

Atlanta Regional Commission  
**Questions & Answers**  
Communications & Marketing Support RFP  
April 22, 2019

**Question:**

What social/marketing platform does Atlanta Regional Commission use and/or if Atlanta Regional Commission does not currently use a social/marketing platform, does the ARC plan to do so in the future?

**Answer:**

We do not currently use any type of social marketing platform and there are no plans to do so.

**Question:**

Will the contractor firm need to provide a social/marketing platform or is does the ARC want the firm to login directly to the social platforms?

**Answer:**

The contractor will not need to provide a social/marketing platform. They may be asked to provide content to ARC, which will handle posting and monitoring.

**Question:**

Is Atlanta Regional Commission able to share an estimated quantities or

history of deliverables with quantities?

**Answer:**

We aren't able to estimate quantity. We will rely on the selected vendor to augment our in-house communications & marketing staff on an as-needed basis. Variables include staff workload and internal client needs.

**Question:**

For the social media Facebook/Twitter/Instagram is the contractor scheduling posts, as well as providing content or just drafting content?

**Answer:**

The contractor will only be drafting content.

**Question:**

How frequent do you expect the contractor to post along all platforms? Is the contractor to manage the social pages, post and/or present a strategy?

**Answer:**

Social media content development will be delivered on an as-needed basis.

**Question:**

Does the ARC have images they want to use on social media or will the firm provide all images?

**Answer:**

ARC will provide images

**Question:**

Can Atlanta Regional Commission elaborate on media pitching and media training? What tasks does this entail and how many of each?

**Answer:**

There are no immediate plans for the selected vendor to deliver media pitching or media training activities, but the contract is written in a way that the vendor may be able to provide should the need arise.

**Question:**

How many of each of the creative services (posters, slide presentations, web banners, infographics) does ARC expect to need?

**Answer:**

The selected vendor will be supporting ARC's in-house communications & marketing team on an as-needed basis; we're not able to quantify the amount of need as that depends on staff workload and internal client needs.

**Answer:**

Are creative limited to only visual materials (posters, slide representations,

web banners, infographics)?

**Answer:**

Yes

**Question:**

Does the ARC expect to need video? If so, how many?

**Answer:**

The only potential video-related need is script writing.

**Question:**

Are there any specific education and experience requirements for this solicitation? (Associates, Bachelors, etc.) Years of experience?

**Answer:**

No requirements

**Question:**

What specific subject areas would the Media Training entail? How many training sessions are expected within the slated period of performance?

**Answer:**

There are no media training sessions planned at the present time. The scope of any media training sessions would be developed at a later time.

**Question:**

Please describe creative communication counsel and how often counseling would be needed.

**Answer:**

Communications counsel would be provided on an as-needed basis, as determined by ARC.

**Question:**

Please quantify the ARC's expected need for the following items:

- Website language
- Written materials, including blog posts
- Video storylines and scripts
- Speaking points
- Social media posts [L  
SEP]

**Answer:**

All of the above would be provided on an as-needed basis, as determined by ARC.

**Question:**

What's the most important priority for the selected agency partner?

**Answer:**

ARC is looking for a firm to provide ongoing communications & marketing

support to ARC's Communications & Marketing Group. Because specific needs will change and vary based on ARC staff workload and internal client needs, we are not able to prioritize the type of services that will be needed.

**Question**

What's the most urgent / time-sensitive priority for the selected agency partner?

**Answer:**

Providing communications & marketing support for ARC's Center for Community Services, which includes the Aging & Independence Services Group and the Workforce Solutions Group, on an as-needed basis as directed by ARC.

**Question:**

How will you know we've been successful?

**Answer:**

Measurement of success will vary, depending on the communications & marketing task being delivered.

**Question:**

Could you assign estimated percentages to the SOW outlined in the RFP with the understanding that these could change month-to-month depending on ARC's priorities and unforeseen circumstances?

**Answer:**

See "Percentage of Monthly Budget" column below for figures/explanation

Scope of Work	Percentage of Monthly Budget
Participating in strategic communications planning sessions and preparing strategic communications plans	10%
Performing project management services	10%
Drafting written materials including blog posts, website language, video storylines	60%

and scripts, speaking points, and social media posts	
Crisis communications counsel	
Creative services, including the development of visual materials (e.g., posters, slide presentations, web banners, infographics)	10%
Proactive media pitching	10%
Media training of ARC leadership and subject matter experts	No immediate plans for this at this time, but may change

**Question:**

Whether companies from Outside USA can apply for this? (like, from India or Canada)

**Answer:**

Yes

**Question:**

Whether we need to come over there for meetings?

**Answer:**

It's not required

**Question:**

Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

**Answer:**

Yes

**Question:**

Can we submit the proposals via email?

**Answer:**

Yes, that's preferred method. Send per directions in the RFP