



**TO:** Bidders/Proposers on RFP No.19004PA

**FROM:** City of Dayton, Ohio  
Division of Purchasing

**SUBJECT: ADDENDUM 1 - Questions and Answers for above RFP**

The City of Dayton has received questions relating to our RFP No.19004PA.

The following are the questions with answers for this RFP. Please consider this document in preparation of your proposal response. In the answers of these questions the City of Dayton shall be noted as "City".

To ensure the integrity of the proposal process, a signed copy of this bid/proposal addendum notice shall be included with your company's response to this document.

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Company Name)

Sincerely,

Toni Bankston  
Chief Communications Officer



CITY OF DAYTON  
REQUEST FOR PROPOSAL (RFP) NO. 19004PA  
West Dayton Neighborhood Development Initiative  
Addendum No. 1  
May 2019

In the answers of these questions the City of Dayton shall be noted as "City".

**\*\*The due date for RFP19004PA has been extended to May 17, 2019, 3:00pm.\*\***

Q1. Understanding the need for a unifying brand and some sub-messaging, are the potential Vendors turning over a plan to the City to execute?

**ANSWER: Yes, the vendor will submit a plan that the City will execute.**

Q2. Is there some reason the City is starting in West Dayton?

**ANSWER: Yes. In recent years, there has been a great deal of investment in West Dayton. However, the City has been unable to effectively communicate these successes.**

Q3. Is the City thinking of any environmental branding?

**ANSWER: Not in this particular instance, however, please feel free to include in your bid if You have ideas.**

Q4. Is the City providing templates?

**ANSWER: No. We are looking for the vendor to create these.**

Q5. What type of fee structure is the City looking for? Hourly? Phases?

**ANSWER: The City will leave this up to the vendor; however, you must identify how you will spend the budget. Whether by phases or an hourly breakdown utilizing hourly employees and the expense incurred.**

Q6. What type of marketing is the City looking for?

**ANSWER: The City is looking for the vendor to provide a marketing plan to reach residents across the City. We are hoping the vendor would provide best practices and strategies for reaching the target. In addition, the City would need templates for: letterhead, PowerPoint slides, newsletters, etc.**

Q7. Inside of the pricing, should there be brand standards, can the City provide a copy of the current standards?

**ANSWER: Yes. See link below:**

<https://www.dropbox.com/s/opyl1eob3654cg/COD%20Brand%20Guide%20color%20logo%20text%20use.pdf?dl=0>

Q8. Is the part of the community engagement brand process to actually include the community? Or tie-in to the community?

**ANSWER: It is a good idea to use the map provided to locate those marketable areas in each Neighborhood to use to enhance and create visibility to the neighborhood.**

Q9. In addition to plans for this Vision, do the potential vendors have the availability to see the current vision plans, or other websites where a plan has been developed?

**ANSWER: Several planning documents, plans, etc. can be found at this link:**

<https://www.daytonohio.gov/195/Document-Library>

Q10. Can the City provide a map of the neighborhoods involved in this branding initiative?

**ANSWER: Yes. See links provided below:**

<https://www.dropbox.com/s/jugtzblj9v7tg3r/land%20use%20areas%202.jpg?dl=0>

[https://www.dropbox.com/s/37kdo1ri2eo4okg/New\\_Neighborhood\\_Map%201.jpg?dl=0](https://www.dropbox.com/s/37kdo1ri2eo4okg/New_Neighborhood_Map%201.jpg?dl=0)

Q11. In regards to the West Dayton Neighborhood Development Initiative, we were wondering if there is a central location where all the branding the City of Dayton has adopted is stored. If so, could you point us in the right direction?

**ANSWER: The City has not adopted any specific West Dayton branding. See link provided above for the City's existing branding standards.**