

Release of answers to questions as of 12-21-19

- Do you have any budget parameters in mind? It would be helpful for us to know a range you would like to stay within, so we tailor our recommended services accordingly? **No, we do not normally a RFP does not have this. An RFQ works within a budget limit.**
- What do you consider to be your brand pillars or characteristics of Antioch? **Page 2 of the RFP Antioch is one of the most diverse cities in the Bay Area. Residents are attracted to Antioch for its open space, market rate housing, water recreation, and schools.**
- Do you have an idea or your current public perception? If so, what is it? **The City's current social media, community website, news stories from local media is a reference of perception.**
- Do you have any upcoming events, news worthy stories or other happenings that will be published or amplified that we should work into our social strategy plan? **The City's current social media, community website is a reference to what has been done thus far. A proposal submittal should elevate this effort.**
- For speaking opportunities and public engagements, do you have a prioritized listing of leaders and spokespeople and their target areas of responsibility that should be considered when thinking about social strategy? **No, the City does not have a social strategy.**
- Do you have established goals for your owned channels or for expanding the number of platforms being used? **Goals are to increase followers and engage the community.**
- Who oversees your social media posting, tracking and other activities currently? **The City has a contract as well as staff in various department approving efforts.**
- Beyond the RFP, are there any additional factors related to Antioch's reasons for enhancing its social presence? **To deliver facts, provide a platform of engagement, and to let the community know what we are doing and what we deliver (programs, services etc.).**
- Do you have KPIs we should be aware of when discussing measurement and targets? **Yes, KPIs basics: reach, engagement, volume. The City uses Google Analytics Report for Antiochonthemove.com and Facebook Analytics.**
- Do you currently work with a communications agency or PR firm? If so, what is your assessment of their work? **No, PR firm not yet.**
- What communications strategy or tactics are you currently activating? **This year the City Council decided to go thru a rebranding effort. Note: Separate from this RFP**
- What activations/strategies are working and/or successful? **The City Council recently approved a media plan for the rebranding effort on December 11th. Note: Separate from this RFP**
- Have you attempted any activations/strategies that have not been successful? If so, what were they? **No**
- Do you currently have any partnerships we should be mindful of or work into our communications strategy? **No**
- How many agencies are you anticipating will be awarded the work? **One**

-End-

- What do you think success looks like after one year of the campaign? Increase followers, engage ALL the community, build trust, be the primary source to deliver facts, and to let the community know what we are doing and what we deliver (programs, services etc.).
- What is your end goal? Increase followers, engage ALL the community, build trust, be the primary source to deliver facts, and to let the community know what we are doing and what we deliver (programs, services etc.).
- Do you anticipate having a solely local team in California or embed a team? The City encourages any company who can achieve the scope of work.

How does this project and Antioch on the Move tie in to Opportunity Lives Here campaign? Antioch on the Move (AOTM) is the City's community page and Opportunity Lives Here is a City branding campaign. When there is a need to push a community message regarding the branding campaign, AOTM may share information for this effort.

A recent contract was awarded for \$236,900 for the Opportunity Lives Here campaign, is the current RFP funded from a similar budget? No, just to clarify the City did NOT award a sole contract for \$236,900. City Council approved a media plan relating to the City's rebranding efforts, Council choose option #2 that commits \$236,900 to the plan. RFP is funded thru a "contracts" fund.

What is the estimated budget for this project? No estimated budget. We went out with an RFP to see what is proposed for these services. RFQs usually have a set budget not an RFP.

Is there an incumbent working on the Antioch on the Move project? Yes, the City currently has a contract for this work.

Can the majority of the work be performed remotely? It's up to the proposer to decide and build a case for this. It's a community website and it deals with plugging into the Antioch community.

Can the City of Antioch share the evaluation methodology for this project and weighting of each criteria? What percentage of the evaluation will be tied to cost? The City does not have a cost percentage evaluation since the RFP does not have a budget amount set. We are trying to get a response back on the proposals for this.

Does City of Antioch have any sense for the number of pieces of content/campaigns? No, we welcome suggestions on proposals for this.

Does City of Antioch already have a social media analytics tool? The City uses Google Analytics Report for Antiochonthemove.com Facebook Analytics.