



**WORKFORCE SOLUTIONS CAPITAL AREA WORKFORCE BOARD  
REQUEST FOR PROPOSALS FOR  
STRATEGIC COMMUNICATIONS AND PUBLIC OUTREACH SUPPORT**

1. Consideration Item 1 states: "WFS is interested in the experience of the Key Personnel that demonstrates history and success with projects of similar programs, **budgets**, and/or clients as the project described in this solicitation. Consideration Item 2 states "WFS is interested in the firm's history and success with projects of similar programs, **budgets**, and/or clients as the project described in this solicitation." There is no specificity in the RFP around the budget which makes it difficult for the respondent to provide comparable programs or history. Is there any budgetary guidance that can be provided from a prior RFP or award?

*RESPONSE:* Refer to Consideration Item 3: Price Proposal for additional guidance. We are looking for strategies and Proposer's budget to accomplish the strategies outlined.

2. What is the WFS Capital Area's annual advertising budget?

*RESPONSE:* WFS annual budget is determined based on the planned needs and the budgetary constraints for each period.

3. Other than English, is there a need to consider communication and outreach needs in other languages?

*RESPONSE:* WFS serves our entire community – English and non-English speakers. Proposals should consider all members of our community.

*(End of Questions)*

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