REQUEST FOR PROPOSALS

Brand Development & Marketing Strategy Services

Proposals must be received no later than:
Wednesday, June 15, 2016 at 5:00 PM
Attention: Andrew Ho, Community and Economic Development Director

REQUEST FOR PROPOSALS

BRAND DEVELOPMENT & MARKETING STRATEGY SERVICE

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NOTICE OF RFP

The City of La Habra, pursuant to its Economic Development Strategic Plan (EDSP) outline, is seeking consultancy services to develop a comprehensive brand identity and marketing strategy aligned with the goals set forth in the EDSP. Respondents will absorb all costs incurred in the preparation and presentation of their proposal.

OBJECTIVE

The City of La Habra is seeking brand marketing consulting services to develop a distinctive brand identity that will define the City of La Habra to prospective businesses, residents and visitors. The brand identity will emerge through a process that identifies La Habra's existing mix of business, cultural, infrastructural, economic and social assets and leverages these to craft a unique, compelling message for target audiences.

Other critical deliverables include a comprehensive visual system and catalog of graphic assets to accompany the brand identity in order to graphically convey the brand message and to unify the City's collateral design language.

The final piece of the branding and marketing project is the development of an integrated marketing communications plan that includes overarching brand awareness efforts as well as guidance (but not execution) for targeted campaigns for select groups, i.e., prospective economic development targets, visitors, residents, etc.

DUE DATES

The response to this RFP must be received in a CD or USB Drive, along with six hard copies, no later than 5:00 PM on Wednesday, June 15, 2016. Proposals should be submitted in a sealed envelope to 201 E. La Habra Blvd, La Habra, CA 90631, Andrew Ho, Community and Economic Development Director.

BACKGROUND

The City of La Habra is strategically located in one of 34 incorporated cities within Orange County, California. La Habra provides proximity and access to cultural, financial and recreational opportunities. Known for its sense of community and tremendous growth in residential, commercial and office properties, La Habra brings balance to planned development and leverages both Los Angeles and Orange County markets. The City has been successful with the substantial revitalization and repositioning of the La Habra Marketplace, Westridge Shopping Center, and Imperial Promenade.

La Habra has a long history as a center of commerce and trade. Home to a wide range of industries, La Habra has many key advantages. Our central location has allowed the community to be a key site for life science, logistics, advanced manufacturing and retail uses. In recent years, the city has embarked upon a variety of civic improvement projects to facilitate increased commercial activity, reinvigoration of the downtown and civic pride.

PROJECT IMPETUS

The goal of the marketing and branding program should promote La Habra's central location, prime business sites, great climate and excellent transportation, Community service programs, develop a measurable way to quantify in a business model the City of La Habra's unique community activities and civic engagement activities, water and public safety services; as well as other strengths that distinguish La Habra from other municipalities such as the international community, civic participation and rich history.

CHALLENGES

Even as the city has advanced a wide range of economic development and infrastructural initiatives, it has been hindered by the lack of guidance and forward-looking civic identity that highlight the nature of a caring community, but in a manner that is attractive to the business community that mean profitability and the absence of a clear communication strategy to leverage its various assets. In addition to developing the constituent elements of the brand strategy, the chosen vendor will be asked to make recommendations regarding the effective deployment of new creative assets across multiple media channels as part of an integrated marketing and communications program. Proposals should demonstrate an interface with both new and old media, as well as non-traditional forms of outreach.

RESOURCES

- City of La Habra primary website: www.lahabraca.gov
- City of La Habra – Demographics: http://www.animateddemographics.com/lahabra
- City of La Habra – Community Development Page: http://ca-lahabra.civicplus.com/204/Community-Development
- City of La Habra – Community Services Department: http://lahabracity.com/321/Community-Services-Department
- La Habra Chamber of Commerce: http://lahabrachamber.com/
- City of La Habra – Planning Division Webpage: http://www.lahabraca.gov/229/Planning-Division
- General Plan 2035: http://www.lahabraca.gov/320/General-Plan-2035
- Economic Strategic Plan Outline

SCOPE & REQUIREMENTS

PROJECT SCOPE

The branding and marketing initiative is anticipated to include several primary steps. After meeting with select groups of City staff, elected officials and community stakeholders, the consultant should be able to showcase La Habra's strengths and address the following questions:

- Who are we? What is La Habra's unique selling proposition vis-à-vis its competition?
- What are our primary strengths and weaknesses? (How do we mitigate weaknesses or frame them as strengths?)
- What do we stand for and how do we communicate this through events and activities?
- How do we increase La Habra's visibility?
- How do La Habra's unique community values translate into an effective marketing campaign?

Drawing from the answers to these questions, the branding and marketing consultant will be asked to develop the core elements of a brand platform, including a comprehensive visual system for collateral and communications channels, a succinct brand and style guide, core messages and a catalog of approved creative assets to promote the brand.

An equally important part of the contract will be the creation of an integrated marketing and communications (IMC) program that will allow City staff to execute the brand strategy. This program should consist of an overarching brand awareness campaign for the City and a parallel or overlapping economic development campaign focused more specifically on business retention and attraction.

Phase 1: Brand Review and Brand Platform Development

The City is looking to clarify who we are, who we want to be and where we want to go and then develop a brand, a message and framework for delivering our brand story over time.

- Outline the overall process you envision for this project, and how you will manage the project and develop each deliverable. The City would like to understand your firm's approach to branding, how you would manage each step and how you would produce the most impactful results.
- Deliverables - Describe the outputs you will provide for each part of the project. The City would like to understand what you see as being included in each deliverable with as much detail (and examples) as necessary.
- Resources - Explain for each step who you would expect to be involved in the work (strategy, management and execution), and specifically whether you will use in-house or outside resources. Parts of this project are quite specialized and we'd like to understand if you would bring in additional expertise on any of the tasks.
- Describe how you would measure the success of this rebrand project. What criteria (quantitative and/or qualitative) should we use to evaluate that we have established and are building a strong brand?
- Outline your anticipated schedule for the project, ideally broken down by each major step of the process. Suggestions for how to keep the project on track and be most efficient are welcome.

A. Positioning Process

Use the information from the Assessment above to craft a brand platform for the City. Help us articulate the City's promise – confirming what we stand for, our unique value proposition and how we carve out a unique and differentiated place in our target audience's mind. The new La Habra brand platform will be a road map for all communications and a filter for other activities.
We expect our brand to permeate everything we do, both internally and externally. Building on the HBS Community Partners Team's findings and recommendations as needed, key deliverables include:

- Identifying core audience(s)
- Articulation of the main issue we solve for our audiences
- Articulation of our positioning
- Articulation of our brand persona
- Brand Essence: the 1 to 3 words that form the soul of what the La Habra brand story should be

B. Tag Line Development and Messaging Guidelines

The City is currently known as the "Caring Community" City and the logo is the City seal.
The City is evaluating options to revitalize and re-energize its brand with a new logo and tagline. The key deliverables include:

- Logo and tag line development
- Process and timeline for community feedback/reactions to ideas and validation
- Once logo and tagline(s) have been chosen, include development of a full identity system including, but not limited to, graphic elements, brand architecture, verbal branding (tone of voice), logo type, fonts, color palette, icon system, imagery, co-branding, website branding, templates for presentations, business cards, letterhead, envelopes, brochures, interior and exterior signage, advertising, email signature, uniforms, and vehicle placards.
- Messaging guidelines:
    - Written - The brand platform should include guidelines and examples on how to talk about the City and the services in marketing the City. These could be shared with all employees, especially those who write about the City or our services, as well as external writers, agencies and partners who create content on our behalf
    - Visual Collateral – Guidelines should include guidance for brochures and thought leadership
    - Digital – Guidelines should include high level guidance for website, email marketing and social media
    - Communications – Guidelines should include guidance for a PowerPoint template, City stationary, and office signage
- Internal activation. Provide suggestions and recommendations for introducing and embedding a new brand with employees.

Phase 2: Branding and Marketing Execution and Communication Plan On-going Marketing and Advertising Services

If selected, the City and the selected Proposer(s) will prepare a detailed Scope of Services for specific tasks, budgets, and timelines to be included in the negotiated contract. Key deliverables may include:

- Brand execution
- Develop and implement comprehensive multimedia marketing plans
- Develop collateral and advertising material (services may include: graphic design for the development of print collateral (such as bill inserts, posters, service packets, direct mail, service cards), print and broadcast advertising, public meeting presentation materials, and supplemental video productions.
- Propose methods to measure and track effectiveness of marketing plans/campaigns
- Develop public relations campaigns
- Support City staff in preparing for and responding to media inquiries.

A. Branding & Marketing and Communication Plan: Respondent's should use the guidance provided in the GENERAL SCOPE OF SERVICES as described for Phase 1 and provide a very detailed and descriptive narrative and outline for a proposed Branding, Marketing and Communication Plan based on your firms expert knowledge and the information you have obtained through your research and investigation of the City of La Habra's Strength's, Weakness, Opportunities and Threats; as well as, the Market conditions of the specific industry to be targeted.

QUALIFICATIONS

The firm/designer must meet the following minimum qualifications. Please include an explanation for each of the following in your proposal:

- The firm must have been in business for at least three (3) years.
- The firm must have proven experience with branding campaigns, including the development and execution of market research, idea gathering, logo creation and the development of marketing strategies to carry out the branding process.
- What is the firm's development approach for formulating a new brand (research-driven methodology which allows for meaningful results measurement?)
- What is the firm's creative approach (marriage of research and informational insights about the audience into creative messaging and relationship-building that taps into an audience's own ideas, needs, expectations, etc. to motivate them to action that supports the City's core objectives)?
- How many years of experience does the firm have on similar projects?
- Does the firm have experience working with municipal/government clients?
- Give at least one detailed example of a complete branding campaign the firm has executed which encompasses the four stages required of this project, including visual examples of logos created, etc. What were the results of this campaign?
- Who from the firm will be working on our account (by specific staff person name, job title and résumé of relevant work experience) and indicate - by percentage - the approximate amount of time each person will spend on this project? Who will be our day-to-day contact and what are his/her qualifications for managing this type of project?

The firm or individual responding to this RFP must provide evidence of significant experience and expertise in the areas of marketing strategy, brand development, visual identification systems and communications channels. Please highlight specific experience with government agencies and public institutions.

PROPOSAL FORMAT

COVER LETTER

The cover letter should be on firm letterhead and should designate a primary point of contact within the firm who is authorized to answer questions about this RFP. The letter should include this person's full name, title, address, phone number and email address, as well as his or her qualifications for acting in this capacity. *The letter should not exceed one page in length and should summarize key elements of the proposal.*

Formal cover letter indicating:

- The firm has read this entire request for qualifications document and understands the content
- The firm's intent to offer services related to this request
- The firm's website, social media sites and point of contact information (name, email address and phone number)
- A minimum of three (3) references
- This letter must be signed by an authorized representative of the firm

Staging Format

Detailed proposal encompassing Stages 1 to 4 and summarizing the firm's qualifications:

- Explain the intended approach, execution and deliverables for each stage of this
- project, including a timeframe for each stage
- Indicate what steps the firm believes may be missing from the branding process

STAGES APPROACH

STAGE 1: RESEARCH

- How will the firm use the City of La Habra's Economic Development Plan/Strategy, City's General Plan 2035 and the La Habra Community Services Department Programs, Events and Services as a basis for the new brand (specifically the mission and vision statement)? How will the firm include the following groups in the research stage?
    - Mayor Council Members
    - City Staff
    - Various City Committee members
    - Citizens
    - Business Owners
    - Civic Organizations(Non-profit and For-profit)
    - Homeowners Associations
    - Faith Based Organizations
    - Hotels/Motels
- How will the firm engage the groups involved? Please describe firm's outreach methodology and approach
    - Focus groups
    - Surveys
    - One-on-one meetings

    - City Hall public meetings
    - Combination of all or some
- How will the firm use the following resources as part of the research phase? Please describe the type of information for each of the following:
    - City of La Habra overall history?
    - General Plan Annual Report Strategic Plan?
    - Comprehensive Land Use Plan?
    - A list of community assets?
- How will the firm use the research to identify our unique value? What makes us special? Why do people want to live here, do business here and visit here?
- How will the firm engage stakeholders outside of our community, such as potential visitors to our area?
- Is there a niche visitors market that is currently not being utilized that the City of La Habra could take advantage of?

STAGE 2: POSITIONING/DISCOVERY

- Based on the research, what do people see La Habra as being?
- What should our key messages be?
- Who are our target audiences?
- Who is our competition and how are we competing?
- How do we create an emotional bond with all those engaged with our community?
- How do we attract visitors to La Habra?
- What makes La Habra attractive to those that decide to visit (i.e. what are their reasons for visiting)?

STAGE 3: ESTABLISHING THE IDENTITY/CREATING THE VISUAL IDENTITY

- Creation of a logo, including color palette and universal graphic design guidelines
- Positioning statement creation
- How do we implement the brand into all we do (printed materials, online presence, etc.)?
- How do we “live the brand?” (Including brand launch, updating all printed materials, signage throughout the City, etc.)

STAGE 4: EXTERNAL/INTERNAL MARKETING COMMUNICATIONS PLAN

- The firm will provide recommendations for marketing the new brand via various strategies, including but not limited to public relations activities, marketing strategies, online/social media strategies, advertising, collateral materials, etc. For the City’s budgeting purposes, the firm will provide an estimation of cost for the various marketing plan elements.
- Who do we target first and then subsequently? Answer the 5 W’s – who, what, when, where, why? And then how?
- How do we educate internal publics (staff, Board of Mayor and Council Members, committees, volunteers) about living the brand? How do we establish the new brand culture and inspire these internal audiences to embrace it?

REFERENCES

Provide the name and contact information for three relevant clients for which the firm has executed branding and marketing plans. In addition, please provide at least one complete copy of a finished project (or strategy document and outcomes report) that was similar in scope and best represents your work product.

PROJECT TEAM DESCRIPTION

Provide the project manager and the personnel that will be assigned to this project, including their names and contact information. Be sure to include brief resumes for all team members, as well as their tenure with the firm. Indicate the organizational structure of the team and outline key roles and lines of authority, as well as the percentage of total time (vis-à-vis other concurrent projects) each member will spend on the project. Please also identify any and all sub-contractors and their role in the project, including all of the aforementioned information.

FIRM EXPERIENCE

Provide background on the firm and its experience in developing brand identities and marketing strategies. Please highlight specific experience with municipal or public institutions and any familiarity with La Habra, Orange County, or Southern California area specifically. Provide a summary of completed projects that are similar in scope, including client name, description, project team, date completed and total cost.

PROCESS

Provide a narrative describing the approach the firm would take to the overall project. This would include a description of how the firm intends to facilitate input from stakeholders, including the city's team members, elected officials, business leaders and community members. In addition, provide a clear, detailed explanation of how the firm intends to measure the effectiveness of various advertising channels, as well as a list of tools used to measure reach and frequency for broadcast campaigns.

The firm should also provide a timeline for the preparation and implementation of the various activities described in the scope and requirements.

COST

Please provide an itemized cost analysis for the totality of the project, including billable rates for all personnel assigned to the project, materials, etc. Break out costs on a "not-to-exceed" basis for the various phases of the project, including initial research and consultation with city staff, meetings with businesses and identified community stakeholders, and the preparation and presentation of the final product.

In addition, the consultant must develop and present a preliminary budget for the IMC program that outlines the various implementation actions and their associated cost.

SELECTION CRITERIA & AWARD PROCESS

Factors to be considered in the selection process include:

- Quality & thoroughness of the proposal
- Experience and past performance in completing projects of a similar type, size and complexity
- The degree to which the consultant understands La Habra's unique social, geographic and economic situation within the Orange County area
- The quality of example materials and any presentation requested by involved city officials
- Demonstrated capacity to deliver high-quality work within a predetermined timeline and budget
- Relevant experience with other city branding projects
- Harmony between the proposed strategy and the broader goals of the EDSP outline
- Cost & budget proposal

A committee including members of the Economic Development Ad-Hoc Committee and City Staff will evaluate the proposals. Once the committee selects the most qualified firm based on an evaluation method of 100 points, then City shall present the recommendations from the selection committee to the Mayor and City Council for their consideration of approval. The evaluation method to be used by the selection committee will include, but not limited to the following criteria:

- Level of professional competence
- Proven record of accomplishment in the area of branding for municipal government agencies
- Total years of experience in the field
- Degree of expertise and technical skills in marketing and branding
- The expertise of the principal personnel assigned to the project
- The proposal clear demonstration of innovation, vision and creativity references
- Knowledge, familiarity or prior experience in work with the City of La Habra

SELECTION PROCESS

A review committee will evaluate all responses to the RFP that meet the submittal requirements and deadline. Submittals that do not meet the requirement or deadline will not be considered. The City will use the following criteria for evaluation:

- 50% The stages approach
- 20% Firm experience
- 5% Statement of qualifications
- 15% References
- 10% Cost

DISCRETION AND LIABILITY WAIVER

This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. The City reserves the right to:

- Make the selection based on its sole discretion;
- Reject any and all proposals;
- Issue subsequent Requests for Proposals;
- Postpone opening proposals for its own convenience;
- Remedy errors in the Request for Proposals process;
- Approve or disapprove the use of particular subconsultants;
- Negotiate with any, all or none of the Proposers;
- Accept other than the lowest offer;
- Waive informalities and irregularities in the Proposals; and/or
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the City.

Proposing firms will not be reimbursed for any cost associated with the preparation of their proposal for the plan. Upon submittal, all documents will become the property of the City of La Habra, and as such, shall be public information. Proposals and attachments will not be returned to proposing firms. The City of La Habra reserves the right to reject any or all requests for proposals to waive technicalities or informalities, and to accept any request for proposal deemed to be in the best interest of the City.

RFP TIMELINE

The RFP Timeline is as follows:

RFP Issued	April 15, 2016
Deadline for questions, clarifications	May 19, 2016
Proposals must be submitted by	**June 15, 2016**
Oral Interviews	TBD
Final Selection & Begin Contract/Scope Development	TBD
Contract Development Complete	TBD
Council Awards Contract	TBD
Contract Begins	TBD

The City reserves the right to add, remove or combine steps in the timeline, and/or compress or extend the timeline as the City, in its sole discretion, sees fit.