



Addendum #1

Marketing and Communications Services

We have received the following questions:

1. Do you have a budget allocated in FY21 for this project, and if so, what is the budget?
No budget has been determined or allocated at this point.
2. Do you anticipate having budget allocated for this in FY22, and if so, what would be the budget?
Same as above.
3. Have you previously allocated budget or staff resources for marketing communications? If so, can you provide an overview of the resources allocated?
We have not previously allocated budget or staff resources for marketing communications.
4. The RFP mentions coordination with various departments. Do you have an idea of how many departments would be included?
The current departments that are active on social media are: Parks and Recreation, Water, Emergency Management, Election Office and Animal Services. Potential vendors can anticipate interacting with those departments and likely 2-4 others.
5. What is the objective of marketing?
To improve communications with the citizens of Jones County.
6. Why is the RFP being pursued at this point in time?
Same as above.
7. Will there be an opportunity to make a verbal/face-to-face presentation?
This is TBD at this point.
8. How has social media been handled to date?
At this point, Department Heads develop and post content for their departmental pages.
9. In order to be a good steward of our planet, will electronic submissions be accepted to replace the hard copy requirements?
Please see the "Schedule and Due Date" section of the RFP.
10. Does the County Board of Commissioners have a current strategic and marketing communications plan? If yes, can you share?
We do not currently have a strategic marketing and communications plan.
11. Please define monitoring and admin of multiple county pages? Which pages? How many hours should we plan on each month? Do you currently use a provider for this now?
Approximately 5 county departments currently have Facebook pages that are monitored and maintained by each department's director. We do not currently have a provider for this service, and we are unable to provide an estimated number of hours required.
12. Define "regularly" developing content? How many hours per month do you anticipate for the partner?
We would define regularly as several times per week. The amount of time required for this activity is unknown.
13. Define expectations on number of times per month for social posting?
See number 12.

14. How will success be measured? By whom? And how often?

Success will likely be measured by feedback received by The Board of Commissioners from Jones County citizens. Frequency is unknown.

15. Who is the target audience?

Citizens of Jones County and those that might become citizens of Jones County.

16. Describe the business challenge you are trying to solve.

We are trying to improve the flow of information from the County Government organization to the citizens of Jones County.

17. Define budget parameters.

No budget parameters have been identified at this point.