

## Measure C Sales Tax Extension RFPs

### Questions & Answers – Updated 12-2-24

#### Question 1 - (11-5-24)

(In the Public Opinion Polling Services RFP) Section III L says that proposers should include Title VI Assurance at the end of their proposals. However, it appears to me that the Title VI Assurance is included in the RFP simply for proposers' information, rather than a form or task we need to complete. Could you please confirm there is nothing for proposers to complete or include related to Attachment A: Title VI Assurance?

**Answer 1** – The Title VI Assurance language included in the RFP represents sample language that we'll be looking for in the proposal itself. This is not an assurance, in and of itself, that covers every proposal.

---

#### Question 2 – (11-8-24)

(In the Public Opinion Polling Services RFP) I'm not entirely sure I follow what you mean when you say, "the RFP represents sample language that we'll be looking for in the proposal itself." Is there something specific that proposers need to include—a statement or something else—related to Title VI requirements?

My understanding is that Title VI does not apply to private firms doing work for public agencies, but rather that it applies only to the public agencies themselves. However, I want to make sure we don't accidentally leave something out of the proposal that should be in there.

**Answer 2** -- The Title VI assurance is standard language that we request in all proposals from contractors. The sample language provided in the RFP is adequate for our purposes and simply requires you to substitute your firm's name for Fresno COG's.

---

#### Question 3 - (11-21-24)

I am working with a couple of consulting firms to respond to one of the Measure C RFPs. Given the timing of the Thanksgiving holiday, would it be possible to extend the deadline for proposals for a week or two?

**Answer 3** – Thank you for the email and question. We are amenable to adjusting the schedule to allow more time for proposals to be delivered. The new schedule that Fresno COG will advertise as of today is the following:

Proposal questions due:	Nov. 29
Proposals due:	Dec. 13
Initial scoring due	Jan. 3
Interviews (if needed)	Jan. 6-8

We will send out an email blast confirming this and post this response on our website Q&A section under the “Doing Business with Fresno COG” page.

**Question 4 - (11-21-24)**

We are reviewing this RFP and intend to submit a proposal; however, with the Thanksgiving holiday the time to prepare is pretty short. Is it possible to request an extension?

**Answer 4 –** Thank you for the email and question. We are amenable to adjusting the schedule to allow more time for proposals to be delivered. The new schedule that Fresno COG will advertise as of today is the following:

Proposal questions due:	Nov. 29
Proposals due:	Dec. 13
Initial scoring due	Jan. 3
Interviews (if needed)	Jan. 6-8

We will send out an email blast confirming this and post this response on our website Q&A section under the “Doing Business with Fresno COG” page.

---

**Question 5 - (11-21-24)**

XXXXX will be submitting on two of the projects; facilitation and implementation. Given the number of concurrent project RFPs and the upcoming holiday - we would like to request a two-week extension to help us prepare the best possible submission. Is this possible?

**Answer 5 –** Thank you for the email and question. We are amenable to adjusting the schedule to allow more time for proposals to be delivered. The new schedule that Fresno COG will advertise as of today is the following:

Proposal questions due:	Nov. 29
Proposals due:	Dec. 13
Initial scoring due	Jan. 3
Interviews (if needed)	Jan. 6-8

We will send out an email blast confirming this and post this response on our website Q&A section under the “Doing Business with Fresno COG” page.

---

**Question 6 – (11-21-24)**

- The Fresno COG website says the proposal due date for all Measure C RFPs has been extended to December 13, 2024. However, we saw a social media post from Fresno COG that says the deadline for all Measure C RFPs has been extended to December 18, 2024. Could you please clarify what the new proposal due date is?

**Answer 6 –** My apologies, the correct date is December 13. All the social media has been corrected to reflect the correct date.

---

**Question 7 – (11-21-24, response 11-22-24)**

This question set is in reference to the Public Outreach RFP:

Question A: The RFP appears to have two primary goals: (1) engage stakeholders to gather insights that will inform the development of the renewal plan and (2) build community support by highlighting Measure C's impact and effectiveness to secure voter approval. However, a [2022 Expenditure Plan](#) has already been drafted. Is this 2022 plan intended to serve as the foundation for the outreach, or is the consultant expected to facilitate significant revisions based on new public input?

Response A: The 2022 Draft Expenditure Plan is not being used to build a plan for the 2026 Renewal Effort. This effort will start with a blank slate. The 2026 plan will be built over the next year and a half. A timeline is available here: <https://publicinput.com/measurec2026> The outreach consultant will not be building the plan. A Renewal Committee will be building it with the support of staff and consultants.

---

Question B: What is the timeline for the plan development, including key milestones such as the due date for the insights report, the draft plan, plan approval, and public release?

Answer B: The extent of what is planned for a renewal effort is outlined in our Measure C Renewal Community Engagement Hub: <https://publicinput.com/measurec2026>

We are also sharing minimal information through multiple Fresno COG webpages: [Measure C Renewal - 2024-2026 - Fresno Council of Governments](#), [Doing Business with Fresno COG - Fresno Council of Governments](#) as needed. The Measure C website is currently being updated by the Fresno County Transportation Authority and it is located here: <https://measurec.com/>

---

Question C: Is there an incumbent agency currently handling Measure C outreach?

Response C: Yes, there is an agency on contract with the Fresno County Transportation Authority to provide substantial community outreach and support services for the current Measure. They have verified that they will not be submitting a proposal to conduct renewal outreach as well. Therefore, the renewal outreach consultant will be expected to work in cooperation with FCTA's current outreach firm for consistency and to access existing outreach resources.

---

Question D: What specific metrics will be used to evaluate the success of outreach efforts (e.g., engagement levels, survey responses)?

Answer D: Ultimately, community and media response or involvement, but verifying interaction or reach is significant as well.

---

Question E: Are there existing partnerships or community organizations already identified for collaboration?

Answer E: There are (and will be more) established committee and board contacts, as well as many other community agencies and partners to start with.

---

Question F: Will Fresno COG provide existing data or lists of stakeholders to facilitate engagement?

Answer F: Fresno COG keeps a database of stakeholders and community organizations that would be the basis for initial contact. The outreach work should build and grow a Measure C community interest list for contact throughout the Measure.

---

Question G: Will Fresno COG supply a list of eligible organizations for mini-grant outreach efforts?

Answer G: Yes. However, outreach should be conducted (and will be started prior to outreach consultant contract signing in early February) to publicize the mini grant opportunity.

---

Question H: What level of support will the consultant provide to mini-grant recipients (e.g., training, materials)?

Answer H: The consultant will provide mini grant contract management. With the support of Fresno COG staff consultant will organize discussions for feedback on materials content and translation, provide graphic design support and outreach materials for consistent messaging, respond to and supply support to the grantees, collect and forward invoicing from the grantees.

---

Question I: Budget Allocation: Of the \$600,000 allocated for consultant services, what portion (if any) needs to be dedicated to media/advertising?

Answer I: The consultant should provide their recommendation for this within their proposal. We are looking for consultant expertise on the needed breakdown between consultant services that will foster media and citizen engagement.

---

Question J: Budget Allocation: Do printing and mailing expenses, and other hard costs need to come out of the \$600,000?

Answer J: Yes, at this time.

---

Question K: What aspects of outreach and implementation (e.g., event logistics, stakeholder communication, etc.) are handled in-house or by other contractors? Is the consultant expected to oversee all these elements?

Answer K: The consultant will work in partnership with in-house staff to best utilize expertise and resources. The consultant should provide resources for graphic design, media communications, event coordination (with strong staff support to identify general locations, stakeholder agencies and meeting needs), development of stakeholder communications and media/advertising.

---

Question L: Are there existing platforms for data collection, engagement, or reporting that the consultant must use?

Answer L: Fresno COG currently uses [PublicInput.com](https://www.PublicInput.com) for Measure C Renewal Community Engagement. An initial site was built and contains timelines, opportunities to get involved, contact information, etc. regarding the renewal. Fresno COG staff built and maintains the site, but the consultant will be expected to contribute content and could be trained by staff to use to upload content, reporting, etc. PublicInput allows each project to offer several engagement options such as a dedicated email.

---

Question M: What languages are required for translations beyond English and Spanish?

Question M: Need should be identified by the consultant and work could be completed through mini grantees as needed.

---

Question N: Will Fresno COG handle media relations, or is that expected from the consultant?

Answer N: Strong media relations expertise is expected from the consultant.

---

**Question 8** – (11-27-24, response 12-2-24)

Question: Our firm is interested in responding to 3 of the 4 RFP's you currently have published for the renewal efforts on Measure C. We have a preliminary question on the proposal submission requirements. Are we required to submit 3 separate proposals, or may we submit one single combined proposal?

Response: As to the single question below, that is entirely up to you. You are free to respond with a single proposal that combines two, three or all four of the jobs if you like, or offer separate proposals for each. On our end, we will have the option of pulling apart any combination proposal and negotiating with a contractor for a single job or combination that may not reflect the totality of the proposal.

---

**Question 9** – (11-21-24, response 11-22-24)

This question is in reference to all RFPs.

Question A: Is there a preference of local vendors vs. non-local vendors? Do you weigh local vendors more than non-local vendors?

Response A: Not in this case.

---

Question B: If submitting a proposal response on more than one RFP, do we need to submit separate proposals or may we submit one single combined proposal?

Response B: That is entirely up to you. You are free to respond with a single proposal that combines two, three or all four of the jobs if you like, or offer separate proposals for each. On our end, we will have the option of pulling apart any combination proposal and negotiating with a contractor for a single job or combination that may not reflect the totality of the proposal.

---

Question C: Does Fresno COG have a sample professional services agreement to share with prospective consultants?

Response C: Yes, I have attached a blank version of our standard contract and we will also post it under the “Doing Business with Fresno COG” page on [fresnocog.org](http://fresnocog.org).

---

Question D: What communication tools are currently active within your arsenal? Social media, website, email, print/digital newsletters, etc.

Response D: Fresno COG employs several social medial platforms including: Facebook, Instagram, LinkedIn and YouTube in addition to its legacy website [fresnocog.org](http://fresnocog.org), as well as project- or program-specific websites through [publicinput.com](http://publicinput.com). We also use [publicinput.com](http://publicinput.com) to track a wide range of public input metrics. Furthermore, we use Constant Contact for email blasts to approximately 3,000 email addresses, including our regular e-newsletter “Coming Up at Fresno COG.” Finally, we are coordinating with the Fresno County Transportation Authority, which administers Measure C, to mirror all public outreach materials and information on its legacy website [measurec.com](http://measurec.com), as well as to access its contracted public affairs firm JSA for this endeavor.

---

Question E: Would Fresno COG prefer one global project manager or would you prefer a separate project manager for each project?

Response E: Fresno COG is open to either arrangement and technically lists Executive Director Robert Phipps as the main contact for Fresno COG on all four RFPs; however, practically speaking, a team of both Fresno COG and FCTA staff is likely to assist in administering the contracts and Measure C activities. Some of those team members have specific experience in public outreach or project management, for example.

---

Questions of RFP for Sales Tax Extension Facilitation Services:

Question E: Will the monthly Committee meetings be held in-person, virtually or hybrid?

Response F: We anticipate hybrid meetings but will encourage in-person attendance to the extent possible.

---

Questions on RFP for Measure C Sales Tax Extension Public Outreach Services:

Question G: Does Fresno COG have a preference whether the kick-off meeting and subsequent meetings/workshops are in-person, virtual or hybrid?

Response G: We anticipate the public workshops to be entirely in-person. Internal, project management meetings may be hybrid, as needed.

---

Question H: Does Fresno COG wish to have translations of the communication pieces (social media posts, press releases, email blasts, multi-media messaging, billboard)?

Response A: Yes.

---

Questions of RFP for Measure C Sales Tax Implementation Plan & Services:

Question I: Does Fresno COG have a preference on whether some or all of the public workshops are in-person, virtual or hybrid?

Response I: All public workshops will be in-person with a complement of Fresno COG and/or FCTA staff to assist.

---