

[HEAP Consultant Services Questions and Answers]

Release Date: May 9, 2019

1. Can companies from outside the United States apply for this funding?

Yes, companies from outside of the United States can apply.

2. Does the consultant need to be present for meetings?

Yes, the consultant will be expected to meet with City staff on site in Pasadena as well as meet in person with local, community leaders and stakeholders. Additionally, the consultant must plan and implement two community engagement events in Pasadena.

3. Can tasks related to the RFP be performed outside of the United States?

Yes, some of the tasks related to the RFP such as designing a campaign may be performed outside of the United States.

4. Can proposals be submitted via email?

No, pursuant to the RFP proposals must be submitted in a sealed envelope to the address listed below:

“Parties interested in responding to the RFP are required to complete and submit one (1) original hard copy (marked “Original”) and one (1) electronic copy on a USB flash drive with completed RFP and exhibits by 5pm on Wednesday, May 15th 2019 to:

Jennifer O’Reilly-Jones

Department of Housing Homeless Emergency Aid Program (HEAP) Consulting Services

P.O. Box 7115 Pasadena, CA 91109

All proposals shall be enclosed in sealed envelopes, distinctly marked “RFP” with the title of the RFP and the proposer’s name and address appearing on the outside. All supporting documents must be included in the submissions”.

5. Is the City currently in contract with marketing or communications consulting firms? Have you worked with any consulting firms in the recent past on similar efforts?

No, the City is not currently in contact with any marketing or communication consulting firms, and the City has not worked with these types of firms in the past. This is a new effort and the first time the City will be implementing a community education and engagement campaign.

6. Has the City conducted any market research (surveys, polling, focus groups, e.g.) to gauge current attitudes and perceptions surrounding homelessness and permanent housing among Pasadena residents?

No, the City has not conducted these efforts.

7. How would you describe current attitudes toward homelessness and the level of support for permanent housing among the general public?

There is limited ability to give a detailed response to this question as it could potentially play a role in the overall scoring for the “Local Knowledge and Background” portion of the evaluation criteria. There are many online sources that may better provide insight on this particular question.

8. Has the City identified specific areas where permanent housing could be built? Are there projects currently in the pipeline?

There is currently one permanent housing project in the pipeline that was approved by City Council (Heritage Square South). However, the anticipated timeline for this project is approx. 3-4 years. The City Council has also been in conversation about the prospect/feasibility of using the YWCA building for some type of housing opportunity. This has not been approved and is not set in stone.

9. Can you confirm that the \$71,250 budget is inclusive of any and all direct costs (including media buys) and must cover the 21 months of the contract period (July 2019-March 2021)? Will there be an opportunity for any additional funding (for example, through program partners, or supplemental grants, etc.)?

Yes, the \$71,250 budget is inclusive of all costs associated with this project. At this time, no additional opportunities for funding have been identified past the March 2021 end date.

10. Is the consultant required to include print costs associated with posters, flyers, banners and other visual aids? Or is the requirement only to produce the content and graphic design elements from which the city will take on printing duties and costs?

The consultant would be required to include print costs associated with the deliverables. The City will not be taking on any costs associated with printing.

11. Will any printable items require translation? If so, in what languages?

Translation for these items is not required at this time. If it is determined that the deliverables produced require translation because it is integral to the campaign, it will be discussed at a later date.

12. Does the City intend to award just one contract for these services, or might portions of the activities be awarded to different vendors?

The City's intent is to award one contract of \$71,250 for these services.

13. Would the City consider a joint proposal or a proposal that subcontracts a portion of the activities/deliverables to another vendor?

Yes, the City would entertain a joint proposal. The lead proposer should be the entity that will be performing the majority of the work.

14. When is the new date to submit our final proposals?

May 29th, 2019 at 5:00p.m.