

SACRAMENTO REGIONAL COUNTY SANITATION DISTRICT and SACRAMENTO AREA SEWER DISTRICT

RFP # 9009 - On-Call Public Relations Services and/or On-Call Graphic Design Services

RFP issued March 15, 2017

RESPONSE TO QUESTIONS – POSTED MARCH 22, 2017

Date	Question	Response
3/15/17	“Since I am self-employed, I have limited insurance (auto, homeowners, health) and do not have general liability, workers’ compensation, employer’s liability and professional liability. Would that preclude me from submitting a proposal?”	A description of the proposer’s coverage is required, and if that does not meet the RFP requirements, the proposer should note that. Consideration of differing coverages will be part of the contract negotiation process with the highest ranked candidate(s).
3/15/17	What PR and graphic design firms are you currently working with?	For the past three years we have had contracts with four Sacramento area firms: FUEL Creative Group, Merlot Marketing, RS-E, and Crocker & Crocker.
3/16/17	Are you looking for a design firm to maintain an existing website?	No.
3/16/17	Would these services include the design of a new website?	Not at this time.
3/16/17	Is there more than one website that falls under either of these questions above?	No, however, our existing Districts’ websites are www.sacsewer.com and www.regionalsan.com .
3/17/17	Can companies from outside USA can apply for this? (like from India or Canada)	The RFP does not include a restriction on firm location.
3/17/17	Do we need to come over there for meetings?	In-person meetings are often required.
3/17/17	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	The RFP does not include a restriction on where tasks must be performed.
3/17/17	Can we submit the proposals via email?	The instructions for submitting proposals are listed on Page 2 of the RFP.

3/21/17	You list "Social Media" under the Public Relations Services section II. A. 1. (d). Please explain what you mean. Are you referring to advertising on social media platforms; managing the Districts social media accounts, page content, posts, engagements; or, just giving strategic advice to the District to better use social media to reach stakeholders and consumers?	The reference to social media could include advertising on social media, developing content for social media pages, and strategic advice. It would not include managing social media accounts.
3/21/17	Do you have a preference how we include samples of our work? Should we include it within the narrative of the proposal, or attach a flash drive? Is there a minimum or a maximum number of samples that we may provide?	The instructions for submitting proposals are listed on Page 2 of the RFP and specifies paper copies. There is not a minimum or maximum number of samples described; however, it is suggested that proposers submit only what is necessary to best depict their work quality.