



**CITY OF BUCKEYE**

**REQUEST FOR QUALIFICATIONS  
RFQ: 2019028**

**COMMUNITY SERVICES- MARKETING, BRANDING AND  
ADVERTISING PLAN FOR THE CITY OF BUCKEYE**

**CONTACT PERSON**

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<b>Date Issued:</b>	<b>December 02, 2019</b>
<b>Pre-Proposal Conference:</b>	<b>December 19, 2019 at 9:00 AM</b>
<b>Last Day for Inquires:</b>	<b>December 27, 2019 at 5:00 PM</b>
<b>RFQ Due Date:</b>	<b>January 08, 2020 at 1:00 PM</b>

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## **SECTION 1 - INTRODUCTION**

The City of Buckeye is currently seeking qualified, experienced firms interested in providing professional services to develop a Marketing, Branding and Advertising Plan for the Community Services Department in the City of Buckeye.

### **BACKGROUND:**

The Community Services Department (CSD) exists to provide quality of life experiences to residents of the City of Buckeye, a geographically dispersed, and rapidly growing planning area of 642 square miles. With offerings such as youth and adult sports, recreational opportunities, aquatics, library and museum services, senior services, special events, and maintenance of parks and preservation of open spaces, a wide variety of offerings that are inclusive, timely, and affordable are provided. Listed below are the Mission, Culture, Vision and Promise statements for the CSD:

**Mission:** We are dedicated to enriching the quality of life and creating memorable experiences for all generations.

**Culture:** We are empowered, passionate employees who love what we do and have fun doing it!

**Vision:** We are vital to Buckeye being a desired community!

### **Promise to the Buckeye Community:**

- We will utilize our diversity to serve with excellence
- We are committed to building lasting memories
- We serve with passion and commitment
- We consistently exceed customer expectations
- We are dedicated to enriching people's lives
- We will do our best to get to YES

### **FACILITIES AND PROGRAMS:**

The department offers a wide variety of products and services throughout the City through its five (5) divisions that include Parks, Recreation, Senior Services, Library, and Special Events. Personnel includes 42 full time staff and approximately 125 seasonal employees that maintain 8,675 Acres of Regional Park, 97 Acres of Developed Parks, and eight (8) Public Facilities.

- **Library:** The Buckeye Public Library System is a dynamic, open and diverse library of the 21st century. The library empowers those we serve with information and opportunities by offering free Wi-Fi, public-access computers, online digital resources, thousands of physical and digital books and a variety of programs and events throughout the year.

The Library division also oversees the Buckeye Valley Museum, which offers a variety of programs and events that document and preserve the local Buckeye Valley history through exhibits and various historical experiences.

- **Parks:** The Parks Division manages City parks to ensure they are clean, safe, and functional. The division oversees a variety of parks from playgrounds to dog parks, and desert trails to campgrounds. Additionally, Parks handles city event logistics.
- **Recreation:** Buckeye's Recreation Division offers a variety of facilities, programs and services all year long, including aquatics, sports leagues, before and after school programs and special interest classes.
- **Senior Services:** The Buckeye Community Center is a place for seniors to enjoy programs, activities and services that improve quality of life and enhance independence. Programs include fitness classes, outings, parties, social programs and more.
- **Special Events:** The City of Buckeye offers a variety of events throughout the year; including marathons, air shows, carnivals and fireworks.

#### **MARKETING AND COMMUNICATION TOOLS:**

City of Buckeye's CSD currently utilizes the following marketing, branding and advertising platforms:

**Social Media** - The CSD maintains and manages its social media presence primarily through Facebook and Instagram. They are used to promote upcoming City events, teen and youth programs, recreation youth and adult sports, library and museum services and programs and other important messaging from the department.

- **Social Media accounts (Facebook & Instagram):**
  - **Special Events** - @BuckeyeAzEvents
  - **Recreation** - @BuckeyeAzRec
  - **Skyline Regional Park** - @SkylineRegionalPark
  - **Buckeye Public Library System** - @BuckeyePublicLibrary
  - **Senior Services** - @BuckeyeCC
  - **Buckeye Valley Museum** - @BuckeyeValleyMuseum

**Website/Internet** - CSD utilizes the City webpages to promote and provide information on all products and services offered to the public. Pages listed provide information for events and services; each division maintains web pages for their program area and are updated regularly.

- **Website links (city pages):**
  - **Buckeye Public Library System** - [www.buckeyeaz.gov/library](http://www.buckeyeaz.gov/library)
  - **Buckeye Valley Museum** - [www.buckeyeaz.gov/buckeye-valley-museum](http://www.buckeyeaz.gov/buckeye-valley-museum)
  - **City of Buckeye Recreation** - [www.buckeyeaz.gov/rec](http://www.buckeyeaz.gov/rec)
  - **Senior Services** - [www.buckeyeaz.gov/residents/senior-services-and-community-center](http://www.buckeyeaz.gov/residents/senior-services-and-community-center)
  - **Skyline Regional Park** - [www.buckeyeaz.gov/skyline](http://www.buckeyeaz.gov/skyline)
  - **Special Events** - [www.buckeyeaz.gov/events](http://www.buckeyeaz.gov/events)

**Registration** - Program and event registration as well as facility reservations can be processed online and in person.

- **Recreation programs and facility reservations** - <https://tinyurl.com/y68odcg6>  
 CSD utilizes the *RecTrac* system for online registrations. The *RecTrac* link can be found on any program webpage on the city website that requires registration.
- **Library facility reservations** – <https://buckeye.libnet.info/reserve>  
 Library uses *Communico* for study room reservations.

**Other Material** - CSD creates hundreds of print material annually, including the Eye on Buckeye magazine that is mailed to 30,000 homes quarterly, banners, signs, flyers, brochures, e-newsletters, certificates, forms, handbooks and more.

## **SECTION 2 – PROJECT SUMMARY/SCOPE OF WORK**

### **PURPOSE AND GOALS OF THE PROJECT:**

The marketing, branding and advertising goal for the CSD is to seek a qualified vendor to develop a Marketing, Branding and Advertising Implementation Plan that results in a comprehensive marketing and advertising campaign. The plan should create a clear and uniformed marketing plan for all the individual divisions, programs and events that reside within the department that best represents the Community Services mission, vision and culture statements. Plan will also include measurable objectives, strategies and tactics that will align the Department’s vision, direction and connection with the community.

### **Marketing, Branding and Advertising Outcomes:**

- Increase program registration
- Increase event attendance
- Increase facility reservations

- Increase brand awareness and trust
- Brand is representative of and communicates culture
- Increase sponsorships
- Increase net revenue

**TASK OUTLINE:**

**TASK ONE:**

Conduct quantitative and qualitative research to determine existing attitudes and perceptions of the CSD as well as opportunities and challenges to enhance the department's image. Research should also include a comprehensive profile of the department's current and potential markets (target audiences) for the programs and services offered.

**TASK TWO:**

Perform a gap and trend analysis of national and regional marketing and advertising trends and develop a strategy plan to close the gaps to reach the department's untapped marketing potential. Analysis will include the department's current marketing, branding and advertising efforts/effectiveness and identify the target market per program and service for each division. Analysis must include the following at a minimum:

- Print / Digital
- Tools / Platforms
- Monetary value of marketing, branding and advertising efforts

**TASK THREE:**

Develop a Marketing, Branding and Advertising implementation plan that provides a clear understanding of short and long-term strategies to implement and maintain the new marketing and advertising plan. Plan should include steps and recommendations for priority allocation of limited funds, by target audience and by delivery method. The plan shall address marketing, branding, advertising and public relations communication strategies that the City of Buckeye's CSD can implement for recreation, parks, senior services, special events and library services.

**TASK FOUR:**

Develop a brand concept, to include message, tagline and logos that are adaptable for use in business, residential and visitor attraction and retention. The logos will provide a standardization of the department's image, as well as distinguish the different divisions, special events, and programs from one another. The concept shall identify the strengths that will distinguish City of Buckeye's CSD from other agencies while also recognizing the

larger City of Buckeye's existing logo and brand. The brand shall align target audience perceptions of City of Buckeye with the community's positive realities. The brand shall be easily recognizable, marketable and memorable.

**TASK FIVE:**

Develop a style guide that outlines correct brand usage for colors, fonts of logos, and other print and publication specifications and graphic standards. (Include Documentation for trademark search and registration.) The style guide will be an easy to read document to visualize the guidelines for flyers, website, banners, swag items, logos, signage, staff uniforms, and other marketing items that will need to follow brand standards.

**TASK SIX:**

Recommend specific necessary elements to deliver a brand message in advertising efforts; i.e., printed collateral, social media marketing, online/print advertising, website design, public relations and special events. Include recommendations for phasing through priority allocation of limited funds, by target audience and by delivery method.

**TASK SEVEN:**

Conduct an evaluation of marketing, branding and advertising implementation efforts following the completion of the twelve (12) month campaign. This ensures that successful marketing and advertising strategies are emphasized and unsuccessful strategies are reviewed for applicability and changed as necessary. This will ensure that the Department is following the direction established during planning to ensure goals are fulfilled.

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**DELIVERABLES:**

**FIRST DELIVERABLE:**

Within sixteen (16) weeks of contract award, conduct quantitative and qualitative research to determine existing attitudes and perceptions of the CSD. Research may be conducted via one-on-one interviews, focus groups, various surveys (print/online), use of social media, or other methodologies recommended with consideration for the quality and level of detail necessary. Research shall include at least two (2) public meetings facilitated by the Consultant, at which all citizens and interested stakeholders will have an opportunity to share their viewpoints. The Consultant shall prepare a detailed report/evaluation containing all research findings.

**SECOND DELIVERABLE:**

Provide a marketing and advertising gap/trend analysis with results. The analysis will review and evaluate the CSD's current marketing and advertising efforts, demographic trends and their effectiveness of promoting programs, special events and services of each division and recommended steps to increase the reach to the CSD target audience.

**THIRD DELIVERABLE:**

Within twenty (20) weeks provide a draft marketing, branding and advertising implementation plan with short and long-term strategies to implement and maintain the new marketing, branding and advertising plan. Plan will include steps and recommendations for priority allocation of limited funds, by target audience and by delivery method. The plan shall address marketing, branding, advertising and public relations communication strategies that the City of Buckeye's CSD can implement for recreation, parks, senior services, special events and library services. Plan will be presented to the CSD Management team and Marketing and Communications team, which can be accomplished in a joint meeting. Feedback received from the teams will be considered to complete the final draft.

**FOURTH DELIVERABLE:**

Develop a brand concept, to include message, tagline and logos that are adaptable for use in business, residential and visitor attraction and retention. The logos will be uniform and standardize the department's image as well as distinguish the different divisions, events, and programs from one another. The concept shall identify the strengths that will distinguish City of Buckeye's CSD from other agencies while also recognizing the larger City of Buckeye's existing logo and brand. The brand shall align target audience perceptions of City of Buckeye with the community's positive realities. The brand shall be easily recognizable, marketable and memorable. Plan should also interconnect each division's communication for services and include procedures to ensure uniformed, effective and consistent internal and external communication Brand concept shall be presented a minimum of one (1) public meetings facilitated by the Consultant, at which all citizens and interested stakeholders will have an opportunity to share their viewpoints.

Based on feedback received, the Consultant shall develop a minimum of three (3) design schemes for a brand concept and logo, with two (2) rounds of revisions based on feedback received. Present the concept and logos for individual divisions, programs and special events in a progressive approval process:

Step 1) Present to the CSD Management team and the Marketing and Communications Division;

Step 2) Present at a work session of the Buckeye City Council; and  
Step 3) Present at a designated public meeting.

Following Steps 1 and 2, the Consultant shall incorporate feedback to result in one recommended concept and logos for presentation at Step 3 (designated public meeting). The Consultant shall provide final written presentation of brand concept and logo, and recommendation of specific elements to deliver brand message.

**FIFTH DELIVERABLE:**

Within thirty (30) days of City Council presentation of brand concept and logo, the Consultant shall provide to the City staff in written form a style guide for brand logo and usage. The Consultant shall provide the style guides in MS Word format for client markup and include, but not be limited to; permissible uses of logo and variations, size, spacing, color and typography; examples of incorrect usage; trademark registration, and templates for advertising (Eye on Buckeye, pamphlets, brochures, etc.). The City may request two (2) review rounds of the style guide, if needed. The Consultant shall provide the final guide to the City in Adobe PDF and MSWord format.

The guide shall include standards for the following, at a minimum:

- Logo
- Eye on Buckeye
- Program pamphlets
- Brochures
- Flyers
- Banners
- Social Media Posts
- Newsletters

**SIXTH DELIVERABLE:**

Within thirty (30) days of City Council presentation of brand concept and logo, the Consultant shall provide to the City staff in written form a report outlining short and long-term strategic recommendations for marketing, branding and advertising efforts to maximize the brand's value to the City. Recommendations should be delineated based on target audiences and shall take into consideration limited funding, with funding resources and recommendations outlined as relevant. Specific recommendations related to measurement of strategies and tracking of brand's effectiveness shall be included. Marketing and advertising recommendation report shall be provided to client in PDF and Word format.

**SEVENTH DELIVERABLE:**

Within in (30) thirty days of the end of the twelve (12) month campaign the Consultant shall provide an effectiveness evaluation report of the CSD marketing, branding and advertising efforts. The report shall include successful and unsuccessful strategies with recommendations for revising the Marketing, Branding and Advertising Plan for greater effectiveness. Inconsistencies or lack of adherence by the Department with established directions within the plan shall also be addressed.

Estimated Budget for this project is \$25,000.

**SECTION 3 - PRE-SUBMITTAL CONFERENCE**

The pre-proposal conference has been scheduled for **December 19, 2019, at 9:00 AM** at Buckeye City Hall, 2<sup>nd</sup> Floor Buckeye Conference Room, 530 East Monroe Avenue, Buckeye, AZ 85326. Attendance is encouraged but not required. The City of Buckeye will set up the conference telephonically and instructions will be posted on the website for off-site participation. (Off-site participants must email contact information and phone number to TVogel@buckeyeaz.gov be added to the sign-in sheet prior to the meeting.)

**SECTION 4 – SUBMITTAL REQUIREMENTS**

Firms interested in this RFQ should submit a Statement of Qualifications with **one (1) original, one (1) Copies and one (1) Flash Drive by 1:00 PM, local time, January 08, 2020.** (Three-ring binders are preferred.) In addition, submit a complete copy of the Qualifications on a **Flash Drive using a searchable “.pdf”** file format. Your submission must conform to the following: The original and all copies of the submittal will be appropriately labeled as such. Each set shall be organized using the tabs specified below. A Firm will be selected through a qualifications-based, forced ranking selection process based on the criteria set forth.

Statements of Qualifications must be received by the specified time. On the submittal package, please display: firm name, solicitation title, and solicitation #2019028. All submittals must be addressed to:

City of Buckeye  
530 East Monroe Avenue  
Buckeye, AZ 85326  
Attn: Tammy Vogel

All questions concerning this Request for Qualification (RFQ) submitted to: (Mail/Phone/Email)  
City of Buckeye

530 East Monroe Avenue  
Buckeye, AZ 85326  
Attn: Tammy Vogel  
623 349 6175  
[Tvogel@Buckeyeaz.gov](mailto:Tvogel@Buckeyeaz.gov)

Please be advised that failure to comply with the following criteria will result in disqualification:

- Receipt of submittal by the date and time specified.
- Receipt of submittal at the proper location.
- Receipt of a sealed submittal package.
- The number of originals and/or copies of the submittal specified.
- Adherence to maximum page requirements.
- Acknowledgement of all addenda.
- Supplemental resumes are not allowed.

Any Statement of Qualifications received at the wrong location, unsealed or after the time specified will not be accepted and shall be returned without being opened. It is the firm's responsibility to assure Statements of Qualifications are received at the above location on or before the specified time.

The SOQ shall include a one-page cover letter to address the SOQ criteria specified (including an organizational chart). Adherence to the maximum page criterion is critical. Each page side (maximum 8-1/2" x 11") with criteria information will be counted. Do not use 11" x 14" or 11" x 17" size sheets (e.g., foldouts) unless specifically authorized. Pages that have project photos, charts and/or graphs will be counted towards the required number of pages. Front and back covers, Table of Contents pages, and divider (tab) pages will not be counted unless they include qualifications information that could be considered by the selection panel. Font size may not be less than 10 point.

Resumes should provide information for key staff (no company profiles) and should not include sample pictures or general firm information. Any additional company information or non-key staff information included in the resume section will be counted against the maximum page requirement. Do not submit additional information not listed herein.

Consultant Team Arrangements are considered an arrangement in which either 1) two or more companies form a partnership or joint venture to act as a potential prime consultant; or 2) a potential prime consultant agrees with one or more other consultants to have them act as its sub consultants for this specific solicitation. The City will recognize the integrity and validity of the consultant's team arrangements; provided, the arrangements are identified and company relationships are fully disclosed in the proposal by providing a form of organizational structure

such as a Joint Venture Agreement or a Financial Agreement to sub consultant with the prime. The Consultant shall identify the major or critical aspects of the requirement to be performed by those identified in the Consultant Team Arrangement. The submission must contain a narrative that clearly explains the relevance to a particular factor of information concerning a company that is part of a Consultant Team Arrangement. Any narrative provided should be incorporated into the Consultant's proposal after the cover letter.

**SOQ Contents and Format: (Community Services- Marketing, Branding and Advertising Project)**

Submittal Cover Letter (one (1) page cover letter)

TAB A: Project Experience (two (2) page per project, maximum of five (5) projects)

TAB B: Past Performance Questionnaire (one form per projects identified in TAB A)

TAB C: Key Personnel Resumes (one page per resume, plus organizational chart)

TAB D: Project Understanding and Approach (25 pages)

**COVER LETTER**

Within the one-page cover letter, include your firm's full company name, address, phone number and the email address for your firms contact person for the RFQ.

**TAB A - Project Experience (Community Services-Marketing, Branding and Advertising Project)**

Identify at least three (3) but no more than five (5) projects where you were the primary consultant specific to Marketing, Branding and Advertising. Demonstrate the experience of your firm and/or proposed team, including all sub-consultants, on projects same/similar to that described in this solicitation for same/similar services. The projects submitted should also demonstrate that the consultant and/or the team have performed a same/similar type of services to be considered relevant in the last five years.

**TAB B - Past Performance Questionnaire**

For each project submitted in TAB A, complete a Past Performance Questionnaire. (Attachment 1.) The firm is directed to provide this form to the project owner or Point of Contract. Instruct the owner to complete the form and return the form with your submission.

**TAB C - Experience of Key Personnel**

For each key person identified, list their length of time with the firm and at least two comparable projects in which they have played a primary role. There are no limitations on the number of key positions the firms may provide. However, at a minimum, the firm must provide the primary consultant, and at least one (1) person from each sub-consultant identified. Each resume is limited to one (1) page.

Include an organizational chart (maximum 2 pages) at the end of this tab, chart may be submitted in 11”X17”. Provide an organizational chart that depicts the project team organization and lines of authority. Clearly indicate superior/subordinate reporting relationships; Provide names of each position and identification of firm or sub-consultant.

#### **TAB D – Project Understanding and Approach**

Describe the firm’s approach to performing the required Services in the Scope of Work described above. Describe the opportunities, goals, recommendations, priorities and constraints that would be necessary in developing the Community Services Marketing, Branding and Advertising plan for the City of Buckeye.

Provide a tentative Project Work Plan/schedule showing key project milestones and deliverables. **(Identified in Section 2)** The schedule shall demonstrate firm’s ability to meet the designated milestones.

### **SECTION 5 - SELECTION PROCESS**

This Request for Qualifications (RFQ) is being conducted pursuant to A.R.S. § 34-603. The process is to review and evaluate the qualifications using a forced ranking system. No individual points will be assigned to the criteria above. The qualifications submitted in response to this RFQ will be ranked in descending order. A Selection Panel will evaluate each SOQ according to the criteria set forth in Section 4 above. The City will select a firm(s) based on the SOQ’s received; formal interviews may or may not be conducted. The City may conduct a due diligence review on the firm(s) receiving the highest ranking in the evaluation.

A “Selection Committee” will be comprised of City employees and outside companies and/or Consultants. The selection committee will review, evaluate, and rank the RFQ responses in accordance with the evaluation criteria established above.

The City may then decide if necessary to conduct interviews of firms to make final selections.

The City will award a Professional Services Consulting Contract to the highest-ranked firm, after a successfully negotiated fee schedule has been made.

### **SECTION 6 - GENERAL INFORMATION**

**City Rights.** The City of Buckeye reserves the right to reject any or all Statements of Qualifications, to waive any informality or irregularity in any Statement of Qualifications received, and to be the sole judge of the merits of the respective Statements of Qualifications received.

**Acceptance of Evaluation Methodology.** By submitting Qualifications in response to this SOQ, respondent acknowledges and accepts the evaluation process, the established criteria and

associated point values, and that determination of the “most qualified” firm(s) will require subjective judgments by the City.

**Release of Project Information.** The City shall provide the release of all public information concerning this project, including selection announcements and contract award. Those desiring to release information to the public must receive prior written approval from the City.

**Contact with City Employees.** All firms interested in this project (including the firm’s employees, representatives, agents, lobbyists, attorneys, and subcontractors) will refrain, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process, including the evaluation panel, the City Manager, Department Heads and other City staff. This policy is intended to create a level playing field for all potential firms, assure that contract decisions are made in public and to protect the integrity of the selection process. All contact on this selection process should be addressed to the authorized representative identified in Section 4 above.

**Data Confidentiality.** Except as specifically provided in the Contract, the Contractor or its subcontractors shall not divulge data to any third party without prior written consent of the City.

**Legal Worker Requirements.** The City of Buckeye is prohibited by A.R.S. § 41-4401 from awarding a contract to any contractor who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). The contractor and each subcontractor shall comply with all federal immigration laws and regulations related to their employees and compliance with the stated law. The City of Buckeye retains the legal right to inspect the papers of any contractor or subcontractor employee who is awarded a contract to ensure that the firm or subcontractor is complying with the law.

**Lawful Presence Requirement.** Pursuant to A.R.S. §§ 1-501 and 1-502, the City of Buckeye is prohibited from awarding a contract to any natural person who cannot establish that such person is lawfully present in the United States. To establish lawful presence, a person must produce qualifying identification and sign a City-provided affidavit affirming that the identification provided is genuine. This requirement will be imposed at the time of contract award. This requirement does not apply to business organizations such as corporations, partnerships or limited liability companies.

**Protest Procedures.** Firms wishing to respond to disqualification or a procurement outcome may refer to The Procurement Code of the City of Buckeye, Section 24-3-16 that governs protest procedures utilized throughout the selection process.

**Suspension/Debarment.** By submitting a proposal in response to this solicitation, the respondent is certifying that it is neither debarred nor suspended nor under consideration for suspension or

debarment by any federal, state or local government or agency. If a respondent is not able to certify, the respondent must submit a letter that identifies the agency involved and a contact person who can explain and submit in writing why respondent is suspended or debarred or being considered for suspension or debarment.

**Questions.** All questions pertaining to this selection process, contract issues, or Scope of Work must be directed to Tammy Vogel, Purchasing Supervisor, Construction and Contracting Division at [TVogel@buckeyeaz.gov](mailto:TVogel@buckeyeaz.gov). All questions must be received, in writing (including email), no later than seven (7) days in advance of the SOQ due date. Responses to questions that materially change the scope or intent of this RFQ will be issued via Amendment on the City of Buckeye website. The City will not notify Respondents of posting of Amendments. Therefore, it is the Respondents' sole responsibility to check the website periodically for all issued Amendments. Failure to include acknowledgement of all Amendments may be cause for rejection of the proposal.

**ATTACHMENT 1  
TO  
RFQ NO. 2019028  
COMMUNITY SERVICES MARKETING, BRANDING AND ADVERTISING PLAN**

**PAST PERFORMANCE QUESTIONNAIRE**

(See Separate Attachment)