

Q&A as of 10/13/26

Budget, Scope, and Pricing

Q1 - Budget: Has Golden Sierra established an anticipated budget or maximum contract value for the initial six-month engagement? Are advertising, production, and other third-party expenses funded separately?

A1: Golden Sierra expects to award \$20,000 - \$30,000 for the initial contract term. The subsequent one-year terms are expected to range from \$40,000 - \$60,000. The total contract value shall not exceed \$250,000. These amounts are inclusive of advertising, production, and other third-party expenses.

Q2 - Anticipated Workload: Is Golden Sierra seeking an ongoing marketing partner with a consistent monthly workload or an on-call contractor for individual projects? Can you provide historical service volumes, estimated monthly hours, or anticipated projects and deliverables?

A2: Golden Sierra is seeking an ongoing marketing partner with a consistent monthly workload. Estimated monthly hours are expected to range from 10-30.

Q3 - Scope Limitations: The RFQ states that services "may include, but are not limited to" the listed activities. How will the actual scope be defined and controlled? Will services outside an agreed scope require separate authorization and compensation?

A3: The scope can be further defined and controlled during contract negotiations. Services outside the scope would require separate authorization.

Q4 - Pricing and Evaluation: Without defined deliverable quantities or service hours, how will cost proposals be evaluated consistently? Are hourly rates, monthly retainers with defined service allocations, project-based fees, or combinations of these structures acceptable?

A4: Cost proposals will be evaluated based on hourly rates (most common) or monthly retainers with defined service allocations. Any combination of structures is acceptable.

Marketing Strategy, Leadership, and Approvals

Q5 - Marketing Objectives: What are Golden Sierra's highest-priority marketing objectives for the initial contract period? Is there an established marketing strategy, communications calendar, or set of performance goals, or would the contractor be expected to develop these?

A5: The main objectives for the initial contract period are to manage the website and maintain currently level of activity on social platforms. Yes, there is an established marketing strategy, but the contractor would be expected to identify areas for continuous improvement.

Q6 - Leadership and Approvals: Who would serve as the contractor's primary contact, and to whom (i.e. role/position) would the contractor report? How many stakeholders would typically review strategies, campaigns, and creative materials? Who holds final approval authority, and would one person coordinate and communicate consolidated feedback?

A6: Darlene Galipo, Deputy Director would serve as the primary contact and issue final approval. Feedback from 2-4 reviewers would be consolidated and communicated to the contractor via the primary contact.

Q7 - Meetings: What frequency and duration of meetings, planning sessions, and campaign reviews should be anticipated? Will in-person meetings be required, and if so, how frequently and where? Will Zoom or similar virtual participation be acceptable?

A7: Golden Sierra anticipates meeting virtually on a monthly, quarterly, and annual basis for planning and performance review. In-person meetings are not required.

Website, Creative, and Digital Communications

Q8 - Website Management: Can Golden Sierra confirm its website platform (it appears to be WordPress), hosting arrangements, and existing technical support resources? Would the contractor's responsibilities include routine content updates only, or also technical administration, maintenance, SEO, security, accessibility compliance, troubleshooting, and development?

A8: The current platform is WordPress. Golden Sierra does not employ any technical support personnel. The contractor is expected to provide technical administration, maintenance, SEO, security, accessibility compliance, troubleshooting, and development.

Q9 - Website Content Development: What types of content are anticipated, including landing pages, program descriptions, articles, blog posts, and event information? Is there an established sitemap, content calendar, or development roadmap for 2027? Who would research, write, produce supporting photography, graphics, or video, and approve this content? Can estimated production volumes be provided?

A9: No major website revisions are anticipated for 2027. The existing pages, calendars, and app integrations would remain the same. Articles and blog posts are not needed. Contractor would produce supporting photography, graphics, or video if needed.

Q10 - Creative Production: Can Golden Sierra provide historical or anticipated production volumes for graphics, flyers, presentations, signage, event materials, and other collateral? Would assignments primarily involve adapting existing materials or developing original creative? Are there established expectations for design concepts, revision rounds, and approvals?

A10: The following items were produced in FY25/26 - nametags (18), business cards (re-orders for 2 employees), flyers (5 designs), PowerPoint presentations (2), and reports (6). Assignments would include an equal amount of adapting existing materials and developing original creative. Historically, revision rounds are kept between 1-3 and all approvals are issued digitally via an asset management platform.

Q11 - Digital Marketing: Which email, SMS, social media, and other communications platforms are currently used, and what level of monthly activity is anticipated? Does social media management include organic content only, or also paid advertising strategy, creative development, campaign administration, and optimization?

A11: Golden Sierra uses Mautic (email), Twilio (SMS), Amelia (bookings plugin), and Appspace (cloud-based lobby display) for communication. Golden Sierra posts content to Facebook, Instagram, LinkedIn, and YouTube approximately twice per week. Golden Sierra expects social media management to include mainly organic content. Paid advertising is possible, but not anticipated. Contractor would provide creative development, campaign administration, and optimization.

Q12 - Digital Administration: Would responsibilities include subscriber database management, segmentation, email/SMS compliance, technical integrations, and social media community engagement? Are contractors expected to respond to comments and messages or provide evening, weekend, or urgent communications support?

A12: Yes, responsibilities would include subscriber database management, segmentation, email/SMS compliance, and technical integrations. Contractor is not expected to respond to comments and messages or provide evening, weekend, or urgent communications support.

Analytics, Vendors, and Payment

Q13 - Analytics and Reporting: What KPIs, reporting schedules, formats, and levels of analysis are expected? Are existing analytics systems and reporting templates available? Would responsibilities include stakeholder presentations, custom reporting, or federal grant compliance reporting?

A13: Golden Sierra expects a basic level of reporting and analytics. Prior reports included information about open rate and click through rate, total impressions and top performing posts. No reporting templates are available. Stakeholder presentations, custom reporting, and federal grant compliance reporting are not anticipated.

Q14 - Vendor Management: To what extent must the contractor research vendors, obtain competitive quotes, negotiate pricing, coordinate production, and manage outside providers? Who approves vendor selections and expenditures? How would additional research, negotiations, or revisions requested after initial recommendations be authorized and compensated?

A14: The contractor would follow procurement and documentation requirements provided by Golden Sierra. This is expected to be minimal as our production expenses do not typically exceed the micro-purchase threshold. Contractor responsibilities would include identifying qualified vendors, obtaining and comparing competitive quotes as directed by Golden Sierra, recommending a vendor, negotiating proposed pricing and terms, coordinating production, reviewing proofs, and monitoring delivery and quality. Golden Sierra would approve vendor selections and expenditures. Routine research, negotiations, and would be compensated under the agreement's established pricing structure. Contractor's proposal should identify any assumptions or limits.

Q15 -Third-Party Expenses and Payment: Would Golden Sierra pay advertising platforms, printers, and other vendors directly, or must the contractor advance expenses and seek reimbursement? What are the standard invoicing procedures, payment schedules, and payment terms for professional services and authorized expenses?

A15: Golden Sierra expects the contractor to advance expenses and seek reimbursement. Monthly invoicing with net 30 payment terms are typical.

Contractual and Compliance Requirements

Q16 - Contract Terms: Can Golden Sierra provide a sample professional services agreement, including insurance requirements, indemnification, termination, subcontracting, intellectual property ownership, and applicable federal compliance obligations? Are there additional documentation, security, or recordkeeping responsibilities to consider when pricing services? How are scope and rates addressed during contract renewals?

A16: A copy of the service agreement will be provided. There are no unusual documentation, security, or recordkeeping responsibilities to consider when pricing services. Adjustments may be negotiated

within the scope of the original. Rate increases would not be automatic. The contractor may propose revised rates with supporting justification for Golden Sierra's review and approval. Any approved changes to scope, rates, or the maximum compensation would be documented in a written amendment before the renewal term begins.

Q17 - Artificial Intelligence Policies: Does Golden Sierra have guidelines or restrictions governing AI-assisted copywriting, design, image generation, video production, editing, or other marketing applications? Are there specific disclosure, approval, confidentiality, or intellectual property requirements?

A17: No, Golden Sierra does not have any policies governing AI-assisted copywriting, design, image generation, video production, editing, or other marketing applications. Yes, there are specific intellectual property requirements in the service agreement.

Proposal and Procurement Requirements

Q18 - Work Samples and Submission Format: What types and quantities of work samples are preferred, and are there file format or size limitations? May contractors submit links to websites, videos, online portfolios, or case studies? Given the broad scope, are particular capabilities or demonstrated results prioritized? Is public agency experience required or simply one evaluation consideration?

A18: Golden Sierra would appreciate 2-4 work samples in PDF, not to exceed 35MB. Links to websites, videos, and online portfolios are acceptable. Public agency experience is not required. Contractor should provide evidence it can produce accessible materials for distinct audiences and can manage all phases of a project/campaign.

Q19 - Clarifications and Deadlines: When and where will responses to submitted questions be published? Will contractors receive notification? If responses materially clarify or change the scope or proposal requirements, would Golden Sierra consider extending the October 22 submission deadline?

A19: Responses will be posted on the website as soon as possible. The contractor(s) who submitted questions will also receive a direct notification. Golden Sierra does not intend to extend the submission deadline a second time.