

ADDENDUM NO 2
Issued February 22, 2017

FROM: Seattle Housing Authority
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TO: All Proposers for Solicitation # 4933 Marketing and Communication Services for Yesler Terrace Community

This Addendum No. 2, containing the following revisions, additions, deletions and/or clarifications, is hereby made a part of the Contract Documents for the above-named project. Proposers shall take this Addendum into consideration when preparing and submitting their response to this solicitation. Receipt of this Addendum shall be acknowledged in the Cover Letter for the Proposal.

CHANGES TO SOLICITATION

QUESTIONS AND ANSWERS

Question 1: Why is this project being re-opened for review?

Answer: The initial Phase I contract focused primarily on a branding process. That has been completed and SHA is now looking for a consultant with expertise in marketing, media, communication and community engagement.

Question 2: How far along in development is the incumbent's creative? Are we expected to use it?

Answer: There is no incumbent. The Phase I firm has completed their work and is no longer under contract. They produced a "branding book" that includes a theme and broad messaging. The Phase 2 consultant is expected to build on that theme and messaging but there is a lot of latitude in approach and execution.

Question 3: What is the budget?

Answer: Seattle Housing Authority has set a Phase 2 budget cap at \$125,000.

Question 4: Is there a need for formative and outcome research to help design creative and measure its impact?

Answer: We don't believe so but would entertain the counsel of the selected consultant on this.

Question 5: Is the goal of the campaign to drive leasing (e.g. a sales goal) or more general interest and support for the project?

Answer: As described in the Scope of Work, there are multiple audiences and goals. SHA does not need to drive leasing for its own buildings, however there is benefit to SHA and the success of the project overall in driving interest in the private development apartments at Yesler. Those developers will have their own marketing teams and SHA's consultant would be expected to collaborate with them to help integrate messaging and create a sense of one community, not mini-communities. The SHA Phase 2 work does include driving interest in for-sale property at Yesler. General interest and support is also a goal, and that would be targeted and more specific to varying degrees, depending on the audience.

Question 6: Who is the project manager at SHA and who is on the selection committee?

Answer: The project lead is Kerry Coughlin, Director of Communications. The evaluation panel has not yet been finalized.

Question 7: Does the list of references count towards the max page count?

Answer: No, that can be supplemental.

Question 8: May we provide additional creative examples in an appendix that does not count towards the max page limit?

Answer: Yes, work samples can be supplemental.

End of Addendum No 2