



Date: February 9, 2023; Amended 2/13/23; Amended 2/15/2023

To: Prospective Respondents to RFQ: Communications Specialist for WCCMHB Promotion and Awareness

From: Chelsey Glatz, Designated Contact

Re: Pre-Response Questions and Agency Response

Consistent with RFQ named above, all questions pertaining to the solicitation were required to be submitted in writing to the Designated Contact. Questions and responses are hereby posted as an amendment to the solicitation. Respondents are responsible for monitoring for updates through the deadline for Agency response to questions.

1. What format should the toolkit be in?

The provider will be asked to provide materials in digital format, including editable files for future client use.

2. Do you currently have brand standards?

We have a high-level branding cheat sheet on logo and colors; however, this is not a detailed style guide.

3. Who is the target audience?

We want general public and potential users of services to be aware of the programs being funded through the ½ cent sales tax for mental health.

4. What is the goal of the toolkit and orientation? Are there any particular communications challenges that the toolkit will help address?

The toolkit and orientation are intended to create more coordinated, consistent, and effective communications by the programs providers rather than relying on independent approaches used in the past.

5. Are there specific WCCMHB-funded programs that the toolkit should focus on, or should it attend more broadly to any WCCMHB-funded program?

All funded programs should be included in this coordinated initiative.

6. Who are the key audiences for WCCMHB-funded programs?

The target audience is the local general public, with an emphasis on the Winnebago County sales tax base and potential users of program services, shown here: r1planning.org/wccmhb-funded-programs

7. Do you envision the program presentation occurring in person or virtually?

For the convenience of attendees, we believe a virtual presentation would be best received. A pre-recorded video is another option available for presenting the toolkit.

8. Is there a preference for an Illinois-based firm?

There are no geographic preference inherent to our procurement decision-making process, however, we believe knowledge of our local community will be important for this project.

9. Is it acceptable to provide the pricing as a project fee rather than itemized hourly rates?

Yes, we will consider project-based flat-fee pricing.

10. Can we quote a range for a category based on how in-depth we could go?

Yes, if a category has a varied range of pricing based on the services included, we would like those outlined in the submission.

11. What could the toolkit include?

We are looking for the agency's recommendations on achieving "*co-branding standards, approved messaging, and recommended strategies to promote quality, consistent, and effective communications.*" Vendors can demonstrate what services or components are recommended to meet this based on best practices. This can include but is not limited to standards for different media and communication methods and approaches, and templates.

We will accept category breakdowns based on the variety of services that are recommended.

12. Can we propose additional services that are not outlined in the RFQ?

Yes, if you have additional services that would support the effectiveness of the toolkit, that can be added as an additional item with separate pricing.

13. Do you have a [budget] range that we could work within?

There is not an established budget for this project. As a government agency, we evaluate for qualifications and the best price for the value offered to meet the specifications of the project.