

## RFP – Street Teams Support Services

### Questions & Responses

#	Question	Response
1	Does the \$60K budget include just hourly staffing rates? Or is this also inclusive of agency fees?	The anticipated budget of \$60,000 is all-inclusive.
2	How many events are you anticipating during the year?	CPA anticipates between 20–30 events during this program's term.
3	Just clarifying your budget does not include travel expenses?	Please review CPA's response to Question #1.
4	Where are your event assets located?	At CPA's office in downtown Los Angeles.
5	Will we be able to bill back truck rentals for asset delivery/relocation, as needed (e.g. depending on size of assets)?	Please review CPA's response to Question #1.
6	Assuming hourly fees will be applied to staffers for messaging training?	The anticipated budget of \$60,000 is all-inclusive. RFP Section 5 (Pricing) indicates that the compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer(s) must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.
7	How far in advance will an event schedule be provided?	Please review RFP Attachment A (Scope of Services) Timeline: "An event schedule will be provided at the initial start of the program and be reviewed with CPA staff for approval."
8	Are you providing giveaways and uniforms?	CPA will provide branded swag for distribution at events. While there are not uniforms, CPA may provide hats or t-shirts depending on the event.
9	Attachment A, Scope of Services, pg. 1 "Strategically deploy highly trained and enthusiastic brand ambassadors at specifically selected CPA events." How many events should we anticipate assisting CPA with during the contract year?	Please review CPA's response to Question #2.



10	<p>Attachment A, Scope of Services, pg. 1  Anticipated Deliverables: 1. "An event schedule approved by CPA staff outlining the programs, tactics, and timeline."  Is CPA going to provide the selected proposer with an event schedule?</p>	<p>Please review CPA's response to Question #7.</p>
11	<p>Attachment A, Scope of Services, pg. 1  Anticipated Deliverables: 2. "Clear objectives and key performance indicators for measuring the success of the outreach efforts."  What do you consider as a successful event?</p>	<p>CPA will depend on the selected Proposer's expertise to advise on the objectives and key performance indicators (KPIs) for measuring the success of the outreach efforts.</p>
12	<p>5. Pricing, Pg 2  5.1 b) describe in detail any fees or charges for travel...  Are these expenses included in the overall budget at \$60,000?</p>	<p>Please review CPA's response to Question #1.</p>