner?

Answer 11: Strong communications background and demonstrated experience with equitable engagement.

Question 12: Does the \$100,000 estimated budget in the RFP include direct costs for the media buy?

Answer 12: Yes.