



**Greater Vallejo Recreation District
Marketing and Communications Services RFP
Frequently Asked Questions (FAQ)**

1. Will the district have a dedicated staff point of contact working with the selected firm?

Response: Yes.

2. Has the district conducted any type of survey on its customers – specifically to assess how and where they prefer to get information about the district, programs, user satisfaction benchmarks, etc.?

Response: Yes. However, we plan to conduct a new survey to gather updated feedback and insights from our community.

3. Can you provide some guidance in terms of the district's approved budget for the duration of the agreement?

Response: Please refer to the Cost Proposal section below.

Cost Proposal

Proposers shall submit a cost proposal based on the Scope of Work outlined in this RFP. Pricing should include all costs necessary to complete the requested services and clearly identify any optional or additional services not included in the base proposal.

At a minimum, the cost proposal should include:

- **Total proposed contract cost.**
- **Itemized pricing by major task, deliverable, or service, as applicable.**
- **Hourly rates, if applicable.**
- **Any assumptions, exclusions, or reimbursable expenses.**

The District encourages proposers to submit their most competitive pricing. Proposals will be evaluated based on overall value, including qualifications, experience, proposed approach, responsiveness to the Scope of Work, and cost. The Greater Vallejo Recreation District reserves the right to negotiate pricing and



scope with the highest-ranked proposer in accordance with applicable procurement policies.

4. Are paid media, printing, translation, travel, photography and video production included in the approved budget or are they to be funded separately?

Response: Special projects, including paid media, printing, translation, travel, photography, and video production, should be identified and priced separately.

5. How much on-site event coverage and original photography/video production is anticipated?

Response: The District expects on-site coverage for major community events, including Bands & Brews, Halloween, Tree Lighting, and other signature events. The selected vendor should also capture annual photography and videography of District programs, parks, and facilities to refresh marketing assets.

6. Are there any major initiatives or campaigns planned in the next 12 months that would require media production?

Response: Yes. The District has received Measure P funding to expand youth programming and Proposition 68 funding for the development of a multi-use sports complex. Both initiatives will require marketing support.

7. Is there an incumbent agency or consultant, and how many firms are expected to submit?

Response: The RFP has been advertised through multiple procurement platforms, and the District anticipates receiving several proposals.

8. Is a local presence required, or would a joint team with the ability to be on site within two hours be acceptable?

Response: A local presence is not required, but desired. The District is open to discussing availability and response times with the selected vendor and will not consider this a disqualifying factor.



9. What is the expected volume of weekly social content, community management, press releases and website updates?

Response: The District anticipates 4–5 social media posts per week, including stories, posts, and reels. Daily community management is expected, including monitoring and responding to comments and engagement across Facebook, Instagram, X, and Nextdoor. Newsletter development and press releases will be requested as needed.

10. What level of CIVIC REC and website administration is expected?

Response: Weekly content updates of the GVRD website. Staff will manage most functions of CIVICREC content. The selected vendor will work collaboratively with staff to evaluate marketing performance, including campaign conversions, registrations, engagement, and overall return on investment using data from the website and CIVICREC.

11. Can you please provide the referenced sample contract and vendor requirements?

Response: Yes. The sample contract and vendor requirements will be posted on the District's website along with this FAQ.

12. Should the vendor provide technical development for CIVIC REC integration, or is the scope limited to content coordination and updates?

Response: The scope is limited to content coordination and marketing support. GVRD staff will manage CIVICREC content updates. The District is seeking improved analytics to measure the effectiveness of marketing efforts, including participation, registrations, engagement, and agency visibility. Technical development, custom programming, API integration, or CIVICREC software development are not required under this RFP.

13. Does GVRD have preferred analytics platforms for the executive dashboard, or should the vendor propose tools based on best practices?

Response: The vendor should recommend industry best practices and propose the most effective tools for tracking performance and developing executive-level dashboards and reports for District management and the Board of Directors.



14. Will GVRD provide baseline budget parameters for marketing activities, or should the vendor propose a prioritized budget structure?

Response: Yes. Vendors should propose a prioritized marketing budget based on the recommended scope of services.

15. The RFP emphasizes bilingual and multicultural campaigns. Will GVRD provide translation resources, or should the vendor include these services in the proposal?

Response: GVRD will provide translated materials and bilingual assets as available. Vendors may recommend additional translation services if needed.

16. The RFP notes quarterly meetings may be virtual or in-person. Can you confirm whether onsite presence in Vallejo is required, or if remote participation is acceptable?

Response: Remote participation is acceptable for quarterly meetings. The District requests at least one in-person meeting annually.

17. For photography and videography at District events, will GVRD provide access and permissions, or should the vendor plan to coordinate all production independently?

Response: Yes. GVRD will provide access to District facilities, events, and marketing assets as needed. The selected vendor should plan to attend several in-person events annually to capture photography and videography. Please refer to Question 5 for examples.