

ADDENDUM No. 1

RFP No. 19-34

Utilities Outreach and Engagement Support

Due: November 1, 2019 at 2:00 P.M. (local time)

The following questions and answers are available for the Request for Proposal for Utilities Outreach and Engagement Support, RFP No. 19-34, on which proposals will be received on/or before the date and time listed 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 three (3) pages.**

The Proposer 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 C - Non-Discrimination Declaration of Compliance**
- **Attachment D- Living Wage Declaration of Compliance**
- **Attachment E - Vendor 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: How will the city measure success?

Answer 1: The City has performance measures related to number of customers engaged, while the metric will likely evolve, this is the first measurement of success.

Question 2: Is the intention to conduct a follow up survey to show movement of knowledge and increased support and understanding?

Answer 2: This may occur, yes.

Question 3: How much has the city invested in creating awareness through paid media since the campaign launch?

Answer 3: Approximately \$30,000 to \$45,000, not including creative development.

Question 4: Will the communications firm selected have access to prior campaign research?

Answer 4: Yes, the City will give the selected firm access to prior research where available.

- Question 5: Is there an overall budget for this campaign, and if so, what is that budget?
Answer 5: There is not a campaign specific budget. Budget is established for all outreach and education activities as a whole.
- Question 6: Is there an opportunity for earned or paid media?
Answer 6: There is an opportunity for both.
- Question 7: Are there capital projects proposed for the storm water system?
Answer 7: The City's capital improvement plan can be found at: <https://www.a2gov.org/departments/systems-planning/programs/Pages/FY2016-2021-Capital-Improvements-Plan.aspx>
- Question 8: Could you please send examples of collateral materials?
Answer 8: Materials developed can be viewed and have been shared at: <https://www.facebook.com/TheCityOfAnnArbor/> or <https://www.a2gov.org/departments/systems-planning/planning-areas/water-resources/Pages/Stormwater.aspx>
- Question 9: What activities have already been implemented?
Answer 9: The City already conducts outreach via social media, Open Houses and shared events, such as the Mayor's Green Fair and Earth Day Festivals.
- Question 10: What does the 20 hours a week entail?
Answer 10: It will vary, however, it will be coordination of internal and external staff, event planning and outreach strategy formation with staff.
- Question 11: What other public open house events have already occurred and what is planned?
Answer 11: The City has/or plans to do open houses for Water Treatment, Wastewater Treatment, and Public Works.
- Question 12: Do you want this individual to be the point of contact with all of the partners?
Answer 12: Yes, the primary contact with close coordination with staff.
- Question 13: Whether companies from Outside USA can apply for this? (like, from India or Canada)
Answer 13: Companies from Outside the USA can apply, however, this requires significant local presence.
- Question 14: Whether we need to come over there for meetings?
Answer 14: Yes, this is highly preferred.
- Question 15: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer 15: Events and local activities management are included in the scope of services. Only a select number of tasks would work outside of the immediate vicinity be possible.
- Question 16: Can we submit the proposals via email?
Answer 16: No. Please see submission instructions.
- Question 17: For the recommended Pre-Proposal Conference, is it possible to teleconference in for attendance?
Answer 17: The pre-proposal meeting is in-person only.
- Question 18: Has Ann Arbor previously had this contract?
Answer 18: No.

Question 19: What did the total value of this contract (i.e., budget allocated)?

Answer 19: Total value of the contract is commensurate with activities and level of effort authorized on a task-by-task basis.

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