



ADDENDUM NUMBER 1

TO

**REQUEST FOR QUALIFICATIONS
RFQ # 2021-001**

PROFESSIONAL SERVICES RELATED TO DISTRICT REBRANDING

LISTED BELOW ARE THE RESPONSES TO QUESTIONS, CHANGES, ADDITIONS, AND/OR DELETIONS TO THIS SOLICITATION.

Issued by:

A handwritten signature in black ink, appearing to read 'Michael Turco', is written over a horizontal line.

Michael Turco, General Manager

06/19/2021

Date

NOTE: FIRMS ARE REQUESTED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM BY SIGNING AND DATING BELOW AND **INCLUDING** WITH SUBMITTED RESPONSE. RESPONSE MAY BE CONSIDERED NONRESPONSIVE IF THIS COVER PAGE IS NOT SIGNED AND RETURNED. TO VIEW SOLICITATION PACKAGE.

Acknowledgement:

Signature

Date

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Question #1: When will the additional answers to the questions that are submitted be distributed?

All questions submitted will be answered and uploaded answers will be uploaded onto the District website at <https://fbsubsidence.org/rfq> by close of business Monday, June 21, 2021.

Question #2: Concerning the website, are you looking for a document of recommendations or are you looking for us to be in the back-end and make the updates ourselves?

At this time the District is focused on the implementation of the new brand across all platforms including the Website. The scope of this project will not include modifications to the website beyond the cosmetic updates relating to the branding. Recommendations on potential future modifications are welcome.

Question #3: Describe the brand assets you would like us to evaluate. Is this collateral, website content, owned media, publicity mentions, social listening – how in-depth would you like us to go for this audit?

The District is open to recommendations on the level of detail provided for the audit process. Because of the District's historically limited reach, the scope of the audit will depend on what is needed to gain the necessary information to inform the new brand. The audit can include current collateral, the District's LinkedIn page, information on the District's perception among internal stakeholders, and other relevant items.

Question #4: Concerning Task 1, a lot of the audiences you identified are internal audiences have a direct link to the District. I'm wondering if you are open to including some external audiences, some of your target audiences, to weigh in on the decision or the testing, that could be done through polling, one-on-one interviews and focus groups. I'm wondering if you are open to suggestions for the scope of work to make it a bit more comprehensive and based off what make sense given budgetary restrictions?

The District welcomes suggestions on engaging external stakeholders.

Question #5: What is the budget range for the project?

The District has planned \$50,000 to \$100,000 for this study.

Question #6: Do you want pricing included in the proposals?

Price estimates are not required for this RFQ. Price estimates included in the proposals will not be considered as part of the criteria for the RFQ selection. Scope and contract negotiations will be conducted once the consultant firm(s) have been selected.

Question #7: You mentioned internal audiences for the discovery interviews, as well as several stakeholders you want to engage. Do you have an estimate or range of how many people you would want to interview as part of the process?

The District does not have an estimate or range of the number of interviews that would need to be conducted, although we would expect to leverage the diversity of backgrounds from our Board of Directors and other Community Officials in Fort Bend County.

Question #8: The RFQ mentions there might be an opportunity to fine tune messaging based off the audit findings. Do you want us to include the process to articulate and define that brand story and narrative as part of the response content?

Any information around the rebrand process, including messaging and brand story, can be included.

Question #9: Please clarify the New Logo deliverable as it relates to the logo in Attachment C. Is the logo in Attachment C just a starting point and you're looking for an evolution of this logo as the final product? Or is the logo in Attachment C the final product and you're looking for something else?

The logo in Attachment C is meant to act as a reference concept and will serve as the foundation for the final brand.

Question #10: The RFQ mentions Website Refresh but then does not list this in the Deliverables section. Please clarify your needs specifically for a website refresh. Will the selected consultant provide design, coding, CMS integration, and content or will the selected consultant only provide parts of a full website redesign process?

Since the District would like to stay with the same WordPress theme, the focus of the website refresh would be mostly cosmetic – changing out the logo in the header, providing content, updating the website color themes.

Question #11: It doesn't look like cost is a consideration in the evaluation criteria table on page 4. How big of a factor is cost and does it have a weight relevant to the other criteria?

Cost will not be considered in the criteria for the determination of best qualified firm.

Question #12: How many vendors have submitted questions in response to this RFQ?

As of June 16, the District has received questions from five different vendors,

Question #13: The RFQ states an expected schedule. Is there a critical due date for this project? What event is driving the due date?

The timeline and schedule were determined by the District.

Question #14: Has any previous user or audience research been completed that can inform this project? For example, do you have documented usability testing, stakeholder interviews, audience surveys, or other research that will be helpful?

No audience surveys or research has been conducted by the District, as of this RFQ.

Question #15: Who are the key audience groups? What needs will they have that must be fulfilled?

The District is interested in engaging Fort Bend County water providers . Key groups include local MUDs, Water Authorities, local city governments and other officials in the region who communicate regularly with residents.

Question #16: Once the project has started, what will the makeup of the decision-making committee be like? Will decisions be made by a large group, a small committee, or a single person?

Once the project is underway, district staff will work with the selected firm(s) and implement the scope of work. At least twice during the project, a committee of the Board of Directors will be briefed on the status and progress, which should be attended by the selected firm(s). The final deliverable will be presented to the Board of Directors at an open meeting where the Board will consider final acceptance.

Question #17: What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?

Once a consultant has been selected, the project management process will be determined by both parties. In the past, the District has utilized a waterfall approach to large projects, implementing deliverables in phases, with feedback rounds interspersed throughout.

Question #18: Is there anything about your organization that might make this project difficult?

Given the general public's lack of understanding around what subsidence is and the resulting dangers, it may be challenging to gain accurate feedback outside of internal stakeholders. The District hopes to see recommendations and suggestions in each proposal that addresses this challenge.

Question #19: How should this project be billed? Fixed-bid deliverables based, hourly, monthly retainer, or something else?

Billing and other administrative requirements for project delivery will be outlined during the negotiation phase with the selected firm.

Question #20: Is there someone who could be considered an incumbent on this project? Is there another company that you've worked with before, or any other company that would receive preference for winning this project?

All submissions will be reviewed against the same criteria.

Question #21: When do you anticipate having answers to questions released?

All questions and answers will be posted by the close of business, Monday, June 21, 2021.

Question #22: Please confirm the due date, time, and preferred submission method of the proposal. Can you please extend the due date for SOQ submissions?

Submissions are due June 23, 2021, at 5:00 p.m. CST.

Question #23: Is it acceptable to share documents and attachments using Google?

As stated in the RFQ, SOQs should be submitted electronically via email to contracts@subsidence.org with subject line labeled "Attn: SOQ Submission RFQ 2021-001."

Question #24: Please provide general budget guidelines. Even a rough ballpark estimate or range would be very helpful. Do you imagine this project to be \$75k, \$150k, or \$250k+?

The District has planned \$50,000 to \$100,000 for this study.

Question #25: What is the timeline for making a decision on this project?

Once staff has reviewed the submissions, a recommendation will be made to the Board of Directors to negotiate a contract for the scope of work with the selected firm. After contract negotiations and the scope is finalized, the contract and scope will be presented to the Board for final consideration. The estimated timeline for this process is between 30-90 days.

Question #26: We see you require \$3M aggregate for Professional insurance. Our agency has \$1M. Is that okay?

The District has included a standard professional services agreement with the request for qualifications for the submitting firm's information. Once a firm has been selected, the specific insurance needs for this project and scope of work will be determined during the negotiation of the contract.

Question #27: We see you require \$3M aggregate on Umbrella insurance. Our agency has \$2M. Is that okay?

The District has included a standard professional services agreement with the request for qualifications for the submitting firm's information. Once a firm has been selected, the specific insurance needs for this project and scope of work will be determined during the negotiation of the contract.

Question #28: Is there a form you would like us to fill out to acknowledge the forthcoming Addendum?

A form will be posted with the addendum to include within the submitted qualifications and proposal.