INFORMAL SOLICITATION

**Policy Marketing Consultant**

**Solicitation No. 4991**

ADDENDUM NO. 1

# Issue Date: September 19, 2017

This Addendum containing the following revisions, additions, deletions and/or clarifications, is hereby made a part of this solicitation and Contract Documents for the above-named project. Bidders/Proposers shall take this Addendum into consideration when preparing and submitting their response to this solicitation.

This Addendum, lists questions received and SHA’s responses (see Item 2 below).

**Item 1**. The following is a list of questions received and SHA’s responses to those questions.

**Question 1.** Has SHA undertaken any marketing work for the projects and initiatives covered in the SOW (e.g., CMTO, Homeless Initiative, Education Initiative, etc)? If so, were those produced in house or through an external vendor?

**SHA Response:** We have done some limited marketing work but it has been in-house.

**Question 2.** If previous marketing work has been undertaken, do any brand/communications guidelines exist for these projects or initiatives?

**SHA Response:** There are currently no brand/communications guidelines.

**Question 3.** Does SHA anticipate that marketing assets (logos, print/digital products, other collateral) would be in scope for this engagement?

**SHA Response:** SHA does anticipate marketing assets will be in scope.

**Question 4.** We are a public opinion research firm, so we could help with primary market or survey research, but it would appear to me you’ve already got that covered.  Have I misunderstood the goal/scope?

**SHA Response:** Yes, the primary focus is messaging/communication development so services would have to go beyond primary market or survey research.

**Question 5.** Could you please tell us how many firms this solicitation went out to?

**SHA Response:** Per Procurement standards, SHA must hold a fair and competitive process.  In order to maintain fairness and open competition, the number of firms solicited must remain confidential.

**Question 6.** Do you currently or recently have had a vendor that provides these services?

**SHA Response:** We have not had a vendor that recently has provided these services.

**Question 7.** Is the Seattle Housing Authority currently working with any marketing consultants, and, if so, with whom are you working and in what capacity?

**SHA Response:** Yes, SHA is currently working with a marketing consultant in regards to new developments that are preparing to launch.

**Question 8.** Do you have any additional detail about the scope of the projects and objectives (and any anticipated or proposed deliverables) that would be helpful in creating a detailed budget?

**SHA Response:** The objective of the projects will be to drive action from participants and to utilize marketing material to nudge behavior changes.

**Question 9.** Does your estimated range of cost include all hard costs, such as printing and other material/deliverable costs?

**SHA Response:** Yes, the cost does include hard costs; however we do not anticipate these costs to be large.

**Question 10.** How were the projects, primary audiences and objectives described on page 3 determined?

**SHA Response:** The primary audiences are determined based on past expertise and the impacted parties of each initiative.

**Question 11.** On page 2, the paragraph on "Self-Sufficiency" refers to prior research on the factors that inhibit families from accessing services. Could you share that prior research with us?

**SHA Response:** This research is not currently available for public sharing; however it will be available in time for the launch of this initiative.

**Question 12.** In the matrix on page 3, Homeless Project/Primary Objectives you state that "SHA's influence is commensurate with investment as a principal funder in addressing homelessness." Do you anticipate most of the work on this project to be aimed at influencing policy or educating program managers and thought leaders? Who are the other "principal funders?"

**SHA Response:** Yes, much of the focus will be in informing civic and community partners and leaders. Other funders include the City of Seattle, King County and United Way of King County.

**Question 13.** Has an implementation budget been set for this work? Do you anticipate that the implementation phase will be awarded as an additional services contract or as a new RFP?

**SHA Response:** The implementation budget has not been finalized and SHA is not intending on releasing a separate RFP.

**Question 14.** What is your anticipated date and method of delivery for the answers to questions?

**SHA Response:** Questions will be addressed through an Addendum on September 18, 2017.

**Question 15.** Does SHA expect the consultant to perform interviews with individuals outside of SHA (community or outside stakeholder groups for example)? If so what is the expected scope of that research?

**SHA Response:** Yes, SHA does anticipate limited stakeholder interviews to help inform messaging.

**Question 16.** Are there external milestones or initiatives the timeline and end date are based around?

**SHA Response:** The major milestones are based on external timelines specifically surrounding the start of voucher issuance and the school year.

**Question 17.** What types/formats of templates and tools do you expect as deliverables (InDesign, Powerpoint, etc.?)

**SHA Response:** Any common format that would allow easy use by staff (PowerPoint, InDesign, Word, etc.).

**Question 18.** Who at SHA do you envision being trained on the messaging (departments/titles; numbers of staff?)

**SHA Response:** We anticipate 2-3 Project Coordinators/Managers in the Policy Office to be trained.

**Question 19.** Do you expect stakeholder and/or audience outreach to be a part of the branding and marketing development?

**SHA Response:** Yes, we do anticipate outreach to be incorporated in the branding and marketing development.

END OF ADDENDUM NO. 1