



Town of Falmouth, Maine

RFP for Route One Communications Campaign

Q&A

February 21, 2014

Q1: "Tell me what you can about the Town's website. I ask because if its structure and back-end are sufficiently robust that all major web-based communications related to this project can be hosted on the Town's website (in its own section), that will significantly reduce the costs of the campaign. Design/build of a standalone website (web communications will be vital) could eat up one helluva lot of your proposed communications budget."

Response: For the purposes of your proposal you should assume that the Town's website can host the project website.

Q2: The RFP states goals as follows:

- developing a communications plan;
- production of graphic materials; and
- on-call assistance during the duration of the project.

Just to clarify, I assume that all three components are inherent in the one RFP - or is "production of graphic materials" a different line item? In other words, are the graphic materials separate, and under separate budget, than the communications plan? Or is actual production cost (including printing) included in the overall budget?

Response: The production cost of materials is not included in this budget. Cost TBD. Included in the Communications Budget is the design of any required materials.

Q3: With regard to "on call assistance during the duration of the project" - obviously, regular updates to news media (local TV and news radio, Press Herald, Portland Sun, Forecaster) is going to be essential. Does the town intend the communications contractor will assume full responsibility for crafting and distributing these, or does it intend to produce them in-house in accordance with a plan created by the contractor?

Response: We expect to produce most of the news updates in-house, but perhaps with review by the consultant. The initial messages may be created by the consultant. We realize that there will be items that we cannot foresee that will require consultant assistance, hence the "on-call" item.

Reminder: Proposals are due by **Wednesday, February 26, 2014, 2:00 PM**. Submissions will only be accepted electronically. Proposals should be sent by e-mail to: Nathan A. Poore, Town Manager, Town of Falmouth, npoore@town.falmouth.me.us

