

## **ADDENDUM #1 FOR BRAND EVALUATION AND DESIGN SERVICES RFP**

**\*NOTICE: The deadline has been extended for response to this RFP:**

**Proposals Due November 6, 2017 by 4:00p.m.**

**Proposal Evaluations (tentative) November 6-17, 2017**

**Contract Awarded (tentative) December 20, 2017**

### **QUESTION AND ANSWERS:**

**1. What is the expected timeframe for this project?**

The fires in Sonoma County have interrupted the timeline for this RFP. SCWMA hopes to award the contract for Brand Evaluation and Design Services in December 2017 or January 2018. Proposers should create a timeline with the understanding that SCWMA wishes to move forward as promptly as possible, wrapping up the project ideally before June 2018.

**2. When would the Agency expect a brand launch to occur?**

See response to Question #1.

**3. If our firm engages a subconsultant for specific tasks, does the subconsultant need to include titles and hourly rates as part of the proposal cost, or can subconsultant fees be included as a direct cost line item per appropriate task?**

Cost is a major consideration of this Agency. While a direct cost line item is acceptable, providing an explanation and rationale for the overall cost of the proposal is an important factor in evaluations.

**4. Does the Agency have a budget range in mind for this project?**

As noted in the Scope of Work, Proposal Cost will be a key component of Contractor selection. The Budget for Brand Evaluation and Design Services is \$50,000. Proposal of all costs will be considered.

**5. In the "Background and Intent" section of the RFP, it states that the rebranding process will include "a public launch to introduce the brand to the public, and a marketing and outreach strategy to minimize public confusion with the name change." However, the Scope of Work itself does not include any specific reference to the development of a marketing and outreach strategy or plan. Should we assume that this is part of the desired scope of work?**

Yes. In addition to marketing materials recommendations/templates, and message development in social media, SCWMA would like a public launch and brand introduction strategy developed.

**6. Should proposers include a description of any paid media that would be part of the public rollout for the new brand? If so, does the project budget include funding for any potential media buys?**

Media planning/recommendations and costs are expected. The project budget does not include media buys, and may be allocated separately. The response to Question #4 does not include media purchases. Any media proposals will be part of a separate budget.

**7. What is the preferred file format for proposal submission by email? (PDF? Word document? PowerPoint?)**

Proposers shall submit electronic proposals in the PDF file format.

**8. What is the anticipated date of final deliverables being due?**

See response to Question #1.

**9. What is the budget range for this project?**

See response to Question #4.

**10. Typically our firm includes web standards in our client's style guide pages. Should we include a web branding and web style guide in our proposal as well?**

SCWMA is interested in consistent messaging across all communication platforms. A Web Standards and Style guide is welcome. SCWMA recommends itemization of costs to clarify budgets. The SCWMA is simultaneously issuing an RFP for Website Design and Implementation. Proposers may submit to both RFP's.

**11. Who is your key demographic or psychographic audience we would be tailoring our branding and messaging to?**

SCWMA serves all of Sonoma County, residents and businesses. We expect the Contractor to evaluate and assess the recognition and association of our brand throughout the County. Demographics research and refinement are essential elements of this RFP.

**12. Do you have any studies about who participates most actively in recycling in Sonoma County?**

SCWMA does not have the specific study requested, although waste characterization studies and garbage, recycling, and yard debris tonnages are available for each SCWMA jurisdiction. SCWMA will provide this information to the selected Proposer, if requested.

**13. Can this project's payment be structured as a monthly baseline retainer with monthly reports of hours actually spent accompanying each month's retainer invoice?**

SCWMA will pay the selected Proposer by check for work done on this project on a time and materials basis, per the terms of the Agreement.

**14. Can invoice payment be established through ACH or wire transfer?**

Please see response to Question #13.