

**REQUEST FOR PROPOSAL  
FOR BRAND REDESIGN AND MARKETING CAMPAIGN**

**January 2017**

**COOS BAY PUBLIC LIBRARY  
CITY OF COOS BAY  
525 Anderson Ave.  
Coos Bay, Oregon 97420**

**COOS BAY PUBLIC LIBRARY**  
**REQUEST FOR PROPOSAL**  
**BRAND REDESIGN AND MARKETING CAMPAIGN**

The Coos Bay Public Library (Library) is accepting Request for Proposals from qualified, experienced firms to complete a brand redesign, including a new website, and create a yearlong marketing campaign in order to modernize and unify the Library's image in the community.

**BRAND REDESIGN AND MARKETING CAMPAIGN**

The major goals are as follows:

- Discover branding goals for the library
- Develop a logo and taglines
- Deploy new brand for advertising, public relations, all communications, and social media.
- Development of yearlong marketing plan and guidance for use.
- Provide simple and intuitive electronic access to library services, program information, and catalog;
- Provide 24/7 electronic self-service;
- Improve communication and awareness of the library and its services; and
- Generate interest in the services, events, and attractions the library has to offer.

Once a new brand is created, a yearlong marketing plan will be developed taking into consideration continuous programming and major individual programs. The marketing plan should include templates for appropriate media outlets, marketing strategies, and recommended promotions.

The new website should be intuitive, flexible, interesting and easy for library staff to maintain. The site should have a theme that promotes the library with a welcoming, friendly, and professional feel. The library will be in charge of the content management and will own all content. Upon completion and acceptance of the project structure and design, the website will become the property of Coos Bay Public Library.

The website is used to display information about the library itself, the collection, electronic services, events and news, services, and ways to support the library. See current website for a better understanding of the various categories. The website redesign is part of a larger, long-term branding initiative.

The purpose of this RFP is to provide a fair evaluation to all candidates and to provide them with the evaluation criteria against which they will be judged. This is an open and competitive process. An evaluation team consisting of library staff, library board members, and other stakeholders will work with the selected vendor in a collaborative partnership. While this RFP covers a specific set of deliverables, there is some potential for this to become an ongoing relationship for additional website services.

## **SUBMISSION OF PROPOSAL PACKAGE**

To receive consideration, proposals must be submitted in accordance with the following instructions:

1. Submit seven bound copies and an electronic version of the proposal by 5:00 p.m., February 22, 2017.
2. All proposals shall be sealed, clearly marked on the outside of the envelope "BRAND REDESIGN AND MARKETING CAMPAIGN", and delivered to:

Sami Pierson  
Coos Bay Public Library  
525 Anderson Avenue  
Coos Bay, Oregon 97420

3. If you have any questions, please contact Sami Pierson at (541) 269-1101 x 229 or email [spierson@cclsd.org](mailto:spierson@cclsd.org). Answers to all questions will be posted on the City of Coos Bay's RFP page at [www.coosbay.org](http://www.coosbay.org).
4. The Library reserves the right to reject any and all proposals, and has the right, at its sole discretion, to accept the proposal it considers most favorable to each entity's interest and the right to waive minor irregularities in procedure.

## **DELIVERABLES**

- Deploy new brand for advertising, public relations, all communications, and social media.
- Development of yearlong marketing plan and guidance for use.
- Provide simple and intuitive electronic access to library services, program information, and catalog.

## **EVALUATION CRITERIA**

To simplify the review process and to obtain the maximum degree of comparability, the proposal must follow the outline described below and, at a minimum, contain the required information. Respondents are encouraged to include additional relevant information. Your proposal should not exceed 30 pages.

1. Qualifications of the Firm (25 points)
  - An overview of your company including the philosophy/mission of the company.
  - List at least three websites that best reflect your work and relevancy to this project (only those sites that are still actively maintained) and at least 5 samples of marketing materials. Share any uniqueness or challenges with these projects.
  - Provide a timeline for the project.
  - Explain your methodology regarding quality and cost control.
  - List a minimum of three current references. Include contact name, firm or agency, phone number or email and a summary of similar services provided.

2. Experience of Staff or Team (25 points)
  - Identify the team, roles and experience levels of those that will be assigned to this project.
3. Approach (30 points)
  - Submit a brief narrative illustrating your understanding of this project. This narrative should include a statement of work to be performed and business processes.
  - Detail your transition plan or approach: Include the tasks, task description and the timeline for completion for the tasks.
  - Identify any foreseeable problems during implementation of the project.
  - Identify any new equipment or license requirements that may affect short-term and long-term costs to the Library.
  - Identify any ongoing maintenance costs associated with the new website.
  - Explain your firm's controls for quality, cost and meeting deadlines.
  - Describe your training methodology: include number of days, hours, level of staff.
  - Provide a plan for telephone and/or email support for the Library for an agreed upon duration after implementation of the new site and marketing campaign.
4. Fee Schedule (20 points)
  - Provide a detailed Statement of Fees: include rates by positions (in-house and sub-consultants), rates by tasks, reimbursable expenses and total amount or total not to exceed amount. Reimbursable expenses should be assumed to be billed at cost, without markup. Provide separate optional pricing for the tasks listed. Rates are negotiable.

## **SCOPE OF WORK**

The Library wants to present a modern and unified face to the community through a rebranding process. As part of the rebranding, the Library will launch a new website and a yearlong marketing plan to present the new look to the community.

The project scope should meet the criteria listed below:

- Work with library staff and stakeholders to develop a logo, taglines, and other elements for a unified presentation.
- Assist library staff with strategic methods of advertising, public relations, and social media.
- Develop templates and guidelines for all aspects of marketing.
- Develop a resourceful, expandable, cost-effective, easy-to-use, interactive, visually appealing and architecturally flexible website that supports the Library's needs and meets the expectations of the diverse audience groups served by the Library.

## **GENERAL INFORMATION**

**Final Selection:** Following the review of the proposals, the Library may invite a firm(s) to formally meet with the Library project team prior to making a final determination to address additional inquiries and to discuss and/or negotiate terms and conditions for a final contract.

**Compliance with Rules:** Proposers responding to this RFP must follow its procedures and requirements. Except as otherwise provided in the RFP, applicable provisions of Oregon Administrative Rules Chapter 137, Division 47 shall apply to all personal service contracts of the City. Failure to comply with or complete any part of this RFP may result in rejection of your Proposal. All bids are subject to the provisions and requirements of the City of Coos Bay Rules of Local Contract Review and the Oregon Revised Statutes, the Attorney General’s Model Public Contract Rules.

**Request for Additional Information:** All inquiries related to this Request for Proposal must be submitted in writing to Sami Pierson at [spierson@cclsd.org](mailto:spierson@cclsd.org). All inquiries must be submitted by February 22, 2017, 5:00 pm. Firms should notify the Library of their intent to participate in the RFP process to ensure that any addendums or clarifications are distributed to the appropriate parties. Failure to do so may result in the firms not receiving all addendums or clarifications necessary to present a responsive proposal. The responses to the requests will be made available at the City’s website:  
[http://www.coosbay.org/City\\_Requests\\_Proposals\\_Qualifications.htm](http://www.coosbay.org/City_Requests_Proposals_Qualifications.htm)

**Tentative Schedule for Selection and Timeline for Project:**

Advertisement and Release of Request for Proposals	January 30, 2017
Deadline for Submission of Proposals	February 22, 2017, 5:00 pm
Interviews	February 27, 2017 – March 6, 2017
Award of Contract	March 8, 2017
Project Kick-Off Meeting (tentative)	March 29, 2017

**Clarification of Proposals:** The Library reserves the right to obtain clarification of any point in regards to a proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of a Proposer to respond to such a request for additional information or clarification could result in rejection of their proposal.

**Reservation In Evaluation:** The Selection Committee reserves the right to either: (a) request “Best and Final Offers” from the two finalist firms and award to the lowest priced or (b) to reassess the proposals and award to the vendor determined to best meet the overall needs of the Library.

**Proposal Withdrawal:** Any Proposal may be withdrawn at any time before the date of the “Deadline for Submission of Proposals” date and time by providing a written request for the withdrawal to the issuing office. A duly authorized representative of the agency shall make the request. Withdrawal of a Proposal will not preclude the proposer from filing a new Proposal.

**Appeals:** Bidders who wish to appeal a disqualification of proposal or the award of contract may submit the appeal in writing to the City Manager’s Office within five (5) working days of the postmarked Notice of Award or disqualification. Disagreement with the process, e.g., scoring by evaluators, is not subject to appeal.

Address: City of Coos Bay  
Attn: City Manager  
500 Central Avenue  
Coos Bay OR 97420

**Ownership of Documents:** Any material submitted by a proposer shall become the property of the respective entity.

**Confidentiality of Information:** All information and data furnished to the proposer by the Library and all other documents to which the proposer's employees have access during the preparation and submittal of the Proposal shall be treated as confidential to the Library. Any oral or written disclosure to unauthorized individuals is prohibited.

**Public Record:** All Proposals and information submitted by proposers are not open for public inspection until after the notice of intent to award a contract is issued. Except for exempt materials, all Proposals and information submitted by proposers will be available for viewing after the evaluation process is complete and the notice of intent to award is sent to all participating parties.

**Indemnity:** The consultant shall hold harmless, indemnify, and save the City, its officers, employees, and agents, from any and all liability claims, losses, or damages arising or alleged to arise during the performance of the work described herein by reason of any act or omission of the consultant or any of its agents, employees or representatives. The indemnity applies to both active and passive acts or other conduct.

**Employment Status:** Consultant shall perform the work required by this contract as an independent consultant. Although the Owners reserve the right to determine and modify the delivery schedule for the work to be performed and to evaluate the quality of the completed performance, the Owners cannot and will not control the means or manner of the Consultant's performance. The Consultant is responsible for determining the appropriate means and manner of performing the work.

Consultant represents and warrants that the Consultant is not an employee of the City of Coos Bay and meets the specific independent consultant standards of ORS 670.600. Consultant is not an officer, employee, or agent of the Owners as those terms are used in ORS 30.265.

Consultant shall be responsible for any federal or state taxes applicable to any compensation or payments paid to Consultant under this contract and, the Owners will not withhold from such compensation or payments any amounts to cover Consultant's federal or state tax obligations.

Consultant is not eligible for any Social Security, unemployment insurance, or Workers Compensation, from compensation paid to Consultant under this contract except as a self-employed individual.

Either party may cancel the written contract by giving notice, in writing, to the other party at least ninety (90) days prior to July 1 of each year.

**Insurance:** The insurance requirements for this are rated as a Level 2.

#### Specific Directives

1. General Liability shall be a per occurrence form and must cover the time for which the work is being performed.
2. Proof of insurance of not less than the amount required is to be provided. Written notice of cancellation

of insurance shall be provided to the City/Agency not less than 30 days prior to the date of cancellation.

3. If the City/Agency is required to use Federal or State insurance policy limits, or is subject to the Federal or State tort claim limits, the limits required through this directive shall be superseded by such limits.
4. If a claim occurs where the amount of the claim exceeds the insurance policy limits required by this directive, the contractor assumes full responsibility for the payment of such claim.
5. Insurance policy limits shall not be less than those listed in this directive without the consensus of the City Manager, City Attorney and the City Risk Manager of Record. Insurance policy limits may be waived at the discretion of the City/Agency. Insurance policy limits may be required to be higher based upon the City Manager's review of the specific application for which the certificate is required.
6. "Tail Coverage": If any of the required liability insurance is on a "claims made" basis, recipient shall maintain either "tail" coverage or continuous "claims made" liability coverage, provided the effective date of the continuous "claims made" coverage is on or before the effective date of the Contract/Agreement, for a minimum of 24 months following the later of:
  - a. Recipient's completion of all services and the City's/Agency's acceptance of all services required under the Contract/Agreement, or
  - b. The expiration of all warranty periods provided under the Contract/Agreement. Notwithstanding the foregoing 24-month requirement, if recipient elects to maintain "tail" coverage and the maximum time period "tail" coverage is reasonably available in the marketplace is less than the 24-month period described above, recipient shall maintain "tail" coverage for the maximum time period "tail" coverage is reasonably available in the marketplace for the coverage required.

7. Definitions:

Commercial General Liability: To cover bodily injury, death, and property damage. This insurance shall include contractual liability coverage for the indemnity provided under those listed in the Agreement/Contract, personal and advertising injury liability, products liability and completed operations liability. Coverage may be written in combination with Automobile Liability Insurance (with separate limits).

Professional Liability: To cover error, omission or negligent acts related to the professional services to be provided under the Agreement/Contract.

Automobile Liability: To cover each accident for bodily injury and property damage, including coverage for owned, hired, non-owned, leased, or rented vehicles as applicable. This coverage may be written in combination with the Commercial General Liability Insurance (with separate limits).

Umbrella Liability: To cover excess liability over several of the insured's primary liability policies. An excess liability policy may be what is called a following form policy, which means it is subject to the same terms as the underlying policies; it may be a self-contained policy, which means it is subject to its own

terms only; or it may be a combination of these two types of excess policies. Umbrella policies provide three functions:

1. To provide additional limits above the each occurrence limit of the insured's primary policies;
2. To take the place of primary insurance when primary aggregate limits are reduced or exhausted; and
3. To provide broader coverage for some claims that would not be covered by the insured's primary insurance policies, which would be subject to the policy retention.

Most umbrella liability policies contain one comprehensive insuring agreement. The agreement usually states it will pay the ultimate net loss, which is the total amount in excess of the primary limit for which the insured becomes legally obligated to pay for damages of bodily injury, property damage, personal injury, and advertising injury.

**Level 2 Insurance Requirements:** Professional services contracts/agreements \$50,000 and under:

<u>Commercial General Liability</u> Per occurrence	\$1,000,000
<u>Professional Errors and Omissions liability</u> Per occurrence)	\$2,000,000
<u>Workers' Compensation</u>	Statutory Limit
Applicable Federal (e.g., Longshoremen's)	Statutory Limit
Employer's Liability	\$ 500,000
<u>Automobile Liability</u> Per occurrence.	\$1,000,000
<u>Umbrella/Excess Insurance</u> Per occurrence	\$1,000,000

8. Should the Umbrella/Excess Insurance coverage combined with Commercial General Liability coverage not equal or exceed the minimum combined coverage shown, coverage must be increased to equal or exceed the minimum total coverage limits shown. If there is no Umbrella/Excess Insurance coverage, then the Commercial General Liability, Employers Liability, and Automobile Liability limits must be increased to equal or exceed the minimum total coverage limits shown. The Certificate of Insurance(s) and Endorsement(s) will be a part of the Contract and shall be provided to the City/Agency with endorsement(s) indicating that the Commercial General Liability insurance coverage is in effect which shall be primary and non-contributory with any insurance maintained by the City/Agency and include a per project aggregate (form CG 2503 05/09 or equivalent).

Such certificate(s) and endorsement(s) shall name the City/Agency as an additional insured commercial general liability, automobile liability, and umbrella liability policies. Copies of such endorsements or coverage enhancements **shall be attached to the certificate**. A waiver of subrogation under the workers' compensation and commercial general liability policies shall be provided. Thirty (30) days written notice shall be provided to the certificate holder prior to cancellation or significant modification of coverage. The Certificate of Insurance(s) and Endorsement(s) shall be provided to the City/Agency which will become a part of the Contract. Insurance Coverage provided must be underwritten by an insurance company deemed acceptable by the City/Agency. The City/Agency reserves the right to reject all or any insurance carrier(s) with an unacceptable financial rating.