

Request For Proposals (“RFP”) to Provide Media Communications and Public Relations Services to the Nassau County Interim Finance Authority

Please be advised that responses to questions are provided to the best of NIFA’s knowledge at the time given but in no event shall NIFA be bound by any such responses. In addition, NIFA reserves the right to post all responses on its website and/or share them with other RFP respondents.

May 17, 2024

Question 1: If I'm not an MWBE contractor, how much of the MWBE paperwork do I need to submit with my application?

Answer: See RFP pages 6-7. Attachment E (MWBE Utilization Plan) should be filled out. If the applicant is not an MWBE contractor and is not able to subcontract to meet the 30% MWBE participation, then they should indicate that on the utilization form. A waiver would need to be requested upon any award of a contract.

May 20, 2024

Question 2: Is there a desired range for a budget?

Answer: No, please see the top of page 3, entitled “fees.”

Question 3: Please send me copies of all bid clarification questions and answers that are received and submitted as it relates to this opportunity.

Answer: All bid clarification questions and answers are posted on the NIFA website at <https://nifa.ny.gov/request-proposals-and-qualifications>.

Question 4: Who is the incumbent for this project? How long have they been engaged with Nassau County or the county Interim Finance Authority?

Answer: Zimmerman/Edelson Inc. has been engaged with NIFA since 2015.

Question 5: Please share the recommended frequency for each of the deliverables spelled out in the RFP, so that we can provide accurate pricing.

Answer: The NIFA Directors have approximately ten meetings a year. Besides these meetings, all other media interactions are infrequent and dependent on current events.

Question 6: How frequently does the Nassau County Interim Finance Authority conduct proactive media outreach initiatives that target diverse communities?

Answer: Generally, NIFA does not have a history of conducting any proactive media outreach.

Question 7: How many news releases would we be expected to produce each year?

Answer: Less than five (5).

Question 8: When would proposers be selected to clarify the contents of their proposals, and when would NIFA expect to decide on which agency to select for this engagement?

Answer: As per Section VII(C) of the RFP, proposers may be requested by NIFA to clarify the contents of their proposals. If needed, these requests would be expected to be made in the first two weeks of June. Additionally, as per Section VI of the RFP, NIFA may interview finalists. We anticipate that this contract will be awarded no later than July 31, 2024.