

P2024-11 MSRC Programmatic Outreach Q & A 6/20/24

1. Can you please define Programmatic Outreach in the context of this proposal? Is it referring to a paid programmatic media campaign for the length of the contract? If yes, is the \$240,000 to \$300,000 inclusive of this media buy or will there be a separate budget? **As a general rule the MSRC does not expect the MSRC's Programmatic Outreach Coordinator to pay for any significant media buy out of their contract. Programmatic Outreach in this context can be understood within the parameters of the five tasks described in the RFP, with the understanding that the inclusion of these tasks in the contract, while likely, is not guaranteed and additional tasks may be assigned via Task Order.**
2. What kind of marketing materials are most often used? **News/newsletter articles, social media content and talking points have been the most common marketing materials in recent years.**
3. In the context of developing strategies for on-going communication between the MSRC and local government agencies, councils of governments, other public agencies, the media, community organizations, legislators, private entities, contractors, and the general public, is the contractor also responsible for outreach to all of the stakeholders listed? **The MSRC's Programmatic Outreach Coordinator will work closely with the MSRC, MSRC-TAC, the MSRC Contracts Administrator and the MSRC Technical Advisor to determine the best mix of outreach effort to appropriate stakeholders at key times within the MSRC's Work Program. This includes providing input on who can best effectuate that outreach.**