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Community Engagement Strategy and Communications Plan

Response to Questions No. 1

1. Has the City engaged the services of any communications and/or community engagement consultants currently or in the recent past?

The City of Vacaville has an on-call Crisis Communications agreement with SAE Communications.

2. What is the attribute you value most in a communications partner?

Depth of knowledge and wealth of experience in local government communications.

3. Will the selected agency be working with one main point of contact?

Yes, City of Vacaville Public Relations Manager Joanna Leal.

4. What metrics will you use to measure the success of these efforts?

The City of Vacaville will be looking for the selected consultant to assist in the development of a system for ongoing measurement and evaluation. Some examples may include but are not limited to, increased social media impressions, event and meeting attendance, website analytics, etc.

5. What languages should be considered for the multilingual components?

English and Spanish.

6. Under Task 2 (Item 8, pg 5), you ask for a brand style guide. Would this address both the visual and content aspects of the Vacaville brand? Do you currently have identity/logo brand guidelines?

The City does not currently have a brand or style guide. The intention is to put on paper our current practices to include in the final Plan document. This would address use of various City logos, specs, color palette, and letterhead, word and PowerPoint templates, etc. The City would look to the selected vendor to identify specific considerations where the City may be lacking, including but not limited to best practices.



7. What budget has been allocated for this contract? If there is not a determined budget, is the range:

Small - \$80,000-\$119,000
Medium - \$120,000 - \$199,000
Large - \$200,000+

It is anticipated that the City Council will consider the final FY 2024-25 budget June 25, 2024. Within the non-departmental budget, \$80,000 has been identified for this project. In addition, there is some flexibility in the Public Relations Division budget for an additional \$15,000 to \$30,000.

8. What communication tools is the City actively using to reach the public (i.e., social media, website, email, print/digital newsletters, etc.)?

The City of Vacaville utilizes several different platforms to connect with the residents, businesses, visitors and other stakeholders:

- a. *Social Media*
 - i. *Main City of Vacaville – Facebook, Instagram, LinkedIn, X, YouTube, Nextdoor*
 - ii. *Police Department – Facebook, Instagram, Ring*
 - iii. *Fire Department – Facebook, Instagram, X*
 - iv. *Parks & Recreation – Facebook, Instagram*
 - v. *Vacaville Recycling – Facebook, Instagram*
 - vi. *Vacaville City Coach – Facebook, Instagram*
- b. *Website*
 - i. *CityofVacaville.gov (currently undergoing a website redesign with anticipate launch end of 2024)*
 - ii. *CityCoach.com*
 - iii. *VacavilleRecycling.com*
 - iv. *JoinVacavillePD.com*
- c. *E-mail*
 - i. *Constant Contact (no regular Citywide Newsletter)*
- d. *Print*
 - i. *Parks & Recreation guide (three per year)*
 - ii. *Utility Bill inserts*
 - iii. *Postcards*
- e. *Advertising*
 - i. *Digital Freeway Billboards*
 - ii. *Vacaville Magazine*
 - iii. *Your Town Monthly*
 - iv. *Print advertising on buses/shelters*
 - v. *Social Media ads/boosted posts*
 - vi. *Microsoft Ads*
 - vii. *Google Ads*
 - viii. *YouTube Ads*
- f. *Government Access Channel “Access Vacaville”*
 - i. *Comcast 26*
 - ii. *AT&T 99*
- g. *Emergency*
 - i. *Radio AM 530*
 - ii. *Everbridge/Nixle*



- h. *Forms & Surveys*
 - i. *Formstack*
 - ii. *Survey Monkey*
- i. *Partners*
 - i. *Vacaville Chamber of Commerce*
 - ii. *Visit Vacaville*
 - iii. *Downtown Vacaville Business Improvement District*
 - iv. *Vacaville Unified School District*
 - v. *Travis Unified School District*

9. Does the City have an anticipated budget for this engagement?

See response to #7 above.

10. Have you surveyed constituents to learn what they need or expect from the City? If so, are there significant gaps between constituent expectations and what they learn from your communication today? Where are these gaps?

A survey has not been conducted. As part of the input gathering phase, the City would be interested in the selected consultant to issue internal and external surveys to gather feedback. Use of the City's existing Formstack account and communications tools will be available for this phase.

11. With the "desire to create a brand" listed under Further Considerations in the RFP, has the City previously developed a Branding Guide?

See response to #6 above.

12. In what ways do you hope your external partner will strengthen your own staff's capabilities?

The City will look to the selected consultant (external partner) to offer a depth of knowledge and experience in the communications field, to develop the engagement strategy and build out the communications plan. The consultant will come prepared to share best practices, offer guidance on inclusive engagement strategies, and develop a Plan that will set the City up for continued success in years to come that keeps the community engaged and informed. Further, the Plan document will serve as a transparent guide to all City staff, consultants and the community on how the City intends to communicate. In its absence, while intentions are great, there is not adequate coordination across the City organization. Therefore, the Plan document will serve as the missing link to ensure the City of Vacaville speaks united in one tone.

13. Do you have an ideal budget in mind that we can consider while preparing our cost estimate?

See response to #7 above.

14. Does Vacaville currently work with any communications, PR and/or marketing firms? If so, are you satisfied with their performance?

See response to #1 above. The City of Vacaville has been pleased with the crisis communications support.



15. Is the City willing to provide a termination option for consultant, with or without cause, provided consultant gives 30 days written notice?

Without knowledge of further information or concerns, the City would be open to discussing and negotiating further during consultant selection and agreement development.

16. May we provide only the final fully loaded rates, rather than breaking rates out into components (e.g. labor costs, indirect costs, etc.), as providing individual rates effectively disclose a person's salary?

Yes.

17. Because I have not previously done business in Vacaville, I have applied for a business license in concert with this RFP. Will a copy of my application suffice as part of my proposal package?

Yes.

18. What format do you prefer for the digital copy of the proposal? A flash drive?

A flash drive is acceptable.

19. Under Company Qualifications, there is a request for five references. Under Related Experience, there is a request for five references. Does the City want a total of 10 references?

As company qualifications, and related experience and references may contain duplicate references, a minimum of five combined for IX.2.e and IX.3.b will be accepted.

20. Is there an identified budget for this project?

See response to #7 above.

21. Would you be able to confirm if an amendment will be issued to extend the submission deadline?

*An **Addendum** to the Community Engagement Strategy and Communications Plan Request for Proposal has been released extending the submission deadline to **July 11, 2024 by 5:00 PM**.*

22. Under IX. PROPOSAL REQUIREMENTS: Company Qualifications (2a) and Related Experience and References (3b) ask for references. Are they the same request or different?

See response to #19 above.