The following questions were submitted during the Q&A period, September 13, 2023, through October 3, 2023, outlined in the RFP document.

**Accessibility**
Q: What should agencies be considering in terms of accessibility? Should agencies be considering translation?
A: The F3 Initiative serves the food and agriculture industry within Central California. English and Spanish are two languages that are primarily spoken, however, there are other languages as well including Hmong, Punjabi and others.

**Agency Partners**
Q: Does CVCF currently work with any communications firms and if so, would we be able to share who we work with?
A: Yes, we work with a variety of communications contractors including advertising agencies, photographers, videographers, and graphic designers.

**Budget**
Q: What is the anticipated budget for the 30-month contract?
A: We are not sharing that currently. We would like contractors to focus on the work at hand and cost out that work based on the contractor’s rate.

Q: Is there a budget range in mind for the F3 communications 30-month commitment?
A: We are not recommending a budget at this point.

Q: If subcontracting is done with an agency or sole proprietor for things like videos, media buys, etc., do we include those costs in the proposal?
A: Yes. Any type of subcontracting that the contractor recommends should be included in the cost proposal.

Q: If someone bids much higher than the budgeted amount for communications, will that disqualify them from being selected?
A: Possibly.

Q: Would there be an option to negotiate terms, i.e., hours, wage, in the contract if selected?
A: Yes.

Q: Should we factor the hard costs of printing, software, hosting, etc. into our budget or will those costs be identified in partnership with the CVCF Director of Communications later in the process and come from a different budget?
A: The proposal should be inclusive of all estimated costs associated with activating the communications plan.
Q: The RFP states "30 months" of consultant services, but also lists a "28-month strategic communications plan" - should bidders budget those additional 2 months as part of a research and planning phase?
A: Yes.

Q: Should travel costs/services be budgeted as part of the consultant's proposal? If so, do you have an estimated # of travel occurrences (or predetermined locations, events, etc.) during the 30-month contract?
A: All costs associated with the development and implementation of the communications plan, including travel, mileage, etc. should be included in the cost proposal.

Community Relations
Q: What trust and relationships already exist between Central Valley Community Foundation (CVCF) and agencies that serve the BIPOC community in the Fresno area?
A: CVCF and the F3 Initiative have good relationships with agencies that serve the BIPOC community.

Contractor Insurance
Q: What kind of insurance would this require?
A: Insurance requirements are outlined in Attachment B.

Events
Q: Events are listed in the RFP. Are there events that have already taken place related to this initiative or that CVCF would be thinking of in the same way that you've already got established infrastructure or is that something you would be looking for the contractor to build?
A: Both. The F3 Initiative has already held some events but because the Initiative is new traditional annual events have not been established yet. The contractor could recommend events as part of the communications plan.

Future of F3
Q: What is the hope for F3 after the 30 months?
A: The hope is the F3 grant will be able to be renewed so the work can continue.

Outcomes
Q: Do you want the contractor to outline the objective outcomes in our plan or have the objectives already been identified?
A: The contractor will recommend the measurable outcomes in their communications plan.

Plan Implementation
Q: Will Foundation and F3 leadership provide content for newsletters and/or social media, etc.?
A: We are relying on our F3 Communications Consultant to have a relationship with CVCF and F3 leadership to gather content, but we would not necessarily be gathering content and giving it to the contractor. We would encourage the contractor to build relationships with the F3 partners to gather content.

Q: Will there be one point person at CVCF or are there others we will be working with?
A: We anticipate that there will be two points of contact for the contractor, the CVCF Director of Communications and the F3 Program Lead.
Proposal Content
Q: Would it be possible to offer some guidance that ensures that all bidders reply with an apples-to-apples budget estimate for the work?
A: We would like each proposal to be unique in its deliverables. We prefer to allow for the creativity of each proposer and would not want to stifle that creativity by placing parameters on their creative freedom.

Q: Should our response account for the support needed to activate the channels of F3’s partner organizations to reach each of the four key audiences?
A: We expect that the overall communications plan could include social channels for F3 and its gears. We do not expect the contractor to activate channels for all F3 partner organizations.

Q: Is pitching press stories a part of the responsibilities of this scope or just the drafting of press materials?
A: The contractor will be expected to draft press releases and coordinate with the CVCF Director of Communications to pitch stories.

Q: Is the expectation that the bidder can collaborate with subject matter experts from your team or the F3 partners to ensure that materials represent the level of subject matter expertise required?
A: The expectation is that the consultant will collaborate with the CVCF Director of Communications and F3 leadership.

Small, Veteran, Women and Minority-Owned Businesses
Q: Does MBE and WBE have to be certified in California or can it be certified in another state?
A: Please refer to section 4 of attachment A for information regarding the certification of MBE and WBE.

Timeline
Q: Is there a timeline required for phases of work, i.e. planning, research, implementation?
A: Not a requirement, but we anticipate that months one and two of the contract would be for research, planning and development of the communications plan. The remainder of the contract would be for implementation of the plan.

Who can submit proposals
Q: Are you interested in proposals from an agency that includes everything in this scope or also ones that speak to portions of the scope only?
A: We are interested in receiving proposals from consultants, agencies or a coalition of agencies/sole proprietors. We would like one proposal to fill all the needs we are looking for.

Q: Can full-service agencies submit proposals?
A: Yes, sole proprietors, agencies, and a coalition of sole proprietors/agencies are welcome to submit proposals.