

**WEST VALLEY SOLID WASTE MANAGEMENT AUTHORITY
INITIAL BRANDING AND ONGOING GRAPHIC DESIGN UPDATE
QUESTIONS AND ANSWERS
ADDENDUM NO. 1**

Addendum No. 1 is hereby issued to make the following updates to the Request for Proposal issued on March 7, 2023, and to answer questions submitted by prospective proposers. All other specifications remain the same.

The following Questions were received by March 13, 2023, with relation to the Authority's Request for Proposal. Authority's responses follow each question.

Contract/Administrative

Q1. Request for exemption of Professional Liability Insurance.

A1. The Authority will grant exemption from Professional Liability Insurance.

Scope of Work

Q2. In Section 5 (under "Executive Summary") it asks proposers to include the length of time it would take to complete the project. For the sake of this estimate, should we assume that the initial project would comprise items A-G listed in the Scope of Work?

A2. Yes, please include items listed A-G in timeline estimates.

Q3. Does the Authority want proposers to include a detailed Scope of Work for initial services? If so, should that scope be included under Qualifications, or as a separate section in the proposal?

A3. Yes, please include this within the Qualifications section of the proposal.

Q4. Do you need help with Brand Messaging? (e.g., Tagline, Mission/Vision/Promise)

A4. No.

Q5. Do you need a Voice & Tone Guide?

A5. Yes.

Q6. Do you need Brand Guidelines?

A6. Yes.

Q7. Do you need a Brand Asset Library?

A7. Yes.

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Q8. Do you have any sense for quantity per item you listed below? Truck signs and enclosure signs.

A8. The initial scope would include four truck signs (a year's worth). Enclosure signs would include one sign per material type.

Q9. Do you have any sense for quantity per item you listed below? Brochures, posters, flyers, container stickers, service guides, door hangers, postcards.

A9. The Authority is seeking guidance regarding what communication channels are most effective, best distribution methods and frequency of deliverables. This has not been fully developed within the scope and flexibility has been built in to allow for best practices.

Q10. Do you have any sense for quantity per item you listed below? Graphic content/visualizations.

A10. No, this has not been determined and may be dependent on the proposed approach.

Q11. Do you have any sense of quantity per item you listed below? Any more details? Digital and print.

A11. No, this has not been determined and may be dependent on the proposed approach.

Q12. Newsletter templates: Do you have any sense of quantity (we get to decide)?

A12. No, this has not been determined and may be dependent on the proposed approach.

Q13. Newsletter templates: Do you need them designed and coded? What platform do you use? (e.g., Mailchimp?)

A13. The Authority is looking for a design template to be developed for long term use and consistency.

Q14. Website: Do you have a sitemap for the new site. Do you have a rough sense for how many pages it will be?

A14. No, the Authority is looking for a design that is similar to what is currently in place, but renovated to ensure the site is visually appealing, navigates easily, and clearly communicates information.

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Q15. Website: Do you have any CMS requirements? Would WordPress work well as a CMS for your organization?

A15. There are no specific CMS requirements. The current website is hosted by Weebly.

Q16. Can you share what integrations with third-party websites or APIs do the current websites have? Are there new integrations desired for the new website?

A16. No, we link to any third-party sites.

Q17. What new functionality would you like the new website to have that the current sites don't have?

A17. Two websites will be merged into one. The new website will need to have access to portals such as the collection contractor's bill pay system, as well as functions for the Authority's Board management.

Q18. Will there be any eCommerce functionality on the new site?

A18. No.

Q19. Website: Will the new site keep a similar number of contact forms as on the current sites? Are there any new forms to be added?

A19. It is not anticipated that new forms will be included at this time, but customers may be routed differently based on new design.

Q20. Website: Do the contact forms require integration with MailChimp, Constant Contact, or Salesforce?

A20. No.

Q21. Website: What percentage of the content needs to be migrated from the current sites to the new one?

A21. The majority of the same content will be migrated to the newly designed site.

Q22. Website: Who will be responsible for migrating the content from the old sites over to the new one (the winning contractor, or the client)?

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A22. The Authority's goal is to negotiate a final scope and budget. How much and what work is done by each party will be determined through the negotiation.

Q23. Website: There is a Schedule/Calendar/Wizard tool on the homepage of <https://westvalleyrecycles.com/>. The tool says it's provided by ReCollect (recollect.net). Will this same plug-and-play tool be used on the new site, or do we have to develop this tool from scratch?

A23. Yes, the same tool will be used.

Q24. Will the Online Bill Pay website at myaccount.wcicustomer.com remain a separate website? Or it needs to be redesigned and incorporated into the new site as well?

A24. Yes, this will remain a separate website.

Q25. West Valley Collection & Recycling has a mobile app called Waste Connect. It is available for iOS and Android. Does the app need to be rebranded and redesigned as well? If yes, will the source codes of the app be provided so that we can use the existing code base? Or apps need to be created from scratch, using the new brand and identity?

A25. No.

Q26. Do you need copywriting services for any of the items above? If so, which? Website, Print Materials, etc.?

A26. Yes; website, print, etc.

Q27. Do you have any copywriters on staff to support the project?

A27. No.

Budget

Q28. Is there an overall budget available for this project?

A28. There is an overall startup budget of \$100,000 and an annual budget for ongoing work in the amount of \$235,000. Both budgets include costs for all design, print and mailing. Allocations from these budgets have not been made towards specific efforts.

Q29. Is there a specific budget allocation for ongoing web services (e.g., hosting and support)?

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A29. Allocations from the overall budget have not been made towards specific efforts. The Authority is looking for a site that can be maintained for the most part by our staff internally. The Authority will manage hosting and technical support, as well as content management. However, there is potential for requests for design services within the scope of ongoing design work.

Q30. Does this project include media buys or other direct costs? If so, does the budget reflect those costs?

A30. No.

Miscellaneous

Q31. Has WWSWMA conducted any market research to gauge public awareness of and/or attitudes toward the current brand?

A31. No market research has been conducted.

Q32. What criteria are most important to you in selecting a firm? How would you rank the criteria?

A32. The Authority places value in experience and insight related to public benefit marketing.

Q33. Out of the three evaluation areas (ability/skill, technical approach, and pricing), how heavy a role will pricing play in the decision?

A33. The Authority is looking for quality professional services. In turn, cost is not the top criteria as the focus is on experience, work quality, concepts, and ideas. However, price will be considered to ensure costs are reasonable.

Q34. Are there any special circumstances or "hot buttons" of which we should be aware?

A34. There are no "hot buttons" to be aware of. However, it will be important to consider the sister JPA, West Valley Clean Water Authority (<https://www.cleancreeks.org/>), as there may be some overlap in terms of feel and look between the two.

Q35. How many other firms are competing?

A35. Three firms have registered as an interested party.

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Q36. Will you be renaming the org since you are merging? If so, should we add that to our scope of work?

A36. Yes, the likely name will be West Valley Recycles. However, that has not been fully determined.

Q37. What are the goals for the new website?

A37. The goal of the website is to ensure the site looks good, navigates easily, and clearly communicates information.