



Crisis Communications Plan and On-Call Crisis Communications RFP Questions & Answers

Finalized on September 16, 2026

Q: What is the anticipated budget or budget range for this engagement?

- **A: Meridian Township has not established a budget or budget range at this time. The Township intends to review proposals, evaluate the scope of services and associated costs, and consider budget implications as part of the selection process.**

Q: Are firms located outside of Michigan eligible to respond?

- **A: Yes. Firms located outside of Michigan are eligible to submit proposals in response to this RFP.**

Q: Does the two-hour response requirement refer to remote support, or could on-site support be required within that timeframe?

- **A: The Township is still evaluating expectations regarding remote and on-site support. While immediate remote support may be appropriate in many situations, on-site support would be preferred during significant incidents when circumstances warrant.**

Q: What social media management and monitoring tools does the Township currently use?

- **A: Meridian Township currently uses Social News Desk for social media scheduling and archiving. The Township does not currently use a dedicated social media monitoring platform and instead monitors manually and through tools such as Google Alerts.**

Q: Is the selected firm expected to provide any social/media monitoring tools or licenses?

- **A: No. The Township anticipates that social media monitoring activities and any associated tools or licenses will remain the responsibility of Township staff.**

Q: When was the Township's current Crisis Communications Plan last updated, and approximately how long is it?

- **A: Meridian Township does not currently have a finalized Crisis Communications Plan. An internal draft was previously developed but was never formally adopted. The draft document is approximately 29 pages in length.**

Q: Approximately how many spokespersons would participate in media training?

- **A: The Township anticipates that approximately five to eight individuals will participate in media training.**

Q: Approximately how many participants would attend the tabletop exercise, and which departments or leadership groups would be represented?

- **A: The Township anticipates approximately 15 participants in the tabletop exercise. Participants are expected to include the Township Manager, department heads representing the Township's 13 departments, and potentially one or more members of the Township Board.**

Q: What is the anticipated contract term for on-call services, and are renewal options expected?

- **A: The Township has not finalized the structure or duration of a potential on-call services agreement. However, the Township is currently considering an initial one-year term, with the possibility of extensions, renewals, or a multi-year contract.**

Q: Does the Township envision the on-call relationship as a retainer, an activation-based arrangement, or a combination of both?

- **A: The Township is currently leaning toward an activation-based arrangement but remains open to considering retainer-based or hybrid models if they provide value and align with the Township's needs.**

Q: During a crisis, would the selected firm directly publish website/social media updates, or provide content for Township staff to implement?

- **A: The selected firm would not be responsible for directly publishing website or social media content. Those functions will remain the responsibility of the Township's Communications Department. However, the Township expects the selected firm to provide strategic communications guidance, messaging recommendations, and content development support during a crisis.**

Q: What is the anticipated timeline for completing the Crisis Communications Plan update, media training, and tabletop exercise?

- **A: The Township's primary objective is the development and completion of an updated Crisis Communications Plan. The Township anticipates this phase will take approximately four to six months. After the plan is complete, media training and the tabletop exercise are anticipated to occur in 2027.**

Q: What crisis scenarios or emerging risks are of greatest concern to the Township and should be prioritized in the updated plan and tabletop exercise?

- **A: The Township would like the updated plan and tabletop exercise to address a variety of high-impact scenarios, including severe weather events such as tornadoes and flooding, train derailments, officer-involved shootings and other significant law enforcement incidents, active violence incidents, and mass casualty events. Firms are also encouraged to identify and recommend additional relevant risks based on their experience and industry best practices.**

Q: Could you please provide the existing Crisis Communications Plan, or will it be shared with the selected vendor after award?

- **A: We will be sharing our existing Crisis Communications Plan after a vendor has been selected.**

Q: Are you open to splitting off social media monitoring?

- **A: We would only expect assistance with social media monitoring during an active crisis. The firm would not be responsible for daily social media monitoring.**

Q: Approximately how many times in the past three years has the Township experienced an incident that would have resulted in activating an outside crisis communications consultant under this proposed scope?

- **A: In recent years, there have been one to two incidents annually where on-call consultation would have been helpful. However, the unknown nature and timing of such occurrences make this difficult to predict.**

Q: Regarding the 24/7/365 on-call requirement, does the Township expect the selected consultant to maintain physical/on-site availability within a specific response time, or can the initial response and strategic support be provided remotely?

- **A: Initial responses can be remote but for an ongoing crisis, in-person support is expected.**

Q: Does the Township prefer the on-call component to be structured as a monthly/annual availability retainer plus hourly activation fees, or is the Township open to other pricing structures?

- **A: The Township is open to different pricing structures for the on-call component.**

Q: Are there specific insurance coverage requirements, minimum policy limits or other vendor requirements that the selected consultant will be expected to maintain?

- **A: The selected vendor should maintain a professional liability policy of at least \$1,000,000 per claim.**

Q: Is a firm currently under contract to provide on-call crisis communications support to the Township, and if so, is that firm eligible to respond to this RFP?

- **A: The Township does not currently have a firm under contract to provide on-call crisis communications support.**

Q: Which firm (if any) authored or most recently updated the current Crisis Communications Plan?

- **A: The current Crisis Communication Plan was developed internally.**

Q: Over the past 3–5 years, approximately how many times has the Township activated (or wished it could activate) crisis communications support, and what types of situations prompted those activations (e.g., public safety incidents, personnel matters, litigation, infrastructure failures)?

- **A: Over the past three to five years, there have been approximately three to four incidents where external crisis communications support would have been beneficial. These situations primarily involved public safety incidents and personnel-related matters.**

Q: Does the Township have existing outside legal counsel that the selected firm will coordinate with, or would that be established case-by-case?

- **A: The Township has existing legal counsel with whom the selected firm may be expected to coordinate, as appropriate.**

Q: How many designated spokespersons/elected officials would need media training, and is this expected annually or as a one-time deliverable under this contract?

- **A: The Township anticipates that approximately five to eight individuals will participate in media training. This would be a one-time deliverable to start, with the possibility of future trainings.**

Q: May a responding firm use a named subcontractor or teaming partner's crisis-communications experience and personnel to help satisfy the desired qualifications and three-reference requirement, or must those qualifications/references belong solely to the prime respondent?

- **A: Yes, responding firms may use the experience, personnel, and references of a named subcontractor or teaming partner to satisfy the desired qualifications and reference requirements.**

Q: Is this engagement primarily intended as a proactive preparedness measure, or is the Township aware of any upcoming issues, initiatives or circumstances that could reasonably be expected to require crisis communications support?

- **A: This engagement is intended as a proactive preparedness measure. The Township is not currently aware of any specific upcoming issues, initiatives, or circumstances that are anticipated to require crisis communications support.**

Q: Section I references an "update" to the Township's existing Crisis Communications Plan. How satisfied is the Township with the current plan? Is the expectation that the selected firm build upon and update the existing plan, or is the Township open to a more comprehensive redevelopment or replacement if recommended following review?

- **The current Crisis Communications Plan was developed internally and remains in draft form. The Township is open to a comprehensive update, redevelopment, or replacement of the plan based on the selected firm's assessment and recommendations.**

Q: The RFP requires the selected firm to acknowledge an activation request within one hour and provide initial strategic communications support within two hours. Does the Township anticipate that initial support being provided remotely, or are there circumstances in which the selected firm would be expected to have personnel physically on-site within the two-hour timeframe?

- **Initial strategic communications support may be provided remotely. However, depending on the nature, duration, and severity of the situation, the Township may request in-person support for ongoing crisis response activities.**

Q: Can the Township provide additional context regarding the anticipated frequency and typical duration of crisis communications activations requiring after-hours, weekend or holiday support?

- **A: The Township has not established an anticipated frequency or duration for activations requiring after-hours, weekend, or holiday support. Given the unpredictable nature of crisis events, respondents should propose an approach that provides flexibility to meet a range of potential response scenarios.**

Q: Upon activation, how does the Township envision coordinating responsibilities between the selected firm, the Communications Department, and other Township stakeholders involved in crisis response?

- **A: The Communications Department will remain responsible for website updates, social media management, media relations, and the distribution of press releases. The selected firm will be expected to provide strategic communications guidance, assist with message development, and recommend response strategies based on the nature of the incident and resulting communications needs.**

Q: Does the Township have a preferred pricing structure for on-call services—such as an annual or monthly readiness retainer with activation billed separately—or is the Township open to respondents recommending the structure they believe provides the greatest value?

- **A: The Township does not have a preferred pricing structure and is open to respondents' recommendations regarding the approach that will provide the best value while meeting the Township's crisis communications needs.**