Strategic Communications Planning RFP Questions and Answers  
June 9, 2020

1. The professional services agreement in Exhibit C it states that the maximum compensation is $65,000.  Is this correct?  We ask because some of the positions in the Exhibit B are not related to communications (e.g. Project Engineer, CAD Operator) and wonder if this might also have been picked up from another contract.

* Answer: The RFP is a standard template that EBMUD uses for all projects and we are aiming for $65,000 or less but are looking for you to provide the budgets based on the scope of work outlined. You may replace Project Engineer, CAD Operator, etc. with whatever positions you want to assign to perform strategic communications planning work such as Director of Communications, Analyst, Field Personnel, etc.

1. The RFP states that it is posted on EBMUD's website (<https://www.ebmud.com/business-center/requests-proposal-rfps/>), but I don't see it on that page. Will it be posted there (along with any addenda)?

* Answer: The email sent out has the Request for Proposal, the Contract Equity guidelines and the Insurance forms required. There will be no additional addendums.

1. I understand that EBMUD has worked with EMC Research on research related to public awareness of water quality issues and other topics; has any research been conducted specifically to assess public perception of the EBMUD brand (e.g. aided/unaided awareness, positive/negative opinions, etc.)?
   * Answer: EMC Research has provided customer opinion research about EBMUD overall, but not our brand per se. We are starting our focus group research work this summer, however, with Probolsky Research, and we expect to get some feedback about our brand through some of that work.
2. Do you have a general budget in mind, or are you looking for consultants to provide budgets based on the scope of work outlined?
   * Answer: We are aiming for $65,000 or less but are looking for you to provide the budgets based on the scope of work outlined.
3. For the scoring rubric, it appears that the total possible value would be 40 points; i.e., 7 categories at 5 points each, with a 5-point bonus provided to firms that meet the DBE goals. Is that correct?
   * Answer: That is correct as we were anticipating to invite the top finalists to make a presentation to the selection committee bringing the total to 100 points but with COVD-19, we might do a phone/virtual meeting.
4. Regarding the Contract Equity Guidelines, can you confirm that the contracting objectives for this project are 25% white male, 25% ethnic minority and 6% white female? Could you discuss how those objectives might apply to a communications planning project with minimal implementation? (We can address contract equity questions to the Contract Equity Office if need be.)
   * Answer: That is correct. Please contact Contract Equity Office 510-287-0114 and they can assist with any outreach efforts needed.
5. Clarify these two sections, “The description shall identify spare or replacement parts that will be required in performing maintenance services, the anticipated location(s) of the spare parts, and how quickly the parts shall be available for repairs” and “The RFP response shall include an implementation plan and schedule. The plan for implementing the proposed equipment/system and services shall include an Acceptance Test Plan.”
   * Answer: The RFP is a standard template that EBMUD uses for all projects. You may respond to the items that apply to your area of expertise. The two sections you made reference to does not apply to the Strategic Communications Planning.