

UTILITIES COMMISSION
City of New Smyrna Beach, Florida
200 Canal Street
P.O. Box 100
New Smyrna Beach, Fl. 32170-010

May 16, 2017

RE: ITN 13-17 Utilities Commission Rebranding ADDENDUM **No. 1**

To prospective vendors:

The Utilities Commission is issuing the following addendum. **As such it becomes an integral part of the proposal and must be acknowledged by the return of this signed form, with your proposal form, acknowledging receipt of the addendum.**

The following questions have been asked and are answered below:

- 1) Can companies from outside USA apply for this? (like from India or Canada)
We do not have any restrictions on who can respond to this ITN?
- 2) Do we need to come over for meetings?
We would prefer the respondent simply provide their proposal inclusive of how they would conduct meetings. Right now it is a bit open-ended as to when and how many meetings are being considered. If the logistics for a meeting location will facilitate the project, we may accommodate within reason.
- 3) Can we perform the tasks (related to the RFP) outside USA? (like from India or Canada)
This is a question the respondent should answer as it speaks to their capabilities and access to resources. The respondent's ability to perform tasks outside the US would be dependent upon what those tasks are and the determination of logistics.
- 4) Can we submit proposals via email?
No.
- 5) The scope of work indicates "modification of the company's strategic initiatives" as part of the effort. Is FY 2015-2016 Strategic Initiatives and 2015 Strategic and Objective Accomplishments listed on the website the most recent version of the strategic initiatives? If not, is that document available?

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The most recent version is on our website.

- 6) Is the SWOT analysis mentioned specific to branding and marketing?
The SWOT analysis is desired for developing our strategic initiatives as well as branding and marketing.
- 7) Is there an existing tagline? There are several possible statements on the home page which could be viewed as one, so we wanted to clarify.
There is no existing tagline. In the past we have used “Connecting you with quality...”
- 8) You mention determining the current brand perspective of internal/external customers. Is an email list available? If so, what percentages of residences/businesses are represented?
If you are looking for a list of our customers, we would be able to provide this after selection. 88% of our customers are residential and 12% are commercial.
- 9) Are utility bills/statements sent out monthly? Do you know what percentage receive paper statements vs. electronic delivery? Are these available to include a message on the bill/statement about voting?
Yes, we do send out monthly bills. We currently have about 1,300 customers receiving e-bills, about 5%. Yes we are able to include bill messages and we also use inserts to communicate information.
- 10) Exhibit C on page 23 is set up for Florida Notary Publics. Can we assume it is acceptable for us to revise the form to have this notarized in our state?
Yes
- 11) Is there a date by which you would like to see the work completed?
The responder should include a timeline in their proposal.
- 12) Are you able to share budget numbers?
We will determine the appropriate budget once we've seen the proposals and have an idea of what the costs will be.

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- 13) Do you need a certificate of insurance naming the Utilities Commission for the proposal or just a statement saying one will be provided if selected?
Statement indicating one will be provided if selected is fine. No need to include the UC on a COI prior to selection.

Acknowledgment of Receipt of Addenda No. 1

Company_____

Title_____

Signature_____