

Strategic Communications Consulting

Request for Proposal: Questions & Responses

April 19, 2013

1. How many employees does the State Bar currently have?

Over 500 employees are currently employed in our San Francisco and Los Angeles offices.

2. What made the State Bar realize that a different/better communications strategy was needed?

A change in leadership and reinvigorated Public Protection mission has prompted another look at existing practices.

3. What position/image does the State Bar currently have among its constituencies and what image would the State Bar like to have among the same?

There is a general perception that we are both a Disciplinary Agency and a Member Association but strive to promote our mission as a Public Protection/Consumer Protection Agency.

4. What does the State Bar's current communications strategy consist of and what vehicles are currently used to communicate with members and the general public?

Our primary methods include our public website, e-journal, news briefs, consumer publications, and public service announcements.

5. What is the budget for this project? How will the monthly fee be determined? Can cost be bid as an hourly rate with a monthly maximum cap?

There is an expectation of paying a set monthly retainer for the consulting services scope listed. This can be arrived at by estimating the total number of hours expended at a given rate per month. It is possible that additional services may be required in the future outside this anticipated scope, so we would also like to see an hourly rate bid for any new consulting services rendered in the future.

6. Does the State Bar have a cost worksheet template you would like us to use and include in our response?

No, there is no specific form cost proposal necessary for bidding.

7. Is there an anticipated start date for this project?

We anticipate starting June 2013.

8. Is there an incumbent vendor?

There is a contractor providing similar services at the moment. The current contract ends May 31, 2013.

9. How many individuals of the State Bar's constituency do you have current contact information for? Which pieces of contact information do you currently have?

The State Bar maintains the official "roll" of attorneys with active contact information and full addresses. There are a total of 242,746 active and inactive members of the State Bar currently.

10. Would the State Bar be willing to sign a confidentiality agreement prior to our proposal submission?

Specific limited pages of a proposal, not including proposed cost and compensation, may be marked as proprietary and confidential. The entire proposal cannot be deemed confidential. The bidder's consent will be requested before release of such confidential pages to non-State Bar personnel. Please consult RFP section III.L. Disposition of Materials for details.

11. Once the new communications strategy has been decided, who will handle the implementation/execution of it - The State Bar or the selected vendor?

The selected vendor would execute new strategies in conjunction with staff in the Office of Communications.

12. What is the current policy for communicating with the media and how does the State Bar currently communicate with them? Do you maintain current contact information for all of the media professionals that are communicated with on a regular basis?

The State Bar is contacted by a variety of media professionals for diverse reasons, on a random basis, and is currently handled by our existing Office of Communications.

13. Would the State Bar consider a team that would work remotely for a portion of this project?

This may be possible if the services provided are to the reasonable satisfaction of the State Bar's Executive Director or his designee and in accordance with the State Bar rules, regulations, policies and procedures and within the agreed upon cost. Working remotely could only be done for a portion of the project, but not all.