



City of Doral

RFP No. 2024-04

Doral Strategic Communications Plan

Addendum No. 3

1. How much digital marketing have you invested in so far? Has it been effective?

Answer: We have not expended any funds in digital advertising thus far this fiscal year.

2. Is the City of Doral open to redesigning its logo and marks, including enhancing and improving its city seal?

Answer: The above request is not currently considered in the scope of this solicitation.

3. Is this City of Doral open to redesigning its website?

Answer: The above request is not currently considered in the scope of this solicitation.

4. Will the agency selected be considered "Agency of Record" for the City of Doral?

Answer: The selected agency will not be purchasing media for the City of Doral.

5. Is there a separate budget for paid advertising and paid digital?

Answer: Yes

6. Is there a separate budget for creative services? (i.e. design, content creation, etc.)

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

7. Does the RFP encompass services for managing social media postings or for only providing the strategy?

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

8. Is there another municipality anywhere in the country you'd consider a best-in-class example to emulate regarding communications strategy?

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.

9. How would you rate your current brand image/perception of the City of Doral brand?

Answer: Once engaged, the awarded proposer will work with City staff in rating current brand based on their expertise.

10. What are your goals for brand perception of the City of Doral brand?

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

11. What are your primary communication challenges you seek to address?

Answer: Once engaged, the awarded proposer will work with City staff in identifying the City's challenges.

12. What has been your most successful communications effort thus far?

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

13. Is there a file size limit for uploading proposal materials?

Answer: The 2021 DemandStar User Guide indicates that the current maximum file size is 100MB. Please refer to the DemandStar and Vendor Registry websites to confirm maximum file size. For all other proposal submittal instructions please refer to Section 2.2 of the RFP.

14. Can you list the positions with the City of Doral who would primarily interface with the chosen agency partner? Who will be the primary points of contact?

Answer: Deliverables will be submitted to the Communications Director with some interface with other designees from the department.

15. Do you have an internal position dedicated to managing internal communications? If so, who?

Answer: No.

16. Do you have an internal position dedicated to social media posting? If so, who?

Answer: Yes. Social Media Coordinator.

17. Can you provide a list of the current communication channels utilized by City of Doral? (i.e. what social media channels, regular newsletters, direct mail pieces, web sites, etc.)

Answer: Social media, website, digital quarterly newsletter, quarterly mailer postcard promoting newsletter.

18. How would you rate the foundation of your current communications infrastructure? (i.e., poor, moderate, good, great)

Answer: Once engaged, the awarded proposer will work with City staff to review the current infrastructure.

19. How would you rate the current City of Doral web site?

Answer: The above request is not currently considered in the scope of this solicitation

20. What are your primary KPIs used to track success of communications efforts?

Answer: social media reach/engagement, number of videos produced, number of press releases. Additional Key Performance Indicators may be utilized by the City.

21. Do you have recent surveys of resident satisfaction with City of Doral communication channels/efforts? Can you share the results?

Answer: There are customer service satisfaction surveys currently in progress.

22. Does the City of Doral currently use any third-party technologies or platforms?

Answer: The above request is not currently considered in the scope of this solicitation

23. Does the City of Doral currently use a CRM software solution that you're satisfied with?

Answer: The above request is not currently considered in the scope of this solicitation.

24. What are the current issues of greatest concern to the residents and key stakeholders? (i.e. overdevelopment, sustainability, crime, affordable housing, traffic, etc.)

Answer: Once engaged, the awarded proposer will work with City staff in identifying the City's challenges.

25. What are the main 2024 strategic objectives for City of Doral that are important to communicate?

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 Strategic Plan on the City's website.

26. Are we able to use font sizes smaller than 11pt for headers, footers, charts, graphics, and other elements apart from the main body text of the proposal as long as the text is legible?

Answer: Please consult Section 2.2 of the RFP for specific guidelines on proposal submittal instructions. Although smaller fonts than 11pt can be used for graphics and related elements, the City does not guarantee the legibility of such text. Proposers recognize that the use of a smaller font may go unnoticed by reviewers.

27. Page 17 says that “Proposals must be typed or printed in black or blue ink”. Can you clarify if this requirement mainly applies to the body text and if there a specific blue we must use?

Answer: Standard and legible blue font must be utilized.

28. Who will serve as the day-to-day point of contact for the project?

Answer: Communications Director.

29. Has an RFP of this type been done before? If not, why is it being requested now?

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.

30. Has the city worked with a PR firm/consultant in the past?

Answer: Yes.

31. Once the project is complete, who will be responsible for executing the project? Would there be an opportunity to continue working with the city in a consulting capacity to ensure the success of the plan?

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

32. Could you please share any past communication plans or successful tactics that have been executed?

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