

**Questions related to the Request for Proposals for Disbursement Vendor Services
Delivered to the City of Philadelphia Division of Maternal, Child, and Family Health**

1. Will the cover letter and executive summary count in the 5 pages?
 - a. No. The 5-page limit is only for the Scope of Work section.
2. Will the awardee be responsible for printing the designed materials?
 - a. No, the media consultant will only be responsible for developing the materials.
3. Are the online registration forms for participants in the Philly Joy Bank preexisting or is the consulting team responsible for creating the forms.
 - a. All screening and application forms will be provided to the media consultant.
4. Will the content for the website be created by the client alone or will the consultant be a part of the process for developing the written content for the website as well?
 - a. The media consultant will develop the website content in collaboration with MCFH and the Philly Joy Bank Steering Committee.
5. Is there a set list of desired print materials or will the consultant have liberty to recommend items that would be appropriate?
 - a. The consultant is welcome to recommend print materials in addition to what is listed in the RFP.
6. Regarding the timeline, it is understood the start of the contract is 12/17. What is the desired completion date of the website and marketing materials for distribution?
 - a. Our anticipated goal of website and material design is February 2024, with final website and materials completed and ready to launch by March/ April 2024.
7. Is the expectation that the media consultant would simply remain available or on retainer for any design needs that may arise over the life of the agreement? Or only the items outlined in the submitted proposal?
 - a. The media consultant will be expected to remain available for the duration of the project period.
8. Would the recruitment materials need to follow the branding guidelines for Philly Joy Bank and/or Philly Loves Families?
 - a. Yes.
9. What is your preferred website platform?
 - a. A specific website platform hasn't been identified but we are open to suggestions from the media consultant.
10. Are you expecting the vendor to provide implementation services (outreach and social media strategy, ad placement and reporting, etc.) or would the vendor just be expected to hand over all design files to you?
 - a. The vendor will be expected to provide created materials to us, and our communications team will be responsible for implementation services. However, we are open to suggestions from the media consultant regarding implementation.
11. Which deliverables are expected to be completed in Year 1 vs. Year 2? Would there be any objection to the vendor completing the entire project in 2024 or waiting to complete it all in 2025 instead of spreading the process out over two years?
 - a. Initial website and marketing material design and completion are expected to be completed in year 1, with any updates made to materials in year 2; throughout the end of the project period.