



The following questions have been received from organizations indicating an interest to bid on the Denver Urban Renewal Authority's Communications and Community Engagement RFP.

Through this web page, these questions and the Authority's answers are made available to all bidders.

Denver Urban Renewal Authority contact for all questions and correspondence:

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Question 1

In order to provide the most detail in our method of service, it would be helpful to know your budget range for this work. Can you provide that information?

Answer 1

A budget has not yet been determined. Respondents' cost/value proposition will be a consideration in DURA's proposal evaluation process.

Question 2

What do you see as the biggest opportunities and challenges for contractors to add value to what DURA has already been doing, in terms of communications and community engagement?

Answer 2

We believe this question has been answered in the RFP in Section 1.2 Nature of Request for Proposals.

Question 3

How does DURA define success for this engagement?

Answer 3

Please refer to the RFP in Section 1.2 Nature of Request for Proposals.

Question 4

Has DURA worked with an agency before?

Answer 4

Yes.

Question 5

Who would be the day-to-day contact(s) on the DURA side?

Answer 5

Component 1 – The Executive Director.

Component 2 – The Director of Community Investment with likely coordination between the two.

Question 6

Does DURA have a budget or budget range allocated for contractor support?

Answer 6

See Question 1.

Question 7

Can DURA provide additional details on the expected deliverables for public relations under Component 1? For example, does DURA anticipate regular press releases, op-eds, or media placements?

Answer 7

We would expect the selected consultant to provide guidance in this area.

Question 8

Regarding crisis communications, does DURA have an existing crisis communication plan, or would the selected firm be responsible for developing one from scratch?

Answer 8

Yes and we would expect the selected consultant to provide guidance in this area.

Question 9

Under media relations, does DURA have existing relationships with media outlets, or would the vendor be expected to establish those relationships?

Answer 9

We would expect the selected consultant to provide guidance in this area.

Question 10

For content writing, will DURA provide internal subject matter expertise and data, or will the vendor be expected to conduct research and interviews?

Answer 10

Yes to both.

Question 11

Are there any specific branding guidelines, style guides, messaging frameworks, or key narratives that the selected firm must follow for communication and engagement efforts?

Answer 11

We would expect the selected consultant to provide guidance in this area.

Question 12

What is the anticipated frequency of engagement activities (e.g., community meetings, workshops, surveys) under Component 2?

Answer 12

We would expect the selected consultant to provide guidance in this area.

Question 13

Can DURA provide examples of previous community engagement initiatives to help inform the strategy?

Answer 13

Since the department and programs are still emerging, we would expect the selected consultant to provide guidance in this area.

Question 14

Is there a preference for in-person vs. virtual engagement events, or should the proposal include a hybrid approach?

Answer 14

We would expect the selected consultant to provide guidance in this area.

Question 15

What geographic areas or demographic groups are a priority for community engagement efforts?

Answer 15

An emphasis will be made on future and current urban renewal areas.

Question 16

Are there any existing community advisory groups or stakeholders DURA regularly works with that should be included in engagement efforts?

Answer 16

We would expect the selected consultant to provide guidance in this area.

Question 17

Are specific file formats or platforms required to deliver source files and final products?

Answer 17

We would expect the selected consultant to provide guidance in this area.

Question 18

Is there an anticipated timeline or schedule for work distribution within the contract period?

Answer 18

Refer to the RFP Section 1.5 Selection and Implementation Timeline; work is expected to begin immediately upon contract commencement.

Question 19

For measuring success, are there specific KPIs (e.g., audience reach, engagement metrics, media impressions) that DURA wants to track?

Answer 19

We would expect the selected consultant to provide guidance in this area.

Question 20

How will DURA and the selected firm(s) collaborate during the contract period?

Answer 20

We would expect the selected consultant to provide guidance in this area and see above.

Question 21

Will there be designated DURA staff as primary contacts for each component?

Answer 21

See Question 5.

Question 22

Will the contractor have access to internal data or reports for strategic planning?

Answer 22

Generally yes.

Question 23

Are there any other/specific communities already identified besides the mentioned communities of color, low-wealth communities, renters, persons with disabilities, persons with limited English proficiency, youth, and LGBTQ individuals that DURA would like prioritized for engagement?

Answer 23

We would expect the selected consultant to provide guidance in this area.

Question 24

Have there been local community venues used in the past by DURA for community engagement events/relationships with local community business owners the contractor can leverage?

Answer 24

We would expect the selected consultant to provide guidance in this area.

Question 25

How will cost/value be evaluated—does DURA have a budget range for each component?

Answer 25

See Question 1.

Question 26

Would DURA consider accepting past performance questionnaires in place of letters of recommendation?

Answer 26

No, please follow the requirements of the RFP.

Question 27

Will the contract cover out-of-pocket expenses (e.g., travel, event space rentals), or should those be included in the proposed pricing?

Answer 27

Out-of-pocket expenses will be billed separately. Please indicate which expenses are expected to be reimbursed by DURA.

Question 28

Is there an incumbent vendor currently providing these services, and is that vendor eligible to rebid?

Answer 28

Yes.

Question 29

Is it more likely that DURA will award one contractor who can perform BOTH Components 1 and 2, or is it equally likely that individual awards may be made for each Component?

Answer 29

We will select the most qualified contractor(s).

Question 30

Can DURA confirm whether funding for this project is already secured, or is it contingent on future budget approvals or external grants?

Answer 30

No contingencies.

Question 31

What is the source of funding for this contract? Is it from the city's general fund, grants, tax increment financing (TIF), or another source?

Answer 31

DURA's general fund.

Question 32

Will funding be allocated annually or upfront for the entire contract period?

Answer 32

Funding will be allocated upon contract approval.

Question 33

Can DURA provide insight into any historical budget allocations for similar contracts?

Answer 33

Funding has varied and has been reflective of the level of required services.

Question 34

For media buys and advertising expenses, will the selected vendor be responsible for managing the budget directly, or will DURA handle media purchasing separately?

Answer 34

We would expect the selected consultant to provide guidance in this area.

Question 35

If the vendor is responsible for media buying, will those costs be reimbursed separately, or should they be included in the proposed budget?

Answer 35

Any costs incurred outside the scope of services will be reimbursed separately.

Question 36

Are there any restrictions or limitations on how funds can be spent, particularly for community engagement events or advertising?

Answer 36

As a governmental entity, we would expect the selected consultant to provide guidance in this area.