

CLAYTON COUNTY WATER AUTHORITY

Request for Proposal

ENTERPRISE-WIDE COMMUNICATIONS STRATEGY

Proposal Opening: Wednesday, October 14, 2015 at 3:00 p.m. (local time)
1600 Battle Creek Road, Morrow, GA 30260

Non-Mandatory Pre-Proposal Meeting: Thursday, September 17, 2015 at 3:00 p.m. (local time)
1600 Battle Creek Road, Morrow, GA 30260

A D D E N D U M # 2

Dated: September 28, 2015

<p><i>Acknowledgment of receipt of this addendum MUST BE SIGNED AND INCLUDED IN YOUR RESPONSE TO THE RFB.</i></p>
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QUESTIONS:

1. We have developed several Community Involvement Plans (CIP). These outline strategies my firm will take with, or on behalf of, the client city to engage the public throughout the contract period. This would have many but not all of the items identified in an Enterprise-Wide Communications Plan (EWCP). Is this an acceptable alternative? In other words, would we be automatically disqualified if we submitted a CIP in lieu of an EWCP?

Answer: CCWA is open to it, however, this approach will be missing many needed pieces.

2. What sort of firms are you envisioning will submit a proposal? Communications and public relations firms? Public participation firms? Engineering firms?

Answer: CCWA will consider proposals from all sort of firms.

3. I believe the RFP stated that there may be a slight preference for firms that have conducted past business with Clayton County and are considered in good standing. As a small business (LSBE in Dekalb/FBE in Atlanta and eligible for SLBE in Clayton Co), how could I find a list of firms that have done similar work for you in the past? I would like to reach out to them directly to explore teaming opportunities.

Answer: This is the first ever endeavor on an Enterprise Wide Communication Strategy, therefore CCWA does not have a list of similar work from the past. We have a SLBE program as well. Please refer to Division 2, Section 8 Small Local Business Enterprise Program. Additionally information on our program and how

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to become certified along with a listing of current certified SLBE can be found on our website: www.ccwa.us under the "About Us" tab.

- 4. I plan on attending the pre-bid meeting. Will the contact information of attendees be made available after the event?**

Answer: Yes, it will be available via email.

- 5. Will out-of-state agencies be considered for award?**

Answer: Yes, there aren't any location requirements.

- 6. Will preference be shown toward local agencies?**

Answer: Yes, as part of our Small Local Business Enterprise Program. Please refer to Division 2, Section 8 Small Local Business Enterprise (SBLE)- General Information for details.

- 7. What is the projected budget for the outlined scope of work?**

Answer: The budget for the scope of work as defined by our RFP is \$100,000.

- 8. How long (i.e., months or years) is the contractual relationship for the award?**

Answer: One to three years.

- 9. Is there an incumbent agency? If so, what is the agency?**

Answer: No, there isn't any incumbent firm.

- 10. How much travel would be required for this contract?**

Answer: Determination of any and all needed/required travel would be up to the proposing firm to include in their proposal response.

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SIGNATURE

COMPANY NAME

DATE