



Questions and Answers

Request for Proposal #ELCMDM2025-04 Public Awareness and Outreach Services

Please be advised all questions are keyed as submitted.

1. Do you have specific, measurable goals as related to the services outlined in this RFP?

Answer:

- **Achieve an increase in social media engagement (e.g., likes, shares, comments, and followers).**
- **An increase of impressions or clicks through digital campaigns monthly.**
- **Improve website traffic from targeted outreach campaigns.**

2. How will the RFP responses be weighted, and what is the rubric for scoring them?

Answer: Each proposal will be scored using the Quantitative Evaluation Criteria, presented in Exhibit 3 of the RFP.

3. Will there be a presentation portion of this RFP process?

Answer: A presentation portion will be part of the First Evaluation Committee meeting.

If so, how many agencies will be selected to present?

Answer: All applicants that submitted a complete application on time will be selected to present.

4. Do you currently work with an agency or have you in the past?

Answer: Yes, we currently work with an agency for these services.

a. If so, who is it and were you satisfied with their performance?

Answer: Questions are specifically limited to the RFP; accordingly, the Coalition will not reply to this question.

b. If so, do they have the opportunity to respond to this RFP?

Answer: Questions are specifically limited to the RFP; accordingly, the Coalition will not reply to this question.

5. Who are the key decision makers on deciding the agency that will be awarded the services in this RFP?

Answer: The Evaluation Committee members are the key decision makers on deciding who will be awarded.

a. Could you provide the names and titles of these individuals?

Answer: Evaluation Committee member names are not available at this time.

6. Is there a budget for the services outlined in this RFP?

Answer: Yes, the budget is \$209,000 for the contract and fiscal year.