

# 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 # 3**

---

Dated: October 8, 2015

***Acknowledgment of receipt of this addendum **MUST BE SIGNED AND INCLUDED IN YOUR RESPONSE TO THE RFP.*****

#### **Clarifications/Revisions:**

##### **Addendum #2, Question 7:**

Revised Answer: Our budget for this work is \$100,000. That budget is based on the scope of work as defined in our RFP.

##### **Addendum #2, Question 8:**

Revised Answer: The contractual relationship for the scope as defined in this RFP will be for approximately 190 days.

#### **QUESTIONS:**

- 1. Please make available to prospective bidders any customer research, feedback, or surveys conducted by the Authority in preparation for the organization's 70th anniversary celebration and redevelopment of its logo and brand strategy, as mentioned in the pre-proposal conference.**

Answer: Results of 2014 customer satisfaction survey were included in the RFP. There has not been any research beyond that survey. See attached New Logo Talking Points explaining the process used to select our new logo, on page 6 of this Addendum.

- 2. Is the proposed 100k budget to be distributed over 1 year or 3 years?**

Answer: \$100,000 budget for the scope of work as defined in this RFP is for 190 days.

# 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 # 3**

---

**3. Who decides the length of the contract? The winning vendor or CCWA?**

Answer: CCWA will determine the length of the contract and it will be approximately 190 days.

**4. In terms of brand development, are you looking for a refresh? A new logo?**

Answer: CCWA launched a new logo on October 5, 2015. Some brand development is underway.

**5. If the 100k is spread over 3 years, are we refreshing the communications strategy every year?**

Answer: See Clarification/Revision listed above.

**6. In reference to 1-2.4, A. Qualifications/Experience of the Project Team and Sample Plan: As many of these plans are confidential per client agreements, is it appropriate to remove telling information from our sample?**

Answer: Vendors may choose to remove names of clients from samples.

**7. To clarify, based on the RFP, we will not be able to bill on a monthly/hourly basis, we will only be able to bill upon total completion of each deliverable, correct?**

Answer: Refer to Section 2: Project Overview, Paragraph D. Cost Proposals which states "CCWA will make progress payments to the awarded consultant at the completion and acceptance of each proposed deliverable."

**8. In reference to the 25 page proposal limit, does that include forms, addendum, tabs and the cover? On page 1-2.3, it explains that the 25 pages only excludes resumes and the sample plan, and none of the items listed in that section, but it does not make reference to forms, addendum, tabs, and the cover. I know this was discussed at the pre-bid, but wanted to verify again.**

# 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 # 3**

---

Answer: Forms, tabs and addenda are not part of formal proposal limit. Cover page is counted in the 25 page proposal limit.

- 9. On addendum 2, question 8 asks: How long (i.e., months or years) is the contractual relationship for the award? Answer: One to three years.**

**However, in the RFP in the sample agreement, section 1: Agreement Form (3-1.3) states, “The total time for the Contractor to complete this project shall not exceed one hundred and ninety (90) calendar days.” Just to clarify, the actual work must be completed within 190 days?**

Answer: See Clarifications/Revisions above.

- 10. Page 2-1.2, #6 says “Proposals must be made on the enclosed Proposal Form. One original and at least 2 copies of the Proposal form need to be submitted”. We could not locate a form titled “Proposal Form”. Earlier in the RFP, it was stated that 1 original and 5 copies of the proposal are requested. Can you clarify what or where the “Proposal Form” is? Is there a template you would like us to use?**

Answer: The Cost Proposal Form is provided on Division 2, Section 4: Cost Proposal Form, pages 2-4.1 through 2-4.3.

- 11. If we are an SLBE, and we are the prime, we don’t have to show proof of reaching out to other SLBE’s to be on our team, correct?**

Answer: If you are an SLBE and do not plan on sub-contracting, you do not need to show proof of reaching out to other SLBE’s, however, you will need to mark all the required SLBE forms as “not applicable”, sign and include the required forms with your proposal submission. See Division 2, Section 3: Proposal Submittals, Paragraph 3.1 Required Submittals (forms). Additionally you as a prime SLBE will need to include verification of SLBE certification.

- 12. Are we’re understanding correctly that the “Agreement for Single Purchase of Services” does not have to be completed and submitted until after the project is awarded?**

**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 # 3**

---

Answer: The agreement provided with the RFP serves as a template agreement that will be used upon award. It is not to be submitted with your proposal submission.

- 13. Does or can this RFP allow the selected vendor for the Enterprise-Wide Communications Strategy to provide implementation services after approval by the CCWA?**

Answer: Implementation services will be awarded in a separate procurement(s) at the discretion of CCWA.

- 14. According to the response by CCWA in addendum #2 the addendum states in Question #7, that the budget for the scope of work as defined by the RFP is \$100,000.00. Please clarify where in the RFP this item is defined.**

Answer: See Clarifications/Revisions above.

- 15. According to the response by CCWA in addendum #2 the addendum states in Question #8, that the contractual relationship for the award is from one to three years. Please clarify where in the RFP this item is defined.**

Answer: See Clarifications/Revisions above.

- 17. Based on services provided by Metrix Matrix and other partners for the CCWA Impact Analysis and Outreach efforts, does CCWA expect to consider these service providers in the pool of applicants for Bid Number 2015-EXE29?**

Answer: This RFP is open to all vendors.

- 18. For the short-listed firms mentioned at 1-2.6 in the Bid document, approximately how many firms do you anticipate being on the short-list?**

Answer: Exact number that might be short listed has not been determined and will be at the sole discretion of CCWA based on responses received.

**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 # 3**

---

- 19. Is CCWA able to provide electronically fillable contract forms, affidavits, and agreements for this Bid that may be submitted electronically?**

Answer: No. CCWA does not process electronic proposals.

- 20. During the Pre Bid for this RFP, it was stated that this RFP at this time only includes a plan to be delivered to CCWA with no follow up work at this time. This appears to be in conflict with the time period provided by CCWA in addendum #2. Please explain.**

Answer: See Clarifications/Revisions above.

- 21. Would you please expand upon expectations for brand development?**

Answer: CCWA intentions are for our customer base to better understand who we are, what we do and the value we bring to our community.

---

SIGNATURE

---

COMPANY NAME

---

DATE



## New Logo Talking Points

- ✦ CCWA has used the same logo for 50 years. While planning our 60<sup>th</sup> Anniversary celebrations, it just seemed like the right time for a new logo and with a rebranding campaign.
- ✦ We started working with Clayton County graphic designer Gerrian Hawes of Oliver Imprints on logo concepts and rebranding. Our Board of Directors asked that we also involve students from the Clayton County Public School district to see what logo concepts they would submit.
- ✦ We collaborated with the Clayton County Public School district's Career Technical and Agriculture Education (CTAE) program. Students from Forest Park High School and Morrow High School participated in the CTAE logo design challenge.
- ✦ Student logo concepts were narrowed to three, along with three designs from Oliver Imprints. Employees, board members and some members of the community provided feedback on their favorite concept.
- ✦ The three student design teams presented their concepts at the Authority's May Board Meeting. When Forest Park High School students William Johnson and Shatoyah Thurmond presented their water drops/leaf concept at the board meeting, they explained that the multiple water drops reflect the authority's abundant water supply and the leaf represents its green practices.
- ✦ The students' water drops and leaf concept perfectly captured what we do as a utility. Their concept was then refined into a final design by Oliver Imprints.
- ✦ Along with a new logo, our CCWA Brand Champions worked on updating and streamlining our Mission Statement, which is now: Providing quality water and quality services to our community.