



**SEDGWICK COUNTY, KANSAS
FINANCE DEPARTMENT**

Purchasing Section

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www.sedgwickcounty.org/finance/purchasing.asp

**ADDENDUM #1
RFP #19-0010
BRAND CONSULTANT**

August 2, 2019

The following is to ensure that proposers have complete information prior to submitting a proposal response. Here are clarifications regarding our request.

Questions and/or statements of clarification are in **bold** font, and answers to specific questions are *italicized*.

1. Is there a budget for the research process and community engagement?

Answer: Part of \$35,000.00.

2. What is the approval process?

Answer: The approval process will be based on the score created by the Evaluation Committee based on Evaluation Criteria found in Section VI – C Evaluation Criteria. The tentative timeline for evaluation is shown in Section VI – D Request for Proposal Timeline.

3. Will the new SCHD website be implemented through an internal web team, or will an outside consultant be brought in?

Answer: Preference will be for an internal web team.

4. How many in-person meetings do you anticipate for this engagement?

Answer: Undetermined at this time. It will depend on the number of proposal responses received.

5. Are there currently perceived problems with trust (or other issues) with the SCHD? From the RFP: "SCHD's desire is to restore those relationships to prior levels and demonstrate our ability to be a local leader again."

Answer: Yes.

6. The deliverables section of the RFP, 2.1 - 2.6 do not mention website but in the "Background" section of the RFP it mentions "modifying/revitalizing our website to have an updated, fresh look and one that the community would want to visit." Does this RFP include modifying/revitalizing your website?

Answer: At least the beginning concepts for that effort.

7. In the "Minimum Firm Requirements" section, #13 mentions: "Experience with visual storytelling, including use of web-based graphics, videography and/or photography." Is videography or photography considered part of this project?

Answer: Not a defined part. Since the scope has to do with branding (rebranding), which will include engaging the community and possibly imagination of Sedgwick County Health Department, having those skills, especially visual storytelling and web-based graphics are important.

8. The project timeline section mentions a new website launch in Q'2 2020. Who is designing/building that site and are there specific requirements from our firm that need to be included in the new website?

Answer: The RFP includes "Website Initiative" under Section IV. Looking for a minimum of concepts for an updated website as part of the branding process. Depending on what Sedgwick County's available resources are, SCHD may need an additional RFP for execution of changes.

9. In the "Evaluation Criteria" section, item D it lists "Experience with website development" as 20% of the overall score. The deliverables section does not specifically mention that there is a website component to this RFP. Does the branding consultant need to have website development experience in order to win this branding project?

Answer: See above statement. – Question #8.

10. In regards to Section IV Scope of Work, Deliverables 2.1 – What specific tools and templates are you requesting? Please be specific on the number of deliverables and scope for each unique piece in your toolkit?

Answer: There are no "predefined tools." Looking to see what creative methods and strategies a company has for communication changes.

11. The RFP mentions website updates several times, however, there are no website deliverables listed in Section IV, 2.1-2.6. Can you please provide additional details on the expectations for the website initiative and any relevant details related to your website goals and outcomes?

Answer: Please add to Section IV, 2.1-2.6 – Minimum of developing fresh and relevant concepts for new Health Department website. Also see statement made for Question #8.

12. The current website appears to be a page within the Sedgwick County site rather than its own site. Is the plan for it to remain part of the Sedgwick County site or become its own site?

Answer: Sedgwick County has a website and SCHD has a landing site with sub-sites and be directly accessed. It will remain this way.

13. If website deliverables are included, will that master brand be used across the SC site?

Answer: For the purposes of this RFP, any changes will relate to SCHD and not the county overall.

14. What format are your current graphic standards? Are they housed on your intranet or a shared service?

Answer: They are stored on our Web Server. Our graphic standards for images are jpeg or png. However, if the intended purpose of the file is an icon, it can accommodate an svg and possibly other types in our up and coming website build. We will incorporate Font Awesome and some custom icons in the new website build.

15. Who is your current agency? Why did you put out this RFP?

Answer: Sedgwick County IT and Communications developed and have maintained the site. Sedgwick County doesn't currently have the resources to devote to rebranding or staff to engage the community and staff in the process.

16. Is the Sedgwick County logo the current Health Department logo? Does the new logo need to work in concert with the Sedgwick County logo? Or will it stand alone?

Answer: Yes. It would not replace the Sedgwick County logo. Any logo would need to be in concert with.

17. Will the SCHD brand updates need to fall in line with existing Sedgwick County brand standards?

Answer: Yes. With the many departments we have, and different campaigns, the one consistent piece we use to tie things together is our logo. Font styling and graphic design are other components of a campaign used to create recognition and consistency. We do offer some flexibility, given the different entities at the County and nature of message/material(s) being created. We do have a brand/logo standards guide to help guide <https://www.sedgwickcounty.org/media/1066/sc-logo-standards.pdf>, and along with the in-house Strategic Communications team, we work with our clients to create materials to drive a campaign staying within.

18. Who will be the liaison/point of contact from Sedgwick County's internal communications department? Who will be the liaison/point of contact from SCHD?

Answer: Adrienne Byrne, Health Director and Tony Guiliano, Art Director.

19. If a website is part of the deliverables, is there an additional website budget beyond the budget of \$35,000.00-\$40,000.00 for the new brand?

Answer: If additional budget is needed beyond developing concepts, not in 2019 budget.

Submittals are due **NO LATER THAN 1:45 p.m., CDT, Tuesday, August 13, 2019**. Late proposals will not be accepted and will not be considered for award recommendation.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE PROPOSAL RESPONSE PAGE.

Joseph Thomas

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