



October 30, 2023

Pre-Proposal Q&A for RFP #2023-10 - Community Branding Project

Q: What is the budget for the project?

A: The City will share the budget amount with the top ranked proposer.

Q: Is the City open to submissions from international agencies?

A: The City will accept proposals from any qualified firm. That said, there will regularly be elements of the project that require the selected Consultant to attend in-person events, such as Economic Development Committee meetings and the Annual Town Meeting.

Q: Who worked with the Columbia Economic Team for their tourism branding project?

A: State of Assembly.

Q: What audience research and insights work has been completed so far?

A: The City has conducted several surveys over the years on a variety of topics including parks, long-range planning, utility services, and others. This survey data could be available to the selected branding Consultant. The community was recently surveyed on the 50-Year Plan Vision Statement, which speaks broadly to who the Scappoose community strives to be and what the community will look like. However, no audience research or insights work has been done on branding specifically.

Q: Has any brand perception research been performed to date?

A: No.

Q: The RFP says several branding and adjacent materials are available for review but only mentions the 2016 and 2023 Vision Statements. Can you confirm if these are comprehensive documents or simply statements? Any context to this is appreciated.

A: These are both one-page vision statements, not comprehensive branding plans. The 2016 statement represents the City as a whole and the 2023 statement is for the 50-Year Plan project, a long-range planning exercise the City is currently in the midst of.

Q: Are you open to identity and messaging testing with your target audiences?

A: Yes, the City is open to this, provided there is coordination with City staff.

Q: Do you anticipate future content creation (photography and videography) needs for social and digital channels? Would you like us to include this in our proposal as a Phase 2 item?

A: The City desires any advice and strategies that promote the City's discovered brand. These strategies will need to be implemented by City staff after the conclusion of this project. For example, the Consultant may advise that City staff make social media posts on holidays related to the new brand.



Q: Can you share the city's existing brand guidelines before the proposal deadline?

A: Attached to [RFP website](#). Please note that the existing branding guidelines document does not relate to Scappoose's community brand. This document governs the city government's document styles, formatting, logo placement, and other professional presentation items.

Q: Do you want to keep any elements from the existing brand identity guidelines when exploring the new visual identity?

A: The existing branding guidelines do not address the community brand.

Q: Can you confirm if a 50K budget falls outside of your allocation?

A: That amount is within the City's budget.

Q: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

A: The City will consider a proposal submitted on time if the electronic submission is in by the deadline. The proposer will still need to send a hard copy.

Q: Is there anything driving the desired completion date of June 2023?

A: The June 30, 2024 date is desired to keep the project under one fiscal year. That said, the City's top priority is to develop the best results of this project. Please propose a project schedule that sufficiently addresses the deliverables in the Scope of Work in a timeframe that is realistic.

Q: Regarding the activities outlined in the RFP Task "4.1 Identify Feasible Brand Themes" – is the City of Scappoose open to innovative approaches to brand development or is the City looking for the approach to be implemented as defined in the RFP?

A: The City is very open to innovative brand development approaches. The Scope of Work is meant to list the desired deliverables and outcomes. The City will give strategic deference to the selected Consultant on how the project achieves those deliverables.

Please also reference the notes from the Optional Pre-Proposal Meeting on the [RFP website](#).