



GEORGE MARLTON, JD
PROCUREMENT DIVISION DIRECTOR

PROCUREMENT DIVISION
PUBLIC SERVICES BUILDING
2051 KAEN ROAD | OREGON CITY, OR 97045

REQUEST FOR PROPOSALS #2018-129
Brand Development for Water Environment Services
RESPONSE TO CLARIFYING QUESTIONS#2
February 6, 2019

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

1. *Related to (1. Community Research Project) of the RFP. While the other deliverables are very clear, the research phase stated as "community-based research" offers us many different options from a budget and tactical standpoint. Are there any budget requirements we would need to adhere to for this phase?*

Answer: WES is looking to the vendors to provide creative solutions to the community-based research phase of the re-branding project with budget recommendations.

2. *Are you looking to cover the entire County or select communities within it?*

Answer: WES is looking to connect with the opinion leaders, stakeholders and rate payers within its service area.

3. *Our most robust option would include online focus groups using a panel size of around 800 with 200 over-samples. Or would a smaller scale, in person focus groups of key stakeholders, leaders and staff be more appropriate?*

Answer: All options are welcome and will be considered.

4. *Could we also implement a Test-Learn-Optimize model for both pre and post campaign launch? This would involve online surveys to test messaging, creative, positions, etc. Again, contingent upon budget, wants and needs.*

Answer: Please feel free to include the Test-Learn-Optimize model in your proposal. WES is looking for a vendor that can shape and guide a creative community-research element that's appropriate for the clean water industry and that will help it meet its objectives noted in the RFP.

5. *On page 11 of the RFP, the Work Schedule specifies a deadline for "Brand Approval" in June 2019, and that the new brand will be "Unveiled" summer of 2019. Is the deadline for rolling out the new brand driven by a specific event or other calendar requirement? Or is this an estimated timeline?*

Answer: The date is a preferred deadline that aligns with the fiscal year. It is not driven by an event.

6. *In Section 5.3 Firm Experience in the fourth bullet point applicants are asked to provide "up to (5) portfolio campaigns and corresponding brief case study narratives, not to exceed one typed page each..." Does this mean that the case study narrative is not to exceed one typed page, or each portfolio campaign/brief is not to exceed one typed page?*

Answer: The case study narrative should not exceed one typed page.

7. *How firm is your commitment to launching your new brand on the schedule outlined in the RFP?*

Answer: WES will determine a best approach for launching the brand once the work is complete.

8. *Is there existing outreach data you have already completed that is informing your current thoughts on a name change? If so, can you share it at this time?*

Answer: There has been no research around a name change to date.

End of Clarifying Questions#2