

Theme	Vendor Question	Response
Budget	Are there general budget ranges for typical initiatives that agencies should consider when proposing approaches? To this end, what is Ava's current estimated spend in terms of paid media and events? For initiatives such as community events or program launches, are there typical budget parameters Ava has historically worked within?	We are in the process of building our plan and budget for our fiscal year beginning July 2026. Through this process we are outlining the efforts we'll need external partners' support with. This process will be more relevant to any future collaboration than past budget levels. For the purposes of this rfp, the proposers' rate card and a discussion of potential partnership models will be most valuable in our efforts to evaluate a bidder's response.
Budget	Is there an anticipated annual budget range or not-to-exceed amount for these services, either per scope or in aggregate?	There is no budget information to share at this time.
Budget	Does Ava have a defined budget for the initial term of the contract?	There is no budget information to share at this time.
Budget	Is there a specific budget or budget range that Ava has allocated for campaign and creative support projects under this RFP?	There is no budget information to share at this time.
Budget	Is there an estimate or budget range for the full RFP scope or individual scopes (specifically campaigns & media management)?	There is no budget information to share at this time.
Budget	Can you provide guidance on the anticipated paid media budget range? How does that compare to historical media spend?	We are not in a position at this time to project future media spend.
Budget	Is there an estimated budget per scope, or an overall budget for the full engagement you're able to share? This will help us structure our proposal and fee recommendations appropriately.	There is no budget information to share at this time.
Budget	Can Ava provide an estimated annual budget range or typical spend per vendor for each scope area (e.g., PR, campaigns, media, events), to help inform appropriate staffing and pricing assumptions?	There is no budget information to share at this time.
Budget	Can Ava share anticipated annual budget ranges by scope (campaigns, media, events)?	There is no budget information to share at this time.
Budget	Can you share any budgetary information, especially based on your fiscal? We have been able to work on a number of fronts on budgets, however, trying to gain an idea of what we'd be working with.	There is no budget information to share at this time.
Budget	Should we combine both media + preliminary production costs in one roll-up?	We'd prefer to see these numbers broken out.
Case studie	What types of case studies or work samples are most useful to your review team? Are there specific formats or materials you'd like to see beyond what's outlined in the RFP?	Case studies from clients of similar size and circumstance are particularly helpful. Otherwise, any case study that demonstrates your strategic and execution skills, is useful.
Collaboration	How does Ava expect agency partners to collaborate with others if there are multiple agencies selected? Will Ava designate a lead agency responsible for integrated campaign strategy, or will coordination occur directly through Ava's marketing team?	The Ava marketing team will remain the main point of coordination.
Collaboration	How does Ava envision vendors collaborating when workstreams overlap across scopes (e.g., campaigns, media, events)?	The Ava marketing team will remain the main point of coordination.
Current state	What project management tools and processes does Ava currently use that vendors would be expected to align with, as referenced in Scope 3?	We primarily work in Google Drive and use Asana for project management, though Asana usage will be dependent on specific vendor engagement.
Current state	Does Ava currently have a consultant performing one or all of these services? If so, what services are currently being provided, and is Ava satisfied with the vendor's performance?	There are vendors in place for some of the scopes. The fact that we are seeking bids on those scopes does not imply either a negative or a positive view of the performance of those vendors.
Current State	Do you currently have vendors working on any of the tasks outlined in the RFP?	Yes, there are vendors currently working on some of the scopes defined in the RFP.
Current State	You mentioned you are at the beginning stages of a multi-year effort to amplify awareness of Ava - what has been your approach so far? Are you looking for more of the same or new ideas?	Both. We will continue to build on what we've done in the past and we are looking for net new ideas to amplify awareness and bring value to our customers.
Current State	What channels are you currently using for owned and paid media?	Email, newsletters, paid and organic social media, digital advertising, OOH (sporadically), in app incentives, etc.
Current state	Are there existing agencies or contractors currently supporting Ava's marketing, media, PR, or events efforts?	Yes
Current state	Can you share an overview of the stakeholder structure and decision-making process for this engagement, including how feedback is consolidated and approvals are managed across teams, so partners can appropriately scope for review cycles and iterative refinement?	This will vary depending on the type of work involved. Several Ava marketing team members have worked at an agency in the past, so we are sensitive to using our partner's time wisely. We seek to keep external partners out of multiple internal feedback rounds and only bring consolidated, actionable feedback to our vendors.
Events	For Scope 4 (Event Management), can Ava provide an estimate of the annual number and type of events requiring staffing augmentation and tabling support?	Ava's tabling presence at events could range from 30-50 per year. Event types range from sports games, community resource fairs, and street fairs. We do not necessarily require vendor support for all of these events.

Events	How frequent might consultant staff augmentation be needed for outreach events?		3-5 times per month during the "busy season" from April - October
Events	What performance indicators are currently in place for event management?		None
Events	What is the anticipated annual volume and scale of events?		Ava's tabling presence at events could range from 30-50 per year. Event types range from sports games, community resource fairs, and street fairs. We do not necessarily require vendor support for all of these events.
Events	To what extent are vendors expected to provide full event production versus strategy and coordination?		This would be taken on a case-by-case basis. However, Ava has not historically built and owned events from the ground up.
Events	Are there existing community partners or vendors that selected firms would be expected to collaborate with?		Yes
Measurement	How does Ava define success for its marketing and communications efforts today – and what do you believe is most important going forward?		This depends on the effort at hand. General awareness and favorability as measured by a yearly benchmark study and email important overall metrics, but application rate, utilization, enrollment, etc. are all used as kpis for different marketing efforts across the agency.
Measurement	Are there existing reporting frameworks or dashboards used to track marketing performance across programs and campaigns?		To date we've used campaign specific dashboards, not an integrated dashboard.
Measurement	How are you currently measuring brand awareness and engagement? Do you have specific benchmarks or KPIs for the upcoming year?		We measure overall awareness with a territory wide survey instrument. We measure engagement on a program by program basis with individually relevant metrics.
Measurement	How are you measuring success for Ava Charge? Do you have specific benchmarks or KPIs for the upcoming year?		The core metric being tracked to measure site success is utilization. We track marketing campaign success through awareness/engagement KPIs such as CTR, new social followers, website visits, etc.
Measurement	What systems are currently in place for campaign analytics (e.g., GA4, Google Tag Manager, dashboards, CRM/marketing automation)?		GA4, GTM, custom dashboards
Measurement	What are the primary KPIs for success across awareness, engagement, and program participation?		We measure overall awareness with a territory wide survey instrument. We measure engagement on a program by program basis with individually relevant metrics.
Measurement	What are the KPIs and current challenges for Ava Charge?		The core metric being tracked to measure site success is utilization. We track marketing campaign success through awareness/engagement KPIs such as CTR, new social followers, website visits, etc.
Measurement	Have you conducted research into audience awareness and understanding of Ava? If not, would you be open to it?		We track awareness and a number of other indicators on a regular basis.
Media	Does Ava anticipate providing separate media placement budgets for campaigns, or should vendors include estimated media spend in their cost proposals?		For the sake of understanding your fee structure, we'd appreciate it if media spending were broken out from your other costs.
Media	Anything you can share with historical in terms of what has been strategized, planning and placement in the past as it relates to your specific media plans? What has been most effective?		Media performance has varied widely depending on the specific campaigns and audiences.
Misc	Does Ava currently maintain advertising platform accounts (e.g., Google Ads, Meta, programmatic platforms) internally, or are these managed by external partners?		Yes. We both manage them internally, and for some campaigns we share access to those accounts with our vendors who manage them on our behalf.
Misc	AVA notes that it may engage multiple vendors across different scopes. Would it be acceptable for an agency to submit in more than one capacity, for example: • Independently for a specific scope (i.e., Campaign and Creative Support) • As part of a broader team offering a more integrated approach across multiple areas (e.g., the above plus Media Management)?		Yes, we are interested in hearing about differing approaches to the work, if a vendor feels they have more than one credible solution to Ava's needs.
Misc	What is the current size of your marketing staff in the areas covered by the proposal?		There are currently nine people on the Ava marketing team.
Misc	For campaign and creative support work, does Ava anticipate that these services need to be performed on-site, or would remote support be acceptable?		Remote work is acceptable. Special preference is given to vendors who have a meaningful presence in our service area, however.
Misc	You mentioned vendors should be able to align with Ava's existing project management norms, can you share more information on what those are?		Vendor is expected to meet expectations for regular communication and file organization. We primarily work in Google Drive and use Asana for project management, though Asana usage will be dependent on specific vendor engagement.
Misc	Would you like to see work examples or case studies as part of the bid response?		Yes, if this helps to illustrate your strategic and execution skills, we're interested in seeing case studies.

Misc	Are paid media buys and production of print materials included in the project budget or will those be managed separately under a different allocation?		The structure of the relationship, including how media and production costs are accounted for, will be worked out and mutually agreed to by Ava and the successful vendor. Generally speaking, we treat media costs as standalone, but in past instances we have engaged with vendors on a pay for performance basis that left actual media spend levels to the discretion of the vendor.
Misc	Do you have existing videos and/or photography to leverage for campaigns? Do you want new video and/or photography content?		We have video and photography assets on hand. We are always adding to them as need arises.
Misc	Do you have existing audience lists, CRM segments, or lookalike models that could be leveraged in paid media?		Yes.
Misc	Is there a preference for recent work, or is older work considered if it's highly relevant? We have campaign experience with an EV car-sharing program and test track, though the work is more than five years old.		If the staff that conceived and executed the older work is still at your agency and would be employed on our work if selected, the case study would be relevant to us.
Misc	Would Ava be interested in campaigns and creative support projects that are animated?		If animation made sense for the given execution, yes,
Prioritization	How does Ava currently prioritize initiatives across awareness-building, program promotion, and community engagement?		Community engagement is important and ongoing and will remain so. Recently we've launched a number of complex, multi-year customer programs, so program promotion / participant acquisition has taken a great deal of our attention over the past year plus. We are moving into a period where we intend to build on the momentum established in these other two areas to refocus on broadening awareness and positive sentiment of Ava overall.
Prioritization	Beyond Ava Charge, are there other programs or initiatives Ava anticipates prioritizing in the near term that marketing partners should be aware of?		We have a number of ongoing customer program offerings, in addition to Ava Charge, that remain priorities for our marketing staff. In addition to these efforts, we intend to prioritize a broader customer awareness program in our next fiscal year.
Prioritization	Are there upcoming milestones or launches in the next 12–24 months that partners may be expected to support?		We have a number of ongoing customer program offerings, in addition to Ava Charge, that remain priorities for our marketing staff. In addition to these efforts, we intend to prioritize a broader customer awareness program in our next fiscal year.
Prioritization	Is Ava targeting immediate project needs following vendor selection, or is the goal primarily to establish a pool of partners for future work?		Both. In some areas we have immediate needs and we'd look to move quickly to an actionable scope with a selected vendor or vendors. In other areas we are anticipating opportunities in the next 4 - 8 months.
Proposal logistics	Is it appropriate for us to submit both independently for strategy and creative, and as part of a team with a media partner offering a more integrated strategy, creative and media approach? Would that flexibility be helpful?		Yes, we are open to either model.
Proposal logistics	Is there room within this engagement for our agency to serve as an integrated leadership layer, not as a replacement for AVA's internal leadership, but to augment it by helping guide strategy and creative while supporting an integrated agency team model across internal contributors and external partners.		It is not our goal with this RFP to outsource strategic marketing direction or vendor integration. Further, it is unlikely that, in the near term, the intensity of outsourced work will warrant this approach. That said, we are open minded and nimble, and open to moving to new workflows or structures as needs arise.
Proposal logistics	Does Ava envision awarding all five scopes to a single vendor, or is the preference to award scopes individually to specialized firms?		We intend to pick the best vendor or vendors for each scope. We are open to contracting with as many vendors as it takes to adequately meet the defined needs.
Proposal logistics	Are subcontractors permitted for specific scopes (e.g., event staffing), and if so, should subcontractors be identified in the proposal or can they be added after award?		Subcontractors are permitted upon approval. They will have to be identified in any scope for work that would arise from this RFP. If your bid depends on subcontractors, you should indicate that in your response. However you are not required to identify them at this time. Ava's master CSA (available on the solicitation page of our website) provides more information on the inclusion of subcontractors in any work with Ava.
Proposal logistics	Our firm is just getting established in CA, does this prevent us from being considered for this RFP?		No.
Proposal logistics	Can Ava provide details on the minimum score required to advance to the finalist/interview phase of the RFP?		There is no predetermined minimum score to advance to the finalist / interview phase.
Proposal logistics	Are consultants required to bid on all service areas (scope 1-5) of the RFP?		No. You can bid on as many or as few scopes as makes sense for your business.
Proposal logistics	Who are the project stakeholders and decision makers at Ava across the 5 scopes? Who is on the Ava project team?		Various members of the marketing team will act as the primary point of contact / sponsor for the different scopes of work defined in the RFP. Vendors may interface with one team member for one project and a different team member for another.
Proposal logistics	Are there fixed dates or key milestones we should incorporate into our project plans?		There are no key milestones that need to be factored into your RFP response.
Proposal logistics	If multiple vendors are chosen, how do you envision vendors working together? Will there be a single point of contact on the Ava team? Will you assign a lead agency?		The Ava staff will most likely remain the point of integration. We do not intend to adopt a "lead agency" model in the immediate term.
Proposal logistics	Should media spend be included within the proposed cost estimates, or will media budgets be managed separately from agency fees?		The structure of the relationship, including how media and production costs are accounted for, will be worked out and mutually agreed to by Ava and the successful vendor. Generally speaking, we treat media costs as standalone, but in past instances we have engaged with vendors on a pay for performance basis that left actual media spend levels to the discretion of the vendor.

Proposal logistics	Can desirable qualifications (e.g., local presence, certifications, or diversity designations) be met through subconsultants, or must they apply to the prime contractor solely?		The procurement preference for bidder location in our technical evaluation criteria pertains to the entity submitting the proposal, not subcontractors
Proposal logistics	Is there a page limit to the RFP response?		There is no formal page limit. But we place an enormous premium on clear and concise communication when we speak with our audiences, so we hope you'll do the same. We are happy to read 75 pages if that is what it takes to clearly convey your offer. But if you could have done it in 30 pages, we'll notice.
Proposal logistics	We are submitting together with two other agencies. To meet the Ava Special Procurement Preferences scoring, do you evaluate the prime or the prime together with any subs? For instance if the prime agency is a B-Corp (+2.5 pts) and one subcontractor agency is a Disabled Veteran Owned Business (+2.5 pts) does the team receive +5 points?		The procurement preference for bidder location in our technical evaluation criteria pertains to the entity submitting the proposal, not subcontractors
Proposal logistics	How many vendors does Ava anticipate selecting per scope (e.g., campaign, media, events)?		We do not have a preconceived upper or lower limit.
Proposal logistics	Will vendors be evaluated and selected independently by scope, or as part of integrated teams?		Vendors will be evaluated independently on their own merits.
Proposal logistics	Once selected, how will work be assigned (e.g., rotation, mini-bids, or staff discretion)?		This will be managed on a case by case basis. For smaller projects, the Ava project manager will direct the work to the vendor that they feel best meets their needs. For larger projects, especially those that may require input or approval or our board of directors, a more formal selection process may be employed.
Proposal logistics	Is digital accessibility expected to be a requirement for all vendors, or will this be evaluated as a specialized, standalone scope?		It is a standalone scope.
Proposal logistics	Do you have any brand strategy documents you can share to support our response?		This and other relevant information will be shared as needed with vendors selected to move to contract.
Proposal logistics	If multiple vendors are selected for the same scope area, how will Ava determine which vendor is assigned to a given project or campaign?		This will be managed on a case by case basis. For smaller projects, the Ava project manager will direct the work to the vendor that they feel best meets their needs. For larger projects, especially those that may require input or approval or our board of directors, a more formal selection process may be employed.
Scope	What marketing capabilities currently exist within Ava's internal team versus those expected from external partners?		The Ava team is highly capable; our challenge is primarily with bandwidth. The scopes of work detailed in this RFP are a good indication of areas where we require additional expertise or support.
Strategy	What role does Ava expect external partners to play in shaping overall marketing strategy versus executing against internally developed strategies?		This will depend on the capability of the vendor and the relationship established between Ava and chosen vendor or vendors. We are seeking partners who can efficiently come up to speed on Ava's services, program offerings, role in the community, and overall impact, and with that information, make positive contributions to our success. There is room for a partner who can do this to help shape marketing strategy moving forward.
Strategy	Does Ava currently maintain a centralized marketing strategy or annual marketing roadmap that selected partners will align to?		Yes.
Strategy	As we think about how best to support AVA, could you share the current state of your brand strategy? Specifically, does AVA have an established brand strategy and messaging platform in place? If so, to what extent are these intended to guide the work outlined in the RFP? Would it be appropriate to include a scope for the development or refinement of these foundational components as part of our response?		Ava has a defined brand strategy. Our messaging platform is in a state of transition. We are open to investing in a light alignment/refinement as part of a larger engagement. We see value in this to get on the same page as a new vendor partner, in addition to updating/refining our messaging. We are not seeking an in-depth brand discovery process, rethinking of our identity, or otherwise reworking the foundations of our brand.
Technology	Does Ava currently utilize a marketing automation or customer communications platform?		We are in the process of implementing Salesforce Marketing Cloud Growth
Technology	Does Ava maintain a customer relationship management (CRM) platform used to manage customer engagement or program participation?		We use Salesforce for this purpose.
Technology	What analytics platforms does Ava currently use to monitor advertising campaigns and website performance and digital engagement?		We primarily use GA4, Hootsuite, and custom dashboards to monitor and track performance.
Technology	What martech platforms (nurturing, attribution, personalization, etc.) does Ava currently use? Would Ava be interested in evolving/expanding this part of marketing?		We are in the process of implementing Salesforce Marketing Cloud Growth
Technology	Will external partners have access to relevant analytics dashboards or reports to evaluate the performance of marketing initiatives?		Yes
Technology	Does Ava maintain a digital asset management (DAM) system for brand assets, creative materials, and campaign content?		We follow an internal protocol for digital asset management, with a shared folder structure and understanding of where brand assets, drafts, and final files are saved. We do not use specialized asset management software at this point.
Technology	Does Ava currently use any platforms to support event registration, community engagement, or outreach activities? (eg. Eventbrite, Splash)		Usually no. We are mostly tabling at events hosted by other entities where we are a sponsor or guest.
Technology	Do you have preferred tools or formats for campaign measurement and reporting?		

Translations	Will campaigns be run in languages besides English? If so, which ones? And will the vendor be responsible for providing translation services?		We have run some campaigns in Spanish and Chinese in the past. This is not a given requirement going forward and would be decided on a case by case basis. We prefer the vendor to take responsibility for transcreation of necessary assets when possible.
Translations	What languages are prioritized for campaigns across Ava's service area?		Most campaigns run only in English. On some occasions we've run campaigns in Spanish and / or Chinese
Translations	Does Ava anticipate any language translation needs for this scope of work?		There may be translation needs related to this work. If so, we prioritize Spanish and Chinese languages.
Website	What content management system (CMS) currently powers Ava's website?		Word Press
Website	Does Ava maintain internal resources responsible for managing and updating website content, or are external partners expected to assist with website publishing and updates?		We have internal resources who manage website content.
Website	Does the current CMS allow external partners or vendors to contribute content or landing pages when supporting marketing initiatives?		We will evaluate on a need/case basis. External partners and vendors can of course develop and create content for our team to implement.
Website	Are there any planned changes or upgrades to Ava's website platform or CMS during the term of the proposed vendor agreements?		No.
Website	Does Ava maintain staging or development environments that external partners can use when supporting website or digital campaign initiatives?		No.
Website	What tools or processes does Ava currently use to monitor and maintain WCAG 2.2 AA accessibility compliance across its website and digital materials?		Ava works with an external website vendor to regularly scan the site and flag compliance issues. The main tool used for the website is Siteimprove. There are occasionally items out of the expertise/bandwidth of said vendor and staff that we are seeking support for. For non-website digital content, we are seeking advice and support on a process and best practices to ensure full accessibility.
Website	Are there existing accessibility auditing tools or vendors currently supporting Ava's website and digital properties?		Ava works with an external website vendor to regularly scan the site and flag compliance issues. The main tool used for the website is Siteimprove. There are occasionally items out of the expertise/bandwidth of said vendor and staff that we are seeking support for. For non-website digital content, we are seeking advice and support on a process and best practices to ensure full accessibility.
Website	For Scope 5 (Digital Accessibility), can Ava describe the current state of its website and digital materials — for example, has an accessibility audit been conducted, and is there an existing remediation backlog?		Ava works with an external website vendor to regularly scan the site and flag compliance issues. The main tool used for the website is Siteimprove. There are occasionally items out of the expertise/bandwidth of said vendor and staff that we are seeking support for. For non-website digital content, we are seeking advice and support on a process and best practices to ensure full accessibility. There is a small existing remediation backlog.
Website	Is Ava looking to have its website audited for WCAG 2.2 AA requirements?		We do regular audits for WCAG 2.2 AA and are more looking for support for remediation, and advice/support on best practices for anticipating accessibility needs and ensuring we provide a positive experience for users of all abilities.