



# **City of Auburn**

## **Request for Proposals**

**RELEASE DATE: SEPTEMBER 19, 2017**

**DUE DATE FOR PROPOSALS: OCTOBER 5, 2017**

**AWARD CONTRACT: OCTOBER 13, 2017**

**City of Auburn  
Request for Proposals  
Place Branding Services  
September 16, 2017**

**I. Introduction**

The City of Auburn (City) is accepting proposals from qualified providers with demonstrated experience in Place Branding to provide Place Branding Services for the City of Auburn. The City is interested in developing a brand that represents the community's changing demographics while honoring our history, culture and unique character.

**a. Summary**

The city will select a Consultant to provide Place Branding Services.

All work performed by the Consultant will be under the direction of the City Manager with input from the City's Economic Development Commission and Economic Development Director.

Proposers meeting the qualifications and requirements, as described in this RFP, are invited to submit a bid proposal to provide these Place Branding Services.

The City of Auburn reserves the right to reject any and all submissions, or any parts thereof, or to waive any informality or defect in any bid, if it is in the best interest of the City. All proposals, plans, documents, and intellectual property acquired from this project shall become the property of the City.

To be considered, one (1) original proposal must be received no later than 5:00p.m., October 5, 2017, at the address listed below:

Robert Richardson  
City Manager  
City of Auburn  
1225 Lincoln Way  
Auburn, CA 95603

All inquiries, technical or otherwise, regarding this proposal process should be directed to Bob Richardson, City Manager at the address above or at [rrichardson@auburn.ca.gov](mailto:rrichardson@auburn.ca.gov).

**Contact with personnel of the City other than the above regarding this request for proposal may be grounds for elimination from the selection process.**

## II. Scope of Work

### Phase I: Discover

1. Create, distribute and analyze one (1) Online Survey of City Council, City Staff, Economic Development Commission, Business Leaders, and other Key Stakeholders and Citizens.

Prior to the workshop session, a pre-selected group will be asked to complete a brief survey (created by consultant) to gather the individual perspectives and opinions. To include, but not be limited to:

- Primary competitors
  - Current City of Auburn brand perceptions (positive and negative)
  - Unmet needs in the market that City of Auburn can address
  - Define the City of Auburn's attributes that drive image, preference and choice
2. Conduct and analyze one (1) Brand Workshop/Focus Group session with the Economic Development Branding Subcommittee and other key stakeholders and citizens.

Present responses from the Online Survey will be aggregated and presented to facilitate workshop discussion.

- An overall brand identity and messaging that effectively “tells the Auburn story”, including words, phrases, key messages and images that will bring the brand to life.
3. Distribute and analyze one (1) follow up survey.

Following the completion of the Focus Group session, a quantitative online survey is to be conducted of key stakeholders. Specifically, respondents will be asked to rate each statement on the scale of 1 to 10 regarding how Factual, Essential and Distinctive each statement is to the respondent.

This survey should be designed to include, but not be limited to:

- Verify and refine qualitative findings.
- Identify performance of key desired city/community attributes
- Provide evaluation of each of the statements tested during the focus group research.

## **Phase II: Define**

Utilize insights from the Discovery portion of the process to develop and deliver a document that outlines the City of Auburn's new brand platform. Development of the City of Auburn's Brand Platform should include, but not be limited to:

- Brand positioning statement
- Brand narrative ("elevator speech")
- Brand promise
- Key messages and proofs of claim (proof points to support the brand's position and promise)
- Brand personality portrait (human attributes of the brand)
- Brand spirit and values (what the brand believes in and how the brand behaves)

## **Phase III: Presentation**

Develop and present two 1 hour Brand Platform presentations of results – the first presentation will be delivered to the Economic Development Commission and the second will be presented to the City Council.

### **III. Term of Contract**

It is the intent of the City to award a limited-term contract for this service with an estimated budget to be determined based on responses to the RFP. Proposers meeting the qualifications and requirements, as described in this RFP are invited to submit a bid proposal to provide these Place Branding services.

### **IV. Required Submittals**

Proposals should include the following:

To be considered the successful Proposer (Consultant), at a minimum, the Proposer must possess and provide evidence of and demonstrate each of the following criteria: EXPERIENCE: A minimum of four (4) years demonstrated experience in offering Place Branding to other public or private municipal, county and state entities.

- The proposer must evidence its experience, by providing at least three (3) narratives detailing contracts of similar or greater size and scope, successfully completed for similar client engagements. The Proposer should include any other information relevant to its qualifications, which believes will assist the City in evaluating the bid proposal.
- The Proposer must evidence that its staff, resources and experiences will enable it to effectively perform and deliver the services required of the resulting contract. This must be evidenced by the qualifications of the proposed staff assigned to perform the work against the resulting contract, as indicated by the staff resumes presented.
- The Proposer should explain the proposed methodology and provide a detailed approach for undertaking the project including draft product,

detailed timeline for completion of each task and the total project, meetings, associated fixed fees and expenses in a separate sealed envelope for each task under section 2 – Scope of Services.

**V. Selection Criteria**

Each proposal will be considered by comparing it with the published criteria and a ranking shall be established. The substance of proposals will carry more weight than their form or matter of presentation. This ranking shall be used to select firms for further consideration, after which interviews and negotiations with two or more of the top ranked firms may commence. After interviews and negotiations have been conducted, the City shall select the proposal which, in its sole opinion, is in the best interest of the City.

**VI. Miscellaneous**

The City reserves the right to reject any or all proposals; to negotiate any elements of a proposal; to conduct interviews at its sole discretion; and to solicit and/or select contractors outside the scope of this RFP.

The City assumes no responsibility or liability for costs incurred by respondents to this RFP, including any requests for additional information, interviews, or negotiations.

The successful proposer shall be required to sign a contract with the City in a form provided by and acceptable to the City. The Economic Development Consultant shall be an independent contractor of the City. The independent contractor will be required to maintain its own workers compensation, liability and automobile insurance coverage, and provide proof of same to the City, all in the manner provided in the contract required to be signed.

Causes for termination of the contract may include the following: failure to promptly and faithfully provide the services required in this Request for Proposal; failure to cooperate upon receiving any reasonable request for information for service; and improper actions of the firm's officers or employees. The City retains the right to cancel this agreement without cause by providing written notification.

The City reserves the right to withdraw this Request for Proposal at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to any bidder responding to this Request for Proposal. The City expressly reserves the right to postpone action regarding this Request for Proposal for its own convenience and to reject any and all proposals in response to this Request for Proposal without indicating reasons for such rejection.