

To: RFP Bidder Audio Visual Multimedia GIS from the FFRWR.
RE: Questions on the RFP
Date: January 12, 2022

These questions were submitted by the deadline on Monday, January 10, 2022. This document will be posted at www.ffwr.org

1. Will bids be evaluated by the total cost of the fee? Meaning, will itemizing a competitive price for services be taken into consideration, or is the available funding (\$181,730) considered a fixed fee? The \$181,730 is a not to exceed amount . Competitive pricing for services is allowed, but not required. We anticipate selecting the proposal that provides the best value overall across services. It is assumed that the successful bidder will request and expend the full amount over two years.
2. The RFP mentions preparing annual reports. Are these annual reports on this project or for the non-profit? If it is the latter, does this include data gathering and content or just document production? The annual reports will cover the work being done by the consultants and others to support the Urban Refuge initiative at the Rocky Mountain Arsenal National Wildlife Refuge. The annual report will provide coverage of activities at the refuge internally for US FWS personnel and for the general public. The details of the report will be worked out with the US FWS and FFRWR staff and it is expected that the contractor will be required to facilitate and coordinate some amount of information gathering
3. How would you like us to present the budget in the proposal? We would like a general idea of where the bidder plans on expending the available funds. Please be clear on what will be emphasized and estimates of various projects. Please include the level of detail with your budget necessary to understand all services and activities will be covered completely. It is understood that the budget can be revised during the project.
4. Are we expected to present a plan in our proposal, or simply present qualifications and/or price structure? Bidders will not be expected to present a communications plan in the bid, but we would like to hear about new and creative ideas for public education, involvement, and outreach. Explaining the ways, the organization can implement the ideas is important which is illustrated by a discussion of the qualifications.
5. Can you elaborate on what you mean by number 10 in the Performance Standards: "Integration of sustainability of Multimedia/GIS for staff and partners at RMANWR."? One of the US FWS Standards of Excellence for Urban National Wildlife Refuges is Standard 8, Model Sustainability. <https://www.fws.gov/urban/soe.php> (quoted below under Big Picture Questions). The successful bidder will integrate these issues into their outreach and communication.

BIG-PICTURE QUESTIONS

Is the US Fish and Wildlife Service showcasing sustainable practices in overall site operations?

Is the Service offering opportunities for the community to engage in sustainability efforts on and off the refuge?

Is the Service communicating its approach to sustainability in relevant, meaningful ways that educate and inspire visitors to do their part at home?

Is the Service promoting the benefits of nature and sustainable practices for the wellness of people as well as wildlife?

The Service's Urban Wildlife Refuges that achieve excellence adopt sustainable practices, showcase sustainable use of resources, proclaim the benefits of connecting with the natural world, and inspire sustainable actions for the benefit of wildlife and people.

The US FWS, FFRWR, and contractor will identify and highlight sustainable projects that can be communicated to the public. This will be adaptive as technology improves, but immediately there are opportunities to highlight urban stormwater projects and electric vehicles. The US FWS and FFRWR are currently not offering opportunities for the public to engage in sustainability efforts on and off the refuge but may do so in the future. The goal would be to present sustainability in a "relevant, meaningful way" to inspire visitors.

6. Are you looking for SEO as a part of the services to be delivered on? Search Engine Optimization can be part of the bid but is not required.
7. Are you only looking for annual reports on all marketing initiatives? No, see Question 2 above.
8. What languages are you looking for the communications to be in? We will learn more about the languages of our neighbors from our demographic consultant. The US FWS has worked in our adjacent neighborhoods for many years, and we know that communication in Spanish will be a priority.
9. How many websites are you looking for? The US FWS and FFRWR have web sites, and the information on those do not need to be duplicated. The contractor may provide content for existing web platforms. Approximately how many pages for each? It would depend upon the purpose and goals. Would you like for there to be a donate button on the site(s)? No, updated to the websites would be for communication of the activities, especially the Urban NWR initiative, and not for fundraising. Is there a need for a membership portal or any backend logins for users? No, a membership portal is not necessary.
10. How frequently are you looking for social media posts to be made weekly? We look for the recommendations of the bidders regarding the type and frequency of social media posts.

11. Would you like any animated videos created to communicate initiatives with prospective visitors? We are looking for creative ideas to enhance outreach and communication to our adjacent neighborhoods.
12. What special functionalities might the new website(s) need? (Ecommerce, booking, scheduling, calendar, etc...). We are not looking for a new web site, but enhancements and improvements to our existing web sites (US FWS RMANWR and www.ffrwr.org) would be sufficient.
13. Do you have current branding, or will you require new branding? We will keep our current branding, both US FWS and FFRWR.
14. Do they have current Social Media Platforms? Yes, the US FWS currently has Facebook, Twitter, and Flickr sites. It is possible that US FWS may add Instagram. The FFRWR posts regularly on Instagram and Facebook.
15. Media platform to host images and videos. What is the scope of this? (How many photos and videos, what approximate sizes, hosting needs, etc..). The staff would like to assemble a library of photos, videos, etc. for use in future outreach and education activities. The size and scope are to be recommended (and costed) by the bidders.
16. Is it okay to have a subcontractor for the GIS component of the proposal on the proposal? Yes, it is OK to have a subcontractor for the GIS component.
17. Who are the other contractors doing the data gathering and analysis and what is their scope? We want to understand so we don't propose any duplication of efforts. We have issued contracts to Metro DNA and Lacy Consulting Services, LLC.
18. Will the contractors be a part of working with FFRWR in your ongoing fundraising efforts such as the annual dinner or publications that go out to donors? No, the activities in the RFP are to work on the Urban NWR initiative, not the day-to-day operations of the nonprofit, FFRWR.
19. What does the direct outreach process to the surrounding communities look like in addition to the development of a toolkit? We are looking for creative ideas. We would like our neighbors to engage with the refuge on a regular basis. Our long-term local neighbors know that the RMANWR was a Superfund site for many years, and some may still hold the opinions about its safety. Reaching those neighbors is a priority.