

Empowerline RFP  
Nov. 2023

Q: Can you tell who would be developing the redesigned site and what the awardee's interaction would be with whoever is doing the development?

- We anticipate the developer will be Brandshake.
- The awardee will have limited interaction with the developer. The awardee will work through ARC staff regarding website development.

Q: The RFP mentions a Lobbying Disclosure Form that we have not been able to find on your website. Could you possibly send that form to me, or direct me to where I can find it?

- The lobbying disclosure form will be provided to the awarded vendor as part of the contract package.

Q: What are the most common misperceptions of your organization?

- There is nothing definitive. Regarding Empowerline, we are aiming to raise knowledge and awareness of the services and information available.

Q: How important is the selected agency based in or near Atlanta?

- ARC is able to work with out of town agencies, via conference calls and video calls.

Q: Describe where you see ARC in the next three years.

- See ARC Strategic Framework: <https://atlantaregional.org/about-arc/arcs-vision-one-great-region/>

Q: What contractual commitments with the current website or related services extend into the contract period?

- We anticipate renewing our contract with our web developer, Brandshake, in January 2024.

Q: Describe the approval process and who approves design and outreach initiatives when working with the selected agency.

- ARC's Aging & Independence Department is responsible for all approvals, working in close collaboration with the agency's IT department and Office of External Relations.

Q: What consumer or category research will be available to the selected agency?

- The agency will make available research already conducted by an outside vendor.

Q: What key performance indicators (KPIs) will be measured to determine the success of this

project?

- KPIs will be determined by ARC staff in collaboration with selected vendor

8. The project background mentions " media plans" for the website. Are the media plans focused on promoting the new website to target audiences to increase utilization? If not, describe the objective of the media plans. How does this differ from the marketing outreach plan requested in this scope of work?

- Yes

9. Is the creative firm also bidding on this project? If yes, on a scale of 1 to 10, where 10 is perfect, how would you rate your satisfaction with the firm's work design and messaging for ARC?

- We are not aware at this time whether the creative firm will bid on this project.

10. List the non-website assets that will need new or revised content. Will design also be required for these assets?

- This scope of this project is limited to the website.

11. The request for "core messages and specific messages " needs more detail. Which of these options is most appropriate?

a. The agency should create core messages and own content development for the website and non-digital assets.

b. The agency should create core messaging and detailed guidelines that ARC will use to create content for the site and other assets. The agency will then refine this content for tone.

c. The agency should create core messages and specific messages that ARC will use to write the final copy for the site and other assets,

d. Other:

The agency will create core messages and other materials as needed in collaboration with ARC staff.

12. If you were forced to pick only one type of relationship with a marketing firm for this project, which would you select?

a. Follow orders - An agency that executes your ideas and acts as a helping hand to get things done.

b. Team player - A collaborator who thinks and works with you to create assets.

c. Thought leader - A thought leader is a subject matter expert who leads you, constructively challenges assumptions, and offers fresh perspectives.

C.

13. List the integrations expected in the new site. What additional plug-ins or functionality is expected?

- This is contingent on the design and digital strategy developed by the awardee.

14. What are the ideal responsibilities of ARC staff in updating content, adding pages, or managing the site, and how does that differ from the current responsibilities?

- ARC staff is responsible for all content updates and site management.

15. Exhibit B requests two budget formats, but only “A: Labor-Focused Budget” is outlined. What is the second format? Also, provide more direction for defining overhead costs.

- Please disregard the instructions for two budget formats. We are asking that all respondents fill out the chart in the RFP.
- Regarding overhead, we are looking for percentage of fees that go to overhead.

16. Empowerline is federally funded. Is the cost of this project also federally funded? If yes, please detail the federal reporting and invoicing requirements.

- Empowerline is not federally funded

17. Please confirm that the table on page 9 shows an estimated funding allocation per deliverable. If that is correct, please clarify the difference between “outreach spending,” which implies the execution of an approved outreach plan, and the request on page 8 to “develop a marketing/outreach plan,” which means creating a plan that includes a cost estimate for the execution of the plan.

- Yes, per deliverable
- Outreach spending would include execution of an approved outreach plan (e.g., media buys, digital ads, other)
- Development of a marketing/outreach plan would include strategy and tactics for the outreach effort, as well as cost estimate for the plan execution.