

Question	Response
Do you plan to handle enrollment materials for the City of Stockton separately, or might they be included in deliverables for this project?	Enrollment materials for the City of Stockton are outside the scope of this RFP.
Do you have a target budget for the outlined SOW?	We have not specified a target budget for this effort.
The first Goal listed for the new brand identity on pg 2 is "Increases customer engagement." How are you planning to measure engagement? Have you articulated metrics for increased engagement (e.g., a target percentage increase in program participation and/or site visits)?	We have not defined specific engagement targets at this time, but will welcome collaboration and suggestions on this front from our partner.
For the Brand Name deliverable, there is a reference to "testing." Could you please advise the type of testing you are requesting?	If we decide to pursue a new name, at a minimum we would require linguistic and cultural screening to ensure the name has only positive connotations to consumers in our service territory. Depending on the type of name, we may choose to conduct further testing to determine how a potential name or names will perform with our target audience.
The Website Exploration deliverable asks for an "...exploration / recommendation for how our website can better serve our goals..." Could you please clarify EBCE's goals as they specifically pertain to the website?	Our website is a crucial link between EBCE and our customers and stakeholders. Having a site that brings our refreshed brand to life both visually and functionally is important to us. We count on our selected partner to help envision the optimal role for our website based on the goals articulated in the RFP and our brand strategy.
The description for the Approach section of the RFP on pg 10 writes "Not to exceed four (6) pages." Can you confirm the maximum pages for this section?	Apologies for the confusion. Please include up to six (6) pages for this section.
Is there a ballpark budget for this contract we should be aware of as we begin to prepare our response?	We have not specified a target budget for this effort.
Can you please verify the page limit in the key personnel section. Is it one page for the entire project team and their details EBCE has requested to see or one page per person on the project team?	We'd like to keep this summary information to one (1) page in total. Full bios are not required.
Section 6, Qualifications, states that a minimum of 5 years in business is a requirement for respondents to the RFP. Our company was incorporated in February 2022, but the two principals have been doing business together for >5 years. Is this disqualifying?	The intention of this requirement is to screen for bidders who have developed expertise in the field and can demonstrate a track record of sound strategic and business judgement. Please use the qualifications and key personnel sections of your response to convey the breadth and depth of expertise you would bring to this engagement.
We are not California-based. Is location a factor in your selection criteria?	Being based in California is not a requirement. However per our evaluation criteria found on page 8 of the RFP, those bidders in EBCE's service territory receive a small consideration under our Special Procurement Preferences policy.

Please describe the stakeholder groups. Who will be making decisions about creative work on behalf of EBCE? Who will be in meetings? Are those two groups the same, or will active project participants need to seek higher approval for major decisions?

For the most part, the people making decisions about the creative work will also be in key meetings. We intend to manage the internal review and approval process tightly to keep the work moving forward. However, as a public agency, certain decisions may rise to the level of requiring board approval. The board meets once a month; there's a defined process for preparing and submitting things for their consideration. We will work closely with the selected partner to build a workplan that takes the board cadence into account.