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**Request for Proposal (RFP) Public Relations and Marketing**  
**Questions and Responses**

1. Section D. Objectives 2. specifies, "Bidders are asked to assign an estimated time to each task/event as noted and propose a cost associated with the task/event. This should result in a monthly cost and ultimately a budget document. Budgets should be submitted for each of the periods of performance as noted in C. above." In addition to the Part III A. Summary Information, is there a specific budget document or format that should be used for the task costs? **Response: There is not a specific budget document or format that is expected to be used for response purposes. CAMW! asks that respondents propose and provide a budget that outlines included tasks, as well as the overall budget total.**
2. Section D. Objectives 2. specifies, "Bidders are asked to assign an estimated time to each task/event as noted and propose a cost associated with the task/event. This should result in a monthly cost and ultimately a budget document. Budgets should be submitted for each of the periods of performance as noted in C. above." Is there a specific place the recommendations on approach for task completion and focus should be included within the proposal? **Response: Section E, Specification 11, asks that the method used to track time associated with the contract be described. It would be appropriate to include recommendations on approach for task completion within this response section.**
3. In Section E. Specifications 3, the RFP requests a written description of "What does the concept of "branding" mean to you/your agency?" This is clear to us. Can you please clarify the following statement, "In addition, explain #5 a-e under D. Objectives..." Do you wish to see us explain our concept of each of these objectives, why they are important, how we propose accomplishing them, or other? **Response: The response to Specification E should be inclusive of an explanation for each objective concepts #5 a-e under D Objectives and detail how the responses tie to "branding" importance, as well as how each objective will be accomplished.**

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4. The proposal references the Specification responses should be included directly behind the Cover Page. Can you please confirm Part I, Part II and Part III (pages 13-18 of the RFP) are all considered the Cover Page, or if Part II and Part III should be included elsewhere? **Response: Part 1, Part II and Part III should be completed as the first portion of the response. The Specification responses should be included where indicated under Part III B, Proposal Narrative Instructions.**
5. If multiple budget options are presented, should we include a range in Part III A. Summary Information or a separate chart for each range? **Response: Please include a separate chart for each range if multiple budget options are incorporated in the proposal response.**
6. Can you clarify, for T3 and CAMW!, what is the expectation for maintaining daily social media? Does this include daily content creation, daily engagement, customer service and ads? Does daily include weekends and holidays? **Response: Daily social media expectations would be defined based on need as outlined during priority monthly meetings with the CAMW! Chief Executive Officer (CEO). This would include specific content creation that ties to activities happening on a monthly basis for CAMW! and T3, customer service responses to social media inquiries as needed, and engagement as necessary determined by the CEO. It is expected that weekend and holiday engagement would be on an as-needed basis, such as in the event of inclement weather causing the closure or delayed opening of an American Job Center location.**