Questions and Answers for
Marketing & Communications RFP

1. Budget

Has Ride Connection established an anticipated budget or budget range for the November 2026–June 2027 engagement?

If so, does that budget include consultant fees only, or should third-party expenses, paid media, technology/platform costs, translation, production, and other implementation expenses also be included within that amount?

> **We have separate budgets for consulting plus third-party expenses, such as paid media, etc. To ensure a fair and competitive evaluation, we are not disclosing a specific budget or price range for this project. We request that all bidders independently assess the requirements outlined in the RFP and propose a comprehensive cost structure that accurately reflects the scope of work and resources required. We are looking for solutions that maximize efficiency and value**

2. Strategy vs. Implementation

Could you clarify the expected balance between strategic consultation and hands-on implementation? Is the selected consultant primarily expected to develop strategies, systems, toolkits, templates, and recommendations for Ride Connection staff to implement, or should the proposal also include ongoing execution of campaigns, content, media relations, digital marketing, and related activities?

> **We are looking for a strategist. We have a staff person in place who can coordinate the execution of campaigns, etc.**

3. Internal team and capacity

What internal marketing, communications, website development/design, technology, and other staff resources will be available to collaborate with the selected consultant and assist with the implementation of the resulting strategies?

> **Besides a 1.0 FTE marketing and communications manager, other staff dedicated to this effort include: Public Affairs Director; Development Director; Chief Operating Officer; and Chief Executive Officer. A separate contractor handles changes to the website.**

4. Discovery and stakeholder engagement

Approximately how many stakeholder interviews and/or listening sessions should respondents anticipate during discovery? Will Ride Connection identify, recruit, and schedule participants? Or will these decisions be made together during strategy meetings, as needed, to meet the needed growth goals?

> **About 8-10 hours of interviews; mostly the internal team as listed above. Ride Connection will identify and coordinate with additional stakeholders, as appropriate.**

5. Digital, Website & Accessibility Scope

The RFP references auditing the existing website/digital presence, including accessibility, and developing recommendations for the organization's digital strategy. Should respondents anticipate providing an accessibility assessment and recommendations for the existing website, or does Ride Connection expect the selected consultant to also implement website accessibility/ADA remediation and upgrades as part of this engagement?

We are seeking recommendations on how to increase website accessibility.

More broadly, should respondents anticipate hands-on website development, UX/UI, SEO implementation, content development and technical maintenance, or primarily website assessment, strategy and recommendations?

Website assessment, strategy and recommendations.

To help respondents accurately scope any implementation work, can Ride Connection also provide a high-level overview of its current website technology? If the website is WordPress, does it include custom themes, plugins or code, and what major third-party systems, APIs, databases, CRM, transportation/customer systems, email, donation, volunteer, analytics, forms or other platforms are currently integrated with it?

Ride Connection's public-facing website (www.rideconnection.org) is built on WordPress, utilizing Advanced Custom Fields (ACF) PRO, third-party plugins, GravityForms and customized functionality to support content management, forms, SEO, email communications, and website performance.

Ride Connection is transitioning its volunteer and donor management activities to Bloomerang, a cloud-based Software-as-a-Service (SaaS) platform. Similarly, GetGoing is being implemented as the future mobility management platform. These systems will support their respective business functions, with any necessary website connectivity coordinated through Ride Connection's IT team.

For cybersecurity reasons, detailed information regarding WordPress plugins, themes, custom code, hosting, DNS, APIs, and technical integrations will not be disclosed during the RFP process. Relevant technical information may be shared with the selected vendor after contract award, subject to appropriate security and confidentiality requirements.

Website technical maintenance, administration, and upkeep are not within the scope of the marketing and communications vendor's responsibilities. These activities are managed by Ride Connection's internal IT team, with contracted third-party support already in place for security and vulnerability monitoring.

6. Threefold digital-engagement objective

Regarding the goal of achieving a threefold increase in digital engagement and audience development, which social channels and primary metrics does Ride Connection currently use?

LinkledIn, Facebook, Instagram

Is the organization willing to open additional accounts, if needed, to improve engagement and brand development?

Yes

7. Earned Media / PR

For the objective of averaging at least one earned-media mention or placement per month, is the selected consultant expected to actively conduct ongoing media relations—including identifying opportunities, pitching media and coordinating placements—or primarily develop the earned-media strategy, story pipeline, press calendar, spokesperson approach, and protocols for Ride Connection staff to implement?

Primarily developing the strategy, story pipeline, etc.

8. Multilingual Communications

Which languages are currently priorities for Ride Connection? Should respondents include translation/transcreation services within the proposed scope for digital/social content, website content, printed materials and video, or primarily develop adaptable multilingual communications for translation through Ride Connection's existing resources?

Spanish, Vietnamese, Russian, Korean, Chinese (Traditional and Simplified)

9. Scope prioritization

If the available budget does not support implementation of the complete scope described in the RFP, is Ride Connection open to respondents recommending a prioritized or phased approach based upon the highest-impact objectives and available resources?

Yes

10. Monthly Invoicing & Payment

We anticipate proposing a monthly invoicing schedule for services performed during the engagement, accompanied by the required monthly progress report. Is monthly invoicing acceptable to Ride Connection under the Professional Services Contract and applicable funding requirements?

Yes, this would be acceptable

11. Insurance Requirements

Section 22 of the Professional Services Contract includes Commercial General Liability, Automobile Liability, Professional Liability/E&O, Workers' Compensation, additional-insured requirements, and extended claims-made coverage. Will all insurance requirements listed in the template apply to this Marketing and Communications Consultation engagement as written?

No. Only Commercial General Liability insurance will be required for this engagement, along with Workers' Compensation insurance if required by state law.

12. Bid Guarantee Requirement

This is not required and has been removed.

14. Is the consultant expected to secure monthly media placements, or design the system for staff to run?

Design the system

15. Is there an incumbent, or prior consultant work this builds on?

Indirectly. A marketing analysis conducted in 2022 is available as a point of reference.