



## REQUESTS FOR PROPOSALS

Regional Positioning/Branding Plan for the

Village of Oswego

**Addendum No. 1**

**June 5, 2016**

Addendum No. 1 addresses all questions issued prior to June 1, 2016.

Q1. Under V. Proposal Evaluation, evaluation criteria (page 2)

What is the weighting of each evaluation point? Please rank the importance of the six items listed as criteria.

ANSWER: The criteria is weighted below from 1 to 6, with 1 being the highest.

1. Ability to provide documents and services requested.
2. Thoroughness and understanding of the tasks to be completed.
3. Background and experience in regional positioning and branding.
4. Firm's or individual(s) overall experience
5. Public sector experience in a municipal setting, conducting similar work.
6. Cost.

Q2. Under VIII. Scope of Services, community survey (question 3, page 4)

The Village recently issued an RFP for the following survey.

<http://www.oswegoil.org/OswegoSurveyRFP.pdf>) Would the selected agency work with the research/survey above in addition to the survey outlined in the branding RFP?

ANSWER: It is not the Village's plan for the two projects to coordinate, though we would certainly facilitate such opportunities should they arise and be beneficial to both projects.

Q3. What is the basic function of the survey above and how does it differ from the survey highlighted in the branding RFP? Is the survey above a perceptual survey?

ANSWER: The Community-wide survey is focused on gathering information on the services the Village provides and various upcoming projects and community needs. The branding survey is a specific to the regional positioning project. It is specified as one of the various ways in which a firm may solicit feedback though not required. The Village will facilitate cooperation between the two projects if it is beneficial, but it not required.

Under VIII. Scope of Services, deliverables (page 4):

Q4. Has a target date (quarter) been set for the branding launch?

ANSWER: No

Q5. What is the anticipated duration of the campaign (agency engagement)?

ANSWER: Six to Nine months

Q6. When will the Village assume maintenance of the plan?

ANSWER: To be determined by the hired firm.

Q7. What is the desired budget range for scope of services?

ANSWER: \$60,000 or less

Q7. What target audiences would the Village like to engage? Geographic region (regional, national or both)

ANSWER: Both

Q8. Industry type

ANSWER: All

Q9. Authority level

ANSWER: All

Q10. Demographics

ANSWER: All

Q11. Other criteria

ANSWER: N/A