

ADDENDUM NO 3
Issued March 3, 2017

FROM: Seattle Housing Authority
Marilyn Westman, Senior Contracts Administrator
190 Queen Anne Avenue North
P.O. Box 19028
Seattle, WA 98109

TO: All Proposers for Solicitation # 4933 Marketing and Communication Services Phase II
for Yesler Terrace Community

This Addendum No. 3, 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 should be acknowledged in the Cover Letter for the Proposal.

CHANGES TO SOLICITATION

This Due date for Solicitation #4933 is hereby extended to Monday, March 13, 2017 with Proposals due no later than 2:00 PM.

Item 1: Replace the Proposal Due Date on the Table of Contents & Cover page with the extended due date as follows:

Proposal Due: 2:00 PM on Monday, March 13, 2017

Item 2: RFP Page 2, item B. Submittal Requirements, Schedule: replace the following dates:

SUBMITTAL DEADLINE AND DELIVERY INFORMATION				
<u>Mail To:</u> Seattle Housing Authority Attn: Marilyn Westman P.O. Box 19028 Seattle, WA 98109-1028	<u>OR Hand Deliver To:</u> Seattle Housing Authority Attn: Marilyn Westman 190 Queen Anne Avenue N. Seattle, WA 98109	Monday	March 13, 2017	2:00 PM

QUESTIONS AND ANSWERS

Question 1: SHA Solicitation No 4680 for Phase 1 listed 9 tasks for that Phase. Have all of these tasks been completed?

Answer 1: No, some but not all. The following tasks from Phase I were completed in full or in part:

- Create and align the brand message with Yesler’s core values: social equity, economic opportunity, environmental stewardship and sustainability;
- Develop a strategic plan and schedule for the first phase of the project branding and marketing (with subsequent phases likely to follow);
- Develop the new “Yesler Story” and community identity while maintaining a future-oriented focus and positive awareness of the new development process that is underway;

- Consider and recommend naming alternatives for the new community and determine if it should retain its Yesler identity in part or in full;
- Incorporate relevant information on market demand, demographics and psychographics into the design process;

Question 2: The previous phase included this task: “Develop a communication plan for social media, Web and PR to drive excitement and “create a buzz” about development” Does this Scope include creating a new communication plan, or primarily executing on an existing plan?

Answer 2: While Phase I included a rough potential communications plan, we are looking to our Phase II consultant to start fresh in developing a communications plan.

Question 3: You share the brand messaging document developed in Phase 1?

Answer 3: Not at this stage but we will definitely share it with the consultant selected.

Question 4: What is the timeline for the proposed services to be completed in?

Answer 4: Over the course of the next year with possible extension. We have some milestone events coming up in early summer and would like the selected consultant to be part of the planning and execution, among other Yesler marketing and communications work.

Question 5: Is there a budget range in mind that we can base our fee proposal on?

Answer 5: Not to exceed \$125,000 for the Scope of Work described.

Question 6: Is there an incumbent firm?

Answer 6: No, SHA has no current relationship with a firm and the consultant selected for Yesler Phase II marketing and communications will be the sole firm on the project.

End of Addendum No 3