



## RFP 24-603 Addendum No.1:

### Questions from the Bidders:

1. Question: In Task 3, when you note "Build and use a comprehensive photo library that features energy services provided by RuralREN North partners and communities and landscapes within the North Coast and Sierra territories" are you looking for custom photography or stock image library or a mix of the two?

***Answer: RuralREN North would like to use photos that actually represent the North Coast and Sierra territories and our services. We are interested in using both custom and stock images as long as they properly represent our services (i.e. using tools that we actually use or showing landscapes actually from the Sierra Nevada/North Coast, and not just photos that are similar). If custom photography is cost-prohibitive or not a service your firm offers, we will consider using stock photography only or releasing a separate RFP for photography services.***

2. Question: For Task 3, will the selected firm be responsible for conducting the photography work to build the photo library?

***Answer: No, currently photography is not included in the Scope of Work, but if your firm provides these services, please include a description of the additional services that can be provided and could potentially be added to the Scope of Work and budget in an amendment. Or you may indicate that you have suggested photographers with which we could work.***

3. Question: For Task 3, will the photo library be composed of images the design agency collects from each respective county? Or will a budget need to be earmarked for stock images and/or photoshoots with professional photographers?

***Answer: There will be a budget for stock images and/or photoshoots and that number will be developed during the strategy development.***

4. Question: In Task 5, when you note "Paid Advertisements Including both social, digital, and traditional media outlets" at this stage we are just planning, correct? There will be no produced deliverables beyond the templates requested at the end of the task.

***Answer: Yes, that is correct. Task 5 will include developing a strategy for paid advertisements but will not include actual produced advertisements. If RuralREN North decides to proceed with your firm for the advertisements, the Scope of Work and budgets will be amended to the existing contract.***

5. Question: The RFP asks for "references from three (3) former clients..." Do those need to be completed projects or can they include current clients?

***Answer: The references can include current clients, but there should be some demonstrated completed work for those clients.***

6. Question: Understanding that the commencement date for Tasks 1-3 is March 1, 2025, is the timing of the launch a hard deadline of January 2025 or is there room for adjusting as needed?

***Answer: Please review Table 1 for key dates. Anticipated completion of Task 1 is January 7, 2025, and anticipated completion of Tasks 2 & 3 is February 1, 2025. Preference will be given to proposals that can meet or expediate this timeline. Applicants may suggest an overall revised timeline in their proposals.***

7. Question: For Task 4, what CRM is the RCEA currently using and will the Proposer be granted appropriate access to credentials, API, etc.?

***Answer: The RuralREN North does not currently have an existing CRM or email marketing platform. The Redwood Coast Energy Authority uses a salesforce-based CRM and if used for the RuralREN North, the proposer will be granted access to the platform. Sierra Business Council, another partner involved in the project, has begun testing with another online based CRM, and if used for the RuralREN North, the proposer can be granted access to the platform.***

8. Question: For Task 5, is there an anticipated budget for paid advertising?

***Answer: No, currently there is not a budget number for paid advertising and that would be part of the strategy worked out with the proposer.***

9. Question: For Task 5, would the selected firm be responsible for posting to social media and sending out email marketing pieces, or just the content of?

***Answer: The firm would not be responsible for posting to social media. The proposer would develop a strategy and templates for social media and e-mail marketing and RuralREN North partners would develop the content and perform the actual posting.***

10. Question: What CRM/s and email marketing companies do the four partners currently use?

***Answer: RuralREN North does not currently use a CRM or e-mail marketing company or platform. See question 6. Sierra Business Council currently uses Mailchimp for email marketing software and WordPress as CMS.***

11. Question: Will copywriting services be needed for the website?

***Answer: Yes, we will require copywriting services for the website.***