

GreenLatinos Communications RFQ Questions and Answers

All questions were received by 5:00 pm PST July 10. Many questions were received more than once, and we have done our best to consolidate questions that were similar into this document.

Due to the amount of questions received, the date posted for this document is July 17.

Scope of Work Related:

Communications Strategy

1. Are you wedded to monthly press releases?

We're not committed to issuing monthly press releases. Bidders are encouraged to recommend creative, strategic approaches to media outreach and storytelling that they believe will effectively advance the goals of the Justicia y Equidad Fund and maximize audience engagement and visibility.

- i. Would you be open to alternative earned media strategies?

GreenLatinos is open to alternative earned media strategies.

2. Does GreenLatinos anticipate paid media being part of this engagement?

We anticipate that paid media may be part of this engagement. While the scope includes owned and earned communications, it is not intended to be limited exclusively to those channels. GreenLatinos would like to maintain flexibility to incorporate paid media where it can effectively support campaign objectives and amplify program messaging.

- i. Is the scope intended to focus exclusively on owned and earned communications?

Bidders are encouraged to propose strategic paid media approaches as appropriate, while recognizing that the level of paid media may evolve over the course of the project.

3. How much oversight/involvement does the granting agency have over comms strategy?

GreenLatinos will provide oversight and strategic direction throughout the development and implementation of the communications strategy. The selected firm will work collaboratively with GreenLatinos to ensure that all communications activities, messaging, and deliverables align with the program's goals, priorities, and grant requirements.

4. How do you envision the selected communications partner collaborating with GreenLatinos' internal communications team?

The selected communications partner will work closely with GreenLatinos' internal communications team throughout the project. The firm will be responsible for developing content, producing videos, and creating other communications materials outlined in the scope of work.

- i. What responsibilities will remain in-house versus be managed by the agency?

GreenLatinos will retain responsibility for final review and approval of all communications materials, publishing content across its communication channels, monitoring social media engagement, and conducting certain press and media relations activities. The selected firm should expect to

collaborate regularly with GreenLatinos to ensure that messaging, timing, and deliverables are aligned with the organization's overall communications strategy.

Development of content, video production, and similar content will be managed by the firm.

5. Are translations expected to be direct translations, or should messaging be culturally adapted for different Latino communities?

Messaging and content should be culturally adapted for the diverse Latino communities served by the program, rather than relying on direct, literal translations. GreenLatinos expects the selected firm to be fully bilingual, with native-level proficiency in both English and Spanish, and to demonstrate a strong understanding of the cultural nuances of Latino communities. All communications should be linguistically accurate, culturally relevant, and tailored to resonate with the intended audiences across different regions and communities.

6. Will GreenLatinos provide media relationships and spokespersons, or is the agency expected to build media outreach from the ground up?

GreenLatinos anticipates a collaborative approach to media outreach. The organization will share existing media relationships, contacts, and spokespersons where appropriate. The selected firm is expected to build upon these existing relationships while also leveraging its own established media network and contacts to expand outreach and secure earned media opportunities. Proposers should demonstrate their ability to develop and execute a robust media relations strategy that complements GreenLatinos' existing relationships and advances the goals of the Justicia y Equidad Fund.

7. How would GreenLatinos prioritize the primary target audiences for this communications effort (e.g., community members, municipal leaders, nonprofit partners, policymakers, media, prospective grantees)?

Target audiences will vary depending on the type of content being developed. Social media content will primarily be designed to engage community members, nonprofit partners, and other program stakeholders. Video production and other communications materials may be developed with a broader audience in mind, including partners who can help advance the goals and long-term sustainability of the Justicia y Equidad Fund.

8. How many campaigns and events? An estimated volume would allow for more accurate crew, travel, and equipment planning.

There will likely be a mix of campaigns and events that vary in commitment, at a minimum we want to produce the 6 videos that will likely be filmed during planting season across each regional area.

- i. Please also elaborate on the time commitment for each event (e.g., 2 days of filming).

Events will be planned in partnership with our grantees, filming is likely to be one day for each partnership where possible.

9. How many hours per month do you estimate you will need from our PR team?

GreenLatinos anticipates that the level of effort will vary throughout the contract, with increased activity during the fall and spring planting seasons. Rather than prescribing a fixed number of hours per month, GreenLatinos encourages bidders to propose the staffing plan and level of effort they believe is necessary to successfully deliver the scope of work.

10. Who reviews Spanish-language content for accuracy — the firm or GreenLatinos staff?

The selected firm is expected to have qualified, native-level Spanish-speaking staff who are responsible for reviewing all Spanish-language content for linguistic accuracy, quality, and cultural appropriateness. GreenLatinos will provide final review and approval of communications materials, but the firm is expected to ensure that all Spanish-language content meets a high standard before submission.

Social Media

11. Will the firm manage GreenLatinos' existing social media channels, or develop and manage program-specific channels?

The firm will not manage any social media channels or develop program specific channels, instead they will create content and work on release of content with the GreenLatinos Communications Team.

12. What are the channels we'd be creating social content for?

GreenLatinos would like content for Bluesky, Facebook, Instagram, LinkedIn, TikTok and X. Video content may be posted on YouTube.

13. Are there any program specific channels the firm will need to build from scratch (e.g., YouTube, TikTok, Threads)?

GreenLatinos has discussed launching a Substack for blog style content, and would like if the bidder has experience with Substack if possible.

14. How many total digital campaigns per region per year should the proposal budget for?

Ideally there will be at least one digital campaign per region spotlighting one of our partners, but more campaigns are possible if the budget allows.

15. Approximately how many social posts per month are expected?

Ideally, each social media channel will publish at least two posts per month. One post should be part of a digital campaign, while the second may be standalone content.

Documentary/Video Production

16. Will GreenLatinos identify and introduce the 6 documentary subjects in each region to the communications firm, or is community research and subject identification part of the firm's scope?

GreenLatinos will identify and introduce the organizations or municipalities that will be the subjects of these short documentaries.

17. Is there a preferred style, tone, or target length for the documentary-style videos?

Ideally videos will be less than 10 minutes in length. The tone should be hopeful, inclusive and will highlight the communities served by the projects. A video arc can identify challenges and how each subject solved them.

18. Are there any existing video assets, footage, or brand guidelines the firm should build from or should all footage be captured fresh?

GreenLatinos has some b-roll of plants and groups outside that may be used, but not existing forestry video. GreenLatinos has a [branding guide here](#).

19. For filming in sub-awardee communities: who coordinates access and permissions with the 31 grantees, and do featured partners have content approval rights?

GreenLatinos will coordinate access, permissions, and scheduling with the 31 subawardees. While featured partners may be invited to review content for factual accuracy, final approval and editorial decisions will remain with GreenLatinos.

20. Does the scope cover only the documentaries and social-first videos described above, or does it also include editing and finishing for other program materials produced by GreenLatinos or its sub-awardees?

The scope primarily covers the documentaries and social-first videos described in the RFQ. It may also include editing of existing social media content to highlight the goals, activities, and progress of the subawardees. However, the production of additional videos beyond those outlined in this scope is not anticipated.

Website/Resource Hub

21. Is the Resource Hub intended as a new landing page within the existing GreenLatinos website, or a standalone build?

The Resource Hub is intended to be part of the existing GreenLatinos website rather than a standalone build. An existing hub is available online at <https://www.greenlatinos.org/urbanforestry/> however, this page has not been updated in over a year, and the page could be completely reimaged to better reflect the current program, improve user experience, and serve as a more dynamic resource for grantees and partners..

22. Is the existing site built on WordPress with Elementor, and will the selected firm have full backend access?

The existing site is on Wordpress and we are in the process of transitioning to Elementor, which should be complete before this scope of work begins. The selected firm will be provided with the appropriate level of backend access needed to complete the work.

23. Is there an existing site map or information architecture for the Resource Hub, or is developing that part of the firm's scope?

There is not an existing site map for the resource hub, one can be developed in the scope if it is helpful for the bidder and GreenLatinos

24. On the website, are you just looking for a microsite for the grant project or larger web development services, ie, for each location?

Larger web development services may be needed as funding allows, however, there will not be a mico-site for each location.

25. Should the resource hub be fully bilingual in English and Spanish at launch, and will GreenLatinos provide translations or expect the selected firm to provide translation, localization, and bilingual quality assurance?

The site can exist in English at launch, however, resources in Spanish are valuable and needed before the end of the contract. GreenLatinos would prefer the bidder provide final quality assurance, but can assist in an urgent need.

26. Will development resources already exist internally, or is the selected firm responsible for all web implementation?

Existing program resources and materials are already housed on the current Urban Forestry webpage at <https://www.greenlatinos.org/urbanforestry/>. The selected firm will be responsible for implementing the redesign and organizing both existing and new content within the updated webpage.

27. Will the resource hub require forms, email subscription tools, CRM integration, event registration, contact forms, or connections to other GreenLatinos platforms?

At this time, the Resource Hub is intended primarily as a repository of resources for grantees. GreenLatinos does not currently anticipate the need for forms, email subscription tools, CRM integrations, event registration, or connections to other platforms. However, bidders are welcome to propose additional functionality if they believe it would meaningfully enhance the user experience or support the program's goals.

28. What level of ongoing technical maintenance is expected (and should be budgeted for), including plugin updates, security monitoring, backups, bug fixes, performance optimization, domain management, and emergency support?

GreenLatinos will handle ongoing technical maintenance internally.

29. Are you looking for ongoing content updates and additions to the existing page, a redesign, or the creation of a new standalone resource hub separate from the current site?

GreenLatinos is seeking a redesign of the existing [Urban Forestry Resource Hub](#), rather than the creation of a new standalone website. The redesigned page should provide an improved user experience, updated organization, and refreshed visual design while building upon the existing content. Ongoing content updates and additions may be needed throughout the project as new resources are identified or developed.

Travel Scope and Information

30. Island Partner Workshop: Can you share the anticipated location and approximate dates of the 2027 Island Partner Workshop for travel planning purposes?

The Island Partner Workshop will be a 3 day convening of about 100 participants from the U.S. Territories and Hawaii. Currently it is likely to take place in May of 2027 in either California or Puerto Rico. Our team is exploring Hawaii as a backup location.

31. Travel and on-site production volume: How many on-site shoots do you anticipate across the contract term, covering the three California regions, greater Chicago, Albuquerque, and Puerto Rico, and at what cadence?

We anticipate on-site filming at one to two locations within each of the six regions over the period of performance. While the exact schedule will depend on project activities and grantee readiness, the highest volume of filming is expected during the fall and spring planting seasons, when tree planting and community engagement activities are most likely to occur.

32. Is the project team expected to travel and film the events, or does GreenLatinos have an existing network of local videographers or photographers in each region?

GreenLatinos does not have an existing network of local videographers or photographers in every region. The selected firm should anticipate traveling to film on-site activities, and all anticipated travel costs should be included in the proposal. However, the selected firm may identify local production talent through their existing network and connections where appropriate.

We do not have an existing network of local videographers or photographers in every region. Travel costs should be built into the proposal.

- i. Is identifying and vetting local talent part of the project team's scope of work?

No. Identifying and vetting local videographers, photographers, or other production talent is not part of the scope of work. If the firm prefers to identify local talent over budgeting for travel, the responsibility for engaging any production personnel will remain with the selected firm.

33. Is the project team expected to attend every event or work with on-the-ground contacts at each event?

No. The project team is not expected to attend every event. GreenLatinos will coordinate the filming schedule and serve as the primary point of contact with subawardees and event organizers for activities included under this contract. The selected firm will work with GreenLatinos to determine which events require on-site production and which opportunities can be supported through coordinated local contacts, as appropriate.

Existing Resources

34. Is there a current or prior communications firm that you work with?

GreenLatinos has worked with communications firms in the past, this scope is new and there is not a current communications firm.

35. What existing assets would the selected firm inherit or build from, including brand and messaging guidelines, the WordPress and Elementor website, active social channels and their current following, existing photo and video libraries, and prior program materials?

GreenLatinos has photo libraries from most of the Grantees, and has posted much of our existing content for this project here:

<https://www.greenlatinos.org/urbanforestry/>. GreenLatinos also has a [branding guide here](#).

36. Does GreenLatinos have existing audience research or baseline communications performance (website traffic, social engagement, email marketing, data, media coverage, etc.) that will be shared with the selected agency to inform strategy and measure success, and optimize performance?

GreenLatinos will share all metrics, audience research and performance indicators with the firm.

37. What CMS is currently being used?

GreenLatinos currently uses Wordpress as its content management system.

38. Is there any visual brand identity work currently underway that will need to be integrated into the communications work, and/or is that part of what will be evaluated in this project?

There is no visual brand identity work currently underway. However, GreenLatinos hopes this project will help establish and strengthen the overall brand identity of the Justicia y Equidad Fund. Proposals should consider how visual storytelling, messaging, and design can contribute to creating a more cohesive and recognizable identity for the program while remaining aligned with the broader GreenLatinos brand.

Metrics

39. What key performance indicators and success measures will define the engagement?

While the selected firm may recommend communications metrics (e.g., reach, engagement, media placements, or other performance indicators) to evaluate the effectiveness of campaigns, contract performance will be based primarily on the successful completion of clearly defined deliverables (through a firm fixed-price contract) in accordance with the approved scope, schedule, and quality expectations.

40. What is the size and structure of the GreenLatinos communications team we would collaborate with?

The selected firm will work primarily with GreenLatinos' Communications Team, which currently consists of two full-time staff members. In addition, the Justicia y Equidad Fund team includes three full-time staff members who will support the communications effort by providing program context, technical expertise, project updates, and narrative content based on their knowledge of the projects and relationships with subawardees. The selected firm should expect to collaborate closely with both teams throughout the engagement.

41. Should we plan the deliverable cadences, meaning the six regional videos, monthly press releases, and quarterly op-eds, as spread evenly across all 26 months?

Yes. Deliverables should generally be planned and completed throughout the duration of the contract, which extends through Fall 2028. While the exact timing may vary based on program activities, seasonal priorities, and communications opportunities, GreenLatinos anticipates a steady cadence of deliverables over the life of the contract rather than concentrating them within a single period. Proposers should develop a timeline that reflects this ongoing approach while allowing flexibility to respond to program needs and seasonal activities, particularly during the fall and spring planting seasons.

Budget Related:

Total Funding

42. Is the \$390,000 allocated across all workstreams (video, web, social, earned media), or are specific amounts reserved for individual categories?

The \$390,000 budget is not allocated across specific workstreams or categories. Bidders are encouraged to develop a budget that reflects their recommended approach to delivering the full scope of work. The proposed allocation of

resources across video production, website development, social media, earned media, paid media, and other activities should be based on the firm's expertise, staffing model, and strategy for achieving the project objectives.

43. Does the \$390,000 need to cover everything, including all travel costs to location and logistical resources for things like training and events, or do the sites/GreenLatinos have some funding for those elements as well?

Bidders should develop their budgets assuming that the \$390,000 will cover the full cost of implementing the scope of work, including travel and other project-related expenses. While GreenLatinos may be able to supplement certain travel costs or provide logistical support in limited circumstances, bidders should not rely on additional funding outside of the contract budget when preparing their proposals.

44. Are all items in the scope considered mandatory, or should proposers recommend a prioritized approach within the available budget?

While GreenLatinos would like to see all aspects of the scope of work addressed, we recognize that it may not be possible to accomplish every element within the available budget. Bidders are encouraged to propose a prioritized approach that maximizes the impact of the investment. Priority should be given to communications activities that effectively highlight the successes, stories, and impact of GreenLatinos' grantees, with additional scope elements incorporated as resources allow. Bidders should clearly identify any recommended phasing or prioritization within their proposed approach.

Budget Structure

45. Is there flexibility in how the budget is structured across the 2-year engagement (e.g., heavier spend in year one for production and lighter in year two for maintenance)?

Yes. GreenLatinos is open to different budget structures and encourages proposers to recommend a budget spend-down that aligns with their proposed approach and the project timeline. Firms should develop a budget that reflects the anticipated level of effort and sequencing of activities over the course of the engagement, provided it supports the successful delivery of the scope of work and project objectives.

46. Considering inflation, rising fuel costs, and possibly unforeseen expenses, we would like to budget for reserves. Does GreenLatinos' have any preferences or guidance on how this should be described in our budget?

You may use a general rule of 2-3% inflation in the budget scope over the course of the contract, however, this project will be managed as a firm fixed price contract, with payments that will be contingent on specific deliverables.

47. Once the proposal is approved, is it possible to reallocate budget between line items as the project evolves, or are the categories fixed after award?

This project will be managed as a firm fixed price contract, with payments that will be contingent on specific deliverables. This means that the bidder has discretion on how funding is spent, as long as a deliverable is approved by GreenLatinos.

Invoicing and Payments

48. What invoicing schedule and payment terms should bidders anticipate (e.g. monthly invoicing)?

GreenLatinos can accommodate invoicing as frequently as once per month. However, because this is a firm fixed-price contract, invoicing will generally be tied to the completion of agreed-upon deliverables or milestones. In many cases, deliverables and corresponding payments may be structured on a quarterly basis. Since this project is supported by federal funding, payment is contingent upon invoice review, approval, and compliance with applicable grant and contract requirements. Bidders should anticipate standard invoice processing timelines, with payment generally expected within 60–90 days following receipt and approval of a complete and accurate invoice.

49. Within the approximately \$390,000 available, are there any restrictions or caps on indirect/overhead rates for the selected contractor?

This project will be managed as a firm fixed price contract, with payments that will be contingent on specific deliverables.

Multiple Bidders

50. The RFQ mentions GreenLatinos may award the contract to more than one bidder — is that a likely scenario, or is the preference for a single lead firm? (should bidders structure proposals so that separate scopes could be awarded separately?)

GreenLatinos would prefer for this scope to be awarded to a single bidder to ensure a streamlined workflow and compliance with federal funding requirements. However, firms with specialized expertise in a distinct component of the scope of work are welcome to submit proposals focused on that area.

51. If the work is split, how would GreenLatinos divide it, by region or by service line such as video versus earned media versus web, and how would the total funding be allocated across awardees?

If GreenLatinos elects to make multiple awards, the approach will depend on several factors, including the quality of proposals received and the areas of expertise demonstrated by each bidder. Work could be divided either by geographic region or by service line, depending on which approach best supports the project's objectives. For example, if multiple firms demonstrate strong regional expertise and local relationships, GreenLatinos may consider assigning work by region. Alternatively, if firms demonstrate distinct strengths in specific services—such as video production, earned media, or web development—work may be divided accordingly. Any allocation of funding would be based on the scope of work assigned to each awardee and will be determined as part of the evaluation and award process.

Federal Compliance Related:

52. Given the 2 CFR 200 reference, do federal cost rules flow down to the contractor (e.g., GSA per diem caps, indirect cost limits, audit/documentation requirements)?

Please review the CFR in [Appendix II to Part 200, Title 2](#).

53. Are there specific reporting and documentation requirements that come with the USDA funding under 2 CFR 200 that the selected firm should be prepared to meet?

Please review [2 CFR 200.501\(h\)](#).

54. Are there specific USDA communications guidelines or branding requirements the firm must follow when producing content associated with this program?

Please review [this page](#) for branding requirements from the forest service.

55. Will the selected firm be required to register in SAM.gov or obtain a Unique Entity ID (UEI) if they don't have one already?

Yes, we will be checking [Sam.gov](#) for all bidders before an award can be signed.

56. Beyond the general reference to following USDA communications guidance when applicable, what specific federal branding, funding-acknowledgment, content-approval, and reporting requirements apply, and are there USDA review or approval timelines that would affect our production and publishing schedule?

For most content, one line can be added acknowledging the funding source. If the content needs approval of the forest service insignia, we need approval and it may take a few business days for that approval. Please review [this page](#) for branding guidelines.

57. We offer bilingual communications services ourselves, but we may at times contract out to vendors to perform translations, and we focus on transcriptions. Would this be something that would be acceptable?

Yes, please review the standards for contracting and oversight requirements if this route is chosen in [2 CFR 200.331](#).

58. Contracting structure: If the team is not organized as a single legal entity, can the proposal be submitted as a consortium with one representative signing the contract, or must each collaborator be registered individually as a subcontractor with all corresponding documentation (FEIN, licenses, etc.)?

Yes. A proposal may be submitted with one registered legal entity serving as the prime contractor and executing the agreement with GreenLatinos. If awarded, the prime contractor is responsible for managing any subcontractors or collaborators. Since this project is supported by federal funding, all applicable federal requirements and contract provisions will flow down to subcontractors and other entities performing work under the contract. Bidders should review [Appendix II to Part 200, Title 2](#) for the applicable federal contract provisions and ensure that any subcontracting arrangements comply with those requirements.

General/Process Related:

Proposal Format and Submission

59. Beyond the content requirements outlined in the Proposal Submission Format section, what is the preferred delivery method? Should they be emailed directly to you and are there any file format or page limit requirements?

Please submit ONE pdf document addressing each section listed below and in the RFQ to Joe Toolan via email at joetoolan@greenlatinos.org. There is no page limit for bidder submissions.

- Summary of Bidder Background
- Proposed Approach
- Project Team and Relevant Experience

- Financial Information
- Marketing/Communications Work Sample
- Proposed Work Plan and Timeline
- Cost Proposal Summary and Breakdown
- Insurance
- References

60. Is it a requirement to list the specific names of all individuals who would participate in the project, including collaborators or subcontractors, in the proposal, or is it sufficient to describe the roles and attach the corresponding background materials for each?

Yes. GreenLatinos requests that proposals identify all individuals who are expected to work on the project, including key personnel, collaborators, and subcontractors, where known. Please include a brief biography or summary of relevant qualifications for each individual. This information will help GreenLatinos understand the proposed team structure, assess the experience brought to the project, and ensure appropriate oversight and coordination throughout the engagement.

61. What background materials and how many references are needed from the subcontractors?

Background materials could include work samples, proposed team resumes, etc. 3 references are needed.

Sub-awardee Coordination

62. Sub-awardee participation: Are the 31 sub-awardees already identified and prepared to participate in storytelling activities, or will the selected firm be responsible for securing their participation?

The 31 grantees are all under contract with GreenLatinos and know we are working on procuring a contractor for communications and storytelling.

63. Could you share more about the status of the grantees' projects? The RFQ mentions that there's been 31 municipalities awarded and we're curious to know if those projects have been started, are in progress, have they been completed, or anything else you may be able to share or send over or link to for more information?

There are 18 municipalities and 13 community based organizations awarded. The projects are at varying stages of implementation. Many of the municipal partners are entering their third year of work, with some nearing completion. Most nonprofit partners are in the early stages of their second year, although some are also approaching completion while others are just beginning implementation. This range of project stages provides opportunities to capture a variety of stories, from project launch and community engagement to implementation milestones and long-term impact.

Review Process and Selection

64. Is there an incumbent for this contract?

No, this is a new contract.

65. Will there be interviews or a best and final negotiation stage?

There may be interviews with 2-3 top firms, but there will be a final negotiation stage for anyone before a contract can be drafted and signed.

66. Will there be a discovery/strategy phase before content production begins, and are any deliverables already targeted for fall 2026?

Yes, there will be time to create a full strategy for this work before content production begins. Social media content may be produced quickly, and there will be travel from October to December that may provide a good time to film on the ground with our partners.

67. How will GreenLatinos measure success of this RFQ for the organization, environmental justice, and communities of color?

The primary objective of this contract is to effectively capture and share the stories, successes, and impact of GreenLatinos' partners and the communities they serve. Since this is a firm fixed-price contract, contract performance will be measured by the successful completion of the agreed-upon deliverables. Beyond the contract itself, GreenLatinos views long-term success as increased visibility for community-led environmental justice efforts, stronger public awareness of partner accomplishments, expanded media coverage, and greater opportunities for future investment and funding in the communities and organizations advancing this work.

68. What traits or characteristics are the most important to you when selecting a consultant for this work?

GreenLatinos is seeking a consultant with demonstrated experience in strategic communications, storytelling, video production, digital media, website content management, and project management. The selected firm should also have the ability to develop culturally relevant, community-centered content and experience working with diverse Latino communities and environmental justice initiatives. In addition to these qualifications, GreenLatinos will consider overall value and cost-effectiveness as important factors in the evaluation and selection process.

69. Could you clarify what is meant by "alleged performance effectiveness" as an evaluation criterion referenced in the RFQ?

This criterion refers to how well the bidder demonstrates their ability to successfully meet the goals and requirements outlined in the RFQ. GreenLatinos will consider the bidder's proposed approach, relevant experience, qualifications, work samples, and demonstrated capacity to deliver the requested services and achieve the desired outcomes.

Contract Management

70. Who will be the day-to-day point of contact?

Day to day contact will be with Joe Toolan, Justicia y Equidad Fund Director at GreenLatinos

71. What does the approval process look like — number of review rounds and final sign-off?

Content will be reviewed by the GreenLatinos Communications Team as well as the Justicia y Equidad Fund team for programmatic accuracy. The goal is to streamline feedback in two rounds of edits, with more review that may be needed with complex projects.

72. Does USDA review any materials before publication, and if so, what's the typical turnaround?

USDA Forest Service will review materials that use the Forest Service logo, this may take a few business days to review.

73. Can personnel be substituted or rotated during the term of the contract (2026-2028), or must the proposed team remain fixed throughout the project?

We understand that a team may change throughout the project for various reasons. Please propose the team that will be in place at the time of submission and as the project starts. We would prefer to continue working with the same team as possible.

Strategy

74. Considering the instability of federal funding and GreenLatinos' interest in building stronger regional partners as outlined in your first goal of your Strategic Plan, will these materials be used for fundraising purposes, particularly from local and state municipalities and philanthropic funders?

Materials that are produced will be used with partners to share the message of the great work of GreenLatinos and our grantees.

75. Will the proposal cover GreenLatino's primary channel or the territories identified (Bay-Area, Central and Southern California, greater Chicago and Puerto Rico)?

This work will focus on the identified project regions—the Bay Area, Central and Southern California, New Mexico, Greater Chicago, and Puerto Rico. While content may be shared through GreenLatinos' primary communications channels, the communications strategy, storytelling, and project activities under this contract are intended to highlight and support work taking place within these specific regions.

76. Does Green Latino have people in each of those territories? Can they provide media assets such as photos and videos?

GreenLatinos does have staff in most of the areas where we work. They may be able to provide more on the ground assets.

Funding status

77. Can you confirm that funds for this contract are fully obligated and available through October 31, 2028, and whether there are any federal approval contingencies for contract execution?

The funding for this contract is part of our ongoing cooperative agreement with the U.S. Forest Service. This agreement is managed on a reimbursement basis, and funding will remain contingent upon the continued availability of federal funding. After the RFQ, GreenLatinos will make the final approval for this contract.