

# ZERØWASTEMARIN

The following questions were received in regard to the Marketing and Communications Consulting Support RFP released by Zero Waste Marin.

1. **What is the attribute you value most in a marketing partner?**
  - We will be evaluating potential partners based on the criteria laid out in the “Evaluation Criteria” section of the RFP document.
2. **Have you worked with an agency partner in the past or will this be a new structure for your marketing?**
  - Yes, we have had previous contracts with external marketing and communications agencies.
3. **Will the selected agency be working with one main point of contact?**
  - Yes, there will be a Zero Waste Marin staff person acting as contract manager who will be the main point of contact.
4. **What will the process of approval of the strategies be like and who will be involved?**
  - The Zero Waste Marin staff person assigned as the contract point person will be responsible for providing feedback on and approving strategies, with occasional oversight from the team Program Manager and Executive Director. We also anticipate having an initial kick-off strategy session with the chosen contractor.
5. **What metrics do you use to measure the success of your efforts?**
  - We currently use a variety of metrics, including both qualitative and quantitative data. We currently utilize Google Analytics, social media insights, and community survey data. We are open to suggestions on improving our metric collection.
6. **What is your greatest current challenge in accomplishing your goals currently?**
  - A challenge we currently face is ensuring we have a clear, concise, inclusive message and brand identity that ensures diverse communities across the County know who we are and what we do.
7. **Are there formatting requirements to documents allowed in an alternative format? E.g. Font, type size, spacing, etc. Do we need to submit all requirements in a single PDF document or as separate attachments?**
  - There are no requirements for alternative formats in terms of font, type size, or spacing as long as the response is clearly legible. The only formatting requirements are for utilization of the provided forms: Debarment and Suspension Certification, and Non-Collusion Declaration. Responses can be submitted as one PDF or as multiple attachments.
8. **A specific written Proposal to address how we will meet the deliverables laid out in the Scope of Work is not listed in Required Documents to Be Returned. Are you expecting this to be answered as part of this RFP? If so, are there any page limits, formatting requirements or other requirements to be aware of in our response?**
  - We apologize for that oversight. We would like to receive a narrative Proposal that details how the applicant would meet the deliverables laid out in the

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Scope of Work, in addition to the Statement of Qualifications, References and Performances, Schedule of Proposed Fees, and Exceptions to the Scope of Work (if applicable). Because these documents are all allowable in alternative formats, there are no formatting requirements. We do not have page limits on the overall narrative but we ask that you be concise.

9. **How will the “Timeline and Identified Strategies” evaluation criteria be assessed as noted on page 7? Should we propose a timeline for the deliverables listed on pp 19-20 in addition to providing our agency’s qualifications based on previous experience?**
  - As noted in our response to question #8, please plan to submit a narrative Proposal on how you will meet the Scope of Work and Deliverables, including how you plan to approach meeting the Deliverables (Identified Strategies) and how long you anticipate it will take to complete each Deliverable (Timeline).
10. **Are there any counties or cities that you look to as leaders in developing and implementing educational marketing and communications strategies?**
  - We appreciate the messaging and strategies utilized by several of our neighbors: the San Francisco Department of the Environment (SFE) has put out innovative marketing campaigns lately, and we also think that StopWaste and Zero Waste Sonoma, two other Bay Area JPAs, put out consistent and helpful messaging.
11. **You mention “with the goal of having Marin County residents, businesses, and schools understand who we are and what we do.” How will you measure this? If this will involve commissioning research, will that research cost come from the \$150k budget?**
  - Historically, we have completed community surveys by asking for voluntary respondents; we have solicited responses by placing newspaper ads etc. We also get anecdotal data on whether people know who we are by tabling at and attending community events. We are open to other methods of evaluating identity awareness. In the past, expenses for surveys have come out of the marketing and communications contract budget, however while exploring new methods with our chosen contractor we can discuss how strategies will fit into the budget.
12. **Does the \$150,000 budget include fees for paid media? (Such as out of home, Meta, YouTube, etc.)**
  - The Zero Waste Marin team will have a small budget for paid social media advertisements outside of the contractor’s budget. Other ad buys, such as bus ads, TV ads, newspaper ads etc. have historically come out of the contractor’s budget, and this is what respondents should plan for.
13. **In the “Identity Analysis and Recommendations” deliverable, are you just looking for recommendations, or would you also like help implementing the recommendations, such as making design revisions?**
  - For the “Identity Analysis and Recommendations”, we expect that this deliverable will be primarily focused on analysis and overarching

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recommendations for improvement. These recommendations will go hand in hand with the “Outreach Collateral”, “Call-to-Action Campaign(s)”, and “Videos or Additional Media” deliverables, which ask for design work. We expect that the initial analysis completed in the “Identity Analysis and Recommendations” deliverable will inform the subsequent design work.

**14. You mention, “Work with Zero Waste Marin staff to identify and design outreach collateral”. What internal team does the Marin Zero Waste team have? We would love to divide and conquer where possible, to stretch the budget.**

- Our internal team has some expertise in using Canva for social media and to create initial mock-ups of desired designs, and are able to make edits to our website. We also act as subject matter experts on issues related to zero waste and sustainability, so we will provide the expertise and insights on these topics when creating messaging and collateral.

**15. You mention “3. Recycled Product Preference - In accordance with County of Marin Code 3.08 there shall be a fifteen (15.0) percent preference on the price submitted involving recycled products.” How can we achieve this if we submit electronically?**

- We were required to use this language, but do not anticipate that this preference will apply to any applicant due the nature of the contract. Please proceed with submitting electronically.