



REQUEST FOR PROPOSALS  
Public Relations & Community Outreach Consulting Services  
City of Ridgecrest, California

ADDENDUM NO. 1

This addendum provides questions submitted by various interested parties and the City of Ridgecrest response.

1. Is there an overall budget for this marketing effort?
  - a. Yes
2. Flat monthly retainer provides a predictable billing amount each month and the City has hired other consultants on fixed monthly retainers in the past. Would the city be amendable to such an approach here?
  - a. Yes
3. Does the city have dedicated staff to conducting social media updates and outreach or is that function anticipated to be handled by the consultant directly?
  - a. No, the City does not have dedicated staff for this purpose. Updates and outreach will require a joint effort between the council, staff, and the consultant.
4. Does the City have an outside PR firm or consultant that is currently provided services to the City?
  - a. No
5. Has the city ever hired an outside PR firm or consultant previously? If so, what is the name and location of the firm/consultant?
  - a. No. However, the City did retain the services of an advisory firm to assist in the messaging related to a sales tax measure.
6. The RFP states “at the direction of the City Manager” but also states that the consultant will provide support to the City Council and other staff. To whom shall the successful bidding PR firm or consultant report?
  - a. The City Manager. However, the issues will dictate where the consultant will provide support at any particular time.

7. Will the selected firm be responsible for communication for all city departments including police?
  - a. Yes. However, the Police Department will reserve the right to control all case sensitive communications.
8. Who is in charge of providing fire services?
  - a. The County of Kern.
9. Will the selected firm be developing a new website or updating the existing site?
  - a. No. However, the IT Division will welcome and consider any input received by the consultant.
10. Is the City open to a redesign of the website?
  - a. Possibly.
11. Is there a proposed budget in mind for this project?
  - a. Yes.
12. There is a number in the RFP that states the consultant should plan to work 16 hours per week.
  - i. How was that number developed?
    - a. It was based on the estimated average PR need of several similar cities. The 16 hour number is the minimal amount. This number may be expanded depending on need and services.
  - ii. What tasks are covered in those 16 hours?
    - a. The tasks will vary depending on the duties performed. The duties are indicated in the RFP.
13. Did the City review the average cost for PR services prior to putting out the RFP?
  - a. Yes, the City is aware of the cost of PR and Outreach services.
14. Is there an established budget for this RFP?
  - a. Yes
15. Is the City open to consultants located within other areas of the state? Our firm has offices in both Orange County and Sacramento.
  - a. Yes
16. Is there an incumbent on this project?
  - a. No