

### 24-CR-Comms Communications RFP Questions and Answers

Question No.	Question	Response
1	What is the goal of the contract? Are there specific metrics to determine whether or not it was a successful collaboration, and if so, what are those metrics?	The Association's Board requires quarterly reports on media, pr, and other engagements. Our leadership within the Association, Board, and Projects will need frequent talking points for presentations, slide deck reviews, collateral made for events, etc. The working relationship is key for all parties, and reporting out will occur on a regular basis with Association staff. We would consider our Communication's team to be an extension of the Association.
2	Who is the audience for the communications program? If there are multiple targeted audiences, please share them.	Communications are regional and national. The Hydrogen Hub program is funded by U.S. Department of Energy, and is a national program. Additionally, our Hub will have regional and project area based community communication needs throughout the Pacific Northwest, currently Washington, Oregon, Montana and Idaho. We hope to expand as well.
3	How many agencies were sent this RFP?	This RFP was advertised publically.
4	Has the PNWH2 already contracted with an agency to develop its current website? If the answer is "Yes," please disclose the name of the agency (it will eventually be public).	PNWH2 includes website development as part of its contract for communications services. Future website development is included in this contract.
5	Is there a page limit to the response?	Offerors are encouraged to limit responses to no more that 30 pages of clear and concise information to enable an expedient review, however no page limit is enforced on responses.
6	Where do you recommend either linking or attaching our portfolio?	Your portfolio may be provided via a web link or attached within your proposal response as long as it is easily accessible to PNWH2. PNWH2 is not responsible for broken or unreachable information provided via web links.
7	Is there a preferred style or format for the proposal?	Please refer to pages 3-5 "Submission of Proposal" and what is needed to include. We would appreciate proposals be submitted in this order of relevance.
8	Can a firm submit exclusively for certain sections of RFP. For instance, we'd like to put forth a proposal for A.5.1 (creative content) and A.5.2 (regional and national media engagement).	No, the Association is looking for one contractor for the entirety of the scope.
9	With respect to content, do you have a quantity in mind for items such as webinars, press releases, bylined articles size of the website/pages to be created, number (and size) of events per year, etc.? If no quantity has been determined yet, would you like us to make that recommendation and provide a per instance estimate?	Newletters should be sent quarterly. We will need at least 10 new webpages formed based on current Nodes and Subject Matter we are aware of. We could have a couple press releases a year, or maybe every two years it all depends. Feel free to propose your thoughts for review.
10	Do you current use Sprout or any other social media management and analytics tools?	No. We have LinkedIn and X (formerly Twitter) accounts.
11	Do you have specific social channels in mind that would fall under this scope? Do you have specific social media goals we should keep in mind?	No special goals but to remain relevant and current. We have LinkedIn and X (formerly Twitter) accounts.
12	Do you have a media monitoring and/or media sentiment tracking tool?	The Association does not have this specific item.
13	Do you current have a CRM system set up? If so, what system are you using?	We are currently using HubSpot for our contact list and marketing emails.
14	Do you currently have a newsletter database and what is its size? Who are the different audience groups you wish to reach with your newsletter/ how many versions are you anticipating needing?	We have a contact list of over 7000 interested parties who receive our Hub's information. We do not have a newsletter database at this time.
15	What platform is your website built on?	Currently the website platform is Wordpress
16	Have your spokespeople been media trained?	Most are well trained or have there own Comms staff to work with the Association's media team.
17	What do you see as the biggest threat to positive hub perception in 2025?	Overall lack of awareness and education on the profile of hydrogen infrastructure development and impact hydrogen will have on broader decarbonization targets.
18	What is the association's staffing plan? And, which parts of that plan are related to the execution of the communications campaign?	This contract will be managed by the pnwh2 administration and report to the President of PNWH2. Additional staff and contracted partner organizations may work in partnership with communications efforts as needed, including legal, Dept of energy, individual partner projects, PNNL, WSU, CHARGE, among others.
19	Are you planning any new nodes in Oregon, Washington and/or Montana?	Possibly, we have a request on the street for new projects, we won't finalize though until Spring 2025. We could have projects in other PNW states as well.
20	How do you anticipate the PR team will work with partners and other hubs?	We hope for collaboration by all our Project's Communication/PR teams, and other Hubs. This could look like regular communication meetings with their teams on a quarterly basis to ensure everyone is on the same page and needs are being addressed, to maybe some one-on-one meetings with a project or Hub to plan a specific strategy that is far reaching.
21	Will the RFP Deadline be extended?	No