

ADDENDUM NO. ONE
REQUEST FOR PROPOSAL
THORNTON REBRANDING
PROJECT NO. 368-22
CITY OF THORNTON, CO

TO: Prospective Proposing Firms and all others concerned

DATE: December 20, 2022

PURPOSE: To provide additional information and clarification to the solicitation documents for the above-referenced Project.

1. The following questions and answers are provided for additional clarification to the RFP.

Question # 1: Will equal weight/consideration be given to non-local/regional bidders?

Answer # 1: Thornton is not weighting or giving special considerations based on regional or non-regional proposing Vendors.

However, proposing Vendors are to note that while they may not have a physical location in the Denver Metro, they must still provide a response on how they will perform the Scope of Work including, but not limited to, how they will conduct surveys.

Question # 2: Is there an ideal budget range that Thornton could provide for this project? Is Thornton's budget a year-over-year budget or an allocated amount for the duration of the project?

Answer # 2: Thornton's budget for this project based on our current scope of work and needs is approximately fifty-five thousand dollars \$55,000.00. This budgeted amount is only for this Project and the Scope of Work listed within the RFP.

Items that are to be considered as out-of-scope and should not be included in the proposing Vendor's pricing are any physical signs (e.g., traffic and road signs), or physical products that would be posted and/or hung for public viewing as a final product (e.g., building signage).

Question # 3: We noticed the contract could run until 2028, but we are unsure how long Thornton wants to take to complete the rebrand, or if it incorporates support in a phased approach (trucks, signage, etc.). What are Thornton's thoughts on this?

Answer # 3: Thornton's anticipation is to use the awarded Vendor's brand and logo design to purchase all physical items through Thornton's own network of Vendors, including all signage, vehicle wraps, etc. The awarded Vendor would not be expected to provide these physical items, as a replacement for all City street signs, building signs, etc.

The possible exception to this may include a final mock-up or example to show Thornton what the logo would appear like if stamped upon a single sign.

Question # 4: Does Thornton have a timeline or tentative completion date in mind for the initial deliverables for this project?

Answer # 4: Yes, by the end of 2023.

Question # 5: How did Thornton land on a timeline of five (5) years? If we are to anticipate being able to successfully implement the project in less than five (5) years, is that something you would like for us to include in our proposal response?

Answer # 5: Thornton has not stated a timeline of five (5) years for completion of this Project.

Section B.4 Award Length states the final Agreement will go until December 31, 2028. This is not the expected length of the Project, but rather a contract award length that would allow Thornton to potentially use the awarded Vendor's services in other areas of brand design, such as individual departments, if Thornton so chooses, rather than conducting a new solicitation for a future individual departmental brand redesign.

Question # 6: Our previous work experience and reports generated are confidential to each client. Would Thornton accept short case studies of our client work along with an abbreviated example of our research presentation, rather than sharing our previous client final reports?

Answer # 6: Yes, that is acceptable to Thornton. However, the proposing Vendor must still be able to provide clear explanations on their work and the results from their work to other clients.

Question # 7: For clarification, the current crossroads logo is that which will be replaced in the scope of work, correct?

Answer # 7: Yes.

Question # 8: When it comes to conducting the survey, are you looking for a specific method?

For example, Sample pooling, geotagging a location and gathering the data via canvassers, digital online or focus groups? Can any of these methods be utilized and which if any other have been used in the past to obtain sample pooling?

Answer # 8: The methods listed within the RFP and the Appendix No. 1 – Proposal Questions, are based on previous sampling and reports done by Thornton in other areas around the city (e.g., quality of life for residents).

Thornton may be open to suggestions for the method of survey. Thornton would still want the awarded Vendor to conduct some sort of focus groups, as we believe that would be appreciated from our City Council.

Question # 9: Is Thornton open to altering the survey requirements, specifically around GIS mapping and random sampling?

Answer # 9: Thornton may be open to suggestions on this matter, however, a thorough explanation of the reasoning for recommendations must be included in their proposal response by the proposing Vendor.

Question # 10: Does Thornton envision a one-time questionnaire going out or an ongoing data collection throughout the course of the project?

Answer # 10: Thornton's team needs to know and understand that a thorough data collection has taken place and is representative of the community's sentiments. Sample size will need to have an emphasis if it is a one-time effort.

Question # 11: What brought the need for this RFP?

Answer # 11: Please note Section B.2 Current Brand and Need from the Scope of Work.

Question # 12: What does Thornton define as success for this project?

Answer # 12: Please note Section B.3 Goals From This RFP from the Scope of Work, and the proposed deliverables from Appendix No. 1

Proposal Questions, question # D.2.a – Milestones and Deliverables.

Question # 13: The Proposal Questions states that they need to be answered in the order that they are given. Should we use Appendix No. 1 as the template, or are we free to use our own proposal question template as long as our information is clearly labeled and ordered in the same manner as Appendix No.1?

Answer # 13: Proposing Vendors may use Appendix No. 1 Proposal Questions as a template, or they may submit their responses on their own paper.

However, if a proposing Vendor uses their own paper, it is still a requirement that the proposing Vendor use the same format of Appendix No. 1 in terms of the exact same multilevel list numbering, listing the original question, and then providing their response.

Question # 14: Would our own Vendors/subcontractors (i.e., graphic designers) be required to attend in-person meetings?

Answer # 14: Not at this time; however, Thornton reserves the right to require this at a later date of the proposing Vendor and their subcontractors.

Question # 15: If we are not supposed to design for individual departments or divisions, how should we address the scope of work regarding internal organizations?

Answer # 15: Proposing Vendors are to provide recommendations and best practices for user adoption by internal organizations of Thornton. This includes ensuring all internal documents, letterheads, websites, etc. are monitored and the new brand, logo, etc. are adopted throughout Thornton.

Currently redesigning individual departments and divisions in Thornton is considered to be out of scope and should not be included as part of the proposed project pricing by the Vendor.

Question # 16: Will the survey results be used solely for this brand redesign, or should it be useful for ongoing outreach and communications?

Answer # 16: Thornton would appreciate if the information from the survey could be used for future efforts as well and that the survey could be utilized again in future years.

Question # 17: Some of our team members have worked on relevant projects within the last ten (10) years but not necessarily at our company. Can we still use those projects as client references?

Answer # 17: No. A proposing Vendor may only use client references for work that the proposing Vendor has performed and been financially compensated for (or pro bono work). Thornton will only contact those clients that the proposing Vendor has done work for, and has been financially compensated for.

However, proposing Vendors should note that in Question C.1.d, Thornton will allow an individual team member's resume to be submitted, which may include previous work experience done prior to employment with the proposing Vendor, but again, this is not to be considered a client reference of their current employer/proposing Vendor.

Question # 18: Is there an incumbent and if so: a) Is Thornton at liberty to provide who that is, b) Does Thornton expect the incumbent to propose, and c) Does the incumbent possess information on this RFP that other proposing Vendors do not have that Thornton can share?

Answer # 18: No, there is no incumbent prior to this solicitation.

Question # 19: Is there baseline criteria to measure success of this project?

Answer # 19: Thornton needs to know that a sufficient amount of data collection has taken place and that the data for recommendations is representative of the stakeholders. See answer # 12 in this Addendum for further information.

Question # 20: The RFP provides criteria for evaluation. Are weights available for the criteria listed, and if so, is Thornton at liberty to provide those weights?

Answer # 20: Please refer to sections E.10 – Evaluation of Proposals, and E.11 – Evaluation Criteria.

Question # 21: Beyond the evaluation of proposals and the selection process, what internal resources does the City envision committing to this project?

Answer # 21: Thornton has a team of graphic designers and communications professionals who will be reviewing the survey results and perhaps making suggestions to the awarded Vendor about refining their design based on the survey outcomes.

