

QUESTIONS & RESPONSES #01

CONTRACT NUMBER: 032026-1024

RFP/RFQ TITLE: NWSA Rebrand Initiative

CONTACT: Shawn Seaks, Procurement analyst

EMAIL: procurement@portoftacoma.com

PHONE NUMBER: 253-888-4744

QUESTIONS DUE DATE: 4/8/2026 @ 2:00 PM (PDT)

Q&A ISSUE DATE: 3/30/2026

#	Question	Answer	Question #
1	Can NWSA please clarify any legal, governance, or stakeholder constraints related to the renaming process, including approval requirements and any statutory limitations?	<p>* All of our governance documents have the current name in them – these documents will need to be revised to update any new name. Those revisions will require a vote of our Managing Members, and that group meets as a board once per month.</p> <p>* Additionally, our name and marks are protected, so any revision thereto will require re-filing and approximately 90 days' lead time.</p> <p>*And, I am seeing RCW 53.04.110 on "port district" name changes which requires a vote of the electorate to change the name of a port district. However, we are a "port development authority" under RCW 53.57, and though this has not been legally tested, I think there's a good argument that RCW 53.04.110 does not apply to NWSA. Before we say this to a proposer, though I think we need to run this to the ground.</p>	3777
2	Can you help us understand the decision-making structure for key project milestones (e.g., name selection, brand direction), including the role of Managing Members and internal leadership, and the anticipated level of stakeholder involvement in approvals?	We are still working through some of this. We do expect that name selection and perhaps several other elements will need to be approved the Managing Members level. Throughout the rest of 2026, we will keep the "Co-chairs" closely informed on progression of the initiative and seek their input as needed. Beyond that, we look forward to seeing vendors' ideas in how to structure stakeholder involvement as we have a broad array of audiences and we want to ensure they continue to feel involved with our organization. Some of this will depend on the approach vendors will be proposing.	3777
3	For "implementation support," should our proposal focus on strategic planning and toolkits, or is execution support (e.g., production and rollout management) expected within scope?	We would recommend focusing on strategic planning and toolkits, but execution support might be requested. Some it depends on timing and scale of rollout.	3777
4	For the Silver and Gold options, does NWSA expect differences primarily in level of effort and depth, or in scope elements (e.g., research breadth, engagement scale, implementation support)?	It could be either. We are interested to see how proposing vendors approach this difference both from a level of effort and scope elements.	3777
5	Can NWSA provide guidance on the anticipated scale and composition of stakeholder engagement (internal teams, external partners, community stakeholders) to inform planning assumptions?	Our audiences range from the global scale (international cargo market) down to local fenceline communities -- and everything in between. We are seeking a vendor that understands/can quickly acquaint themselves with the complicated nature of the port/cargo world. Of course, we won't be able to engage all of our stakeholders directly, but we are seeking an approach that will appropriately touch as many different audiences as we can.	3777
6	Will any existing research/data or prior brand work be made available, or should proposals include in-depth discovery, and research?	We will make all of our previous research available, much of which comes from the daily experience of our business development team. Some new research may be required.	3777

7	Are there key milestones tied to board approvals or public communications that we should be thinking about incorporating into the project schedule?	There will be approvals needed at the board level, but the timing isn't clear yet. We would ideally like to rollout our new name by the end of 2026, but we aren't sure if that will be feasible.	3777
8	Budget Range – The RFP requests both “Silver” (\$100K–\$250K) and “Gold” options. Should vendors assume the Silver option is the likely budget ceiling, or is there flexibility beyond \$250K if justified?	Silver is likely the budget ceiling, but there might be flexibility depending on what is proposed.	3775
9	Naming Exploration – Will NWSA provide initial naming directions (e.g., geographic emphasis), or should vendors propose independently?	While we do believe the geographic emphasis is important based on our experience, we are open to other approaches. Short answer -- it depends on what vendors are bringing. We have 10 years with our current name and understand the drawbacks, but we do seek outside perspective.	3775
10	Stakeholder Engagement – Should vendors plan for in person workshops in Seattle/Tacoma, or will virtual facilitation be acceptable?	Some in-person workshops may be required given some of our audiences (eg trucking community), but virtual facilitation will be okay in most cases. With respect to internal staff and leadership engagement (up to commissioner level), we will recommend some in-person approaches.	3775
11	Implementation Support – For the launch strategy, does NWSA expect vendors to manage external media buys and PR, or only provide strategy and creative assets?	It will depend on where the full scope lands. Most likely it will be to only provide strategy and creative assets, but we might want the option at a later date (depending on timing for launch and other details).	3775
12	Evaluation Priorities – Beyond the point allocations, does innovation (e.g., AI driven brand testing, multicultural adaptation) carry additional weight in final scoring?	innovation would be considered more in the oral presentation portion of the solicitation	3775
13	Contract Terms – The RFP notes mandatory acceptance of NWSA's Personal Services Agreement. Are minor clarifications (e.g., insurance language) permitted during negotiations?	yes, minor adjustments could be approved pending legal review	3775