



**QUESTIONS AND ANSWERS FOR HEALTHCARE CAREER AWARENESS  
CAMPAIGN CONSULTANT RFQ AS OF MARCH 3, 2026**

1. Is there an incumbent organization already doing this or similar work?  
**No, we do not have an incumbent currently engaged to do this specific work. Such media projects tend to arise on an as-needed basis.**
2. Will out-of-state organizations be considered for this project or is there a strong preference or requirement for a local organization  
**WBLV has a strong preference for a local organization given the short contract period. The selected entity should possess the ability to have in-person engagement with stakeholders and an understanding of the Lehigh Valley healthcare landscape, regional school systems, and the area's workforce demographics to ensure immediate effectiveness and alignment with community needs.**
3. What are the budget parameters for the proposal?  
**WBLV welcomes vendors to propose competitive prices for the scope and timeline provided. Budget parameters are flexible; however, proposals must, at minimum, include the consultant's hourly rate. Travel expenses should not be included.**
4. Would you like two copies of the response, one in PDF and one in DOCX format, or can we submit in either format?  
**Please provide two copies of the response—one saved as a PDF and one saved as DOCX format.**
5. We understand you would like the resume of one person who will serve as the consultant. Are you looking for one individual to provide all services? Or would you like the resume of one key individual, knowing that they would be supported by other team members?  
**We will be reimbursing the cost of one individual serving as the lead consultant. The individual may leverage other team members, but those direct costs cannot be expensed for this project.**
6. So we can develop a plan that best meets your needs, could you please share your budget for this initiative?  
**Please see response to question #3.**