

**Chicago Metropolitan Agency for Planning (CMAP)  
REQUEST FOR QUALIFICATIONS (RFQ) No. 005  
FOR PUBLIC RELATIONS ASSISTANCE**

**ADDEMDUM 1  
November 8, 2007**

The following questions have been asked regarding RFQ 005. The answers are provided to all interested parties.

1. *There is a survey posted on the website. Is the RFQ referring to a different survey? What involvement are you expecting from the consultant?*

This is for the development of a new survey that is more understandable to the general public. It should be short (no more than 10 questions) and easy to understand.

2. *The RFQ identifies “branding” as part of the scope. What is meant by “branding”? Is it to write statements for the plan? Is it development of logo?*

Branding will involve, at a minimum, developing a logo and name for the plan. The writing of the actual document will probably not be included, though the preparation of materials concerning the plan will be.

3. *The RFQ does not identify that the consultant is to develop the media strategy and launch plans for the 1/8 event. Is that something that should be addressed?*

No, this is being done separately by the Burnham Centennial partners. The CMAP consultant will contribute to the media strategy developed by the public relations firm, who is contracted through the Burnham Centennial group.

4. *The website has a time table of some activities for the vision development. It appears it was developed in August. Are the activities on schedule?*

The schedule is being extended somewhat to allow more public input. The website will be updated to reflect this change. The activities that have occurred to date are on schedule; future activities will be pushed two months.

5. *On page 3 of the RFQ under criteria it identifies an understanding of CMAP’s needs for the 2040 Comprehensive Regional Plan. What is meant by this?*

We would like for the consultants to be aware that we are developing a Regional Comprehensive Plan and have an understanding of the scope of this undertaking.