

List of Questions Received from Potential Bidders to the RFP and CPRC's Responses:

1. Regarding the two 15-second to 30-second videos- is a prepared video required upon campaign submittal?

A prepared video is not required for submittal. An outline of costs to produce the 15-30 second videos, addressing lines 2a & 2b, as well as a demonstration of project understanding (line 5 of evaluation) will suffice.

2. Referencing line 3c- to reach Spanish speaking audiences, is there an opportunity to incorporate a radio component?

CWEP partners have historically expressed interest in targeted outreach to Spanish audiences within their jurisdiction. While CWEP has moved away from utilizing radio, proposals that demonstrate the benefit of radio while meeting other requirements are welcome.

3. Referring to line 5- reporting is requested to be broken out by zip code. Is it preferred for the geographic targeting area to be broken out by the cities listed within CWEP Partner jurisdiction or by zip code?

We have suggested tracking by zip code due to CWEP's membership including both county & municipal governments. Proposals should clearly demonstrate the ability to track metrics accurately for both county & municipal jurisdictions.