



## **Marketing Communications Consultant Request for Proposals (RFP)**

### **WRITTEN QUESTIONS AND RESPONSES**

- 1. The RFP mentions the creation of necessary infrastructure, such as websites. Is the City looking for a website that would have the ability to register potential residents or otherwise allow users to register for City offerings? Similarly, is there any need for a backend CRM?***

The City does anticipate the need for a website to communicate information about the status of affordable housing activities to the public. This site should allow residents to submit questions. The City has not determined whether that website would need to have the ability to register residents for programs or activities. This would be a question for the consultants to consider in conversation with the City's client team.

- 2. Does the City have prepared spokespersons to attend recommended events and speaking engagements or is there an anticipation that PR training may be delivered by the Applicant?***

The City anticipates that City elected leadership and senior City and DHA staff would serve as spokespersons. The City anticipates that these individuals would need to be provided with talking points and other relevant background information in preparation for speaking engagements.

- 3. Would the scope of management of social media accounts be limited to those created by the Applicant for this specific project or would the integration of other related agency handles (called out in the RFP) be an expectation as well?***

The City is interested in receiving guidance from the selected consultant about whether to set up separate social media accounts for this effort or to use the City's existing social media handles, or both.

- 4. How do you anticipate coordination with the City's Department of Public Affairs? Will there be an opportunity for collaboration and access to the City's communications tools?***

A representative from the City's Office of Public Affairs will be a member of the client team that will oversee and guide this work. There will be an opportunity to use the City's existing communication tools to distribute and/or amplify communications that are being developed as part of this scope of work.

- 5. Can you please share case studies from similar communications plans that you have executed for benchmarking?***

The City does not have a comparable case study available at this time.

**6. How much research has your team already done (interviews/focus groups) about the communities you're trying to reach?**

The City has not completed any research.

**7. Are there any assets or content that has already been created that must be included in this project?**

The City created a high level summary and FAQs about the bond proposal that can be found at <https://durhamnc.gov/3932/Affordable-Housing-Bond>. This information is expected to inform the messaging that is developed going forward.

**8. Regarding the project support team (representatives from the housing authority, public affairs, community development, tech solutions dept., etc.):**

**9. How many members are on this team?**

- What are their titles and roles?
- How high is this project on the team's list of priorities (considering other City projects)?
- What personnel support exists for wider implementation (graphic design, event coordination, etc.)?

The specific composition of the client team has not been finalized. The team will be led by the Director of the Community Development Department and is expected to consist of 5-7 senior representatives from Community Development, Public Affairs, Technology Solutions and the Durham Housing Authority. This project is a very high priority for both the City and DHA. That being said, given current capacity limitations, the City and DHA do not anticipate that personnel support will be available for graphic design, event coordination, drafting of communications or other similar implementation activities. The City and DHA are prepared to use their existing communications tools to distribute and/or amplify communications being prepared by the consultants as part of the proposed scope of work.

**10. Both DHC and Durham Community Development are partnered on this project, what are the individual organizational objectives from this communications plan that corresponds to their internal goals?**

The City and DHA share a common goal of providing information to City residents about progress on the redevelopment of DHA owned sites that are receiving City funds. The City has a broader goal of providing information to residents about the entirety of City-funded activities, above and beyond the City-DHA partnership. In addition, DHA has a specific need to keep current residents of public housing properties, particularly those slated for redevelopment, informed about the status of redevelopment efforts.