

**Addendum No. 1**  
**Public Relations & Marketing Communications Services**

**To:** Request for Proposals Recipients  
**From:** Santa Clara Valley Open Space Authority  
**Date:** November 7, 2024  
**Re:** Addendum 1 to RFP 2024-09

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**Addenda No. 1 consists of:**

Santa Clara Valley Open Space Authority has received the following questions in response to its Request for Proposals (RFP) for Public Relations and Marketing Communications Services.

**Will there be preference given to local or in-state firms? Does the Open Space Authority accept foreign vendors for this project?**

Staff will not bar agencies from submitting a proposal. However, Open Space Authority Communications staff will give preference to proposals submitted by local firms within the Bay Area that have a comprehensive understanding of regional conservation issues and can provide timely and appropriate responses in the event of a crisis.

**What is the contract term and anticipated budget allocated to the RFP scope of work?**

This is an open-ended or ongoing contract. However, the Open Space Authority shall have the right to abandon or indefinitely postpone services at any time. In such event, Authority shall give written notice of such abandonment.

The Authority offers no guarantee of any amount of work to be performed under the Contract. As such, we cannot estimate the value or budget of the contract.

**Is there an incumbent vendor that fulfills the scope of work outlined within this RFP?**

No, the Open Space Authority does not currently possess a contract for ongoing public relations and marketing services. In 2019, the agency issued a Request for Proposals for Media Services, which was awarded to Imprenta Communications Group; this contract concluded in 2023. In the interim, the agency has secured communications services through project-specific contracts with various firms. In 2023, the Open Space Authority issued an RFP for Ethnic Marketing and Public Relations services, which was awarded to Ameredia, Inc.

**Will there be any firms that the Open Space Authority has worked with bidding on this RFP?**

Staff will not exclude any agencies from submitting a proposal, irrespective of any prior collaborations.

**Why are you going out to RFP now? Is this strategic program a new scope of work or a continuation of an existing project?**

The Open Space Authority is releasing a Request for Proposals to establish a contract for continuous (or as-needed) public relations services. This initiative aims to support the Communications team and strengthen community and media engagement strategies and objectives on a continuous basis.

**How does SCVOSA currently measure audience engagement and success with existing programs?**

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The Open Space Authority utilizes various tools such as its website, marketing automation tool (Hubspot), and analytics to greatly increase the effectiveness of our communications, measure that effectiveness, and apply the data towards improving our communications further.

To achieve this, Communications staff use the Open Space Authority's Audience Engagement Plan to:

- 1) Align audience segments and communication goals with the agency's, and
- 2) Outline strategies, platforms, and tactics to improve measurement processes and evaluate communication effectiveness, refining processes and audience segments.

The Audience Engagement Plan (AEP) serves as the Open Space Authority's strategic communications guide, standardizing communications and measuring public awareness, reach, and impact.

The AEP details audience segments and communication objectives aligned with Authority goals. It outlines processes to learn about audience interests and improve communication. As objectives change or new audiences are identified, the AEP is updated.

**Are there established brand guidelines, messaging pillars or tone-of-voice preferences already developed that the agency should follow?**

The Open Space Authority maintains multiple brand style guides, key messages according to audience segments, and tone-of-voice preferences. It is important to note that these elements are subject to ongoing development and should adapt in response to evolving audience preferences. The Open Space Authority strives to create messaging that is as inclusive as possible, aiming to reflect and honor the diverse communities within its jurisdiction. This approach is guided by principles of justice, equity, diversity, inclusion, and accessibility.

**Does SCVOSA currently implement SEO strategies, and are there goals for expanding digital reach through specific platforms?**

The Open Space Authority actively implements a range of Search Engine Optimization (SEO) strategies to enhance its online presence and visibility. These strategies are designed to improve the ranking of the Authority's digital content on search engines, thereby increasing the likelihood of reaching a broader audience. In addition to these efforts, the Authority has set specific, measurable goals aimed at expanding its digital reach across various platforms. This includes leveraging social media channels, optimizing content for mobile devices, and utilizing data analytics to refine and target digital marketing efforts more effectively. By doing so, the Authority seeks to engage with a wider audience, increase public awareness of its initiatives, and foster greater community involvement in agencywide programs and initiatives.

**What outcomes would be expected to indicate a successful effort on this contract?**

The Open Space Authority seeks to reach new audiences by employing a multifaceted approach that includes leveraging traditional media outlets such as newspapers, radio, and television to disseminate information widely. Additionally, the Authority is committed to developing and implementing long-term community engagement strategies that foster meaningful connections and partnerships with diverse groups within the community. These strategies are designed to encourage active participation and collaboration, ensuring that the Authority's initiatives resonate with and are supported by the community. Furthermore, the Authority places a strong emphasis on crafting effective public messaging that is clear, consistent, and compelling, aiming to communicate the agency's mission and objectives in a

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way that is accessible and engaging to a broad spectrum of individuals. Through these combined efforts, the Open Space Authority aspires to not only expand its reach but also to deepen the agency's impact and influence within the community.

**How would the Authority like to see fees broken down?**

We require the fee proposal that states the hourly rate, estimated hours per month, and payment schedule (e.g. monthly invoicing) for the proposed project tasks and deliverables. Beyond the specifications outlined in the Request for Proposals, vendors may choose a format that best represents their proposals (slide deck, word document, PDF, etc.).

**What did the agency budget for communications services in the last fiscal year?**

Information regarding the agency's financials can be found in the FY23-24 Annual Budget and Workplan available online here: <https://www.openspaceauthority.org/public-information/financials.html?file=FY23-24+Budget+and+Annual+Work+Plan.pdf&field=File&env=financial-50---OnViewFile->

**Is there a timeframe for the budget?**

The Open Space Authority mandates that all departmental staff adhere to the annual budget and workplan project. This document is accessible online, with the fiscal year commencing on July 1 and concluding on June 30.

**Will you require in-person meetings, and would agency staff need to be present for media events and tours? Or can work be completed 100% virtually?**

Meeting locations will be determined based on the specific task requirements. Generally, meetings can be conducted virtually; however, certain situations may necessitate in-person or on-site attendance.

**How many press releases will be issued each year?**

The number of annual press releases will fluctuate and will be contingent upon current news and events. The agency aims to issue an average of one press release every two months, depending on what is deemed newsworthy and of public interest.

**Online newsletter length and frequency? Will we be fully responsible for content and design? How many annual report publications are there? What is the length of each publication? Will we be fully responsible for all content and design?**

Open Space Authority staff are responsible for the development and dissemination of the agency's monthly online newsletter and annual impact reports. The length of these publications varies based on the number of events conducted each month and the volume of news items the agency needs to communicate.

**What CMS platform is your website on now?**

The Open Space Authority will be launching a new website in December 2024 on the Drupal CMS platform.

**Does media training for spokespeople include a comprehensive media training session or a mock interview with talking point development prior to interviews? If a formal media training, would this be held on location and how many agency spokespeople should we expect to attend?**

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The structure of the media training sessions will be established following consultations and recommendations from the chosen vendor. The Open Space Authority comprises a core team of over 50 members who may choose to participate in the training.

**Do you have a required or preferred allocation of funds to paid media vs earned media (public relations efforts)?**

The allocation of funds for paid and earned media in FY24-25 will be formalized following discussions and recommendations from the selected vendor.

**When you note influencers, do you mean only online social influencers or regional community influencers? Or both? Do you have pre-established relationships with influencers, now?**

The Open Space Authority aims to establish and maintain partnerships with both online social media influencers and regional community leaders. The Open Space Authority has started building connections with online social media influencers and local community leaders.

**What role do the Ethnic Media Consultants play now? Will they be engaged in meetings and deliverable reviews ongoing? Or do you expect our engagement with the consultants to require different efforts?**

The Open Space Authority currently collaborates with ethnic media consultants to develop strategic and culturally appropriate content for monolingual, non-English speaking audiences within the agency's jurisdiction. These consultants will support the transcreation of collateral and select mainstream public relations initiatives; however, they will not attend regular meetings with the chosen vendor.

**How does the Open Space Authority measure success, and what are the primary KPIs you plan to use to measure the effectiveness of the communications efforts (e.g., media coverage, social media engagement, website traffic)?**

The Open Space Authority monitors a variety of metrics to assess the success and impact of communications strategies. This includes tracking audience engagement, which involves understanding how actively and frequently the audience interacts with the content. Staff also measure reach, which refers to the total number of unique individuals who have been exposed to these messages. Additionally, staff track the number of subscribers to their newsletters and followers. Page views are analyzed to determine how often their web pages are being visited, providing insight into the use and relevance of their online content. Open rates are monitored to see how many recipients are actually opening their emails, while click-through rates are evaluated to understand how many people are engaging further by clicking on links within those emails. By examining these and other metrics, the Open Space Authority is tracking the overall effectiveness of their communications efforts to make informed decisions and improvements.

**Are there any specific analytics platforms or tools the Authority currently uses?**

The Open Space Authority currently employs TV Eyes, HubSpot, Google Analytics, and analytics offered by the social media platforms we utilize, specifically Facebook, Instagram, YouTube, and NextDoor.

**What frequency and format do you prefer for performance reporting (e.g., monthly reports, dashboards)?**

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Monthly reports that include analytics and interpret the statistical data are favored for performance reporting.

**Are there fixed milestones for deliverables, or is there flexibility in adjusting timelines based on evolving needs?**

The delivery of milestones will be contingent upon the specific item. While there may be some flexibility in adjusting timelines, certain elements may remain fixed.

**Who needs to be included for approval of internal and external work products?**

The Public Information Officer will oversee the internal review process in collaboration with other Open Space Authority personnel. The selection of reviewers will be contingent upon the specific project.

**Are there related audience outreach priorities?**

The Open Space Authority staff establishes outreach priorities based on departmental objectives and the specific projects undertaken throughout the year.

**Are there any events or milestones coming up that will require communications activities?**

In the upcoming year, the Open Space Authority aims to enhance its public relations efforts concerning potential land acquisitions, land transfers, conservation easements, volunteer recruitment, [current projects](#), and announcements associated with the [Urban Grants program](#) and forthcoming award cycles. It is important to understand that this is not an exhaustive list, but rather illustrative examples.

**How do you anticipate dividing the work between the strategic planning phase, where you outline goals, objectives, and the overall direction, and the tactical implementation phase, where you execute specific actions and tasks to achieve those goals?**

The Open Space Authority Communications team will collaborate with the chosen consultants to examine forthcoming milestones, important dates, and objectives. Together, the staff and consultants will formulate a strategic plan for implementation.

The strategic planning phases and the subsequent implementation of work should be aligned with both the current and upcoming budget cycles so financial resources are optimally allocated and utilized. Additionally, these phases should be synchronized with the calendar year to facilitate seamless integration with annual objectives and timelines, thereby enhancing the overall efficiency and effectiveness of the strategic initiatives.