

REGIONAL PLANNING COMMISSION (RPC)
Of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles,
St. John, St. Tammany and Tangipahoa Parishes

Questions about Request for Qualifications/RPC Responses
March 18, 2025

RE: Agency Branding and Communications Project
RPC Project No.: D-1.25

General

Q: What existing resources will your internal team be able to provide for this project? Any previously created assets, deliverables, copy, data sets, etc. that will be useful for the new ones?

A. The RPC has existing assets and will provide copies of all; some can be viewed on the existing website viewed here: <https://www.norpc.org/>. RPC staff, working with the consultant, will provide data and general narratives to be used in deliverables.

Q: What services does the aforementioned budget cover? Ex: Does the aforementioned budget cover only the management and creative services, or the media-buying as well?

A. The budget should include all management, creative services, and all media purchases if deemed necessary, which may also be negotiated based on circumstances.

Clarification on Tasks and Deliverables

- **Task 1**

Q: Do you have a preferred meeting cadence for check-ins and other communications?

A. This will be determined at project kickoff based on consultant and PMT need.

- **Task 2**

Q: The deliverable mentions a detailed brand audit per RPC programmatic area. Can you clarify the number of programmatic areas covered by the RPC and what these programmatic areas are?

A. These can be viewed on the RPC website: Environment, Transportation, and Economic Development. Each has a few subprograms under each category.

Q: Do you have an estimated number of pages of information that the consultant would review in order to conduct the brand audit?

A: The RPC does not have an estimated number of pages; however, the scope outlines some of the specific materials which should be reviewed.

- **Task 3**

Q: How many target audiences do you anticipate?

A. This number should be produced during the discovery process

Q: What are your communication channels for this messaging?

A. Communications channels include the website, email, public meetings, and earned media.

Q: What are the data sets the RPC commonly reports on?

A. The RPC commonly reports on the following data sets: Census demographic and transportation data with emphasis of civil rights, Freight, employment data, industries/regional clusters, crash data, congestion, traffic demand, and transit data.

- **Task 4**

Q: The process of creating the document requested by this deliverable would need to be very collaborative between our team and yours due to the nature of the request. This collaboration would include discussing with your team what you already have/use and what you want to continue using, what data you have for visualizations, etc. Is this level of collaboration something you and your team would be okay with engaging in?

A. Yes, this level of collaboration is expected.

Q: Would you prefer this collaboration to occur in the scope of the meetings mentioned in the deliverables of Task 1 or be included separately?

A. The project schedule required as part of Task 1 should account for the collaboration the project necessitates.

- **Task 5**

- *Infographics:*

Q: Is there a specific number of distinct infographics that you are looking for? If not, we will provide a recommendation for a number of infographics to be produced in our formal proposal.

A. The RPC expects the consultant to provide this information in their proposal.

- *Photography, Stock Images, and Aerials:*

Q: Would it be acceptable to hire subcontractors for any part of this subtask that we are unable to complete in-house?

A. The consultant may hire subcontractors for specific tasks, but they should be identified in the proposal.

Q: There is a 100 image minimum for images taken within the region which convey the work of RPC programs. Is there a specific ratio of images per parish that you would prefer? If not, we will make judgements based on availability of photo subjects.

A. The RPC expects the ratio to be representative of geographic area and population size of each parish.

- *Illustrations and Renderings:*

Q: Do you have any existing examples of renderings so that we can be sure of what you are referencing?

A. Here is an example rendering from the [American Heart Association](#) of “complete streets” infrastructure policy:



Here is an example of an illustration from Fredericksburg Area Metropolitan Planning Organization (FAMPO)



Q: Is there a specific number of distinct illustrations or renderings that you are looking for? If not, we will provide a recommendation for a number of illustrations or renderings to be produced in our formal proposal.

A. The RPC expects the consultant to provide this information in their proposal; however, there should be an allotment of illustrations per programmatic area.

Q: Would it be acceptable to hire subcontractors for any part of this subtask that we are unable to complete in-house?

A. The consultant may hire subcontractors for specific tasks, but they should be identified in the proposal.

○ *Templates:*

Q: Is there a specific number of template items that you are looking for? If so, how do you expect this number to be divided among the types of templates being requested (i.e. 1 of each type or 3 of one type and 2 of another)? Which templates do you expect to be single-page templates and which do you expect to be multi-page templates (and do you have an estimate of how long the multi-page templates will be)? If you do not have a number or division in mind, we will provide a recommendation for the number of templates and an ideal division in our formal proposal.

A. The RPC does not have a set number for template development. The goal for this deliverable is to develop uniformity for RPC reports, presentations, and publications.

○ *Promotional Swag:*

Q: Is there a specific number of promotional swag designs that you are looking for? If not, we will provide a recommendation for a number of designs to be produced in our formal proposal.

A. No, there is not a specific number for promotional swag designs. The RPC is looking for recommendations from the consultant in their proposal.

Q: Are there specific swag items that you would like designs for or specific swag items that we should avoid designing for?

A. No, there are no specific designs or items. The RPC is looking for recommendations.

Q: Should these designs be able to be put on any swag item with little to no modifications or would designs for specific items be acceptable?

A. Both are acceptable.

○ *Brochures and Flyers:*

Q: Is there a specific number of brochures and flyers that you are looking for? If not, we will provide a recommendation for a number of brochures to be produced in our formal proposal.

A. No, there is not a specific number of brochures or fliers identified. The RPC is looking for recommendation based on identified needs.

○ *Posters and Banners:*

Q: Is there a specific number of posters and banners that you are looking for? If not, we will provide a recommendation for a number of brochures to be produced in our formal proposal.

A. No, there is not a specific number of posters and banners identified. We are looking for recommendations based on identified needs.

• **Task 6**

Q: How much recommended web copy do you anticipate for the website? Are there specific pages you have in mind? Will the consultant be providing recommendations for your team to write or writing the web copy that will be added to the website?

A. At this time the RPC cannot provide a quantity. The RPC envisions that through the discovery and concept development process, the consultant will come up with recommendations on where web copy is needed to integrate new branded materials and messaging onto the website. The consultant will be writing the recommended content, consistent with new messaging, with the approval of the RPC project manager.

• **Task 7**

Q: Would we be writing the copy for any of the deliverables covered by the scope of this task or would it be provided?

A. The RPC expects that content for these deliverable will be composed through a collaboration between RPC staff and the consultant.

Q: Do you have any examples of any of these deliverables to provide to us so that we can have a better understanding of what you are requesting? (See subpoint 1 under *Meeting-In-A-Box*)

A. These will be shared during discovery and audit tasks. We have some project-specific fact sheets. We also recommend looking at MPOs across the country.

Q: Is there a specific number of each deliverable from this task that you are looking for? If not, we will provide a recommendation for the number of each deliverable to be produced in our formal proposal.

A. No, there is not a specific number. The RPC is looking for recommendations based on identified needs.

○ *Fact Sheets/Brochures:*

Q: How many of these would satisfy this deliverable?

A. The RPC does not have an exact number at this time.

Q: Would these be 1 page or longer? If longer, what is the target number of pages for each of these?

A. The RPC expects fact sheets to be 1-2 pages, and brochures longer depending on the subject. An exact number is not known at this time.

○ *Educational Presentations:*

Q: How long are these presentations in terms of duration?

A. The RPC is looking for recommendations from the consultant within their proposal.

Q: What would the target slide/page count be for these presentations?

A. The RPC is looking for recommendations from the consultant within their proposal.

Q: Do you have any examples of existing educational presentations that we could see?

A. The RPC recommends consulting the websites of other MPOs in the country for examples.

○ *Translations and Accessibility:*

Q: How many languages would the deliverables for this task need to be translated into, and what are those languages?

A. Please review the revised scope of work. This task has been removed.

○ *Meeting-In-A-Box:*

Q: Can you clarify your definition of “meeting-in-a-box” to avoid misunderstandings in what is to be included in this deliverable?

A. Please review the scope of work. The definition is included.

Q: In Task 7, the “meeting-in-a-box” is intended for standard outreach meetings, but on page 2, the “meeting-in-a-box” is intended for standard or regular planning meetings. Can you clarify the number of different scenarios that would need a meeting-in-a-box to satisfy the requirements of this deliverable?

A. Please review the scope of work. Scenarios are provided.

- **Task 8**

Q: “The consultant shall plan and host a training with RPC on the use of the branding materials including the branding toolkit, style guide, and supplemental outreach items.” Does the aforementioned training cover following the guidelines in the branding materials or updating the branding materials themselves? If the latter, your team will need to license Adobe Creative Cloud software to access the working files of the materials.

A. The training shall cover both. The RPC has a license for the Adobe Creative Cloud software.

- **Task 9**

Q: In this task, it is unclear whether we should include the cost of printing in our quote to you or if the printing budget for this will be separate from the cost of the rest of the deliverables. Can you clarify this?

A. Please review the scope of work. “The costs associated with Task 9 – Print Production shall be included in the budget for this project and should not be separate.”

Q: Given the nature of this project, which involves branding and design, would it be acceptable to submit a narrative and schedule as a designed proposal document (e.g., formatted using InDesign and inserted into a bound PDF) within the Modified DOTD Form 24-102? Or does RPC prefer that all narrative responses be kept in plain text within the Word version of Form 24-102?

A: Consultants may design their proposal but all elements of the DOTD form must be included in a similar order.

Q: In the public notice, it states that all submissions must be mailed or delivered by hand. Is there an option to electronically submit our proposal or is a physical copy mandatory?

A: A physical copy is mandatory.

Q: Does the physical copy need to be postmarked by the 25th or in-hand?

A: The physical copy must be in hand by March 25, 2025 at 12PM (noon) so that our Technical Review Team may begin the evaluation and scoring process.

Q: Does RPC have any type of shot list by parish of what they want/need on this?

A: The RPC expects the shot list to be developed during the branding discovery process with the consultation of RPC leadership and staff.

Q: Regarding the RPC programs, to have at minimum 100 images, is there a list of the programs involved?

A: The program areas can be viewed on the RPC website: Environment, Transportation, and Economic Development. Each has a few subprograms under each category.

Q: Are the aerals something that can be shot by drone or will I need to hire a plane? I will need to budget for that.

A: The Scope of Work notes that aerial images should be shot with drones.