

**STATE OF OREGON
OREGON HOUSING AND COMMUNITY SERVICES**

**Request for Proposal (RFP) #1566
Branding, Website Development, and Marketing**

**Optional Pre-Proposal Conference Call
June 18, 2012
10:00 AM PST**

Questions and Answers Summary

Overview

Ben Pray, the Public Affairs Manager for Oregon Housing and Community Services (OHCS), provided an introduction and background as to the purpose of this RFP in conjunction with Senate Bill 1552. Senate Bill 1552 becomes law on July 11, 2012. OHCS is under very tight timelines for implementation of this initiative.

The intent of the Branding and Identity Package is to address the need for consistent branding for messaging across Oregon to help elevate fraudulent scams targeted towards homeowners potentially in foreclosure. High importance is emphasized on the branding, logo, and URL name.

The Website will be for Oregonians and homeowners. OHCS envision's it:

- Providing information to homeowners in a clear and simple format as to what services are available;
- Providing for links to other resources, partners, and agencies; and
- As a central resource (hub).

OHCS intends to start off with a base website and build it from there as needed which may include incorporating online services.

The Marketing Services are not the primary focus of this RFP but may be needed as OHCS moves along in implementation.

Questions/OHCS Answers/OHCS Commentary

1. Q: The RFP refers to 'other applications'. What are these?
A: OHCS does not foresee any other applications at this time, however, OHCS may implement these later down the road.
2. Q: There is no budget identified.
A: The RFP is based on hourly rate. The legislative awarded budget for Outreach for implementation of Senate Bill 1552 is public record and available online.

3. OHCS will gather, develop, and provide all content to give to the contractor.
4. OHCS does not want to recreate any other websites or information, simply re-direct homeowners to them.
5. OHCS is not locked into state architecture. As an example, the Oregon Homeownership Stabilization Initiative's website is very simple, clean and efficient.
6. Q: Will you need a mobile platform for the website?
A: OHCS may need a mobile platform although it is not a requirement at this time. This will depend on several factors including cost and budget.
7. Q: Are you giving local, minority, women-owned, or emerging small business preference?
A: No preference will be given for these in the evaluation of the proposals. OHCS only requires that any subcontractors be identified.
8. Q: How many users do we anticipate using CMS?
A: OHCS foresees having three to four users.
9. Q: Do you prefer open source or enterprise?
A: Either. OHCS has no preference at this time.
10. Website Development includes implementation, not just recommendations.
11. Translation Services will be an essential component of web content and materials. OHCS envisions at minimum Spanish translation needs, but may require other language translations.
12. OHCS may be working with 211Info to provide translation services for homeowners and as well as to help walk them through this new website.
13. Video Production may include such things as webinars and presentations.
14. Bulk email assistance is not a requirement at this time. If Proposer feels it is a service that will benefit OHCS, Proposer may provide additional information regarding these kinds of tools and services.
15. Proposers will need to submit a proposal for each service they are proposing on. The 10 page double-sided page maximum will apply to each.