Please see the below summation of the questions/answers/clarification regarding the above solicitation.

1. **Can the County give the firms an idea of who the target audience for this project is/what is considered an ideal County resident?** The goal of this project is to develop a brand/logo and seal that will identify Gwinnett locally and globally. Gwinnett County is a diverse community where all ethnicities and ages are welcome to live, work and play. There is no “ideal County resident” to target. One of the attributes that makes Gwinnett exceptional is the diversity of its residents and businesses. Current population trends along with other County information can be located in the unified plan, by clicking on this link: [Gwinnett County Unified Plan 2016 Draft Update](#).

2. **Is Gwinnett County looking for a web-based marketing strategy/website?** No. The County is looking for a brand that works across all platforms video/social media, print, etc. that will be rolled out in a market strategy after the brand has been approved. Firms are encouraged to include anything in their proposal submittal that they think is relevant to this process.

3. **Is there a high-level list of agencies that will adopt the brand/logo or is the vision to brand the entire government organization?** There are twelve departments that report directly to the Board of Commissioners that will adopt the brand. Attached is a graphical representation of the County’s organization chart. The agencies on the org chart that report directly to the Board of Commissioners are listed directly under the County Administrator and also include the Law Department. The County envisions a branding architecture that would preside at the highest level and will allow for the development of some subordinate, complimentary brands that will permit some of the County’s different business units to show their related, but unique identity. (Please see the current Department of Water Resources and Purchasing Division logos) The project approach submitted should address this desired outcome. An ideal outcome of the branding effort would be for the brand to be adopted in full or in part by the County agencies that do not report to the Board of Commissioners: (ie. State Seal-Courts, Clerk of Superior Court, Tax Commissioner).

4. **Can the County put framework around the expectation of the draft style guide incorporating new design elements?** The County would be responsible for compiling the style guide but is looking for design standards for the final deliverables. For example, what is the font/color that will be used with the logo/how will it be used. **What is the expectation of the draft marketing plan?** The draft marketing plan should be part of the proposal submittal and be flexible in nature. It should contain a vision to roll out the brand to the community, key stakeholders, and perhaps internationally, while partnering with the County’s liaison to address internal and external buy-in/input during this phase of the project to ensure success. This strategy could include digital, community outreach programs or any other method the firm identifies in their proposal that has been successful in the past for getting broad approval. **Under Scope of Services, it lists development of a marketing strategy “which would include sample marketing materials.” Does the County want the successful firm to design useable templates for digital and/or print use? Or is this recommendation on types of materials?** The County is seeking recommendations of types of marketing materials and samples of the kinds of materials that firm would recommend- not the design of final marketing materials.

5. **Does the County have a designer who will be using the templates?** Yes. **Does the County want the templates designed in specific software?** Not necessarily. However, the County’s Communications Division currently uses the Adobe Suite for most of its design and publishing. Deliverables need to be compatible with Adobe’s tools.
6. After award of the initial project, is there a project team defined that has final authority for the brand approval? The Communications Division along with the Gwinnett Team will make recommendations to the Board of Commissioners for brand approval and community roll out. Key stakeholders will be part of the development process and final consensus.

7. Is there a buy local preference program? This is typically taken into consideration with a tie bid situation. Since this is a proposal process, cost is only one of the criteria in the evaluation process. In the event there are two or more firms whose scores rounded to the nearest whole number result in a tie score, the award will be based on lowest cost. However, if the cost/term is also identical, then location is taken into consideration. Are there any MWBE requirements for this proposal? No

8. Can firms deviate from the cost fee schedule and lump together certain costs? Firms should complete the fee schedule as presented in the proposal document. However, if there are additional fees that are necessary, please make sure to list a description and fee that would be additional. Should the pricing structure be presented as such to get to the final recommendation? Fees should be presented as to get to the final product as presented in each proposal. However, please list any additional contingent items that might be necessary if revisions are necessary beyond the proposal submittal. For example, if a proposal includes three to five design options, firms will want to include a fee for each additional design option thereafter. Does the County have a budget for this project? A comprehensive budget that includes implementation is expected to be established as a part of the County’s 2017 budget. For the purpose of evaluating this proposal, the County will weigh the proposals’ overall value-qualifications, approach, references, and fee schedule. The County reserves the right to negotiate with the highest scoring firm in an effort to reach an agreement. If an agreement cannot be reached, negotiations will move to the next highest scoring firm, etc. until an agreement can be reached.

9. In Part III of the Proposal Content section, it states that firms must provide at least three references for which the firm has provided similar services along with detailed narratives on each project. Are firms limited to the number of projects that can be presented? No, typically only three will be contacted for projects of similar size and scope.

10. The fee proposal is to be delivered in a separate sealed envelope. Please confirm that firms need to include one copy of the fee proposal. That is correct.

11. Is there something that the County definitely wants to keep or does not want on the branding/logo? No, The County is looking for firms to be completely innovative and anything can be taken into consideration.

12. Can two firms jointly present? Consortiums, joint ventures or teams submitting proposals, while permitted, will not be considered responsive unless it is established that contractual responsibility rests solely with one firm or one legal entity that is not a subsidiary or affiliate with limited resources.

13. For larger firms, is there a requirement to have sub-consultants/service providers? No

14. Please clarify what is an acceptable electronic copy of proposal? An electronic copy of the proposal with fees included should be contained in the proposal package, on either CD/DVD or a thumb drive. Do not email an electronic version as this requirement. Is there a page limitation to the proposal? There is not a page limit, please remember to include the information being requested in the scoring criteria and pertinent project information.

15. What is the relationship between the County and the County’s CVB (Explore Gwinnett)? Will Explore Gwinnett be affected by the rebrand of the County? The County’s CVB (Explore Gwinnett) is a separate entity from Gwinnett County Government.

Addendum should be acknowledged on Page 7 of the solicitation document.

Thank you
Ann Porter
Purchasing Manager