



# Paradise Irrigation District

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## PID Rebranding and Publication Guide Services

### RFQ Addendum 1

- **What inspired your decision to rebrand, and how does it relate to the future of Paradise as it continues its rebuilding efforts after the Camp Fire?**

The rebrand was inspired by the transformation of Paradise and the renewal of community identity following the Camp Fire. As Paradise rebuilds, the Paradise Irrigation District (PID) is also undergoing a revitalization, and we want our brand to reflect a modern, resilient, community-focused utility that residents can trust and feel proud of.

- **Have you surveyed constituents to learn what they need or expect from the District? If so, what were your key findings?**

While we have not conducted a formal survey specific to branding, we regularly engage with our ratepayers through public meetings, community events, and direct feedback. Key themes include transparency, reliability, accessibility of information, and a strong sense of local pride.

- **Do you anticipate scheduling interviews with RFQ respondents? If so, when might those be held?**

Yes, we anticipate holding interviews with shortlisted respondents. Interviews would likely be scheduled within two weeks following the proposal deadline.

- **Is there a preference of local vendors vs. non-local vendors? Do you weigh local vendors more than non-local vendors?**

We value local knowledge and connection to the community, so proximity may be considered in evaluations. However, we are open to all qualified vendors and will select based on overall fit, experience, and vision alignment rather than geographic location alone.

- **Does the District have an incumbent provider for any areas in the requested scope of work?**

No, the District does not have an incumbent provider for branding or publication services. This is a new initiative aligned with our broader rebuilding and modernization goals.

- **Does the District have a total budget for this engagement?**

We have a working budget range in mind but are open to reviewing proposals that

demonstrate clear value. Final budgeting will depend on the scope and phasing proposed by the selected vendor.

- **Would the District prefer in-person discovery and strategy sessions (which will have associated travel costs), or remote/virtual?**

We are open to both options. While remote sessions are feasible, we recognize the value of in-person interaction for key milestones and would consider a hybrid approach where appropriate.

- **Do you have a particular number of discovery/strategy sessions you'd like consultants to include in their proposals?**

We expect at least 2–3 discovery and strategy sessions, but we welcome recommendations from consultants on what they believe is appropriate to meet our goals.

- **Will the District need templates in Spanish or another language besides English?**

Currently, we anticipate needing materials only in English, but we are open to templates in Spanish if recommended for accessibility or equity.

- **Have you identified any key areas staff will need training (as related to this rebranding effort)?**

Yes, staff will need guidance on consistent brand usage, tone of communication, and how to apply the brand across digital and print platforms.

- **Would you prefer a Publication Guide that is separate from the Brand Style Guide, or are you comfortable integrating the two for one comprehensive document?**

We are comfortable integrating both into one comprehensive document, as long as it remains user-friendly and clearly structured.

- **Are you looking for a full Social Media Policy to be included in the Publication Guide, or just simple guidelines?**

Simple, clear social media guidelines that reflect our brand voice and engagement goals will suffice for this scope. A full policy may be developed later internally.