

Q: Does the scope include development of a refreshed visual identity (logo, typography, colors), or is the consultant expected to only provide recommendations and guidelines for potential future design work?

A: The scope does not include a full visual identity refresh. The consultant is expected to provide recommendations for refining the existing MMCD logo to enhance clarity and brand recognition, but not to create a new one.

Q: For rollout planning, is MMCD expecting the consultant to support execution (e.g., creating templates, collateral) or primarily provide a roadmap and recommendations for the Public Affairs team to implement?

A: MMCD expects the consultant to support execution by creating templates and collateral. This includes developing a state fair/county roadmap for Public Affairs and an education toolkit for the public affairs team to implement.

Q: For stakeholder research, does MMCD anticipate a light-touch approach (a few interviews/surveys) or a more comprehensive process involving multiple touchpoints including activities like focus groups, interviews, etc across the seven-county area?

A: MMCD anticipates a light-touch approach to stakeholder research. This will primarily involve consulting with and surveying key stakeholders, including the Executive Committee and board members.

Q: Are there existing community perception surveys or brand perception studies the consultant can build upon, or will all research start from scratch?

A: MMCD has an in-house CRM that can be used. However, any necessary perception studies or community surveys would need to be conducted from scratch as part of this project.

Q: Does MMCD have a target completion date for the brand strategy development and rollout plan?

A: The brand strategy development and rollout plan will be completed in tandem with our strategic goals. We anticipate a rollout timeframe of 12-18 months.

Q: While pricing is not requested at this RFQ stage, does MMCD have an anticipated budget range for this engagement that shortlisted firms should be aware of when preparing proposals?

A: MMCD does not have an anticipated budget range to share at this time.

Q: If our submission file is larger than 25MB due to creative samples, may we provide a secure link (e.g., Google Drive or Dropbox) instead of attaching everything directly by email?

A: Yes, providing a secure link for file submissions over 25MB is acceptable.

Q: What circumstances have led the department to move forward with a brand strategy initiative at this time?

A: The department is moving forward with a brand strategy initiative due to a significant disconnect between MMCD and the public. This has led to two main issues: Public Concerns about New Technologies: There is a lack of trust and understanding regarding MMCD's methods. Lack of Awareness: Many residents are unaware of who MMCD is or what they do. This leads to confrontational encounters in the field

Q: When you anticipate this project would start and when would like to have it completed?

A: The department anticipates a rollout timeframe of 12-18 months for the brand strategy and its associated plan. This rollout will happen in tandem with the department's strategic goals.

Q: The RFQ does not request cost estimates. What is the budget for this initiative?

A: MMCD has not established an official budget range for this initiative

Q: What are MMCD's primary communication objectives following an update to your brand?

A: The primary communication objectives are to address two main issues:

Public Concerns about New Technologies: To increase trust and understanding regarding MMCD's methods.

Lack of Awareness: To make residents more aware of who MMCD is and what they do, in order to reduce confrontational encounters in the field.

Additionally, the project goal is to build brand equity and create a more uniformed brand presence.

Q: What customer or category research will be available to the agency selected, should this RFQ move into a formal solicitation?

A: MMCD has an in-house CRM that can be used. However, any necessary perception studies or community surveys need to be conducted from scratch as part of this project. The stakeholder research will primarily involve consulting with and surveying key stakeholders, including the Executive Committee and board members.