



City of Doral

RFP No. 2024-04

Doral Strategic Communications Plan

Addendum No. 2

1. What is the budget allocation for this initiative? If this can't be provided, what is the "do-not-exceed" budget for this initiative?

Answer: Not to exceed \$40,000.

2. What budget, if any, will be available for execution/implementation of the strategic communications plan (i.e. advertising activities, PR activities, community outreach activities, etc.)

Answer: There is no budget allocated for execution/implementation as that will be done in-house with internal resources by City staff.

3. Is the organization looking to implement the plan with internal resources or will there be a future solicitation issued for execution of the plan?

Answer: At this time, the City intends for the execution/implementation to be completed in-house with internal resources by City staff.

4. Will the vendor who is awarded a contract under this RFP be more favorably considered to lead the execution of the plan?

Answer: Please see response to Question 3 above.

5. What marketing/communications vendors have supported the organization in the last 2-3 years? Are they eligible to be awarded a contract from this RFP?

Answer: All responsible and responsive vendors are eligible to participate. The following marketing/communications vendors have executed projects with the City of Doral Public Affairs Department in the past 3 years:

- Havas House Advertising
- Cision
- PressRelations

6. What are the City of Doral's top communication goals and priorities in 2024?

Answer: Among the City's goals are to enhance public awareness, engagement, and understanding of city initiatives and services. Once engaged, the awarded proposer will work with City staff in further defining the City's priorities. Please refer to the City's strategic plan for additional information, available on the City's website: <https://www.cityofdoral.com/government/city-manager/strategic-planning-report/>

7. What is your greatest communication challenge currently?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the City's challenges. Please also see the response to Question No. 6 above.

8. Are there any specific campaigns that you want to develop to overcome these challenges and support your top communications priorities?

Answer: Please see the response to Question No. 6 above.

9. What has been your most successful communications program and campaigns in recent history?

Answer: Once engaged, the awarded proposer will work with City staff in identifying successful communications program and campaigns.

10. Who are the City of Doral's main target audiences?

Answer: Please see the response to Question No. 6 above

11. Is this engagement intended to be solely the development of a strategic plan, or are you also looking for a strategic marketing-communications agency to provide ongoing services to implement the plan?

Answer: Please see the response to Question No. 3 above.

12. If you are looking for implementation services, which ones of these should be included in the RFP response and pricing proposal: A) Public relations B) Crisis communications protocols and plans C) Messaging and positioning D) Social media marketing E) Creative design and content creation F) Advertising (including G) Website design, development.

Answer: Please see the response to Question No. 3 above.

13. If seeking implementation services, what is the length of time that we should quote these services?

Answer: Please see the response to Question No. 3 above.

14. Are there any of these services that will remain in-house, or should we assume that all of the services selected above will be outsourced to the selected agency? Will any of these services have a shared responsibility?

Answer: Please see the response to Question No. 3 above.

15. How is the City of Doral's internal marketing team organized? Can you please highlight the roles of staff?

Answer: The City of Doral's Department of Public Affairs is responsible for the oversight and implementation of marketing for the City. Various staff are appointed to work on various projects, as needed.

16. What are the current communication processes, protocols, and decision-making procedures? Where do you see an opportunity for improvement?

Answer: Please see the response to Question No. 15 above. Once engaged, the awarded proposer will work with City staff in identifying areas of improvement.

17. What will be the approval process for submitted deliverables to be reviewed and approved? Who from the City of Doral will be involved in the feedback and approval processes?

Answer: Deliverables will be submitted to the Communications Director. Feedback and approval process via the Director will involve the City Manager's Office and potentially Mayor and Council.

18. Can you please list who are the key stakeholders and key community strategic partners that you envision collaborating on this strategic plan with?

Answer: The principal stakeholder is the public, however, the City will work with various stakeholders to be determined once the City engages the awarded proposer.

19. How will success be defined? The development of the strategic plan? Increase in awareness, increase in engagement? Are there other primary key performance indicators that we should be aware of?

Answer: Increase on continuity across internal processes that leads to the positive awareness of City leadership, departments, events and programs.

20. Please provide 3-5 benchmarks of other cities, counties and/or municipalities that you aspire to and believe have developed "envy of the industry" marketing-communications programs that effectively serve their target Audiences?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the best practices of comparable agencies that would be of benefit to the City of Doral. Please also see the response to Question No. 6 above.

21. What are your current engagement numbers for social media, and email marketing? Which channel has been the most effective so far?

Answer: This information will be provided to the awarded proposer once engaged by the City.

22. If we choose to include case studies may we annex or upload them as a separate file to DemandStar or does the bidder need to submit one individual file with the RFP response and case studies combined?

Answer: All documents submitted as part of the proposal should be submitted as a single file.

23. How is the project being funded?

Answer: Department's Operating Budget

24. Will the agency selected for this initiative be considered the Agency of Record for City of Doral?

Answer: The City intends to engage the awarded proposer to prepare the strategic communications plan as indicated in the solicitation.

25. Why is the City putting this project out for bid?

Answer: Please refer to Section 3.1 of the solicitation identifying the City's intent.

26. How long has the current communications plan been in place?

Answer: No communications plan currently in place.

27. What are the City's biggest challenges with the current communications plan?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the City's challenges. Please also see the response to Question No. 6 above.

28. Is there an incumbent firm who is currently contracted with the City for communications services? If so, who is it and will this firm be competing in this RFP process?

Answer: There is no incumbent firm currently contracted with the City for communications services.

29. Is it the intention of the City to only contract for the development of a communications plan or will the selected firm also execute the plan? If the selected firm is not executing the plan, who will execute the plan?

Answer: The execution/implementation will be done in-house with internal resources by City staff.

30. How will the City measure the success of the communications plan once it is put in place?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the appropriate metrics to put in place in alignment with the plan. Please also see the response to Question No. 6 above.

31. What communications channels does the City currently maintain (i.e. website, social media, email/text platforms, etc)

Answer: Website, Facebook, Instagram, Twitter, Youtube, Email platform

32. Are there specific issues or challenges the city aims to address through this planning process?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the City's challenges. Please also see the response to Question No. 6 above.

33. Has the city developed a Strategic Communications Plan in the past?

Answer: No

34. What is the expected timeline for the development and implementation of the plan?

Answer: Once engaged, the awarded proposer will work with City staff in identifying a viable time for plan deliverables within the current fiscal year.

35. What key elements does Doral seek in a crisis communications strategy?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the key elements needed. Please also see the response to Question No. 6 above.

36. The RFP mentions “community surveys” as a means of gathering insight and perspective. Does the City of Doral already conduct periodic community surveys and, if so, would it be possible to add questions to such a survey? If not, would the city consider conducting such a survey to gather insight and perspective?

Answer: The City conducts surveys as needed and is open to conducting more as part of this process.

37. The City’s annual budget document states that there is an allocation of \$40,000 for a Communications City-wide Master Plan. Is this the total amount anticipated for developing the plan inclusive of the itemized task: “Collaborate with city staff to ensure seamless integration and implementation of the plan?”

Answer: The \$40,000 is the total amount.

Please note that a prior version of Addendum 2 was issued in error. Please disregard and utilize the above questions and answers instead. Additional questions received are in process and will be answered pursuant to Addendum 3.