

RFP# 20ESDLQBTAnde-0002
Environmental Communications Plan
Question & Answers

Q1. Is there a page limit for the RFP response?

A1. No. There is not a stated page limit.

Q2. If submitting a response to this RFP, does it preclude Foth from the opportunity to submit a proposal for Phase II of the SMM-Vision for Iowa initiative when it is posted?

A2. No. Submitting a response to this Environmental Communications Plan does not preclude submitting a response to the Phase II Sustainable Materials Management – Vision for Iowa RFP. Proposals will be reviewed independently for these two initiatives.

Q3. How will the work through the Environmental Communications Plan be tied into or dependent on deliverables or outcomes from Phase II SMM-Vision for Iowa? If so, is there an estimated timeline for Phase II SMM-Vision for Iowa deliverables?

A3. The Environmental Communications Plan has a dual purpose. One is to provide general awareness messaging on such topics as solid waste, recycling, reuse, sustainable materials management, etc. The second purpose is to provide general awareness and targeted messaging related to Phase II Sustainable Materials Management – Vision for Iowa as Phase II actions progress. It is anticipated introductory Phase II messaging needs will begin the summer of 2020.

Q4. Section 1.4 mentions a solid waste public awareness and opinion survey that has been initiated. Can we have a copy of the questions being asked through the survey?

A4. Questions related to the solid waste awareness and opinion survey have not been finalized. The survey is developed to be a 10-minute survey engagement. Questions could be grouped into:

- a. Standard demographics and methods of obtaining solid waste management information questions; and**
- b. Behavior and Opinions - as it relates to purchasing decisions, recycling and solid waste management behaviors, barriers to recycling, sustainable materials management, climate change, etc.**

The following questions are in regards specifically to the implementation of the communications plan.

Q5. In order to develop a communications plan that meets the Iowa DNR's needs and budget, is there an estimated marketing and advertising budget to spend annual to execute this Communications Plan?

A5. Under this RFP the Department has budgeted \$140,000 to develop a communications plan and develop and place general public awareness and initiate SMM – Vision for Iowa awareness messaging.

Q6. Who is the intended audience? General public statewide?

A6. The Environmental Communications Plan will serve a dual purpose. Periodic general awareness messaging on such topics as solid waste, recycling, reuse, sustainable materials management, etc. will have a general public, statewide audience. As Phase II Sustainable Materials Management – Vision for Iowa progresses, messaging targeting stakeholder industry, local government, etc. will be added specifically as it relates to Phase II.

Q7. What is the estimated start date and timeframe to implement the Environmental Communications Plan?

A7. The expected timeline for a contract resulting from this RFP is February 24, 2020 through February 23, 2022.

Q8. How many years should the Environmental Communications Plan be?

A8. A contract resulting from this RFP is envisioned for a 2-year period. The contract may be renewed or rebid at the close of the initial contract period to continue messaging needs as they relate to outcomes of Phase II Sustainable Materials Management – Vision for Iowa and general public awareness.

Q9. It is our understanding that this RFP is requesting the framework for the Environmental Communications Plan, and does not include implementation and execution. Is that correct?

A9. No. This RFP is seeking a service provider to develop a dual purpose communications plan as well as develop and place, both general awareness and initiate Phase II messages periodically over the next two years.

Q10. Please verify external costs (graphic design, photography, videography, translation services, advertising placement) are not part of this RFP and should not be included in the budget proposal. Is that correct?

A10. No. The above identified costs should be included in the proposed budget. The RFP is seeking a two year communications plan and development and periodic placement of desired public awareness and Phase II Sustainable Materials Management – Vision for Iowa messaging.