

ADDENDUM No. 1

RFP No. 17-17

Public Outreach and Marketing Plan for Utilities

Due: August 4, 2017 at 2:00 P.M. (local time)

The following adjustments shall be made to the Request for Proposal for Public Outreach and Marketing Plan for Utilities, RFP No. 17-17, on which proposals will be received on/or before as outlined above.

The information contained herein shall take precedence over the original documents and all previous addenda (if any), and is appended thereto. **This Addendum includes six (6) pages.**

Offeror is to acknowledge receipt of this Addendum No. 1, including all attachments in its Proposal by so indicating in the proposal that the addendum has been received. Proposals submitted without acknowledgement of receipt of this addendum may be considered non-conforming.

The following forms provided within the RFP Document must be included in submitted proposal:

- Attachment B - City of Ann Arbor Non-Discrimination Declaration of Compliance
- Attachment C - City of Ann Arbor Living Wage Ordinance Declaration of Compliance
- Attachment D - Contractor(s) Conflict of Interest Disclosure Form

Proposals that fail to provide these completed forms listed above upon proposal opening will be rejected as non-responsive and will not be considered for award.

I. QUESTIONS AND ANSWERS

The following Questions have been received by the City. Responses are being provided in accordance with the terms of the RFP. Respondents are directed to take note in its review of the documents of the following questions and City responses as they affect work or details in other areas not specifically referenced here.

Question 1 Can past work be provided, such as digital work or video?

Answer 1: Yes, only video materials such be submitted as a supplement to the digital proposal on the flash drive.

Question 2: Are you expecting visual/rendered documents as part of the submitted package?

Answer 2: Yes, as a part of the 40 pages.

Question 3: Are design concepts included in the 40-page limit?

Answer 3: Yes.

Question 4: Are videos included in the 40-page limit?

Answer 4: No.

Question 5: Is the fee proposal part of the 40-page limit?

Answer 5: No.

- Question 6: Is there a committee that will be reviewing work as it moves forward? One made up of representatives from all service units?
Answer 6: Yes.
- Question 7: Do you want an actual 3-year plan provided, or just the approach that would be taken regarding the 3-year plan?
Answer 7: Just the approach.
- Question 8: Is the primary plan/framework for stormwater?
Answer 8: Yes, then the project will move forward with other utilities.
- Question 9: Should crisis communication considerations be included?
Answer 9: No.
- Question 10: Does the city currently have a brand? Or is this more of a “look and feel” exercise?
Answer 10: We are looking for brand style with this agreement.
- Question 11: Will a list of focus group participants be provided? Is there a toolkit and normal email blast lists that can be accessed?
Answer 11: Yes, the City will provide the Consultant with all data necessary to reach out to our stakeholders.
- Question 12: Do you have a budget or a range for the project?
Answer 12: There is no defined budget for this project. It is within a larger budget allocation of \$150,000 for all outreach efforts for stormwater.
- Question 13: Is there a timeframe for launching the project?
Answer 13: No, we are basing this off recommendation.
- Question 14: What background info and data will be shared with the project consultant?
Answer 14: There are many data sources that will be shared upon kickoff.
- Question 15: Can consultants expect to be working with/using different languages?
Answer 15: Currently, the main focus is English.
- Question 16: Are there any compliance roadblocks that consultants should be aware of?
Answer 16: We have legal counsel to address any compliance issues.
- Question 17: Will there be a point of contact internally, considering all the different stakeholders?
Answer 17: Yes, the point of contact is Jennifer Lawson.
- Question 18: Can bios be submitted in lieu of resumes?
Answer 18: Yes.
- Question 19: What sort of data will be used to measure the success of the program?
Answer 19: That will be determined at kickoff based on data collection.
- Question 20: Will existing programs and data be shared and will the consultant have access to them?
Answer 20: Yes, we will make as much data available as possible.
- Question 21: Is the focus strictly on the City of Ann Arbor? Or is Washtenaw County included as well?
Answer 21: Only the City of Ann Arbor.

Question 22: Who manages social media internally at the City of Ann Arbor?
Answer 22: Robert Kellar, Public Services Area Communications Specialist

Question 23: What are considered reimbursable expenses for the project?
Answer 23: Possibly some event expenses.

Question 24: Under II Strategic and Audience Development, it states conducting and facilitating a workshop to be led by a professional third party facilitator and expertise in program development and evaluation. Should the applicant include name and bio of facilitator?
Answer 24: Yes.

Question 25: Are you open to recommendations to narrow the focus of the tactics to more comfortably fit in the budget?
Answer 25: Yes.

Question 26: What are all utilities that will follow the stormwater framework? You've mentioned drinking water and wastewater; are there additional activities?
Answer 26: Drinking water, wastewater, solid waste, and urban forestry.

Question 27: What is the goal of the focus groups as noted in section V. of the Scope of Services? Is there an expectation to test creative / messaging?
Answer 27: The goal is to test creative messaging.

Question 28: Have you used paid media in the past, and, if so, what was the size of the investment?
Answer 28: A majority of paid media in the past has been done through collaborative projects with the Huron River Watershed Council.

Question 29: Is there an expectation to create distinct social channels for this campaign, or will all social be done through existing channels?
Answer 29: No.

Question 30: Does this scope include community management, or just content creation?
Answer 30: This is to be determined at the kickoff meeting. Please provide different fee proposals for the distinct level of efforts for both alternatives and suggestions.

Question 31: How do you currently handle community management (posting and responses)?
Answer 31: City employs a communications specialist for Public Services.

Question 32: Is there an incumbent agency? If so, what have you been happy with? Unsatisfied with? Is this RFP a contract renewal or a new effort.
Answer 32: There is no incumbent agency for the services specified in the RFP Document.

Question 33: Has there been any public discontent with rates?
Answer 33: Yes.

Question 34: What educational materials have already been produced and distributed regarding stormwater and drinking water rates?
Answer 34: Information about these programs can be found at a2gov.org.

Question 35: Has there been any education on stormwater done before? What were the results?
Answer 35: Yes, the City has implemented numerous forms of education and outreach in collaboration with the Huron River Watershed Council and Washtenaw County Water Resources Commissioner's office. Program summaries can be made available once Consultant is selected.

- Question 36: Is there a plan to increase green infrastructure?
Answer 36: The City incorporates green infrastructure as a part of the holistic management of the stormwater system.
- Question 37: Which community stakeholders were engaged in the Stormwater Rate Study?
Answer 37: Full details on this can be found at: <http://www.a2gov.org/departments/systems-planning/programs/Pages/Ann-Arbor-Storm-Water-Level-of-Service-and-Rate-Analysis-Project.aspx>
- Question 38: Should the bidding firm/team submit electronic media, video examples of past work via flat drive? Is one flash drive sufficient?
Answer 38: See response to Question 1. One flash drive is sufficient.
- Question 39: Is there a limit on the number of attachments that can accompany the proposal?
Answer 39: Yes, there is page limit. Attachments that are not resumes or required compliance documents will not be considered.
- Question 40: Is a draft plan and mockups expected for the RFQ submission?
Answer 40: No.
- Question 41: What are classified as reimbursable expenses?
Answer 41: Fee proposal should include labor, time and materials necessary to complete the scope of work listed in the request for proposal.
- Question 42: Will the budget communicated during the July 18 meeting (\$150,000 USD per year) cover the firm/team fees, plan costs and expenses during the 18-month initial project, not covering costs for the 3-year plan? Any guidance on how much should be allocated for firm/team fees, how much for focus groups, plan elements, marketing materials, etc., or is this up to the firm/team's discretion?
Answer 42: Fee proposal should reflect the level of effort necessary to complete the scope of work in the request for proposal.
- Question 43: Per the 3-year cycle, is the stormwater project expected to occupy the initial 18-month period? When are the water and wastewater campaigns expected to launch?
Answer 43: Stormwater will set the framework that the other utilities will utilize. The water and wastewater campaigns expected to launch after the 18 month period.
- Question 44: Is it possible and do you expect the selected firm/team to co-locate at your site? Should the firm/team plan to have a resource onsite 1-2 days a week?
Answer 44: It is possible, but not expected.
- Question 45: Will an overview of the City's current state of utility and stormwater management, any findings or data be provided and when? How should the firm/team determine project objectives, key performance indicators, what is success, etc.?
Answer 45: Yes, at the project kickoff meeting with the selected firm. Determination of project objectives, key performance indicators, what is success, etc. will be done in concert with the project team.
- Question 46: Should the firm/team follow City of Ann Arbor design guidelines, until a utility logo/brand standard is complete?
Answer 46: Possibly, if the firm is selected.

Question 47: Should the firm/team be prepared to provide company financial records? Confirm no conflict of interest? Any exclusivity requirements?

Answer 47: The selected firm for award should be prepared to provide company financial records upon request. A Conflict of Interest Form is provided in the RFP Document and must be provided within the proposal. There are no exclusivity requirements.

Question 48: Will potential firms/teams be provided a complete listing of the city utilities that will be following the communications framework for stormwater management?

Answer 48: Yes, during the project kickoff meeting.

Question 49: Are there credits for using minority/women-owned firms?

Answer 49: No, not at this time or for this RFP.

Question 50: Can I get a copy of the Pre-Bid Meeting Sign-In Sheet?

Answer 50: See attached hereto.

Offerors are responsible for any conclusions that they may draw from the information contained in the Addendum.

