

RFP for OCPA Marketing, Communications, Strategy, Public Engagement, Digital and Graphic Design

Solicitation Number: 23-002

Questions and Answers

OCPA received the following questions prior to the deadline. This document contains the answers to the questions received.

- **Question:** Do you have an annual budget range or a not to exceed budget? (Section 5. F - Proposed Budget and Cost of Service(s))
 - **Answer:** No. Orange County Power Authority has adopted a zero-based budget method.

- **Question:** Are you continuing to contract with your website vendor separately – or are you looking to contract with a new website vendor – and should the website vendor be a subcontract to the marketing communications and public outreach services contract? (Section 2.A.2.)
 - **Answer:** We contract for website design services separately. Though, we are looking to a future marketing, communications, and public outreach services vendor to support the development of website content.

- **Question:** How much of the annual budget are you allocating to a multilingual advertising media buy? (Section 2.A.4.a.)
 - **Answer:** There is no specific allocation.

- **Question:** Who did you distribute this RFP to? (2. A. 1. 2. 3. 4. 5. 6.)
 - **Answer:** It was distributed on BidNet Direct and posted on the Orange County Power Authority website.