

February 20, 2025

**RE: REQUEST FOR QUALIFICATIONS: COMMUNICATIONS AND MARKETING SUPPORT SERVICES
Q&A**

1. **Question:** Are all these 3 scopes of work up for bid together under one package or do I choose 1 scope?
Answer: All 3 scopes of work can be submitted in one package
2. **Question:** Hence, are the events scope up for bid as well?
Answer: Yes
3. **Question:** Will HLB consider multiple vendors for this work? My capabilities are in direct mail marketing and integration with digital. Will I be considered if I submit my qualifications for direct mail only?
Answer: We will consider multiple vendors for different scopes of work.
4. **Question:** Who are your current priority audiences for communications and digital marketing?
Answer: Multilingual and historically marginalized communities in Houston as a focus for outreach and engagement.
5. **Question:** Will media outreach be focused primarily in the greater Houston, Harris County region? Or across the state?
Answer: Focused on the greater Houston and Harris County area, as HLB primarily operates in this region.
6. **Question:** Is there a timeline or desired length of the contract? Or is this an ongoing need?
Answer: Contracts are typically two year terms, with additional renewal options, not to exceed a total of 5 years.
7. **Question:** Community Engagement and Meeting Facilitation, are there a set number of meetings in mind for the length of the contract?
Answer: No set number, but as meetings are finalized for the year this is something we can communicate.
8. **Question:** Event Planning and Management, are there a set number of events in mind for the length of the contract or is this ongoing services?
Answer: No set number, but as meetings and events are finalized for the year this is something we can communicate.

9. **Question:** What is the average scale and frequency of events hosted by HLB? Average attendee count and Venue types.

Answer: We typically have anywhere from 6 – 8 major events a year. Attendance ranges from 50 – 175 and venues are typically community centers, auditoriums or ballroom style.

10. **Question:** What are the current platforms or tools HLB utilizes for content creation?

Answer: Canva

11. **Question:** Is there a preferred format for the fee schedule?

Answer: No

12. **Question:** Has a budget for this RFQ been established?

Answer: Our budget is typically project based and will be determined as we plan and execute on awarded grants.

13. **Question:** Are there any budgetary constraints or limits HLB would like respondents to consider when completing the fee schedule?

Answer: No

14. **Question:** Can you confirm the timeline for vendor selection and the anticipated start date for services?

Answer: The scoring committee will commence the evaluation of submissions upon the closing of the RFQ. The timeline for this process will be determined by the volume of submissions received; however, we anticipate finalizing the selection of awarded vendors and securing Board of Directors approval no later than April

15. **Question:** What is the anticipated contract award duration?

Answer: No set contract length, so this is intended for on-going need.

16. **Question:** Will the selected vendor have access to HLB's internal systems?

Answer: No, but we may allow SharePoint access to specific folders.

17. **Question:** How many staff members will participate in the training outlined in the RFQ?

Answer: 8 staff members

18. **Question:** Are there specific areas of capacity-building HLB wishes to prioritize for its staff?

Answer: Marketing support services and content creation

19. **Question:** For how many years is the contract renewable?

Answer: Renewability will be determined upon the performance under the contract and budgetary guidelines. The contract will contain an option for at least a one-year term.

20. **Question:** Is the application fee refundable if the proposal is rejected?
Answer: Application fees are non-refundable
21. **Question:** Is there an ideal project implementation timeline available to share?
Answer: No, we will share timelines when Scopes of Work are created
22. **Question:** Is there a plan in place to address Event Planning & Management and Community Engagement & Meeting Facilitation internally, or do you anticipate issuing a separate RFQ?
Answer: We have an internal plan for it
23. **Question:** Are there techniques, tools, and/or strategies for reporting, outreach, and "voice of customer" compilation and analysis that best align with organizational preferences, requirements, or best practices?
Answer: Not currently but will work with the selected organizations to define this.
24. **Question:** Can you share details on your budget or range? If so, how much will be allocated toward advertising?
Answer: Our budget is typically project based and will be determined as we plan and execute on awarded grants.
25. **Question:** There is a line in the RFP that states, "Train in-house HLB staff on communications strategies." Is the goal to eventually bring communications services in-house? Is there a set number of hours you'd like to allocate toward training each month?
Answer: No, the training will be on an as needed basis to enable our staff to perform simple tasks.
26. **Question:** Is it mandatory to provide three examples of previous work with nonprofit or public organizations? If that is the case, would work with public servants (such as politicians) be considered valid for this requirement?
Answer: Yes
27. **Question:** Do the three required references need to be specifically from nonprofit organizations, or can they include similar work with housing companies?
Answer: It's not a requirement but it is a preference. You can include similar work with housing companies.