



NORTHEAST FLORIDA REGIONAL COUNCIL

QUESTIONS AND RESPONSES

STRATEGIC COMMUNICATIONS PLAN RFP

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TO THE RFP FOR

STRATEGIC COMMUNICATIONS PLAN

January 28, 2026

Northeast Florida Regional Council

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Tel: (904) 279-0880

<http://www.nefrc.org>



1. Are there specific gaps or challenges with the NEFRC's current communications that this plan should prioritize addressing?

Answer: As elected officials – federal, state and especially local, change frequently, there is a constant need to introduce and educate on the work of NEFRC. Additionally, the diversity of the programs NEFRC administers and projects we take on pose a challenge for clear and concise messaging on NEFRC and its value proposition.

2. Which audiences should be considered primary versus secondary (elected officials, partner agencies, general public, funders, staff, etc.)?

Answer: This concept needs to be fully flushed out as part of the planning process.

3. Are there audience segments that the NEFRC has historically struggled to reach or engage?

Answer: The struggle is in the breadth of audiences to reach – federal, state and local elected officials, partner organizations, state agencies, etc, and how to best engage with each type of audience.

4. Are there any particular channels or platforms that the NEFRC has seen success with in the past? Any channels or platforms that have not performed to your expectations?

Answer: In a small office of less than 20, with one dedicated staff member, consistency can be difficult - no matter the channel/platform. Currently, our main social media channel for disseminating information is LinkedIn, where we have limited visibility. Facebook and Instagram are currently unsuccessful platforms. We also distribute a lot of information via email, newsletters, press releases, etc. But the current platform we use doesn't have the capability to track metrics, so it's unclear how much visibility we get from it.

5. Beyond the written strategic communications plan, are there expected to be tangible deliverables (toolkits, templates, content calendars, etc.) included within this scope of work?

Answer: Deliverables will be based on the methodology and scope of work proposed by the consultant.



6. Is there an anticipated budget (or budget range) range allocated for this project?

Answer: There is no established budget.

7. What is the budget for this project?

Answer: There is no established budget.

8. Is there an incumbent consulting firm providing strategic communications and marketing support for the NEFRC?

Answer: NO

9. Has the NEFRC previously developed and implemented a Strategic Communications Plan? If so, please provide a copy.

Answer: NO

10. Who will be implementing the strategic communications plan, the NEFRC or the consultant?

Answer: That has yet to be determined. The NEFRC does have a communications specialist on staff that will play a role, but there may also be a continued role for a consultant.

11. What is the duration and/or timeline for completing the Strategic Communications Plan?

Answer: 12 to 18 months

12. How will the Strategic Communications Plan be approved by the NEFRC?

Answer: The Strategic Communications Plan will be brought before the NEFRC Board of Directors for final consideration.

13. What is the source of funding for this project?



Answer: The NEFRC will fund this project with its general operating dollars.

14. If grant funded, are there any specific conditions that must be met or included in the Strategic Communications Plan development, content, or process?

Answer: N/A

15. On what basis will the points for Cost be awarded to the Proposers?

Answer: The total cost as well as the breakdown of cost by task and its value.

16. Are there specific Strategic Communications Plan implementation tasks you want consultants to include in the Cost?

Answer: No.

17. What are the specific goals and objectives of the NEFRC for the period of the Strategic Communications Plan?

Answer: Specific goals and objectives should be developed as part of the plan, but important issues include:

- Strengthen brand clarity and regional visibility
- Increase stakeholder engagement and partnership depth
- Improve legislative understanding and support
- Articulate clear value proposition to local government members
- Build internal capacity to sustain communications

18. What is the planning period/horizon for the Strategic Communications Plan?

Answer: One to three years.

19. Has the Council established a specific budget range or a “not-to-be-exceeded” amount for the development and initial implementation of this Strategic Communications Plan?

Answer: There is no established budget.



20. Is there an incumbent agency or consultant currently providing these services? If so, are they eligible to participate in this RFP process, and can you share what motivated the Council to seek new proposals at this time?

Answer: There is no incumbent agency/consultant.

21. Given the NEFRC's broad reach across seven counties, does the Council prioritize communication with elected officials and municipal staff, or is there a greater emphasis on increasing general public awareness and brand recognition?

Answer: While these priorities should be flushed out as part of the planning process, the general public is NOT a primary audience of the NEFRC.

22. What are the key performance indicators (KPIs) the Council will use to evaluate the success of this partnership 12 months after the plan's implementation?

Answer: To date, none have been determined.

23. To what extent will the selected firm be expected to handle tactical execution (e.g., daily social media management, content creation) versus providing high-level strategy and oversight to your internal team?

Answer: With a communications specialists on staff who currently handles the daily (tactical) tasks, it is not expected for consultants to perform that level of work.

24. Does the Council anticipate a need for "on-call" crisis communications or reactive media relations support as part of this scope of work?

Answer: No, that is not a part of this scope of work.

25. Are we able to use font sizes smaller than 11pt for headers, footers, charts, graphics, and other elements apart from the main body text of the proposal as long as the text is legible?

Answer: Yes



26. In addition to completing Attachment A - Contractor References, are we able to include additional customized pages that describe the relevant projects and services provided in greater detail than the form allows for?

Answer: Work samples is listed as a part of Section 2 – relevant experience and should be included in that section.

27. What is the estimated period of performance for this effort?

Answer: 12 to 18 months

28. Are there any anticipated travel requirements or in-person meeting expectations (e.g., kickoff meetings, periodic reviews) associated with this effort?

Answer: Travel requirements are dependent upon the methodology established by the consultant for the completion of a Strategic Communications Plan. Please include any travel in the cost estimate.

29. Is there an estimated budget for this effort?

Answer: No.

30. Is there an incumbent contractor currently performing these services, or is this a new effort?

Answer: No, this is a new effort.

31. How many years is the Strategic Communication Plan for?

Answer: One to three years.

32. Do resumes of key personnel count towards 15 page limit or can those be included in an appendix?

Answer: No.