

**THE GULF COAST CENTER  
REQUEST FOR PROPOSAL RFP # 092018**

This document is a list of all submitted questions and answers related to RFP#092018. All questions must be submitted by October 8, 2018.

Q1. Whether companies from Outside USA can apply for this?

Due to the need for the consultation to include onsite face to face meetings at times, the preference will be a consultant in the US.

Q2. Whether we need to come over there for meetings?

Yes, interface is important to ensure staff participation in design.

Q3. Can we perform the tasks (related to RFP) outside USA?

While there are task which will not require an onsite presence, ability for face to face interfacing and collaborating with designated Center staff is a factor.

Q4. Can we submit the proposals via email?

Yes per the Proposal Submission Instructions on page 5 of 21 responses can be submitted in 2 ways:

1. All Proposals must be submitted via us mail, in person or email:  
us mail or in person:

The Gulf Coast Center  
Attn: Melissa Tucker, CEO  
10000 E.F. Lowry Expressway #1220  
Texas City, Texas 77591  
**RFP#092018**  
**RFP Response for Public Relations/Communications Consultant**

email: [MelissaT@gulfcoastcenter.org](mailto:MelissaT@gulfcoastcenter.org).  
subject: **RFP#092018 Public Relations/Strategic Communications Consultant**

Q5. Please clarify whether the proposer is supposed to complete the Form CIQ for only if there are CURRENT business relationships with local governmental entities, presumed to be Melissa Tucker or any other employee of Gulf Coast Center...or if this questionnaire is to be filled out AS THOUGH I were to win this proposal and eventually enter into a business relationship with Gulf Coast Center.

The form is to be completed by any entity wishing to do business with the Gulf Coast Center. The form is to be completed as if you are entering a business relationship with the Center. The Center determines whether a conflict, perceived or apparent, is evident during the bid process.

Q6. Are there budget parameters for this project or a budget figure that it is not to be exceeded?

No there are no budget parameters stipulated. I would recommend you base your budget on tasks to be completed but an hourly amount is acceptable. For example Section V.3 Scope of work identifies 4 deliverables, the respondent could propose a fee for each of the task or a monthly rate based on X hours of work. For Electronic newsletter design and execution a proposal “could” identify \$100 (*random amount used for example*) for completed project.

Q7. Does the GCC have an incumbent contractor for this project?

No

Q8. Was this a previously held contract?

No

Q9. Page 2 states a Deadline for Submission/Proposal due Monday, October 8, but Pages 1 & 4 show Monday, October 15. Which date is correct?

Deadline for Submission/Proposal Due: October 15, 2018 at 10:00am

Q10. On Page 12, “qualifications, education, and experience of the Team Lead and support Team members” is stated as criteria for evaluation. Which section of the proposal do we provide this information?

You have options on where to include that particular information On Page 11 #2 asks for vendor background, it can be provided with that information or on Page 12 #3 asks for an outline of your plan. A part of the plan should include the Respondent’s role. Ideally you could include the qualifications, education, and experience in that narrative or just attach a resume for the person(s) designated for the project.

Q11. Transmittal Letter/Submission Letter – Are these the same letter? Are there any requirements for length of this letter? Is there any verbiage in particular needing to be used?

Yes they are the same letter...basically the responder is indicating why responder is qualified and best candidate.

Q12. Page 11, Scope of Work #1 – Are there existing materials GCC is asking vendors to work from? (For example) Can you tell us how many pages your newsletter is? Is it printed or digital? Do you need a separate one for each location?

The Center does not have a formal template for the newsletter or any communications with staff or others. The newsletter when distributed via email to staff has been a publisher document designed by the staff person assigned. There is no consistency. We do not prepare a separate newsletter by locations.

Q13. Page 11, Scope of Work #1 – Can you provide clarification on the message/presentation training that has been needed in the past? Is this face-to-face or virtual? If face-to-face, are there multiple locations?

The Gulf Coast Center has experienced multiple new individuals to its executive team as well as leadership team. Due to some individuals being new to management or being challenged with effective presentations, face-to-face or virtual consulting on how to deliver an effective message, presentations styles, etc. is needed. Typically onsite trainings are held at the Administration bldg in Texas City.

Q13. Page 11, Pricing – Are there examples of indirect costs that may result from potential projects?

Q14. Page 11, Pricing – Is there a list of direct costs from previously held contracts?

There has not been a previously held contract.

Q15. In Section 4.12.3 – The Detail Proposal states “Required document and detail as specified in Section IV.” Do you mean Section V?

Yes

Q16. Page 12, Section 6.1.3 – Which section of the proposal do we provide this information?

On Page 12 #3 asks for an outline of your plan; it’s part of your written response.

Q17. Page 12, Section 6.1.4 – Which section of the proposal do we provide this information? Should this be included in the Vendor Representative section?

You have options on where to include that particular information On Page 11 #2 asks for vendor background, it can be provided with that information or on Page 12 #3 asks for an outline of your plan. A part of the plan should include the Respondent’s role. Ideally you could include the qualifications, education, and experience in that narrative or just attach a resume for the person(s) designated for the project.

Q18. Which proposal response format should we follow? In Section 4 or Section 5?

Section V provides the REQUIRED documents needed for the response.

Q19. Page 11, Scope of Work #2 – In order to accurately price a new website, we would need to have an understanding how much of the existing website would remain, how many new pages would be needed, and if there is any additional integration needed for the new site. How can we get that information?

(For example) If we price the website redesign & launch with an hourly rate, we would need more detailed information on the scope of the project (where the content is coming from, how much of a redesign, etc).

We plan on redesigning the entire website.

Q20. What is driving the need for a communications strategy? Are you looking to update your brand positioning/messaging overall?

Yes, update brand and overall messaging.

If so, are you looking for logo refinement?

Would consider a logo change or refinement.

Q21. Are there specific services you are looking to promote? If so, which ones?

Overall agency focus.

Q22. Do you anticipate executing a media campaign to promote the newly developed strategy?

Our focus, at this time, is not on executing a heavy media campaign.

Q23. Do you have a budget in mind for this scope?

Minimal additional funding is available for this project.

Q24. Why are you looking to redesign your website?

Improve customer experience, update branding

Q25. What needs do you have for an updated website that aren't being met by the current version?

Update content and align with any brochures used.

Q26. What goals do you want your website to achieve? Changes in brand awareness? Increased utilization of services?

Customers to better understand our services and how to access them.

Q27. Which website functions or features are necessary to have versus nice to have?

Focused on limited functionality at this time as the focus is simply to improve messaging.

Q28. How will you measure success?

Key information available to customers and community partners identified through increased utilization of the website.

Q29. Do you have a project budget and timeline in mind?

Funds available are limited. Completion of project throughout this fiscal year - August 31, 2019