Request for Quotes: 311 Strategy & Communications Plan

Question and Answer

Deadline for Submitting Questions – September 26th, 2023

Deadline for submitting Quotes and Summary of Qualifications – September 29th, by 4:30 p.m.

Category	Question	Answer
Campaign Development	Is the vendor asked to outline their approach to developing their plan and strategy	Yes, The City will also have to meet with the firm to go over details over a final plan later.
Equal Opportunity	What are the requirements?	The City will require the finalists to submit documentation reflecting a 10% CSB consultant or sub consultant requirement or, represent a documented good faith effort for soliciting contractors.
Budget Narrative Worksheet (Appendix A)	Is it required for the Firm's submission to complete this worksheet? Or, is it optional?	The City is requiring the submission to include the budget worksheet. Additional detail will be reviewed later. Pricing out the planning and execution of the program is preferred. The initial budget worksheet is not considered final. Please provide as much information on the worksheet as possible.
Project success tracking	Has a success dashboard been set up yet?	Not yet, The city will look the selected firm to recommend what a successful rollout would look like.
Project success tracking	Have you determined a north star as compared to other cities?	Yes, we have researched other cities and a vague north star would be that all City of Cleveland Residents & Visitors know what 311 is and how to use it. Awareness of tool and aware of how to use it. The City is seeking a campaign that includes both bought media and earned media for Mayoral interviews. The city would like to establish metrics that allow us to measure awareness.
Brand	Is the branded logo going to be designed by the City? Or, by the selected firm?	The logo, color palate,design, tagline)s) concept has been designed by and agreed upon by the City. The agreed upon design concept will be shared with the final selected firm at a later date.

Brand	Will the City also be doing the design for billboards, bus advertising etc?	The City will take on the design. The City does need a Firm to be a thought partner on art direction and to ensure consistency across the board. The agency will provide partnership. There does still need to be some cohesion with the city brand. Campaign should be a Cleveland based campaign.
Education	What is the difference between 311 & 211? Is there any connection between the two?	211 is the social services support line, 911 is the emergency line, 311 is the City Services line. Example: Graffiti removal, dead animal collection, Waste Collection. Part of the campaign is to educate the public on when to use 911, 211, 311. When and why do residents call each of those lines?
Social Channels	Do new social channels need to be created?	Existing social channels will be used along with the Mayor and, the City of Cleveland. New social channel creation is not preferred.
Website/App Development	Is there a website development and/or support element?	Yes, there will be a 311 website. 1. It will develop some new FAQ's and 2. It will provide a series of forms for the public to submit a service request that will go straight into the city systems. 31. The 311 phone line will still be available. The website is mobile responsive but, no standalone app at the moment. App development is not currently within scope.
Calls for Information	What mix of questions come in?	1. Example of a request for information: What day is my trash day? How do I get a permit to rent the park near my house? How to? What day is? Do I get a permit to rent the park near my house? How to? What day is? 2. Example of a request for service: You missed my trash collection, please come back to pick it up.

Calls for Information	Is the City trying to change the type of questions coming in or, just increasing the volume?	Part of the launch is to show the public what you can call for and how to ask for those things and creating the channels to request that information. How to? What day is?
Challenges	What challenges or barriers are first in line for the project?	Create long-term drumbeat to allow 311 to become the trusted tool that residents use on a long-term basis.

Strategy	What challenges or barriers are first in line for the project?	When to implement paid media vs. earned media in overall strategy. Using current city assets in a positive way to promote 311. Using City Council to promote the platform. Engagement with a broad