



REQUEST FOR PROPOSALS

BRANDING STRATEGY AND MARKETING CAMPAIGN

XXXXXXXX XX, 2020

I. SUMMARY OF BRANDING STRATEGY AND MARKETING CAMPAIGN FOR ECONOMIC DEVELOPMENT

The City of Alameda (City) is seeking a consultant or a team of consultants (Consultant Team) to develop a Branding Strategy and Marketing Campaign (BSMC) for economic development purposes. The Consultant Team will work with the business community and the general public to facilitate a discussion about how Alameda sees itself now and in the future. Additionally, the Consultant Team will hold focus groups (or use other acceptable means) in the greater Bay Area to understand how Alameda can market itself, particularly to the six business sectors identified in the [Economic Development Strategic Plan](#) (EDSP), to attract outside interests to Alameda. It is expected that the selected firm will prepare a BSMC that contains specific goals, strategies, an Implementation Plan (Plan), and tools for measuring outcomes. The Plan shall also include a schedule, detailed cost estimates for each action item in the Plan and anticipated overall costs. The selected Consultant Team will be one that has demonstrated experience in the preparation and implementation of effective BSMCs in the private and/or public sectors. The City views effective public and business community outreach, and high-quality targeted marketing with succinct modern slogans, contemporary logo and graphic design, as important to the creation of a successful BSMC.

II. INTRODUCTION

Alameda, California is known as the Island City and is often referred to as the “Jewel by the Bay.” This unique community of approximately 78,863 residents is an oasis surrounded by natural resources in the San Francisco Bay Area. Alameda is connected to the East Bay mainland by four bridges, two subterranean tubes, and ferry service to San Francisco. The Oakland International Airport and the FedEx Bay Area hub are seven miles from downtown Alameda and approximately 15 minutes by car from Alameda’s major business parks. The City is centrally located near main transportation arteries. Bay Area Rapid Transit (BART) stations are minutes away by bus, shuttle, or car. The AC Transit Transbay bus line to San Francisco runs every weekday in 15 minutes intervals during commute hours.

The community is proud of its history and small-town charm, with an abundance of tree-lined streets, two retail main streets, two business parks, working and recreational marinas, good public schools in safe and walkable neighborhoods, well-maintained historic districts, and many innovative and acclaimed companies. Businesses such as Penumbra, Exelixis, Velodyne, Natel Energy, Kairos Power, Power Engineering, Peet’s Coffee & Tea roasting facility, Semifreddi’s, Abbott Diabetes Care, Bay Ship and Yacht and Sairdrome are located here. Alameda is also home to the College of Alameda and is in close proximity to the University of California, Berkeley and California State University, East Bay.

The City owns and operates Alameda Municipal Power, a 100 percent green electric utility serving the needs of all Alameda residents and businesses. The City also owns and privately manages the 45-hole Chuck Corica Municipal Golf Complex. The City is currently developing an 878-acre decommissioned naval air station at Alameda Point.

For population and other general information about the City, please see the “At A Glance” brochure (Exhibit 1).

III. BACKGROUND

In 2014, the City commenced a branding effort that resulted in a logo, several slogans and collateral material that are still in use today. The branding has become stale as the City undergoes a transformation with new employers and workforce. With new clean, green and high tech, life sciences, artist and maker, and tourism businesses coming online, the City has begun to rethink its current branding and marketing strategies.

On December 5, 2019, City staff met with the Mayor’s Economic Development Advisory Plan (EDAP) regarding the issuance of this BSMC Request for Proposal (RFP). EDAP is a group of high-level executives that advises the Mayor and City Council on economic development policies. This request for proposal was developed with input from this Panel. Some of the takeaways from this Panel for the BSMC are as follows:

1. Alameda is an innovative but practical city.
2. Alameda has an environment that fosters making things.
3. Businesses have the ability to grow here.
4. Businesses are doing important things that matter.
5. The business sectors will drive the hospitality sector.
6. The issue of traffic needs to be conveyed within the context of the Bay Area. The maze seems ten times worse than the tunnels.
7. One of the key messages that needs to be conveyed is that Alameda has amenities; currently there is a perception that Alameda is isolated.
8. Alameda is approachable, this is a user friendly and very educated city.
9. Alameda is looking for a memorable slogan like: “Come to work, stay to live.” This slogan should convey that Alameda is every business’s fantasy. For example, 200 Penumbra employees now live here.

V. SCOPE OF WORK, FEE PROPOSAL, AND SCHEDULE

The City is seeking a Consultant Team to present a cost-effective fee proposal to execute the Scope of Work for the BSMC. The budget for this work is \$200,000 for development of the branding strategy and marketing campaign, including social and other media buys, printing, and collateral material. The estimated schedule for completion of the BSMC,

including working with the business community, citizenry and focus groups is one (1) year. The scope should include the following:

1. In the context of the greater San Francisco Bay Area, development of a deep and thorough understanding of Alameda, including Alameda's six business sectors, using focus groups, interviews, and/or other acceptable means.
2. A brand strategy with a supporting story for the strategy.
3. A succinct main slogan or tag words that describes Alameda. The slogan or tag words should fundamentally describe Alameda and should be transformative to a person that thought s/he knew Alameda but did not really "know" Alameda.
4. Supplementary slogans and or tag words that play off of the main slogan and or tag words as appropriate.
5. A new contemporary logo with a family of related logos using the same aesthetic triggers for messaging.
6. A marketing campaign using the new branding, and targeting the six EDSP business sectors through social media, collateral material, and other means and media buys.
7. A plan for how each scope item will be delivered.
8. Tools for how success will be measured.

VI. SUBMITTAL REQUIREMENTS

The City is requesting that submitted proposals contain the following information in the ensuing order:

1. Letter of Interest: a letter expressing the Consultant Team's interest in being considered for the BSMC. Please include a statement regarding the Consultant Team's availability to dedicate time, key project staff and resources to this work over the next year (1-page maximum).
2. Project Understanding and Approach: a statement demonstrating your understanding of the BSMC. Describe your approach to completing the Proposed Scope of Work (4-page maximum).
3. Team Organization and Description: Provide a description of each of the individual firms that will be a part of the Consultant Team; their role on the Consultant Team and involvement in each task; how the Consultant Team will be organized; and who will be the Project Manager of the Consultant Team. A Project Manager must be designated and must be the principal contact for the City. (8-page maximum).
4. Firm Experience: Provide background on the primary firm and its experience in developing BSMCs. Highlight three (3) particularly significant and relevant branding/marketing projects, and provide references.

5. **Project Manager/Key Staff/Team Experience:** Please include information about the specific relevant experience and billing rates for the proposed Project Manager, the Principal-in-Charge (if that person is different from the Project Manager) and all other applicable staff. Please highlight and provide three of the most recent examples of your team's experience with BSMCs. References are required for each example cited, including phone number and email address of contacts. (5-page maximum).
6. **Scope, Fee Proposal, and Schedule:** Based on the Proposed Scope of Work, please provide a detailed scope of work, task-by-task fee proposal and task-by-task schedule. Applicants are encouraged to critically evaluate the proposed Scope of Work and recommend revisions to achieve an improved BSMC, or a more efficient use of time and resources.
7. **Examples of the style of work the Consultant Team is proposing for Alameda.**
8. **Comments/Questions on the City Standard Consultant Agreement:** The City standard consultant agreement is attached for your consideration (see Exhibit 2, "City Standard Consultant Agreement"). If the Consultant Team has any questions/concerns related to any provisions of the standard form contract, they must be submitted in writing with your response to this Request for Proposals.

V. Selection Process

Based upon the submitted written responses to this RFP, the City's selection team will review and rank the proposals according to the following criteria:

1. The Consultant Team's experience and results with similar public or private projects (15 percent).
2. The quality and experience of the Project Manager and key staff persons who will be working on the project (15 percent).
3. The Consultant Team's demonstrated understanding of BSMCs that will be innovative and effective for Alameda (20 percent).
4. The Consultant Team's ability to deliver a high-quality, innovative, finely tuned work with a predetermined budget and timeline (50 percent)
5. The Consultant Team's ability to meet the City's standard contract requirements, attached as Exhibit 2 (confirmation is required in order to be eligible to submit proposal)

City staff will select a maximum of four (4) Consultant Teams to interview. Staff anticipates interviewing Consultant Teams between Monday, May 4 and Wednesday,

May 7, selecting a preferred consultant and completing contract scope negotiations by mid-May.

The City will not discriminate against any interested firm or individual on the grounds of race, creed, color, sex, age, disability or national origin in the contract award. The City reserves the right to reject any and/or all proposals at its discretion.

VI. Submittal Instructions

Please submit four (4) hard copies of the proposal and one electronic pdf version of the proposal on a flash drive by 3:00 PM on Monday, April 20, 2020, to the following address:

Lois Butler
Economic Development Manager
City of Alameda
Community Development Department
950 West Mall Square, Room 205
Alameda, CA 94501
Phone: 510-747-6894
Email: lbutler@alamedaca.gov

Late proposals will not be accepted regardless of postmark.

VII. Questions

Lois Butler, Economic Development Manager, lbutler@alamedaca.gov or (510) 747-6894, is available to answer questions regarding the RFP.

Exhibits

Exhibit 1: At A Glance brochure
Exhibit 2: City Standard Consultant Agreement

VIII. ADDITIONAL TERMS AND CONDITIONS

1. Nondiscrimination

The City will not discriminate against any interested individual, firm or Proposer on the grounds of race, religious creed, color, national origin, ancestry, handicap, disability, marital status, pregnancy, sex, age, or sexual orientation.

2. City's Right to Modify RFP

The City reserves the right at its sole discretion to modify this RFP (including but not limited to the scope of services and/or the selection criteria) should the City deem that it is in its best interests to do so. Any changes to the proposal requirements will be made by written addendum. The failure of a Proposer to read the latest addendums shall have no effect on the validity of such modification.

3. City's Right to Cancel RFP

The City reserves the right at its sole discretion to cancel this RFP in part or in its entirety should the City deem that it is in the City's best interests to do so.

4. City's Right to Reject All Proposals

The City reserves the right, in its sole discretion, to reject all Proposal and not to award the contract should the City deem that it is in its best interests to do so. In addition, the City Council (if the contract requires City Council approval) may, in its reasonable discretion, disregard City staff's recommendation and select a different Proposer than the one recommend by City staff.

5. City's Right to Extend RFP Deadlines

The City reserves the right to extend any of the deadlines listed on the first page of this RFP by written addendum should the City deem that it is in its best interests to do so.

6. City Right to Negotiate With Selected Proposer

The City reserves the right to negotiate with the selected Proposer regarding their exceptions to the standard service provider agreement, if any, or regarding other price and terms in their Proposal and to require the selected Proposer to submit such technical, price, or other revisions of their Proposals as may result from negotiations.

7. Cost of Proposals

All costs incurred during proposal preparation or in any way associated with the Proposer's preparations, submission, presentation or oral interview shall be the sole responsibility of the Proposer.

8. Liability for Proposal Errors

Proposers are liable for all errors and omissions contained in their Proposals.

9. Permits and Licenses

Proposer and all of Proposer's sub-consultants, at their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses including, but not limited to, a City Business License which will be required in connection with the performance of services contained in their Proposal.