

CLARIFYING Response #1

TDPUD Marketing/Graphic Design Consultant RFP 2027

10/26/26

This Clarifying Response NO. 1 consists of 5 pages (5 - 8.5" x 11"). It is the responsibility of the proposer to assure and guarantee that the proposer has received the response in its entirety, and that they accept all conditions contained herein.

Question #1: Could you clarify whether the RFP permits an offer limited to small, separately priced document or PowerPoint formatting assignments using District-approved text and brand assets, or whether the complete annual marketing/design scope is required? If a limited scope is permitted, would the references and insurance requirements in the published packet apply unchanged?

Answer #1: A limited scope proposal would not serve the needs of the District. The consultant will handle graphic design services for all of the District's marketing materials.

Question #2: Would AI-assisted layout planning and file-generation code, followed by rendered-output checks, be permitted for that limited work using only approved, non-sensitive materials?

Answer #2: It is the District's preference that its graphic design consultant not use generative AI or AI assistance in its creation of the District's marketing materials. Any proposal that intends to use generative AI or AI assistance should state so clearly.

Question #3: Section 4.1 describes the required services in general terms. Could the District provide a more specific scope of work for 2027 — e.g., anticipated types and quantities of deliverables, or planned campaigns or programs — so proposers can calibrate the time-and-materials cost proposal against the \$50,000 budget?

Answer #3: The District's graphic design needs include monthly print and digital ad creation, campaign collateral—such as one sheets, brochures, and digital infographics—for 2-5 campaigns per year, social media and digital sign graphic creation, swag design, and special projects as needed. 2027 will be the District's 100-year anniversary, so we anticipate having heightened graphic design needs for that project.

Question #4: Do you require copywriting as well as graphic design services?

Answer #4: The District does not require copywriting as part of this contract. The consultant will usually be provided with copy, and in the past they have been welcome to make suggested edits to that copy.

Question #5: Will the District provide existing brand guidelines and past campaign materials to the selected consultant?

Answer #5: Yes, the District will provide brand guidelines to the selected consultant, as well as past campaign materials when necessary.

Question #6: What does a typical month of work look like? Are there any major campaigns or projects planned for 2027?

Answer #6: The District's graphic design needs include monthly print and digital ad creation, campaign collateral—such as one sheets, brochures, and digital infographics—for 2-5 campaigns per year, social media and digital sign graphic creation, swag design, and special projects as needed. 2027 will be the District's 100-year anniversary, so we anticipate having heightened graphic design needs for that project.

Question #7: Will your team provide copy and images, or should I include content creation, translation, and accessible-document preparation in my scope?

Answer #7: The District will usually provide copy and images, but we do sometimes require additional stock imagery, icons or illustrations that become the responsibility of the consultant to provide. The District often handles translation services, but would be open to seeing what that service would look like as part of a proposal, if a consultant would like to offer it. It is not a requirement of the RFP though.

Question #8: Does the \$50,000 budget also cover printing, ad placement, and other outside costs?

Answer #8: No, the up to \$50,000 budget does not cover printing or ad placement. This proposal is for the consultant's time and material plus any additional approved expenses. It would include any additional services rendered through the consultant, such as stock imagery purchase or QR code creation.

Question #9: What turnaround times do you typically need? Should I plan for regular on-site meetings or after-hours requests?

Answer #9: Turnaround times are usually a few days, though often things come up last minute and we might ask for a quick turnaround if space is available on your calendar. The consultant will not be required to attend on-site meetings, and we historically have not made after-hours requests of this consultant.

Question #10: The RFP asks for hourly pricing, while the sample agreement mentions fixed fees and phases. Should I base my proposal on actual hours worked and approved expenses, billed monthly?

Answer #10: Prospective consultants should submit a time and materials proposal, based on hours worked and additional approved expenses.

Question #11: What documentation would you need to verify eligibility for the local preference?

Answer #11: The consultant's business address would need to be located in TDPUD service territory to receive the local preference.

Question #12: For the cost proposal, are you looking solely for an hourly rate per employee, estimated costs for common deliverables, or a combination of both?

Answer #12: Prospective consultants should submit a time and materials proposal, based on hours worked and additional approved expenses. However, including estimated costs of common deliverables in the proposal would help the District determine what the monthly cost for the consultant's work would be.

Question #13: Beyond the graphic design services outlined in the RFP, does the District anticipate the selected consultant providing broader marketing strategy, campaign planning, public relations, or community outreach support?

Answer #13: No, the graphic design consultant has not historically been involved in broader marketing strategy, campaign planning, public relations or community outreach. For larger campaigns, we will sometimes have our graphic designer work directly with our contracted marketing agency, and they have been able to contribute ideas for how best to incorporate the intended campaign into designed collateral and marketing materials.

Question #14: Has the District previously worked with an external marketing or graphic design consultant, and are there existing campaigns or materials that the selected consultant will be expected to build upon?

Answer #14: Yes, and yes.

Question #15: Does the \$50,000 annual budget include any advertising placements (media buys), printing, and other third-party production costs, or is this budget intended exclusively for the consultant's services?

Question #15: The up to \$50,000 budget does not cover printing or ad placement. This proposal is for the consultant's time and material plus any additional approved expenses. It would include any additional services rendered through the consultant, such as stock imagery purchase or QR code creation.

Question #16: Could the District elaborate on how it envisions a consultant's regional network of contacts contributing to the marketing and graphic design services outlined in the scope of work?

Answer #16: As a Special District and public agency in a specialized and technical industry, the District would like to know if the consultant has experience working with

similar entities or communities. Additionally, as an agency serving a hyper-local population with targeted media, the District would like to know if the consultant has experience working in our region and understands the media landscape, population, and local agency framework.

Question #17: After reviewing the RFP, we'd like clarification on Section 4.1, Required Services. Bullet point four states, "Coordinate with the District's staff on the timing and placement of ads and marketing materials." Will our agency provide guidance on ad placements, or will we manage ad placement? Does the media buy come from a separate budget, or is it included in the \$50,000 marketing/graphic design budget stated in the RFP?

Answer #17: Historically, the District's graphic design consultant has managed the relationship with local media advertising staff, as far as tracking deadlines and sending the District's submissions on its behalf. The consultant is not required to provide guidance on ad placement, and media buys come from a separate budget. This proposal is for the consultant's time and material plus any additional approved expenses. It would include any additional services rendered through the consultant, such as stock imagery purchase or QR code creation.

Question #18: Are there specific marketing and communications services you're prioritizing? For example, strategic planning, social media management, content development, graphic design, digital advertising, public relations, or campaign development?

Answer #18: The District prioritizes graphic design services for this contract. We do not need this consultant to take part in campaign planning, public relations, strategic planning, social media management or advertising buys. If desired, a consultant could include content development in its proposal, as it relates to graphic design, but it is not a requirement.

Question #19: Are there specific projects, campaigns, or initiatives you already have in mind for the selected partner?

Answer #19: The District's graphic design needs include monthly print and digital ad creation, campaign collateral—such as one sheets, brochures, and digital infographics—for 2-5 campaigns per year, social media and digital sign graphic creation, swag design, and special projects as needed. 2027 will be the District's 100-year anniversary, so we anticipate having heightened graphic design needs for that project.

Question #20: Does the consultant manage direct ad placement and media buying (such as reserving space in local print newspapers or managing paid digital ad spend), or does the consultant supply ready-made files to your internal team to execute placement?

Answer #20: Historically, the District's graphic design consultant has managed the relationship with local media advertising staff, as far as tracking deadlines and sending the District's submissions on its behalf. The consultant is not required to provide guidance on ad placement or manage District ad contracts or budgets.

Question #21: The schedule and public notice list the October 20 question cutoff as 5 p.m., while section 3.2 lists 3 p.m. Which applies, and what timezone applies to questions and the October 29 proposal deadline?

Answer #21: The Proposals are due by 3:00PM (Pacific Standard Time) on Thursday, October 29, 2026. The Deadline for questions and clarifications was 5:00 (PST) on Tuesday, October 20, 2026.

Question #22: May an Idaho-based consultant perform all services remotely, including any Board presentation? If travel or on-site attendance is required, what should proposers allow for?

Answer #22: A consultant may perform all services remotely, including any Board presentations. Travel and on-site attendance is not anticipated and would be covered by the District if agreed upon.

Question #23: For a newer firm, may references describe work performed by the proposed principal or team before the LLC was established, with that distinction clearly disclosed? Is there a minimum number of references or minimum years in business?

Answer #23: An RFP for a newer firm can describe past work performed by members of the current team while at another company, as long as it is clearly disclosed and it is made clear what part of the project the person worked on.

Question #24: For a single-member firm providing remote design services with no employees, which insurance coverages are required, and must evidence be included with the proposal or only before work starts?

Answer #24: Prior to commencing any work, the Consultant will provide the District with a certificate of Insurance. As a sole professional consultant with no employees, Workers' Compensation, is not applicable at this time. However, should the Consultant hire one or more employees in the future, Workers' Compensation coverage will be obtained and provided to the District as required.