

Attachment A
QUESTIONS & RESPONSES
RFP 17-01 BRANDING SERVICES

Question 1: Section 4.0, Phase II, Bullet 4. "Assist HCHA in the creation of necessary collateral materials." May we assume production of several collateral templates for purposes of pricing? Or may we price on a "per brochure template" or per "email template" basis?

Response: *Request is for the recommendation and production of collateral types and templates.*

Question 2: Are your current vision, mission, and values accurate and reflective of the "future" HCHA or will those need to be looked at and redefined?

Response: *These items should be considered as part of the Branding process.*

Question 3: Does HCHA have any current/recent marketing research - i.e. interviews or surveys with key audiences? If so, will we have access to this data? If not, can we include internal and external research as a part of our scope?

Response: *Access to data will be provided with contracting agency. It is expected by the HCHA that firms will also perform thorough internal and external research for thorough and proper branding recommendations.*

Question 4: Does HCHA have a current marketing/PR partner? If so, why is the organization looking to change?

Response: *No. PR and Marketing activities are managed by the Public Affairs department.*

Question 5: The RFP mentions a "limited" marketing budget. Can you please provide a range earmarked for this effort so that we can match our process and deliverables to realistic expectations?

Response: *As part of the competitive bidding process, budgets amounts are not provided.*

Question 6: In section 9.8 it asks us to provide the Fee Basis for our work with other companies/organizations. We have Confidentiality Agreements with our clients that preclude us from discussing their budgets. Is that ok?

Response: *If Confidentiality Agreements prevent the disclosure of budgets, please provide company/industry type.*

Question 7: I am not sure I understand the last bullet in Phase I - can you please clarify what the deliverable would be on that?

Response: *Firm is expected to proactively and effectively address anticipated and or unforeseen complex or controversial communications issues with available resources, gaining acceptance, effects on business development activities and etc. that may arise during execution and implementation.*

Question 8: In Phase II, if it is determined that the organization should go through a name change process, the timeline will be extended because the name will have to be selected before the identity is redesigned. Is that ok?

Response: *See Section 11.0 of RFP.*

Question 9: Will we only be looking at the umbrella name "Harris County Housing Authority" or will we need to process and make recommendations for all of the program and service names?

Response: *Recommendations are for umbrella name but with strong consideration of all program and service names.*

Question 10: For the Brand Standards/Guidelines, for the sake of apples-to-apples proposals, what components do you want us to include in the standards - as you can imagine manuals can get very large and comprehensive!

Response: *HCHA expects the minimum Brand Book requirements. It is up to the firm, based on their evaluation and capabilities, to enhance the Brand Book as they see fit to meet requirement of their proposal and agreement with HCHA.*

Question 11: What collateral materials do you want us to include in the scope - similar to the brand standards, this scope could be very large or very limited. Can you provide a sense of scope for estimating purposes?

Response: *HCHA expects the firm to make recommendations based on their proposed strategy.*

Question 12: For the communications plan to promote HCHA's programs, does the organization have specific objectives that it will share with us for the planning phase?

Response: *Yes*

Question 13: For the communications plan to promote HCHA's programs, do you view this as separate plans for each program or a comprehensive plan to promote the brand and its underlying programs/services?

Response: *We are seeking a Comprehensive Plan to promote the brand and its underlying programs/services.*

Question 14: For the communications plan to promote HCHA's programs, what about a launch plan for the new name and/or brand identity?

Response: *The RFP calls for an execution and stewardship plans. See Attachment A of RFP.*

Question 15: For the communications plan to promote HCHA's programs, what audiences should be prioritized...broad community awareness or direct with officials, key partner organizations, community leaders, etc.?

Response: *HCHA expects firms to do industry research to target primary audiences that are consistent across the industry. Specifics will be further evaluated and discussed during the Discovery Phase of the Branding process.*

Question 13: Section 14.0 Availability of Funds. If HCHA cancels the work, it is not clear whether the agency will be paid for work done to date?

Response: *Yes, the firm will be paid for work done to date.*

Question 14: Will the leadership team and Board of Commissioners be available for discovery sessions and key presentations?

Response: *Yes, as their availability permits in compliance with the Open Meetings Act.*

Question 15: Can you please provide some guidance on who else will be involved and what the review and feedback process might look like through the process?

Response: *All activities will be monitored by the Public Affairs department. HCHA leadership, commissioners and other internal and external parties will be engaged as needed.*

Question 16: How many firms will be selected as finalists? Will those finalists present to the selection committee or Board of Commissioners or both? Will those in-person meetings be between Feb. 7th and the award date of Feb. 15th?

Response: *HCHA will select finalist based on number of submissions and the Evaluation Sheet provided in the RFP. If HCHA deems it necessary, we will contact firms for in-person meetings.*

Question 19: If there is a name change the schedule would be affected - as you know, a lot of this process is linear! Can you please let us know your thoughts/expectations on that?

Response: *This will be evaluated based on proposed plan.*

Question 20: The RFP says the contract end date is the end of April 2017. If certain factors call for the need for more time, is HCHA willing to consider that?

Response: *See Section 11.0 CONTRACT TERM.*