

1. Could you provide existing brand guidelines or policies that must be adhered to? **We do not have brand guidelines or policies.**
2. Are there resources or partnerships the Program can leverage to supplement the marketing efforts (e.g., venues)? **Likely yes. This would be an area of exploration during the project.**
3. Could you elaborate on the target audience demographics and geographics, especially beyond water users and conservation entities? Could you share examples of recent outreach to any these audiences that you feel was successful? **Target demographic is general public in the basin (three states).**
4. Are there specific known challenges that the consultant should address in the proposal? **None.**
5. What are the most critical metrics for measuring success beyond those already provided? **We would ask the contractor to help us identify during the project.**