



# Auditing the RPL Brand

RFP #RPL-2016-01

Addendum/Clarification #1

---

This Addendum/Clarification shall be incorporated into the RFP and shall form part of the contract documents.

October 21, 2016

---

The following is a list of Proponent submitted questions and the associated response. Firm names have been removed; however, the wording of the questions is otherwise identical as received.

## Questions and Answers/Clarifications

1. Are you required to review a certain number of proposals?  
No
2. Is there an allocated budget for the project, or could you at least give me a range we could work with?  
We do not have an established budget for the brand audit. However, proponents should be aware that this is only the first step in developing the RPL brand and cost of the audit should not be overly prohibitive in completing the whole branding project.
3. Are there any concerns you have about working with an out-of province firm that we can specifically address in our response?  
RPL has worked with out of city and out of province firms in the recent past. However, there is significant interaction required with Regina library patrons and citizens, senior leaders of RPL and RPL board members. One of the main purposes of the audit is for the successful proponent to work directly with our target audiences to gather their thoughts and feelings on the RPL brand. While surveys and other tools can be implemented to do this work from outside of Regina, face-to-face conversations and focus groups are anticipated to be part of the audit. Your travel costs associated with being in Regina would have to be factored into your response.
4. How important is specific brand audit experience, as opposed to other branding experience (strategy, creation, etc.)?  
We view the audit as an initial step to determining the thoughts and feelings already in place regarding RPL. If those thoughts and feelings are consistent and positive, they might be a firm base from which to grow and develop our brand. If they are erratic and/or negative, we have some work to do in terms of building a stronger brand.
5. Will there be a need to travel to Regina for the project?  
See #3 above
6. How important is cost (specifically, having the lowest cost) to winning the proposal?  
As per the evaluation matrix, project cost, timeline and value for service comprises 20 per cent of the submission grade.
7. Why is this being put out to tender right now? RPL has recognized the need to evaluate and develop its brand.
8. Is it important for our response to include examples of our ability to perform the subsequent work that could occur after the audit?  
It isn't required, but we will certainly be reviewing any information proponents provide when we are determining how best to move forward with subsequent work.