

January 14, 2016

RFP– PR/Communications Consultant Services

Addendum #1

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REQUEST FOR PROPOSALS
PUBLIC RELATIONS/COMMUNICATIONS SERVICES
ADDENDUM #1

Reynolds School District 2015 GO BOND PROJECTS

The RFP for the above referenced project and the work covered are modified as follows, and except as set forth herein, otherwise remain unchanged and in full effect. This addendum is part of the RFP solicitation Documents for the above named project and modifies the original RFP Documents dated January 5, 2016. Acknowledgement of receipt of this addendum is required as part of the Proposal.

Item # 1 Questions

1. Did the District work with a consulting firm as part of the communications strategy for the completion of the facilities master plan and/or the bond campaign education? If so, who is that firm(s)?

Bob Lawrence Consulting. The district was not involved in any advocacy efforts.

A separate organization, Citizens for Safe Reynolds Schools led an advocacy effort and they hired Scott Harden and Wright Public Affairs.

2. Will the selected consultant work directly with the Communications Director (Andrea Watson) or with DAY CPM Services as the owner’s representative?

Depending on the task and desired outcomes, the consultant will work with these and other staff/management/community partners.

3. Who will staff the Citizens Oversight Committee?

The committee is comprised of local Business representatives and community members

4. Has a schedule been developed for the specific projects in the Bond Program, or, alternatively, is there a prioritized list of school improvements/replacements that identify the order of when facility projects will occur? If so, can that schedule/prioritized list be provided?

The three replacement Elementary Schools and the additions and remodels to the High School will be completed by August 2018. The design for the Bond projects are currently underway.

5. Has the 2015 Reynolds Bond Program been branded?

A color theme, key messages and some styles were used in the outreach, engagement and information efforts. The district intends to continue those forward. (Sherbet colors, people stories, 'Safe, Smart and Sustainable').

6. We understand that your priority audiences for communications are the community, parents, staff, and other key stakeholders. How would you prioritize those audiences, and why?

Prioritize to achieve program and project objectives. The program to this point has been successful in terms of amount of involvement and getting approval. The keys to success included relationship building, transparency, and responsiveness. We want to continue that level of service.

7. Are there audiences with whom you have specific communications concerns or anticipate specific challenges?

The pre-bond outreach and engagement efforts were successful because we responded to concerns as they were raised. We want to continue that type of service as we enter the design, construction, building retirement/dedication processes.

8. Do you anticipate the consultant's role will be more focused on strategy development, or implementation?

Refined strategic planning and but mostly Implementation.

9. Do you expect that that consultant will implement all strategies developed within the stated budget?

The budget for this project has not been set yet. It is anticipated that the contract will not exceed \$250,000. The most critical element is that the outcomes are achieved at the most reasonable possible price for the work performed.

10. Appendix A: Communication Schedule lists a series of meetings, do you hope the consultant will manage all of those meetings? Or just those marked "Communications"?

The consultant will be responsible for gathering information, implementing communications plan/program around all the related meetings, coordinate and disseminate communications, and facilitate some of the meetings, to be determined by role, work peak/valleys, needed to achieve the outcome.

11. How many hours per week do you hope the chosen consultant will spend focused on this body of work?

Enough to accomplish the outcomes. Work peaks and valleys are expected due to the nature of the construction season/process.

12. Is it your hope that the chosen consultant will function similarly to an in-house, FTE Communications Director?

No. The district has an in-house communications director. The consultant will provide increased capacity and construction-based experiences to assure that the 2015 Bond program is accomplished while achieving the district's goal for increased communication, relationship building and high quality neighbor/community relations. The 2015 Bond program creates a need for additional communication programming.

End of Addendum #1