



ADDENDUM NUMBER ONE

March 27, 2023

**IFB#23-904-21
REBRANDING STRATEGY FOR HANO**

THIS ADDENDUM IS BEING ISSUED TO INCORPORATE THE FOLLOWING IN THE REFERENCED REQUEST FOR QUOTES.

Question: Will we (HANO) supply a list of people that need to be surveyed?

Answer: We will organize that for you, after looking at the regulation as it relates to residents. We have a constant contact email list where we can send out to residents.

Question: In relation to new look/design, how much do you want to see in the proposal?

Answer: We want to see the identification of similar work that you have done for other clients. We may do a stage 2 evaluation where you can do a presentation.

Question: Will we (HANO) supply the questions to ask for stakeholders?

Answer: We will have an opinion, but we are looking to you for your guidance and expertise in how to conduct focused group surveys.

Question: What lead to the opinion that the current brand doesn't reflect the direction HANO is trying to Go?

Answer: The current brand has been with the agency for a long time. If we are looking at renaming the agency then a new logo and design would be an obvious fallout of that. With fresh leadership and new ideas, we would like to follow newer models and seek out a new look and name.

Question: How would you describe your ideal relationship with a partner in this type of capacity?

Answer: One of the most important things to keep in mind is to get feedback from our stakeholders and utilize that feedback to give an informed proposal based on the various voices within that feedback.

Question: How might the ideal partner be able to help collaboratively shape the way presentation and review processes go?

Answer: Manage us. Give us a timeline and make us stick to it.

Question: Do you see the schedule expanding to allow for any other layers of feedback or stakeholders that do need to offer input into a new name and what the new brand would be?

Answer: We are already prepared for it possibly not to be Q3 but definitely this year. We were precise in naming all the shareholders in the RFP. Unless there are others that are identified and need to be added, the scope has everyone that has been identified.

Question: Are there any preferences for the proposal format itself in terms of letterhead, portrait, or landscape?

Answer: No. Not beyond the specifications within the RFP.

Question: Are remote teams ok or are you looking for teams that are physically present in New Orleans throughout the project?

Answer: We are agnostic on that. Submit your application please and we will consider it.

Proposals must be received by the Housing Authority of New Orleans (HANO) in the Office of Procurement and Contracts by 2:00 p.m., local time on Thursday, April 6, 2023. All terms and conditions shall remain as stated in the original Request for Quotes. **All addenda must be acknowledged.**

END OF ADDENDUM NUMBER ONE