

Question	Answer
<b>Project Scope and Strategy</b>	
Could you provide context and reasoning regarding the tight turnaround time for the first portion of the project?	The planning grant contract period ends September 30, the Marketing and Communications plan is a project deliverable for the planning grant.
Is there an existing brand or communications strategy to refer to and implement, or is the development of this strategy expected to be included within the scope of the RFP prior to the visual identity (logo and collateral) portion?	<a href="#">Past Marketing and Communications Summary and Insights</a>
How flexible is the scope if adjustments are needed based on initial findings or changes in strategy?	There is flexibility as long as implementation meets the contract period deadline.
Will external stakeholders or community members be involved in this project?	We encourage external stakeholder and community members be part of focus groups to develop the brand strategy, final approval with be provided by the Kern Coalition conveners.
Is there the possibility of having a focus group to ensure the brand strategy and design are inclusive and appropriate for the target audience?	Yes, focus groups are strongly encouraged.
<b>Responsibilities and Deliverables</b>	
Who will be responsible for translation fees? Is there an internal proofing process for translation accuracy?	The contractor is responsible for translation fees per RFQ requirements.
What is the expectation regarding the amount of deliverables for social media in terms of the number of posts, platforms, and goals for increased presence?	Posting on four social media platforms (Instagram, Twitter, LinkedIn, Facebook), number of posts should correlate to communication needs and will be determined by information needing to be relayed to stakeholders. Goal is to increase social media usage and traffic by 50%.
As the video is the first deliverable, what efforts and preparation, if any, are being undertaken internally now so the agency can start immediately? Where will these videos be featured once complete?	The Kern Coalition has produced one video and there is b-roll available from all stakeholder engagement meetings. The videos will be featured in multiple platforms including social media channels, website and traditional media buys.
What existing contractors or consultants will the chosen agency work with in relation to this project?	The contractors/consultants will work directly with the Kern Coalition conveners and the internal marketing team.
<b>Approval and Stakeholder Involvement</b>	
How many stakeholders will be approving the work?	The Kern Coalition (comprised of 5 conveners) will approve the work.
Will there need to be board approval of the work or a presentation of the strategy to the board between rounds?	The Kern Coalition will approve the work at its regularly scheduled meetings.
What roles comprise the internal Communications and Marketing team at Kern Coalition? Will they be part of the efforts?	The Kern Coalition has been working with the KCCD marketing team to support efforts, the team will work closely with the contractor/consultants.
What is the background of the stakeholders making decisions relative to the brand?	The conveners' backgrounds include marketing, public relations, administration, community outreach and business development.
<b>Past Efforts and Requirements</b>	
Have there been any past marketing and communication efforts of this magnitude for the Kern Coalition? If so, what were the key learnings or challenges from those initiatives?	<a href="#">Past Marketing and Communications Summary and Insights</a>
What qualities, location, experience, background, and working style do you desire in the team that will be selected?	Flexibility, knowledge working with diverse stakeholders, location will be flexible but must have an understanding of the Kern population, specifically working with disinvested communities.
<b>Timelines and Documentation</b>	
The "Regional Plan Report Creation" has a prompt turnaround, but there is no mention in the RFP besides the timeline. Could you provide more information?	The Regional Plan1 Addendum has been completed, the Regional Plan Part 2 will be completed by August 30, 2024.
All timelines have December 2025 as the completion date, but under "Performance of the Required Services," it states December 2026. Please advise if this is a typo.	The project period will have an initial end date of September 30, 2024 with the required milestone: 1) development of a marketing and communications plan 2) development of initial video. A second contract for implementation of the plan will have a timeline of December 2025 with a potential renewal through 2026.
Where can the required "Vendor Information Sheet" be found?	<a href="#">Kern Community College District - PAYEE DATA RECORD</a>

Can you provide more detail on the reimbursement model for payments?	All approved expenses will be paid upon submission of a detailed invoice. Payment will be processed within 30 days of approved invoice.
What documentation is required or desired for insurance and the terms and conditions?	<a href="#">Insurance Requirements</a>
To whom should we address the cover letter?	The cover letter should be addressed to the KCCD on behalf of the Kern Coalition, 2100 Chester Avenue, Bakersfield, CA 93301
Should our cost proposal include out-of-pocket expenses in addition to the fee structure?	It should include all costs associated with the project and should be outlined in the fee structure
Can you please provide clarification on what should be submitted for items G (Vendor Information Sheet), I (Additional Terms and Conditions) and J (Insurance Requirements)?	<a href="#">Insurance Requirements</a>
In what section of the proposal should we provide a workplan with milestones and deliverables?	Section E should include the workplan and milestones
Can you please confirm whether work will continue through December 31, 2026, December 2025, or September 30, 2024?	The project period will have an initial end date of September 30, 2024 with the required milestone: 1) development of a marketing and communications plan 2) development of initial video. A second contract for implementation of the plan will have a timeline of December 2025 with a potential renewal through 2026.
<i>Is the "Ongoing Marketing Services" work described in Section D the entirety of the work anticipated in that section? Alternatively, are there other tasks that Kern Coalition anticipates might be included in this section in the future? Could you clarify this?</i>	There may be other tasks that arise as a result of the final marketing and communications plan and it will be negotiated with the vendor once the vendor is under contract.
The RFP states: "Fees for all services may not exceed \$114,000 throughout the performance period" Does "fees" include: Purchasing images and photos for the website? Travel expenses, including mileage Other expenses that may need to be incurred to carry out the work in A - C. Could you clarify this?	The \$114,000 is for the contract period through September 30, 2024. A second contract for implementation of the plan should include all associated costs.
On the "Project Timeline" table in the RFP, there is no interview of bidders indicated. Are you expecting to interview the top 2 or 3 bidders? Alternatively, are you anticipating awarding the project without interviewing bidders? Could you clarify this?	The top bidders will be invited to an interview with the Kern Coalition conveners.
The RFP states "The contract can be bid on in its entirety or by individual items. The cost for Item D can be proposed as an hourly agreement or a fixed amount per month after the project moves from the creation to the maintenance phase" Does this language mean that the costs for tasks outlined in Section D are not included in the \$114,000 "fees for all service"? Could you clarify this?	The costs outlined in Section D are not included in the \$114,000 "fee for services" and will be part of a second contract for ongoing services for the maintenance phase.
There's a beginning date for the work, but not an end date. Can you provide an end date for this work?	The project period will have an initial end date of September 30, 2024. A second contract for implementation of the plan will have a timeline of December 2025 with a potential renewal through 2026.