

## **FREQUENTLY ASKED QUESTIONS**

RFP: NACCHO's Project Firstline – Strategic Marketing and Communications Consultant

UPDATED DEADLINE: Applications must be submitted electronically by **11:59 Eastern Standard Time on Wednesday, May 10<sup>th</sup>, 2023.**

**Q: There were references to a page limit in the original RFP. Is there a page limit for the proposal?**

A: No, there is no page limit for your proposal.

**Q: Will you be providing a budget or a budget range?**

A: We are not providing a budget, as the amount we can provide is flexible depending on the value we see the proposal bringing to our project. While we recognize the lack of a specified budget may present challenges, we ask applicants to propose their own budget to accompany their application in the hopes that it promotes creativity and exploration of this opportunity.

**Q: Is there a media budget that should be built into this plan?**

A: While NACCHO does not have a separate media budget, we are open to that being a part of the proposal.

**Q: Will the project period ending in July 2023, be extended? What needs to be accomplished by this date?**

A: The RFP mentions that the timeline of this project will conclude at the end of July 2023. We recognize that the development of the plan may take longer than that period and are open to an extension. However, in your proposal, we would like to see what can be accomplished during the project period of May – July 2023. The timeline for this project should be when the strategic communications and marketing plan itself will be finalized, not necessarily when it is implemented.

**Q: The RFP mentions meetings that should occur in April and May. Is it too late to apply for this RFP?**

A: It is not too late. The RFP references dates of meetings with NACCHO staff to start planning outlines and timelines that were applicable when it was first published. Please disregard these and build into your proposal dates for meetings that are more appropriate for the new timeline. If the selected applicant's proposal includes dates that are no longer applicable, we will move them ourselves once contracting begins.

**Q: Should the plan include digital or in-person/print strategies?**

A: The plan should include digital strategies only.

**Q: Does NACCHO have an internal communications team that will support implementation of this plan?**

A: NACCHO has an internal communications team that will support implementation of this plan but may

not be solely responsible for all implementation efforts.

**Q: Does NACCHO contract with non-US firms?**

A: No, we will not contract with firms based outside of the United States for this RFP.

**Q: Is the July 2023 timeline when the plan should be ready or when the plan activities should be implemented?**

A: The July 2023 date is when the plan should be completed, not necessarily the activities. Implementation of the activities can start around or following that month. Continuation of contracting for efforts beyond July 2023 depends on the work proposed, the capacity of the consultant, and capacity of the NACCHO staff to support the continuation of this project.

**Q: What are the materials to be promoted? What is the scale of the number of materials needing to be in this plan?**

A: There is not necessarily a certain number of materials that should be included in a final plan. The materials for promotion will include resources and tools from CDC's Project Firstline, NACCHO's Project Firstline work, as well as other relevant materials that NACCHO will be curating. The consultant will help ensure our audience, local health department staff, can easily engage with and understand these materials.

NACCHO releases new materials every few months, but as other activities for this project are underway, that number could increase. There's also a possibility that we could re-release some materials in other languages or with other updates.

In their proposal, the consultant may indicate interest in helping develop materials themselves, but such indication will not impact our application selection or preference.

**Q: Do we need to submit a sample communications and marketing plan for this project?**

A: The sample communications and marketing plan listed in Section D refers to a sample of your previous work. The "realistic workplan and timeline" in Section C refers to an outline of your intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion (e.g., anticipate first draft by X date). This will be built out and modified to ensure it fits the project needs after the selection of a consultant.

**Q: Have there been any challenges in the communications effort in the past?**

A: The challenges of communications efforts in the past have included not having dedicated staff to develop a strategic plan. We have expanded our team to include a permanent communications specialist to implement our Project Firstline communications activities but are looking for a dedicated consultant to work collaboratively with our staff to develop a more formal approach.

Another ongoing challenge and opportunity for our work is that local health departments vary significantly in size, geography, capacity, and needs, so having a wide and diverse audience requires some creativity to cater to.

**Q: Will you be contacting references as part of your initial review?**

A: We will not contact references during the first review. NACCHO will notify applicants before contacting any references provided.

**Q: Our firm works on a monthly retainer model vs. hourly fees. Is it acceptable to provide the pricing as a monthly retainer fee rather than hourly rates?**

A: The budget in your proposal can include staff compensation however your firm charges. This project will make payments based upon receipt of deliverables. After contracting, NACCHO will support the consultant in developing a deliverables-based budget that will clarify payment schedules.

**Deadline/ Staff Contact**

Submissions must be submitted electronically in PDF format to **Kimberly Nalley at [knalley@naccho.org](mailto:knalley@naccho.org)**.

The deadline for submission is **11:59 PM Eastern Standard Time on Wednesday, May 10th, 2023**.

Applicants will be notified of their selection status no later than Wednesday, May 17, 2023.