

Castaic Lake Water Agency

Social Marketing and Branding Evaluation RFP

Questions & Answers

What is the timeline for this contract?

We anticipate a baseline survey of public opinion regarding water conservation (see Attachment B of the RFP) in March or April and the follow-up survey in October after the summer's campaign.

Is there an incumbent?

No, there is no incumbent.

Is the survey at the end a sample?

These are questions that have been used in the past, which have been modified slightly for the current campaign. Please see Attachment B. We are open to suggestions on the questions.

Are you open to methods other than a phone survey for evaluating the campaign?

Yes.

Do you need to receive the response to the RFP in writing?

Yes.

Can you give more details on the campaign?

The campaign is called, "What's Your H2O Solution?"

There are two phases of the campaign. In the first phase of the campaign, over March and April, the consultant will solicit suggestions from the public in terms of best ideas for water conservation. These ideas will be solicited in person and via social media with a grand prize of a landscape makeover.

In the second phase of the campaign, over the summer months, the best ideas will be used in a campaign throughout the Santa Clarita Valley. This is the phase that we would like to see evaluated with a baseline measurement of public opinion taken in March and April and a measurement taken in October following the campaign.