

ADDENDUM #1

ADDENDUM #1 DATE ADVERTISED: July 17, 2009

ORIGINAL DATE ADVERTISED: July 9, 2009

RFP Title: Equity and Social Justice Initiative: Planning for Strategic Communication and Writing for Community Engagement/Strategic Planning

Due Date: July 23, 2009 – no later than 4:00 P.M.

Contact: Matías Valenzuela, matias.valenzuela@kingcounty.gov, 206-205-3331

An alternative format for this Addendum—such as Braille, large print, audio cassette or computer disk—is available for individuals with disabilities upon request.

This Addendum provides answers to questions received by July 14, and represents the only addendum that will be issued for this RFP.

Submitted Questions

1. Is there an incumbent contractor who has been assisting Public Health Seattle King County with communications and writing related to this project in the past? If yes, who is the contractor?

Answer: No.

2. Do you feel a bidder outside King County could be successful in meeting the project's goals if said contractor meets all qualifications listed?

Answer: Yes.

3. Are there specific things you would suggest a contractor outside of King County keep in mind when preparing a response?

Answer: The RFP asks for experience working with government agencies and in political environments, in addition to with groups that serve people of color, low-income people and ethnic groups with limited English proficiency. A contractor should show that it is able to come into King County and effectively and quickly understand the region and then work on plans and products that meet the needs of King County.

4. Can you define “working knowledge of community engagement principles” more specifically please (listed under qualifications, number 4)?

Answer: As part of the King County Equity & Social Justice Initiative, the county is aiming to achieve its goals by working side-by-side with external partners and enabling historically marginalized communities to influence decisions and spur action.

For King County, community engagement efforts include a continuum of approaches from informing to empowering residents, depending on the degree of community and county involvement, decision-making and control.

King County employees must build their capacity to listen to, work with, respect and utilize the diversity of perspectives in the county's communities. Building capacity means increasing county employees' ability to select an engagement strategy appropriate to their project, and preparing them with skills and resources to effectively implement that strategy. On one end of the spectrum, this may include developing skills to educate and inform the public in respectful and culturally competent ways. On the other end, this may include increasing employee capacity to create spaces for community members to lead planning processes and ultimately make decisions about policy.

Community engagement also means building capacity in communities. Residents who do not have access to county policy-making should be supported so they can more effectively participate, advocate and ultimately, influence decisions. This capacity results in stronger community leadership, resources, knowledge, skills and ability to collaborate.

In this definition, "communities" are groups of people who share some or all of the following: geographic boundary, sense of membership, culture, language, common norms and interests. "Communities" includes communities of color, low-income communities, ethnic communities, communities that have had historical power, as well as partner and stakeholder organizations and groups.