



**County of Cheshire Request for Proposals
MONADNOCK REGION SYSTEM OF CARE
MARKETING & COMMUNICATION PLAN
Questions and Answers
August 12, 2019**

- 1. “Marketing materials” and “website content” are listed under the scope of work. Do you have any detail on the types/range of materials needed, or will that be up to the vendor to recommend?**

Answer: It is up to the vendor to recommend.

- 2. Are there any existing marketing materials that would need to be incorporated into the strategic plan?**

Answer: Yes, there are a few marketing materials, but it is not required to include them; however, consideration of the materials is recommended.

- 3. Has any research been done in the past 2-3 years on client or public perception of the program? If so, will this be available to the selected vendor?**

Answer: Some research has been done and all materials are available to the winning bidder.

- 4. What is the current utilization percentage for the program? What is the goal?**

Answer: With respect to wraparound, the program is at 100% utilization at about 24 clients and nearly 100 family members associated with those clients. The next phase of the project is to expand the program. This work is about the integration of a System of Care framework, which, most importantly includes the System of Care values.

- 5. Who will approve the logo and marketing materials?**

Answer: The communication subcommittee, with final approval from the governance board, will approve the logo, marketing materials, and the full plan.

- 6. What are the intended deliverables for the scope of work?**

Answer: The deliverable is a comprehensive strategic marketing and communications plan that includes:

- a. Details of the story of the Monadnock Region System of Care, inclusive of its successes and challenges;
- b. An articulation of the definition of a family-driven approach;
- c. Strategies to raise awareness of barriers to care;
- d. Strategies to distill complex information to a diverse set of stakeholders;
- e. A logo, marketing materials, messaging, and website content;
- f. A cost breakdown to implement said Plan.

See the RFP scope of work items 1.a. to 1.f. for more information.

7. Is the Monadnock Region System of Care looking for a communications plan that identifies the deliverables (RFP Scope of Work items 1.a-1.f.) as tasks to be implemented *in* the plan or as *part* of the plan?

Answer: The deliverables listed in the RFP are intended to be created as part of the plan, and implemented in phase 2.

8. Are you looking for communication plan examples? Or are you looking for brand elements that would fall under the “implementation” phase of the work?

Answer: We are looking for examples of your work most relevant to this RFP scope in order to help us make an informed decision. We are not looking for vendors to create a plan as part of their bid.

9. If the answer above is that the County is ONLY looking for a marketing and communication plan, and the maximum amount budgeted for this phase is \$25,000—if we were to quote less than \$25,000 for this phase, would the remaining funds roll over to the implementation phase of the work?

Answer: Yes.

10. Is there a current website for the Monadnock Region System of Care?

Answer: Not yet.

11. Will the new content created be used on the website?

Answer: Yes.

12. Are the marketing materials already created being used?

Answer: The marketing materials developed in the past are not presently being used.

13. In terms of media, are you looking to utilize certain social platforms?

Answer: We do not have particular platforms identified. We are seeking advice and guidance to choose the appropriate platforms that would be directed to the appropriate audience.