



SCAPPOOSE *Oregon*

MONDAY, AUGUST 21, 2023

CITY COUNCIL

WORK SESSION – BRANDING SCOPE OF WORK EXERCISE 6:00 PM

COUNCIL CHAMBERS

33568 EAST COLUMBIA AVENUE

SCAPPOOSE, OREGON 97056

Mayor Backus called the work session to order at 6:00pm.

Present: Mayor Joseph Backus; Council President Megan Greisen; Councilor Tyler Miller; Councilor Jeannet Santiago; Councilor Kim Holmes; Councilor Andrew Lafrenz; City Manager Alexandra Rains; and City Recorder Susan M. Reeves.

Remote: Associate Planner NJ Johnson.

Associate Planner NJ Johnson explained the scope of work is in response to Council Goal 1.1, which is to identify a process for Community Branding, RFP and scope of work associated with that.

Councilor Miller talked about putting a cost proposal requirement in the RFP just so that we can try to gage what we're looking at for costs more upfront from the different proposers.

City Manager Rains replied that is fine, we can factor that in.

Mayor Backus asked if this discussion is going to be our focus at the Annual Town Meeting.

City Manager Rains replied she thinks it kind of depends on the timing of the process.

Councilor Santiago asked if we are repeating what information the County is working on. She stated maybe they can share some of the information that they are collecting.

City Manager Rains explained she does think it would be beneficial for our consultant to have an understanding of what the County is doing. She does want to be mindful that the consultant team for various reasons may not just want to hand over a bunch of their work to our team, but she does think some communication to understand what's being completed by their team would be really helpful. She wants to make sure that line of communications open and again Paul being on both committees, she thinks we will have that but again she does want to be really mindful of that. She believes CET is more focused on tourism.

Associate Planner NJ Johnson and Council went over the draft scope of work.

SCOPE OF WORK

Community Branding Project

2.1 Scope of Work

The Consultant will be expected to provide a wide range of responsible and responsive professional services including, but not limited to: project management, community research, public engagement, brand selection, and brand implementation strategy.

Generally, only the major tasks along with general expectations and requirements are outlined below. The scope of work outlined in this section represents the minimum work the Consultant must complete. Proposers should outline their detailed plan to address each element of the scope of work in the Project Understanding & Approach section.

TASK 1 - PROJECT MANAGEMENT

The Consultant shall act as the project manager of the Consultant's team, including any sub-consultants or contractors for the duration of the Project. Consultant shall monitor and manage the project to produce promised deliverables on time, in scope, and within budget. Consultant will report on project progress and communicate in a timely manner. The Consultant shall ensure full coordination with City staff and be responsive to emails, telephone inquiries, and discussions in addition to meetings as required under various tasks in the scope of work. Open communication between the Consultant team and City staff will be crucial to a successful project. To fulfill this task, the Consultant will be expected to provide the following:

Task 1.1 Kickoff Meeting - Organize a kickoff meeting with City staff to share available information and knowledge, and discuss and/or confirm the City's expectations, the project approach, project management and communication protocols, and the project schedule.

Task 1.2 Project Administration - Perform general project administration services, monthly invoicing, monthly updates for the project team (City and Consultant), maintaining the project schedule, and project coordination.

Task 1.3 Ongoing Coordination Meetings - At a frequency recommended by the Consultant, the Consultant will host recurring project coordination meetings with City staff. The purpose of these meetings will be to maintain and update the project schedule, develop future deliverables, and discuss project activities.

TASK 2 - COMMUNITY RESEARCH

The City of Scappoose incorporated in 1921 and already has a great degree of community, local pride, and culture established. Reviewing the work of the past and assessing the city's existing assets will aid the Consultant's understanding of where Scappoose is in its branding journey.

Task 2.1 Review Existing Documents - The City has developed several branding or branding adjacent documents over the years, including the City Vision Statement (2016) and the 50-Year Plan Vision Statement (2023). These will need to be reviewed by the Consultant in order to begin to understand the community's values and the work that has already been completed to date.

Task 2.2 View Previous Meetings - The City of Scappoose posts its public meetings online on the [City's YouTube channel](#). The Consultant will need to view a series of City Council and Economic Development Committee meetings/videos in which community branding is a named agenda item. City staff will identify the specific videos and timestamps that are critical to watch at the time the Consultant is selected.

Task 2.3 Asset Inventory - Create an inventory of the community's assets and attractions within Scappoose city limits and urban growth boundary as well as 1 mile extended in each direction. The asset inventory should include local attractions, unique enterprises that set Scappoose apart, locations that could or already contribute to the community brand, and opportunities for brand development.

TASK 3 - PUBLIC ENGAGEMENT

Task 3.1 Stakeholder Engagement - The stakeholder advisory committee for the project will be the Scappoose Economic Development Committee (EDC), which is a standing committee of the City. The Consultant will meet and engage with the EDC throughout the process as the community brand & implementation plan are being developed. Although branding does not have to be discussed at every EDC meeting, their meetings take place every third Thursday at 12:00 pm PST. Meeting materials are sent to the Committee and published 7 days prior to the meeting. The Consultant must provide City staff with sufficient time to review and comment on materials before being distributed to the EDC.

Task 3.2 Decision Maker Consultation - In addition to regular meetings with the EDC, the Consultant will attend multiple City Council work sessions. The Consultant will present the progress of the Community Branding Project at key points and seek ongoing feedback from the City Council.

Task 3.3 Community Involvement - Propose a detailed plan to involve and seek feedback from the Scappoose community at large in the brand discovery process. This can include open houses, participation at existing community events, community conversations, and other public engagement activities.

Task 3.4 Annual Town Meeting - Attend and participate in the 2024 Annual Town Meeting. The Consultant will provide a presentation to attendees in addition to developing and facilitating an engagement activity to gather public input. The Annual Town Meeting will occur on a Saturday in spring (exact month and date TBD). The selected month will depend on the needs of the City, project, and public engagement plan.

TASK 4 - BRAND SELECTION

Task 4.1 Identify Feasible Brand Themes - Based on research and community feedback, develop a list of feasible community brand themes (approximately 3-5) that align with Scappoose's values, culture, assets, and opportunities. The potential brand themes will need to authentically reflect the Scappoose community today, have economic benefits, carry an achievable implementation strategy, and be a source of community pride.

Task 4.2 Options Analysis with EDC - Conduct an options analysis of the feasible brand themes with the Economic Development Committee in which the advantages and challenges of every identified brand option are independently but comparatively explored. This can be done as a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, by evaluating each brand theme against the criteria listed in Task 4.1, or by other means that will achieve the City's goal of narrowing down a brand theme.

Task 4.3 City Council Presentation - When a preliminary brand theme has been identified by EDC, the Consultant will develop and provide a presentation for City Council to ensure that the preliminary brand theme is consistent with Council's vision of Scappoose. While the focus of this presentation will be on the brand theme that emerged, the presentation should also include a brief analysis of other high-quality brand themes for Council's consideration.

TASK 5 - BRAND IMPLEMENTATION

Task 5.1 Develop Brand Implementation Strategies - Develop a draft list of specific and comprehensive strategies to implement the brand identified by EDC and approved by Council. This may include an analysis or specific proposals for a slogan, event themes,

architectural design standards, features of public spaces, styles of public art, etc. This will need to include the creation of a new City logo and an easy-to-use template for the City's monthly newsletter. Both the logo and newsletter template should be attractive and consistent with the new identified brand.

Task 5.2 Staff Review Implementation Strategies - Share brand implementation strategies with City staff for a review of their feasibility.

Task 5.3 EDC Review Implementation Strategies - Share brand implementation strategies with EDC for a review of their appeal and conformance with the identified brand theme.

Task 5.4 Council Review Implementation Strategies - Share brand implementation strategies with City Council for a review of their appeal and conformance with the identified brand theme.

****end****

Councilor Holmes explained her recommendation under 2.3 would be to maybe have the EDC and Parks and Rec Committee initially create that asset inventory and then have the consultants work around that and dig a little bit deeper. She stated potentially we could save some time there.

Mayor Backus stated the boundaries is a one mile extended. He would like to see Rocky Point, which is a huge riding bike trail to Scappoose Bay as well, but he is not sure how to incorporate those.

Associate Planner NJ Johnson replied he thinks that is a good thing to keep in mind especially on an asset inventory.

Councilor Santiago explained with the outreach she would like to see it in other languages and in the branding.

Council talked about popup events.

Councilor Lafrenz talked about Task 4 being in present tense and he was thinking in branding we also want to talk about where we want to be. He thought maybe it could reflect where we want to go.

Councilor Miller explained he feels we should be careful about tying ourselves to things that could go away, like businesses.

Councilor Miller talked about defining the brand theme because what he thinks it means, could mean something different for someone else.


City Manager Rains explained she feels staff has taken some good notes from Council on how they would like to adjust this and at this point they would like to get it going and put it out and see what they get.

Councilor Lafrenz explained this is more of a comment, than a recommendation but the RFP does read that it is very economic focused, which he understands but he does think branding is also important for livability, and a healthy community, and maybe it would help to have some of that language. He is referring to 4.1, in the last sentence. He would like the consultants to not just think about the economic focus.

Councilor Santiago stated she would like to add in again inclusivity.

Council thanked NJ.

Mayor Backus adjourned the work session at 6:43pm.



Mayor Joseph A. Backus

Attest:



City Recorder Susan M. Reeves, MMC