

QUESTIONS & ANSWERS
RFP#2025-0156
MARKETING AND CAMPAIGNING SERVICES
MAY 14, 2025



No.	QUESTION	ANSWER
1.	We are a multicultural marketing and community outreach firm based in the State of Tennessee, are we allowed to respond to your Marketing and Campaigning Services RFP#2025-0156 if we are not registered in New Mexico?	<p>Yes, out-of-state firms are eligible to respond to RFP#2025-0156. There is no requirement to be registered in New Mexico at the time of submission. However, firms selected for contract award must comply with all applicable New Mexico business registration and tax requirements prior to contract execution.</p> <p>That said, ECECD is seeking a partner with deep understanding of New Mexico’s communities and cultural landscape. We believe the strongest fit will likely be a firm with in-state experience, cultural fluency, and existing relationships that can be leveraged to support outreach across our diverse populations.</p> <p>We welcome your interest and encourage you to review the full scope of work to ensure alignment.</p>
2.	Is this a new campaign or is this an ongoing campaign with an incumbent agency?	This RFP supports ongoing campaigns that are currently active, including <i>Moments Together</i> , <i>The Early Show with Alax/Ask Alax</i> , and <i>Developing Futures</i> . ECECD is seeking a contractor to continue, enhance, and evolve these campaigns. While there is an incumbent agency, this is a competitive procurement, and all qualified Offerors are encouraged to apply.
3.	Does ECECD prefer all static materials (print and digital)-including advertisements-to be produced in both	Yes, ECECD requires that all campaign deliverables—including static materials such as print and digital advertisements—be developed

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	<p>Diné and Vietnamese?</p> <p>RFP Citation: IV. Specifications, A. “All campaign deliverables must be developed with a digital-first approach and provided in English, Spanish, Diné (Navajo), and Vietnamese”.</p>	<p>in English, Spanish, Diné (Navajo), and Vietnamese, as outlined in the RFP.</p> <p>Culturally and linguistically appropriate content across all four languages is a core requirement to ensure accessibility and relevance for New Mexico’s diverse communities.</p>
4.	<p>It appears that current episodes of The Early Show with Alax are available in English and Spanish. For future episodes and short-form reels, does ECECD require audio dubbing in Diné and Vietnamese?</p> <p>RFP Citation: IV. Specifications, A — “All campaign deliverables must be developed with a digital-first approach and provided in English, Spanish, Diné (Navajo), and Vietnamese.”</p>	<p>ECECD requires that all future campaign deliverables, including video content like <i>The Early Show with Alax</i> and short-form reels, be accessible in English, Spanish, Diné (Navajo), and Vietnamese. While full audio dubbing in Diné and Vietnamese is preferred when appropriate, ECECD recognizes the linguistic and cultural nuances of translation and is open to using culturally appropriate alternatives such as voiceovers, subtitles, or companion pieces—especially when full dubbing may not be feasible or culturally relevant.</p>
5.	<p>Can creative samples be provided via a portfolio URL/hyperlink within the proposal?</p> <p>Pg. 17, III. RESPONSE FORMAT AND ORGANIZATION</p>	<p>Yes, Offerors may include hyperlinks to a portfolio or online samples within the Technical Proposal. However, all linked content must be accessible without requiring a login or password, and it should be clearly labeled and referenced within the relevant sections of the proposal.</p> <p>Please ensure that any external links are stable and functional for the duration of the evaluation period. Offerors are also encouraged to provide brief descriptions or context for each sample to assist the evaluation committee.</p>
6.	<p>Is there a budget amount or budget maximum associated with this contract?</p> <p>IV. SPECIFICATIONS</p>	<p>No specific budget amount or maximum is stated in the RFP. Offerors are expected to submit a multi-year cost proposal using Appendix D: Cost Response Form, which should include all anticipated expenses. Proposals will be evaluated on both cost and value, and budgets should be realistic, well-justified, and aligned with the scope of work outlined in the RFP.</p>
7.	<p>Can you share any budget guidance to help prospective contractors develop appropriately priced proposals?</p> <p>IV. SPECIFICATIONS</p>	<p>While ECECD has not published a specific budget ceiling for this RFP, proposals should reflect a comprehensive, multi-year approach to delivering all tasks and deliverables outlined in the Scope of Work.</p>

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		<p>Offerors are encouraged to submit realistic, scalable budgets that demonstrate cost-effectiveness, value, and alignment with the campaign's goals—especially in reaching diverse and underserved communities across New Mexico. Budgets will be evaluated for reasonableness, clarity, and justification of costs.</p> <p>Please keep in mind that all costs must be inclusive of taxes, travel, production, and any other expenses, as noted in Appendix D: Cost Response Form.</p>
8.	<p>What is the funding source for this contract?</p> <p>Pg. 47 Attachment 2</p>	<p>The contract may be supported by a combination of state and federal funds, depending on the specific campaign activities and programmatic priorities during the contract term. All expenditures must comply with applicable state procurement regulations and federal funding requirements, as relevant.</p>
9.	<p>Is there an opportunity for preference points to be applied if the primary firm does not have New Mexico/Native American Resident (Veteran) Preferences certificates but a subcontractor does?</p> <p>Pg. 2, 10. C.5 New Mexico Preferences</p>	<p>No. ECECDs contract is with the awarded offeror and not the subcontractor. Also, the proposal is submitted by the proposed offeror and not the subcontractor. Only the awarded offeror is contractually obligated to the agency.</p>
10.	<p>Can a narrative budget justification be provided with Appendix D, combined into one document, to be submitted as the Cost Proposal?</p> <p>Pg. 61, Appendix D.</p>	<p>Yes, Offerors may include a narrative budget justification along with the completed Appendix D: Cost Response Form. Both documents should be combined into a single file and submitted as the Cost Proposal, separate from the Technical Proposal, as outlined in Section III.B.</p> <p>The narrative should provide clear explanations for each line item and demonstrate how the proposed costs align with the scope of work.</p>
11.	<p>Could you clarify the preferred budget allocation across creative development, media buying, and community engagement for Year 1?</p>	<p>ECECD has not specified a preferred percentage breakdown for Year 1 budget allocation. However, proposals should reflect a strategic balance across creative development, media buying, and community engagement that aligns with the department's priorities: reaching underserved communities, producing</p>

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		<p>multilingual and culturally relevant content, and maintaining a strong digital-first presence.</p> <p>Offerors are encouraged to propose allocations that demonstrate thoughtful use of resources and maximize impact, supported by a clear budget justification in the Cost Proposal.</p>
12.	Are there specific KPIs or benchmarks for measuring campaign success beyond engagement metrics?	<p>KPIs will be developed collaboratively with the selected contractor and based on baseline metrics established at the start of the contract. In addition to standard engagement metrics, ECECD expects to measure progress in areas such as public awareness, reach among priority communities, user behavior on campaign websites, and overall campaign effectiveness.</p>
13.	How will ECECD collaborate on content approvals, especially for culturally sensitive materials in Diné and Vietnamese?	<p>ECECD will collaborate closely with the selected contractor on content development and approvals, particularly for culturally sensitive materials in Diné and Vietnamese. ECECD's Communications Director and contractor will hold biweekly check-in meetings to review deliverables, provide feedback, and ensure content reflects cultural accuracy and community input.</p> <p>Contractors are expected to approach translation and cultural adaptation thoughtfully, and ECECD welcomes the use of community consultants, cultural advisors, or native speakers as part of the content development process.</p>
14.	Is there flexibility in the proposed timeline for iterative feedback, particularly for the ADA-compliant website transitions?	<p>Yes, ECECD understands that ADA-compliant website transitions require thoughtful, user-centered design and thorough testing. There is flexibility in the timeline to allow for iterative feedback, accessibility reviews, and collaborative decision-making—especially for high-impact changes.</p> <p>Timeline expectations will be discussed during project planning and refined during biweekly check-ins with ECECD's Communications Director to ensure alignment and quality at each phase.</p>
15.	Is there an incumbent currently working on the project for ECECD?	<p>Yes, there is an incumbent agency currently supporting ECECD's marketing and campaigning efforts. However, this RFP is a</p>

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	General Question	competitive procurement, and all qualified Offerors are encouraged to apply. Proposals will be evaluated based on the criteria outlined in the RFP, regardless of prior involvement.
16.	<p>Is this an existing requirement or a new requirement? If it's an existing requirement, can ECECD please provide the incumbent contractor's name and contract number?</p> <p>General Question</p>	<p>Yes, this is an existing requirement. ECECD is currently working with MEDIADESK NEW MEXICO LLC as the incumbent contractor. The current contract number is 22-611-23744</p> <p>This RFP opens a new competitive procurement to continue and expand upon that work. All qualified Offerors are encouraged to submit proposals based on the scope and evaluation criteria outlined in the RFP.</p>
17.	<p>Is this RFP only open to offerors that are New Mexico/Native American Residents or have valid New Mexico/Native American Resident Veteran Preference?</p> <p>Section II. C. 32</p> <p>New Mexico/Native American Resident Preferences (Page 16)</p>	<p>No, this RFP is open to all qualified Offerors, regardless of residency.</p>
18.	<p>Does ECECD have existing translation partners or internal language teams for Spanish, Diné (Navajo), and Vietnamese content?</p> <p>Section IV. A, Task 1-Creative Development and Content Production (Page 20)</p>	<p>No, ECECD does not provide internal translation services or existing language vendors for this contract. As outlined in Section IV.A, Task 1, it is the responsibility of the selected contractor to secure culturally and linguistically appropriate translation and adaptation services for Spanish, Diné (Navajo), and Vietnamese.</p> <p>Contractors are expected to ensure quality, accuracy, and cultural relevance, and may propose partnerships with qualified translators, cultural consultants, or community-based experts to meet this requirement.</p>
19.	<p>Will ECECD provide stock images that are required for the materials, or will you require that the contractor purchase the images and/or use original photography (e.g., conducting photo sessions)</p> <p>Section IV.A, Task 1-Creative Development and Content Production (Page 20)</p>	<p>Both. ECECD maintains a large library of approved stock images and original photography that will be made available to the selected contractor. However, the contractor will also be responsible for sourcing additional licensed stock images and coordinating original photography as needed to fulfill campaign objectives—particularly when representation, cultural relevance, or customization is required.</p>

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		All imagery must align with ECECD's brand standards and reflect the diversity of New Mexico's families and communities.
20.	<p>If Stock images must be acquired, what is the estimated budget for purchasing the images?</p> <p>Section IV. A, Task 1-Creative Development and Content Production (Page 20)</p>	<p>The cost of stock imagery is considered a contractor responsibility and should be included in the proposed budget under Task 1: Creative Development and Content Production. ECECD does not provide a separate budget allocation for image licensing.</p>
21.	<p>Can ECECD please confirm which Content Management System (CMS) momentsnm.org, askalax.org, futuresnm.org is running on?</p> <p>Section IV.A, Task 2a: Website and Digital Experience Management (Page 20)</p>	<p>All three campaign websites—momentsnm.org, askalax.org, and futuresnm.org—are currently built on WordPress.</p> <p>The selected contractor will be expected to manage and enhance these sites within the existing CMS environment and support their eventual transition to the ececd.nm.gov domain, ensuring ADA compliance and alignment with state IT standards.</p>
22.	<p>Is ECECD happy with the current CMS or are you open to migrating to a new CMS platform?</p> <p>Section IV. A, Task 2a: Website and Digital Experience Management (Page 20)</p>	<p>ECECD is satisfied with the current WordPress CMS used for its campaign websites and is not seeking to migrate to a new platform at this time.</p> <p>Future work will involve enhancing and maintaining the existing WordPress sites, with a planned transition to the ececd.nm.gov domain while ensuring ADA compliance and optimal user experience.</p>
23.	<p>Can ECECD please confirm if momentsnm.org, askalax.org, futuresnm.org is currently hosted internally (on-site) or externally (3rd party)?</p> <p>Section IV. A, Task 2a: Website and Digital Experience Management (Page 20)</p>	<p>All three campaign websites—momentsnm.org, askalax.org, and futuresnm.org—are currently hosted externally by a third-party provider.</p> <p>As part of this contract, the selected contractor will support the transition of these sites to the ececd.nm.gov domain, in coordination with ECECD's IT team and in alignment with state hosting and security standards.</p>
24.	<p>If using a 3rd party, can ECECD please provide the vendor information (i.e, AWS, Microsoft Azure, Google Cloud)?</p> <p>Section IV. A, Task 2a: Website and Digital Experience Management (Page 20)</p>	<p>All three campaign websites—momentsnm.org, askalax.org, and futuresnm.org—are currently hosted externally by a third-party provider, WordPress.</p> <p>As part of this contract, the selected contractor will support the transition of these sites to the ececd.nm.gov domain, in coordination with ECECD's Comms, and State of NM</p>

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		Technology's team and in alignment with state hosting and security standards.
25.	<p>Can ECECD please confirm if you have or do not have an Authority to Operate (ATO) for the vendor to utilize for migration?</p> <p>Section IV. A, Task 2a: Website and Digital Experience Management (Page 20)</p>	<p>ECECD does not currently have an Authority to Operate (ATO) in place for the migration of the campaign websites. The selected contractor will work in coordination with ECECD's IT team and the Department of Information Technology (DoIT) to complete any required security reviews, documentation, and approvals necessary to obtain an ATO as part of the migration to the ececd.nm.gov domain.</p>
26.	<p>Can ECECD please confirm which site analytics platform you are currently using to track momentsnm.org, askalax.org, futuresnm.org (i.e., Google Analytics)?</p> <p>Section IV.A, Task 2b: Website and Digital Experience Management (Page 21)</p>	<p>Yes, ECECD currently uses Google Analytics to track website performance for momentsnm.org, askalax.org, and futuresnm.org.</p> <p>Contractors are expected to use this data to inform campaign strategies and provide regular reporting on user behavior and engagement metrics.</p>
27.	<p>Does ECECD have an estimated annual budget for paid media spend?</p> <p>If so, is there a budget range you can provide (based on past media buys)?</p> <p>Section IV. A, Task 3- Creative Development and Content Production (Page 20)</p>	<p>ECECD does not publish a fixed annual budget for paid media spend, as allocations may vary year to year based on campaign priorities, available funding, and program needs.</p> <p>That said, recent annual media buys have typically ranged between \$300,000 and \$500,000, depending on the scope and number of campaigns running concurrently. Offerors should propose a media strategy and budget that aligns with the Scope of Work and demonstrates cost-effective reach to New Mexico's diverse communities.</p>
28.	<p>Does ECECD intend to develop a media plan for each year of the contract?</p> <p>Section IV. A, Task 3- Creative Development and Content Production (Page 20)</p>	<p>Yes, ECECD expects the selected contractor to develop a comprehensive media plan for each year of the contract. Annual plans should include strategy, audience targeting, channel mix, media budget allocation, and timelines—aligned with campaign goals and informed by prior performance and community feedback.</p> <p>Media plans will be reviewed and approved by ECECD and may be adjusted throughout the year based on results and evolving priorities.</p>
29.	<p>Will ECECD facilitate introductions or coordination with community partners</p>	<p>Yes, ECECD will support the selected contractor by facilitating introductions and coordination with relevant community partners,</p>

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	<p>for co-creating culturally relevant content?</p> <p>Section IV. A, Task 4- Community-Centered Storytelling and Cultural Relevance (Page 21)</p>	<p>organizations, and stakeholders to assist in the co-creation of culturally relevant content.</p> <p>These partnerships are essential to ensuring that messaging is authentic, inclusive, and reflective of the diverse families and communities across New Mexico. Contractors are also encouraged to propose their own outreach strategies to deepen community engagement.</p>
30.	<p>Can ECECD quantify the number of engagements with families, youth, and community partners required to gain sufficient input/insight for developing the campaign content?</p> <p>Section IV. A, Task 4- Community-Centered Storytelling and Cultural Relevance (Page 21)</p>	<p>ECECD does not prescribe a fixed number of engagements but expects the selected contractor to propose a thoughtful, inclusive strategy for gathering input that is proportionate to the campaign’s scope and goals.</p> <p>Engagements should include meaningful interactions with families, youth, and community partners—particularly from rural, tribal, multilingual, and historically underserved populations. This may take the form of listening sessions, interviews, surveys, focus groups, or co-creation workshops.</p>
31.	<p>Does ECECD have current research findings on segment audiences?</p> <p>Section IV. A, Task 7- Community-Centered Storytelling and Cultural Relevance (Page 22)</p>	<p>Yes, ECECD has conducted audience research to better understand New Mexico’s diverse families, caregivers, and early childhood stakeholders. These insights include language preferences, media habits, and cultural considerations that can inform message development and audience segmentation.</p> <p>Relevant findings will be shared with the selected contractor to support strategic planning and targeted outreach. Offerors are also encouraged to propose additional research or refinement strategies based on campaign goals.</p>
32.	<p>Do you require research as part of this engagement?</p> <p>Section IV. A, Task 7- Community-Centered Storytelling and Cultural Relevance (Page 22)</p>	<p>Yes, research is a required component of this engagement. As outlined in Task 7: Strategy, Research, and Audience Engagement (Section IV.A), the selected contractor must incorporate research to inform audience segmentation, message development, and campaign optimization.</p> <p>This includes using both existing ECECD data and new insights gathered through community engagement, user analytics, or other methods proposed by the contractor.</p>

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33.	<p>Can ECECD please clarify whether specific elements of marketing experience (e.g., digital engagement metrics or community collaboration) are more heavily weighted within the 150 Points allocated to Section B. 4?</p> <p>Section V.B.4- Marketing Experience (Page 27)</p>	<p>While ECECD does not publish a breakdown of the 150 points allocated to Section B.4 (Marketing Experience), proposals that demonstrate measurable success in digital engagement, effective community collaboration, and culturally relevant outreach will be viewed favorably.</p> <p>We are especially interested in experience that reflects a strong understanding of New Mexico’s diverse populations, multilingual content delivery, and digital-first campaign strategies.</p> <p>Offerors are encouraged to clearly highlight these elements in their proposal responses to ensure they are considered during evaluation.</p>
34.	<p>Is there a defined budget for this contract, and how flexible is it in terms of reallocating funds across different campaign activities or channels based on performance and emerging needs?</p> <p>Section 1.A. Purpose of this Request for Proposals</p>	<p>ECECD has not defined a fixed budget ceiling in the RFP. Offerors are expected to propose a multi-year budget that reflects the full scope of work, with justification for how funds will be allocated across creative development, media buying, community engagement, and other campaign tasks.</p> <p>The contract allows for flexibility in reallocating funds across activities or channels, as long as changes are aligned with campaign goals, supported by performance data, and approved by ECECD.</p>
35.	<p>Can ECECD confirm whether there is a current incumbent providing marketing and campaigning services under this scope? If so, who is the incumbent, and will their previous work or assets be made available to the selected vendor?</p> <p>Section 1.A. Purpose of this Request for Proposals</p>	<p>Yes, ECECD currently contracts with MediaDesk as the incumbent agency providing marketing and campaigning services under a similar scope.</p> <p>All relevant campaign assets, including creative files, performance data, and research developed under the existing contract, will be made available to the selected vendor to ensure continuity and support a smooth transition. The selected contractor will be expected to build upon this foundation while evolving the campaigns to meet future goals.</p>
36.	<p>How does ECECD envision the integration and evolution of the existing campaigns-Moments Together, Early Show with Alax/Ask Alax, and Developing Futures? Are there specific</p>	<p>ECECD envisions continued alignment and cross-promotion among the Moments Together, Early Show with Alax/Ask Alax, and Developing Futures campaigns, while allowing each to evolve to meet the unique needs of their</p>

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	<p>goals or metrics associated with each campaign?</p> <p>Section 1.A. Purpose of this Request for Proposals</p>	<p>target audiences. The selected contractor will play a key role in ensuring consistency in messaging, branding, and audience engagement across all platforms.</p> <ul style="list-style-type: none"> • Moments Together focuses on empowering families and caregivers with early learning activities and positive parenting practices. • Early Show with Alax/Ask Alax centers on early childhood education topics through a youth-friendly lens, with goals around digital engagement, content sharing, and audience reach. • Developing Futures targets workforce development, aiming to inspire and recruit early childhood professionals through storytelling and informational content. <p>Each campaign has distinct audience goals, content strategies, and performance indicators (e.g., video views, social engagement, site traffic, or referrals to state programs). While baseline metrics and past performance data will be shared with the selected contractor, future KPIs will be refined collaboratively based on updated campaign objectives and audience research.</p>
37.	<p>The RFP emphasizes a digital-first approach. Are there preferred digital platforms or channels that ECECD has found effective in past campaigns? How does ECECD measure success in digital outreach?</p> <p>Section 1.A. Purpose of this Request for Proposals</p>	<p>Yes, ECECD has found strong engagement through platforms such as Facebook, Instagram, YouTube, and program-specific websites (e.g., momentsnm.org, askalax.org, futuresnm.org). These channels have proven effective in reaching families, caregivers, and early childhood professionals across New Mexico—particularly when content is multilingual, culturally relevant, and mobile-friendly.</p> <p>Success in digital outreach is measured using a mix of quantitative and qualitative metrics, including:</p> <ul style="list-style-type: none"> • Reach, impressions, and engagement rates (likes, shares, comments) • Video views and completion rates

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		<ul style="list-style-type: none"> • Website traffic, time on page, and referral pathways • Click-through and conversion rates • Community feedback and participation in campaigns or events • Representation and inclusivity of target audiences, especially rural and underserved populations <p>The selected contractor will be expected to build upon this foundation and propose additional strategies, tools, and KPIs to continuously optimize digital performance.</p>
38.	<p>Is ECECD open to innovative approaches or new initiatives beyond the current campaigns? If so, what areas are of particular interest or priority for innovation?</p> <p>Section 1.A. Purpose of this Request for Proposals</p>	<p>Yes, ECECD is open to innovative approaches and new initiatives that align with the department’s mission to serve New Mexico’s families, young children, and early childhood workforce. While the current campaigns—Moments Together, Ask Alax, and Developing Futures—provide a strong foundation, the agency welcomes fresh ideas that can enhance reach, accessibility, and community impact.</p> <p>Areas of particular interest for innovation include:</p> <ul style="list-style-type: none"> • Culturally grounded storytelling from tribal, rural, and multilingual communities • Interactive digital content, including short-form video, gamified learning, or mobile-first engagement • Community-driven content creation, including youth or parent ambassadors • Behavioral insights and nudging strategies to encourage enrollment in programs or services • Strategies to reach underserved or disconnected audiences, including kinship caregivers, fathers, and families of children with special needs <p>Innovative proposals should be evidence-informed, scalable, and rooted in community engagement.</p>

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39.	<p>Can you elaborate on the expected level of collaboration between the selected vendor, ECECD staff, and other stakeholders? Are there established processes or tools for coordination and communication?</p> <p>Section I.B. Background Information: Target Audience Engagement</p>	<p>The selected vendor will work in close and ongoing collaboration with ECECD's Communications team, including the Communications Director, program leads, and subject matter experts. This partnership is expected to be highly interactive, with shared planning, iterative feedback, and transparent communication throughout the duration of the contract.</p>
40.	<p>Beyond the contract duration, are there specific milestones or deadlines for campaign launches, evaluations, or reporting that the vendor should be aware of?</p> <p>Section II. A. Sequence of Events: timeline and Milestones</p>	<p>Yes, while the contract outlines a multi-year scope, ECECD anticipates key milestones and deadlines throughout each fiscal year tied to program goals, public awareness efforts, and legislative or seasonal priorities. While exact dates may vary annually, vendors should be prepared for the following types of recurring milestones:</p> <ul style="list-style-type: none"> • Quarterly performance and analytics reports • Annual media plan and budget submission aligned with the state fiscal year (July 1–June 30) • Mid-year evaluations to inform content pivots and spending adjustments
41.	<p>What key performance indicators (KPIs) does ECECD prioritize for evaluating the success of marketing and campaigning efforts? How frequently are performance reports expected?</p> <p>General: Performance Metrics and Reporting</p>	<p>While digital engagement metrics (e.g., impressions, clicks, views, shares) are important, ECECD also values qualitative and outcomes-based indicators of success. ECECD collaborates with the selected vendor during biweekly check-ins to track progress, refine KPIs, and ensure data informs ongoing strategy.</p>
42.	<p>What is the page limit that is set for the technical response, and what other formatting requirements should be followed?</p> <p>Page 17, Section II. B. 1</p>	<p>There is no limit and no other formatting requirements.</p>
43.	<p>Is the contractor responsible for identifying and funding translation services or does ECECD have translation resources to ensure appropriate cultural context for the intended audiences?</p>	<p>The contractor is responsible for identifying, managing, and funding all translation services required under the scope of work.</p>

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	Page 20, Section IV.A, Task 1c	
44.	Regarding the existing campaign websites, what content management systems (CMS) do they use and are there license or domain costs associated with them? What other technical architecture requirements exist? Page 20, Section IV.A, Task 2a	The existing campaign websites—momentsnm.org, askalax.org, and futuresnm.org—are all built on WordPress, an open-source CMS WordPress. The contractor should budget for ongoing domain registration, hosting, security (e.g., SSL), and any premium plugins or tools required for site functionality, accessibility, and performance.
45.	What does the transfer of the websites include? Page 20, Section IV.A, Task 2a	The website transfer includes moving all content to the ececd.nm.gov domain, in a way that is compatible with the State of New Mexico’s IT systems. The State’s IT department will guide the technical steps needed to complete the transfer.
46.	What existing site analytics infrastructure is in place? Page 20, Section IV.A, Task 2b	ECECD currently uses Google Analytics to track website performance for momentsnm.org, askalax.org, and futuresnm.org. Contractors are expected to use this data to inform campaign strategies and provide regular reporting on user behavior and engagement metrics.
47.	What is the expected annual media buy spend? Are there specific vendors to place media buys with (e.g., local media)? Page 21, Section IV.A, Task 3d	ECECD does not publish a fixed annual media buy budget, as it varies depending on campaign goals and available funding. However, in recent years, media spending has typically ranged between \$300,000 and \$500,000 annually. While there are no pre-approved vendors, preference is given to New Mexico-based and community-centered media partners that can effectively reach underserved populations.
48.	What existing resources does ECECD have related to research with these audience populations? What additional research will the contractor be required to conduct or perform? Page 21, Section IV.A, Task 4a	ECECD has conducted audience research to better understand New Mexico’s diverse families, caregivers, and early childhood stakeholders. These insights include language preferences, media habits, and cultural considerations that can inform message development and audience segmentation. Relevant findings will be shared with the selected contractor to support strategic planning and targeted outreach. Offerors are also encouraged to propose additional research or refinement strategies based on campaign goals.

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49.	<p>What, if any, measurements tactics or technologies (e.g., website pixels) does ECECD use? If any restrictions exist, what are they?</p> <p>Page 21, Section IV.A, Task 5a</p>	<p>Yes, research is a required component of this engagement. As outlined in Task 7: Strategy, Research, and Audience Engagement (Section IV.A), the selected contractor must integrate research to support audience segmentation, message development, and ongoing campaign optimization.</p> <p>This includes leveraging existing data provided by ECECD as well as generating new insights through community engagement, user analytics, and other research methods proposed by the contractor to ensure culturally relevant and data-informed strategies.</p>
50.	<p>If ECECD previously conducted research to identify audience segments and delivery channels, what was the outcome?</p> <p>Page 22, Section IV.A, Task 7a</p>	<p>ECECD has conducted audience research to better understand New Mexico’s diverse families, caregivers, and early childhood stakeholders. These insights include language preferences, media habits, and cultural considerations that can inform message development and audience segmentation.</p> <p>Relevant findings will be shared with the selected contractor to support strategic planning and targeted outreach. Offerors are also encouraged to propose additional research or refinement strategies based on campaign goals.</p>
51.	<p>What is the desired contract type (e.g., Fixed Price, Time & Materials)?</p> <p>Page 25, Section IV.C.4</p>	<p>The contract type is a Professional Services Contract. For billing/cost method please refer to the Cost Response Form. (Hourly, out of pocket Expenses including travel, other expenses and gross receipts tax).</p>
52.	<p>What is the expected annual value of this contract?</p> <p>Page 25, Section IV.C.4</p>	<p>ECECD has not specified a fixed annual contract value in the RFP. However, based on the scope of work and historical spending on similar marketing and outreach efforts, the annual value is anticipated to fall within the range of \$500,000 to \$750,000, subject to available funding and final negotiated terms.</p> <p>Offerors should submit a cost proposal that reflects a comprehensive, multi-year strategy aligned with the RFP requirements and justified in Appendix D.</p>
53.	<p>Is the contract expected to price other direct costs (e.g., stock imagery)?</p>	<p>Yes, the contractor is expected to include all other direct costs (ODCs)—such as stock imagery, licensing fees, transcription services,</p>

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	Page 25, Section IV.C.4	<p>printing, and travel—within the proposed budget. These costs should be itemized and justified in Appendix D: Cost Response Form and included as part of the overall price proposal.</p> <p>ECECD will not provide separate reimbursement for these expenses; they must be accounted for in the total cost of delivering the scope of work.</p>