

Questions for Tulare County WIB Request for Quotes – Creative Marketing and Media Services

1. Is there a previous short list of vendors for this or a similar contract? If so, which firms are on the current bench?

Before putting out the Creative Marketing and Media Services Request for Quotes in March 2025, the WIB did not have a pre-qualified list of vendors. The current list of pre-qualified vendors can be found at www.tularewib.org/procurement. This list will be updated after each procurement deadline.

2. What is the anticipated start date for work under this contract?

There is no specific start date associated with this Request for Qualifications (RFQ). The purpose of this solicitation is to establish a prequalified list of vendors who may be considered for future projects as the need arises.

Selection to the prequalified vendor list does not constitute a guarantee of work, a commitment to award a contract, or authorization to begin any services. Individual service needs will be initiated at a later date, the vendors on the prequalified list may be contacted to submit proposals or quotes at that time. The WIB will contact qualified vendors when specific projects or tasks are needed.

3. Are agencies expected to manage ongoing campaigns (monthly/quarterly) or provide project-based deliverables only?

Agencies may be asked to manage ongoing campaigns or provide project-based deliverables as needed. Each project/task will include a scope of work including deliverables, which may could include a one-time deliverable and/or an ongoing campaign.

4. Does WIB anticipate a baseline annual budget (e.g., \$60–70k/year) or will assignments be variable?

Budgets are variable and will be based on the project/tasks described in the statement of work for each contract.

5. Which languages will need to be provided/are preferred for marketing and media services?

Marketing and media services should be provided in English, and may need to be provided in Spanish.

6. Will the consultant's travel and other incidentals for on-site events/meetings be reimbursed?

If travel and incidentals are required, they can be included in the scope of work for the contracted project/task and would be reimbursable.

7. Who will the contractor be coordinating with at WIB, and what is/are their role(s) at the organization? Specifically, who will be responsible for approving work?

Contractors will work with the WIB's Communications Coordinator, Nicola Wissler. She will be the single point of contact for the WIB and coordinate approval of work by the WIB leadership team as needed.

8. Should all creative work adhere strictly to the Employment Connection Brand Guide, or is there flexibility to propose alternative concepts where appropriate?

The branding requirements will be determined on a project-by-project basis. Any alternative branding concepts for a specific project/task can be discussed during the contracting process.

9. Once prequalified, how will vendors be selected for specific projects? Will projects be competitively bid among the prequalified list or assigned based on fit and availability?

Prequalified vendors will be selected based on:

- The vendor's ability to fulfill the scope of work and required deliverables,
- Proposed cost and value,
- Capacity to meet deadlines and project timelines

Vendor selection will be determined through a comparative evaluation process to ensure the best fit for the project's objectives and stakeholder needs.

- 10.** Can you clarify which certifications or licenses, if any, are required or preferred for qualification?

If there is an industry-recognized certificate or license needed to provide a service, it can be included in the application submission.

- 11.** Will vendors be required to attend in-person meetings or events in Tulare County?

Vendors may be required to attend in-person meetings and events depending on the contracted project or task. However, the WIB staff is willing to meet with vendors to discuss projects via ZOOM, TEAMS or other digital platforms when needed.

- 12.** What are the specific criteria for evaluating “quality of past work” and “cost reasonableness”?

Quality of Past Work – Evaluators are looking for high-quality work that is professional, creative, and effective, aligning well with requested services.

Cost Reasonableness – Evaluators are looking to see if costs are reasonable and necessary, aligning with industry standards and competitive pricing.