October 18, 2023

Optional Pre-Proposal Meeting for RFP #2023-10 - Community Branding Project

<u>Attendees</u>

- N.J. Johnson, City of Scappoose
- Laurie Joseph, City of Scappoose
- Steve Chandler, Chandler Thinks
- Kaylyn Bruehl, Chandler Thinks
- Jon Legarza, Healthy and Stable Communities
- Robin Shattler, North Star
- Chris Leedom, Owen Jones
- Tawania McFadden, TMAC Communications LLC

<u>Notes</u>

NJ: Thank you all for coming and showing interest in the Scappoose Community Branding Project and being here today. This project started as a Council Goal to identify our brand and then ultimately to develop strategies for implementing that brand in a way that improves the community, makes our brand visible and apparent, and inspires community pride. We'll now open it up for any questions from potential proposers.

Q: It takes time and effort to put proposals together. Has budget been put aside yet?
A: Yes, we have an allocated budget for this project in the current fiscal year.

Q: Is there a range of budget at this early stage? Wide range of firms may propose. What is the initial allocation of budget?
A: This project is unique because it is attached to a City Council goal. The City will share the budget amount with the top ranked proposer.

Q: If the project goes past June 30, 2024, how should we handle the meetings schedule since there will be many meetings?
A: If it leads past this fiscal year, that's fine. Have project wrap up when you feel the project would be truly completed rather than sticking to the June 30, 2024 deadline.

Q: What are the City's expectations for documentation for the brand?
A: The City is open to a variety of documentation options and styles but something will need to be in writing describing the new community brand and the recommended implementation strategies. This document will need to be presentable to be public facing.

Q: To brand guidelines in RFP, is that what you are interested in? Or is that outside this scope? Is this a full identity theme, like logo, colors, taglines, etc. would you not want to see those in a form that guides staff for future use?
A: That is outside the scope of this project now that we have a guide to letterhead, logo, etc. Task 5 of RFP gives the consultant freedom to recommend other possible outcomes that will help the City implement the newly identified community brand.

Q: Conceptually, what does success look like to you?
A: This Council Goal was created because conversations around events, logo, etc. always seemed to come back to what our brand is, who we are, and how is City brand different from Scappoose as community? These questions tended to stump the group and therefore the project or task at hand suffered from delays. This project is trying to get at that so that once it is complete, we have an agreed upon sense of who we are and what we want to be known by.

Q: Will you have a dedicated project manager?
A: N.J. Johnson will be the project manager on the City side. Please note that Task 1 in the RFP contains a number of project management tasks the Consultant will be responsible for.

Q: Will NJ and Laurie consolidate feedback and keep project moving forward?
A: City staff will facilitate and provide feedback during the process but the Consultant will have a highly interactive group with the Economic Development Committee (EDC), City Council, and the community at large to collect feedback.

Q: I noticed the Statement of Qualifications (SOQ) form asks if a proposer is a resident bidder, per definition. Will preference be given to local bidder or local firm?
A: No points are given to a resident bidder on the RFP scoresheet. That said, there will regularly be elements of the project that require the selected Consultant to attend in-person events, such as EDC meetings and the Annual Town Meeting.

Q: There is a 19-page submission limit. If we submit two-sided, each side counts as one page, correct?
A: Correct.

Q: What existing audience research, materials, and tools does the City use or have access to? What audience or research data will be provided to consultant?
A: The City Council adopted a City Vision Statement in 2016. This shouldn't be heavily relied upon because it was adopted several years ago but it could provide a useful starting point. The ongoing Scappoose 50-Year Plan project has an updated vision statement, which will be more current and has been vetted by the 50-Year Plan Stakeholder Advisory Committee as well as City Council in the last year. The City also distributes and collects surveys on a variety of topics, which could be shared with the Consultant. There is no existing brand data on the Scappoose population. The Consultant will have to propose, participate in, and rely on public outreach and engagement activities to get the necessary information.

Q: The RFP states there will be a close working relationship with the EDC and the Columbia Economic Team (CET). Is this a brand for City of Scappoose, correct? Will there be any sub branding for EDC or just focus on City?
Answer: EDC is an advisory committee of the Scappoose City Council, so it is part of the City. CET is a county economic development agency and they just underwent a tourism branding exercise so the City would like to see a level of alignment with these projects. This project is focused on community branding as a whole, not just tourism or economics.

Q: Is there a conflict of interest for the consultant team who did CET branding?
A: There would be no inherent conflict for that branding agency to apply but they would also not be given any additional preference.

Q: What is the driver for completing this work? Is it because the community wants to go through this exercise or does the City want to connect with the community on this?
A: The ultimate goal is to have a unified understanding of what the brand of the Scappoose community is and how the City can implement that brand. When the City is making future decisions where discretion is allowed, we will be able to refer to the brand identity to help guide those decisions.

Please also reference the Pre-Proposal Q&A document on the [RFP website](#).