

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE April 4, 2017	AGENDA ITEM NUMBER
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TO: Mayor Benetti and City Councilors

FROM: Sami Pierson, Library Director

THROUGH: Rodger Craddock, City Manager

ISSUE: Award Contract for Library Rebranding, Marketing and Website Request for Proposal

SUMMARY:

A Request for Proposal for Library Rebranding, Marketing Campaign, and Website Design was published in January 2017. The proposals were evaluated and the Library Board of Trustees met on March 24, 2017 to decide on which submission to recommend. The decision was to recommend to City Council to contract with LibraryMarket.

ACTION REQUESTED:

The Library Board of Trustees recommends to City Council to contract with LibraryMarket for the library rebranding, marketing campaign, and website not to exceed \$53,625; \$48,750 plus 10% contingency \$4,875.

See attached March 28, 2017 Joint Council / URA Work Session report for additional information.

CITY OF COOS BAY
JOINT CITY COUNCIL / URA WORK SESSION
Agenda Staff Report

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March 28, 2017	

TO: Mayor Benetti and City Councilors

FROM: Sami Pierson, Library Director

THROUGH: Rodger Craddock, City Manager

ISSUE: Recommendation to Award Contract for Library Rebranding, Marketing and Website Request For Proposal

SUMMARY:

A Request for Proposal for Library Rebranding, Marketing Campaign, and Website Design was published in January 2017. The proposals were evaluated, and the Library Board of Trustees will meet this Friday, March 24, 2017 to decide on which submission to recommend for an award of a contract to the City Council. After that meeting, additional information and a recommendation will be submitted for your review and consideration.

ACTION REQUESTED:

At the April 4, 2017 regular City Council meeting, the Library Board of Trustees will recommend a company to complete the Library Rebranding project based on the proposal evaluations.

BACKGROUND:

The Library completed a Strategic Plan in October 2015 that was accepted by the City Council in November 2015. One of the six strategic initiatives is expanded marketing and community relations. The goal is to increase awareness of all demographic groups of the wide variety of resources and services available through the library. Funds were included in the 2016/2017 library budget to help complete this goal. An RFP that included a marketing campaign, rebranding, and development of a new website was published in January 2017. After several inquiries, three companies submitted proposals. Board members and library staff participated in reviewing proposals and interviewing the firms that fulfilled the RFP requirements. The Library Board of Trustees will meet on Friday, March 24, 2017 to recommend a firm to contract for the project.

**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. Answers to all questions will be posted on the City of Coos Bay's RFP page at 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.

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 - 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. 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

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.

Coos Bay Public Library
Request for Proposal for
Brand Redesign and Marketing Campaign

EBSCO Information Services Response
February 22 , 2017



Copy

February 22, 2017

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

RE: Request for Proposal Brand Redesign and Marketing Campaign

Dear Ms. Pierson:

Enclosed please find EBSCO's response to the Coos Bay Public Library's Request for Proposals (RFP) for Brand Redesign and Marketing Campaign.

EBSCO is proposing Stacks, a turnkey, fully-hosted web platform designed by library professionals for the needs of public libraries and their patrons. The Stacks team is equipped to provide a unified face of Coos Bay Public Libraries through rebranding efforts. Stacks will assist Coos Bay in launching a new website and a yearlong marketing campaign to present a new look to the community of Coos Bay.

If you require additional information or have questions, please contact the following Sales Representative:

- Bonnie Weissman, Senior Software as a Service Coordinator, (800) 653-2726 x2174, or bweissman@ebSCO.com
- Kristin Delwo, President & CEO Stacks Inc. at (780) 938-1540, or kristin@stacksdiscovery.com

Best,

Sarah Blanchette
Marketing Coordinator
EBSCO Information Services
800 653 2726 x 3562
s.blanchette@ebSCO.com

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Tab 5 – Part D: Deliverables

Tab 6 – Part E: List of Sub Consultants

Tab 7 – Part F: Project Fees

Tab 8 – Part G: Certificate of Insurance

Tab 9 – Attachment: Stacks Service Level Agreement

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

January 2017

**COOS BAY PUBLIC LIBRARY
CITY OF COOS BAY
525 Anderson Ave.
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COOS BAY PUBLIC LIBRARY

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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

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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.

**PROFESSIONAL SERVICES AGREEMENT
BETWEEN
CITY OF COOS BAY, OREGON
AND
(Consultant)**

THIS AGREEMENT FOR PROFESSIONAL SERVICES (the "Agreement") is made for EBSCO Information Services for the Request for Proposal for Brand Redesign and Marketing Campaign as of the 22 day of February, 2017, by and between **CITY OF COOS BAY, OREGON**, with offices located at 500 Central Avenue, Coos Bay, Oregon 97420 (hereinafter referred to as the "Owner") and **EBSCO Information Services**, with offices located at 10 Estes Street, Ipswich MA 01938 (hereinafter referred to as "Consultant"). (Owner and Consultant hereinafter collectively referred to as the "Parties").

IN CONSIDERATION of the mutual promises and covenants hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

ARTICLE 1 -- THE PRIME PROFESSIONAL

1.1 -- Consultant is the Prime Professional with respect to services to be performed under this Agreement and is responsible for coordinating services with the services of others involved in the Project. The Consultant is Owner's independent consultant for the Project and is solely responsible for methods and means used in performing Consultant's services under this Agreement, and is not an employee, agent, partner, or joint venture of the Owner.

ARTICLE 2 -- BASIC SERVICES AGREEMENT OF CONSULTANT SERVICES

2.1 -- The Base Services to be provided by the Consultant to the Owner under this Agreement are described in the Basic Services Agreement (Exhibit "A")

2.2 -- Consultant shall provide the Owner with the Services more specifically described in Basic Services Agreement (Exhibit "A") to include the Original Request for Qualification/Proposal (RFP/Q) with addendums (if applicable), Consultants Response to RFP/Q, Scope of Services, Project Schedule, Deliverables, List of Sub consultants, Project Fees and Certificates of Insurance. Consultant will be paid by Owner for the services rendered under this Agreement as indicated in Article 8 hereof. Consultant shall, at its own expense, obtain all data and information (other than that referred to in Article 4 hereof) necessary for the performance of its services.

2.3 -- Consultant shall provide a list of all sub consultants proposed to be used on this project. The owner reserves the right to approve the use of all sub consultants to work on this project. A list of approved sub consultants shall be included as a part of this Agreement.

2.4 -- Consultant's list of approved sub consultants shall not be modified without the prior notice and agreement of the owner.

ARTICLE 3 -- AMENDMENT TO ORIGINAL AGREEMENT FOR ADDITIONAL CONSULTANT SERVICES

3.1 – If authorized in writing by Owner, the Consultant shall furnish additional services pursuant to this Agreement, which are considered by Owner to be beyond the scope of the Basic Services Agreement. Additional services shall be documented by a separately authorized Amendment to Original Agreement (Exhibit "B") to include, the Scope of Services for Additional Work, Project Schedule (Revised), Additional Deliverables, Project Fees (increase/decrease) and Other Considerations.

3.2 – Services provided under an Amendment to Original Contract shall be paid for by Owner as indicated in Article 8 of this Agreement hereof.

ARTICLE 4 -- OWNER'S RESPONSIBILITIES

4.1 – Owner shall, with reasonable promptness, provide to Consultant available information regarding the requirements for the services.

4.2 – Owner shall give prompt written notice to Consultant whenever the Owner observes or otherwise becomes aware of any development that affects the scope or timing of the Consultant's Services.

ARTICLE 5 -- PERIOD OF SERVICE

5.1 – The services called for hereunder shall be completed no later than as indicated in the Basic Services Agreement, Project Schedule, and any Amendment(s) to Original Agreement, Project Schedule Revisions.

5.2 – This Agreement shall remain in effect until [DATE], unless terminated sooner as provided herein or extended by mutual agreement in writing. This contract at the discretion of the City has an option to extend for one (1) year. In no case will a new Work Order with a start date after the final date of the two (2) year term of the agreement be authorized unless the contract is extended for an additional one (1) year in which no new Work Order with a start date after the three year term of the agreement will be authorized.

5.3 – The Consultants shall at all times carry on the work diligently, without delay and punctually fulfill all requirements herein. The passage of the Contract expiration date shall not extinguish, prejudice or limit either party's right to enforce this Contract with respect to any default or defect in performance that has not been cured or the breach of any Engineer warranty.

5.4 – Consultant shall give prompt written notice to Owner whenever Consultant observes or otherwise becomes aware of any development that will likely affect the scope or timing of Consultant's Services.

ARTICLE 6 -- COMPLIANCE WITH APPLICABLE LAW

Consultant certifies that it will comply with all federal, state and local laws, ordinances and regulations applicable to this Agreement, including, but not limited to all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations, as well as all local ordinances and regulations pertaining to public contracting. Without in

any manner limiting the foregoing, Consultant agrees that the provisions of ORS 279B.220, 279B.225, 279B.230, 279B.235 and 279B.270, ORS 279C.505, 279C.515, 279C.520 and 279C.530, shall apply to this Agreement, to the extent that such statutes are not inconsistent with local ordinances and regulations pertaining to public contracting. Further, that ORS Chapter 656, ORS 979.350 and/or USC Section § 276A, apply to Consultant's performance under this Agreement. *Contractor must adhere to all Oregon OSHA's (Occupational Safety & Health Administration) safety requirements and have staff trained in confined space rescue. OSHA's standard for confined spaces (29 CFR §1910.146) contains the requirements for practices and procedures to protect employees in general industry from the hazards of entering permit spaces.*

6.1 – By signature on this Contract, Consultant hereby certifies that he is not in violation of any Oregon tax laws. For the purpose of this certification, "Oregon tax laws" includes, but may not be limited to, ORS Chapter 118, 119, 314, 316, 317, 318, 320, 321, and 323 and Sections 10 to 20, Chapter 533, Oregon Laws 1981, as amended by Chapter 16, Oregon Laws 1982 (first special session); the Homeowner's and Renters Property Tax Relief Program under ORS 310.630 to 310.690; and any local tax laws administered by the Oregon Owner of Revenue under ORS 305.620.

ARTICLE 7 -- REIMBURSABLE EXPENSES DEFINED

7.1 – Reimbursable Expenses include actual expenses incurred by Consultant directly or indirectly in connection with the Project, such as expenses for printing or reproduction of Reports, Drawings, Specifications, Bidding Documents needed for public use and Postage. These expenses will be billed at cost plus 10% for handling.

ARTICLE 8 -- PAYMENTS TO CONSULTANT

8.1 – Owner reasonably believes at the time of entering into this Agreement that sufficient funds are available and authorized for expenditure to finance the costs of this Agreement.

8.2 – Owner shall pay Consultant for Basic Services an amount not to exceed of \$[AMOUNT] (on a time and material basis), Amendment(s) to Original Agreement, and Reimbursable Expenses on the basis set forth in this Agreement.

8.3 – Consultant shall submit monthly two (2) copies of invoices to Owner for services rendered and reimbursable expenses incurred. If Owner fails to make any payment due the Consultant within sixty days after receipt of the invoices therefore, the amounts due will be increased at the rate of 1% per month on the unpaid monthly balance, from and after the sixtieth day after receipt. In addition, the Consultant may, after giving seven days' written notice to Owner, suspend services under this Contract until the Consultant has been paid in full all amounts due for services, expenses and charges.

ARTICLE 9 -- AUTHORIZED REPRESENTATIVE

9.1 – Owner's Authorized Representative for this Project is designated in this Agreement. All matters and correspondence pertaining to the Project, including submittal of monthly invoices, will be through Owner's Authorized Representative. Owner's Authorized Representative shall render decisions in a timely manner pertaining to documents submitted by Consultant in order to avoid unreasonable delay in the orderly and sequential progress of Consultant's Services.

9.2 – Upon execution of this Agreement, Consultant will designate Consultant's Authorized Representative for the Project and convey the name of Consultant's Authorized Representative to Owner in writing. Consultant's Authorized Representative shall act on behalf of Consultant on all matters pertaining to this Project. All matters and correspondence to Consultant pertaining to the Project will be addressed through Consultant's Authorized Representative.

9.3 – Consultant's Authorized Representative shall not be changed without the prior written notice to and in agreement of Owner.

ARTICLE 10 -- PROJECT SCHEDULE/LIQUIDATED DAMAGES

10.1 – The consultant is required to submit a project schedule showing work tasks, milestone dates and completion date. The Owner, who may request changes, will review the project schedule. With both Parties concurrence, the Project Schedule will become a part of this Agreement.

10.2 – In the event that the Consultant fails to complete work or misses a project milestone on or before the date agreed to in the project schedule, the Owner may assess liquidated damages.

10.3 – Liquidated Damages will be assessed for each and every day the project milestone or work not contemplated under this Agreement remains uncompleted beyond the Project Schedule Date, the Consultant shall pay to the Owner the sum of \$100.00 per calendar day as liquidated damages and not as a penalty. This sum may be deducted from money due or to become due to Consultant as compensation under this Agreement.

ARTICLE 11 -- TERMINATION

11.1 – This Agreement may be terminated by either party by giving seven (7) days written notice in the event of substantial failure to perform in accordance with the terms herein by the other party through no fault of the party initiating the termination. If this Agreement is so terminated, Owner shall pay Consultant for services satisfactorily completed up to date of termination for said services.

ARTICLE 12 -- CONSULTANT'S RECORDS

12.1 – For not less than three (3) years after the contract expiration date, the Owner, the State of Oregon, and their duly authorized representatives shall have access to the books, documents, papers, and records of the Consultant which are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts. If for any reason, any part of this Agreement, or any resulting construction contract(s) is involved in litigation, Consultant shall retain all pertinent records for three years or until all litigation is resolved, whichever is longer. Full access will be provided to the Owner in preparation for and during litigation.

ARTICLE 13 -- USE OF DOCUMENTS AND ELECTRONIC DELIVERABLES.

13.1 – All Documents are instruments of Service in respect to this Project, and the Owner shall retain an ownership and property interest therein (including the right of reuse at the discretion of the Owner) whether or not the Project is completed.

13.2 – Copies of Consultant-furnished data that may be relied upon by Owner are limited to the printed copies (also known as hard copies) that are delivered to the Owner. Files in electronic media format of text, data, graphics, or of other types that are furnished by Consultant ("Electronic Deliverables") to Owner are only for convenience of Owner.

13.3 – Electronic files of text, data, graphics, or other types ("Electronic Deliverables") that are furnished by Owner to Consultant are furnished for the convenience of Consultant. The Electronic Deliverables are subject to error and can be modified or corrupted without the knowledge or authorization of Owner. Therefore, in the event of any discrepancy between the Electronic Deliverables and the printed copies (the "hard copies") of the documents furnished to Consultant, the hard copies shall govern and Consultant's use of the Electronic Deliverables is at Consultant's own risk.

13.4 – When transferring Electronic Deliverables, Owner makes no representations as to long-term compatibility, usability, or readability of documents resulting from the use of software application packages, operating systems, or computer hardware differing from those used by Owner at the beginning of this Project.

13.5 – Consultant acknowledges and agrees that all work and services performed under this Agreement shall be a "work made for hire" as that term is defined by the copyright laws of the United States. The Consultant hereby assigns all rights, title, and interest therein to the Owner. Except as otherwise provided herein, no rights, express or implied, are granted to the Consultant. Consultant may make and retain copies of Electronic Deliverables for information and reference in connection with use on the Project by Consultant. Such Electronic Deliverables are not intended or represented to be suitable for reuse by Consultant or others on extensions of the Project or on any other project. Owner retains ownership of all Documents and Electronic Deliverables and is providing such Documents and Electronic Deliverables for Consultant's use only for this Project. Consultant is not authorized to use, reuse, or modify the Documents or Electronic Deliverables for any other use or purpose. Any such reuse or modification without written verification or adaptation by Owner, as appropriate for the specific purpose intended, will be at Consultant's sole risk and without liability or legal exposure to Owner. Consultant shall indemnify and hold harmless the Owner from and against any and all claims, liabilities, losses, damages, or costs, including but not limited to reasonable attorney's fees, arising out of or in any way connected with the conversion, modification, misinterpretation, misuse or reuse, by Consultant or others, of Electronic Deliverables furnished by Owner hereunder.

13.6 – Submission or distribution to meet official regulatory requirements or for other purposes in connection with the Project is not to be construed as publication in derogation of Owner's or Consultant's rights.

13.7 – Consultant shall submit the Electronic Deliverables and related materials, if any, to the Owner as set forth in the Scope of Services.

13.8 – Consultant agrees that it shall not publish, copyright or patent any of the data furnished in compliance with this Agreement, it being understood that such data or information is the property of Owner.

ARTICLE 14 – INDEMNIFICATION

14.1 – Consultant shall defend, indemnify, and hold the Owner, and its respective, officers, agents, and employees harmless from all suits, actions, claims, demands, judgments, and liabilities (including property damage and bodily injury or death) to the extent resulting from any negligent acts, errors or omissions of Consultant, its agents or employees, arising from or relating to this Agreement, including costs of litigation or arbitration and attorney's fees before trial, at trial, or on appeal.

14.2 – Consultant shall defend, save, and hold harmless the Owner, its officers, agents, and employees, from all claims, suits, or actions of whatsoever nature, arising out of professional negligent acts, errors or omissions of Consultant or its employees, subcontractors, or agents in performance of professional services under this contract.

ARTICLE 15 – INSURANCE

INSURANCE POLICY STATEMENT

Any company or individual performing work for the City of Coos Bay (hereinafter "the City") or hosting a special event on City property shall be required to provide proof of insurance to the City per applicable insurance level.

1. General Liability shall be a per occurrence form and must cover the time for which the work/event/contract is being performed/held.
2. Proof of insurance of not less than the amount required is to be provided. Limits shown in the requirements are a minimum per occurrence limit.
3. If the City 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 statement 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 company or individual performing work/hosting event assumes full responsibility for the payment of such claim.
5. Waivers of the policy limits or provisions in this policy must be approved by the City Manager, City Attorney and the City Risk Manager of Record. Insurance policy limits may also be required to be higher based upon the City's review of the specific application for which insurance 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:
 - (1) Recipient's completion of all services and the City's acceptance of all services required under the Contract/Agreement, or

- (2) 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 Only:

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 Agreements under \$50,000

Commercial General Liability Per occurrence *to include a Waiver of Subrogation and an Additional Insured Endorsement	\$ 1,000,000
Professional Errors and Omissions liability (Per occurrence)	\$ 2,000,000
Workers' Compensation *to include a Waiver of Subrogation	Statutory Limit
Applicable Federal (e.g., Longshoremen's)	Statutory Limit
Employer's Liability	\$ 500,000
Umbrella/Excess Insurance Per occurrence	\$ 1,000,000
Automobile Liability Per occurrence *to include an Additional Insured Endorsement	\$ 1,000,000

IMPORTANT: This certificate is a matter of information only. If the certificate holder is an ADDITIONAL INSURED, the policy(s) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy certain policies may require an endorsement. **A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement or policy documents.

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.

9. (If applicable) Contractor will purchase and maintain property insurance for the entire work at the site on a replacement cost basis.

Contractor shall obtain, at Contractor's expense, and keep in effect until final acceptance of the work performed under this contract, an Installation Floater or equivalent property coverage for materials, equipment, supplies, and tools to be used for completion of the work performed under this contract.

The Installation Floater shall include coverage for testing, if applicable.

The minimum amount of coverage to be carried shall be equal to the full amount of this contract.

The contractor will be responsible for any applicable deductibles.

10. The Certificate of Insurance(s) and Endorsement(s) will be a part of the Contract/Agreement and shall be provided to the City 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.

For construction contracts, a per project aggregate (form CG 2503 05/09 or equivalent) shall also be required.

In all situations, the City shall be included as an additional insured under the commercial general liability, automobile liability, and umbrella liability policies as applicable.

As applicable, a waiver of subrogation under the workers' compensation and commercial general liability policies shall also be provided.

Copies of such endorsements or coverage enhancements **shall be attached to the certificate(s)** provided to the City and will become a part of the Contract/Agreement.

Insurance Coverage provided must be underwritten by an insurance company deemed acceptable by the City. The City reserves the right to reject all or any insurance carrier(s) with an unacceptable financial rating.

ARTICLE 16 -- CONTROLLING LAW/DISPUTES/COSTS

16.1 – This Agreement, the rights and obligations of the Parties hereto, and any claims or disputes relating thereto shall be governed by, interpreted, construed and enforced in accordance with the laws of the State of Oregon.

16.2 – Any litigation between the City and the Consultant arising out of or related to this Contract shall be brought and maintained solely and exclusively in the Circuit Court of Coos County, Oregon. Provided, if any litigation arising under this Contract must be brought in a federal forum, it shall be brought and maintained solely and exclusively in the United States District Court for the District of Oregon in Eugene, Oregon.

16.3 – In the event a dispute shall arise under or about this Agreement, then the prevailing party therein shall be entitled to recover from the non-prevailing party all costs, expenses and attorneys' fees which may be incurred on account of such dispute, whether or not suit or other legal or quasi-legal proceedings may be brought, as well as at every stage of any such proceedings from the time such dispute first arises through trial, arbitration or other proceedings and all appellate processes.

16.4 – In the event of any dispute relating to the enforcement, cancellation, performance, breach or damages under or pursuant to the terms and conditions of this Agreement (excluding lien enforcement and foreclosure and a bond enforcement action), either party may demand arbitration of all such disputes if the dispute does not exceed \$10,000. Any demand for arbitration must be made in writing and will be conducted in accordance with Oregon Laws. Discovery will be conducted under Oregon's Discovery Rules of Procedure. If the Parties cannot agree on an arbitrator, then the Presiding Judge for Coos County Circuit Court will appoint the arbitrator. The arbitration shall be carried out in Coos Bay, Oregon, at a place convenient to the arbitrators. The award by the arbitrator will be conclusive and it may be entered in any court of competent jurisdiction in accordance with Oregon Law. The cost of arbitration shall be shared equally by the Parties

ARTICLE 17 -- SUCCESSORS AND ASSIGNS

17.1 – This Agreement shall be binding upon Owner and Consultant and their respective partners, successors, heirs, assigns, and legal representatives.

17.2 – Consultant shall not assign, sublet or transfer any rights under or interest (including, but without limitation, monies that may become due or monies that are due) in this Agreement without the prior written consent of Owner. Unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under this Agreement.

ARTICLE 18 – FORCE MAJEURE

18.1 – Neither party shall be held responsible for delay or default caused by fire, riot, acts of God, and war, which is beyond such party's reasonable control. Each party shall, however, make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance of its obligations under the Contract.

ARTICLE 19 -- NONDISCRIMINATION

19.1 – Consultant agrees to comply with all local, state, and Federal laws and ordinances regarding discrimination in employment against any individual on the basis of race, color, religion, sex, national origin, physical or mental impairment, or age. In particular, Consultant agrees to comply with the provisions of Title 7 of the Civil Rights Act of 1964, as amended, and applicable Executive Orders, including but not limited to, Executive Order No. 11246.

ARTICLE 20 -- ACCURACY OF WORK PRODUCT

20.1 – Consultant warrants that its services under this Agreement shall be performed in a thorough, efficient and competent manner, promptly and with due diligence and care, and in accordance with the standard of care of the profession.

20.2 – If any part of Consultant's work is found to be defective for reasons attributable to Consultant, Consultant shall re-perform, at its own expense, those aspects of the work found defective.

20.3 – Consultant is solely responsible to Owner for correcting errors resulting from Consultant's faulty or inaccurate performance.

ARTICLE 21 -- SEVERABILITY

21.1 – If any provision of this Agreement or any application thereof to any person or circumstances shall, to any extent, be invalid, the remainder of this Agreement or the application of such provision to persons or circumstances other than those as to which it is held invalid shall not be affected thereby and each provision of this Agreement shall be valid and enforced to the fullest extent permitted by law.

ARTICLE 22 -- NOTICES

22.1 – Any and all notices required or authorized to be given pursuant to this Agreement, shall be given in writing and either hand-delivered, sent by facsimile or addressed and sent by certified or registered mail, postage prepaid, and return receipt requested, as follows:

If to Owner:

CITY OF COOS BAY
500 Central Avenue
Coos Bay, Oregon 97420
Attention: Jim Hossley,
Public Works Director

If to Consultant:

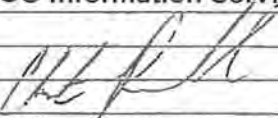
Attention: EBSCO Information
Services
10 Estes Street
Ipswich, MA 01938

ARTICLE 23 -- ENTIRE AGREEMENT

23.1. This Professional Services Agreement with Basic Services Agreement (Exhibit "A") together with any future, separately authorized Amendment(s) to Original Agreement (Exhibit "B") issued hereunder, constitutes the entire and integrated Professional Services Agreement between the Owner and Consultant and supersedes all prior negotiations, representations or agreements, either written or oral.

23.2. The terms of this Agreement shall not be waived, altered, modified, supplemented, or in any manner whatsoever, except by written instrument. Such waiver, alteration, modification, supplementation, or amendment, if made, shall be effective only in the specific instance and for the specific purpose given, and shall be valid and binding only if it is signed by all parties to this Contract. The failure of the Owner to enforce any provision of this Contract shall not constitute a waiver by the Owner of that or any other provision.

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed by their duly authorized representatives, under seal, as of the day and year first above written.

"OWNER"	"CONSULTANT"
CITY OF COOS BAY, OREGON	EBSCO Information Services
By:	By: 
Typed Name: Jim Hossley,	Typed Name: Clint Rumble
Title: Public Works Director	Title: Senior VP, Inside Sales
Date:	Date: 2/15/2017

[CORPORATE SEAL]

Exhibit "A"
BASIC SERVICES AGREEMENT

, an Oregon [Corporation/LLC/Partnership/Sole Proprietor] (hereinafter "Consultant") agrees to provide the following Professional Services (hereinafter "Basic Services") for **CITY OF COOS BAY** (hereinafter "Owner"), in accordance with the terms and conditions of this Professional Services Agreement, dated _____, 2015, (Type of work) for the **(Project Name)** all of which terms and conditions are incorporated herein by reference:

Part 'A' – Original Request for Proposal/Qualifications (RFP/Q):

Part 'B' – Consultants Response to Request for Proposal/Qualifications and/or Scope of Work:

Part 'C' – Project Schedule:

(The Consultant shall attach a Project Schedule to Part 'C', which will become a part of this Professional Services Agreement)

Part 'D' – Deliverables:

(The Consultant shall attach a Project Deliverables List with dates to Part 'D', which will become a part of this Professional Services Agreement)

Part 'E' – List of Sub consultants:

(The Consultant shall attach a List of Sub consultants to Part 'E', which will become a part of this Professional Services Agreement)

Part 'F' – Project Fees:

(The Consultant shall attach a Project Fee proposal to Part 'F', which will become a part of this Professional Services Agreement)

Part 'G' – Certificate of Insurance:

(The Consultant shall attaché all Certificate of Insurance(s) & Endorsement(s) to Part 'G', which will become a part of this Professional Services Agreement)

Exhibit "B"
AMENDMENT NO. X
TO
ORIGINAL AGREEMENT

an **Oregon [Corporation/LLC/Partnership/Sole Proprietor]** (hereinafter "Consultant") agrees to perform and complete the following work (hereinafter "Work") for **CITY OF COOS BAY** (hereinafter "Owner"), in accordance with the terms and conditions of the Professional Services Agreement, dated _____, 2015, (Type of Work) for the (Name of Project) all of which terms and conditions are incorporated herein by reference:

Original Contract Amount:	\$ 58,500
Net Amount Previous Amendment No(s).:	\$
Total Original Contract Net Amendments	\$
Total Amount Amendment No(s).:	\$
Total Contract Amount Net Amendments	\$

Part 'A' – Scope of Services for Additional Work:

(The Consultant shall attach a Scope of Services for Additional Work to Part 'A-X', which will become a part of the above referenced Professional Services Agreement)

Part 'B' – Project Schedule:

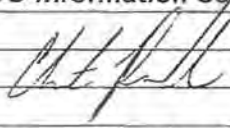
(The Consultant shall revise the Project Schedule and attach to Part 'C' of the above referenced Professional Services Agreement and will become a part of that Agreement)

Part 'C' – Deliverables:

(The Consultant shall revise the Project Deliverables List with dates and attach to Part 'D' of the above referenced Professional Services Agreement and will become a part of that Agreement)

Part 'D' – Project Fees (increase/decrease):

(The Consultant shall revise the Project Fees and attach to Part 'F' of the above referenced Professional Services Agreement and will become a part of that Agreement)

"OWNER"	"CONSULTANT"
CITYOF COOS BAY, OREGON	EBSCO Information Services
BY:	BY: 
Typed Name: Jim Hossley	Typed Name: Clint Rumble
Title: Public Works Director	Title: Senior VP, Inside Sales
Date:	Date: 2/15/2017

PART 'A'
ORIGINAL REQUEST FOR QUALIFICATIONS

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

PART 'B'
CONSULTANT STATEMENT OF QUALIFICATIONS AND/OR
SCOPE OF WORK

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

PART 'C'
PROJECT SCHEDULE

(The Consultant shall attach a Project Schedule to Part 'C', which will become a part of this Professional Services Agreement)

<u>Revision</u>	<u>Date</u>

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

PART 'D'
DELIVERABLES

(The Consultant shall attach a List of Project Deliverables with dates to Part 'D', which will become a part of this Professional Services Agreement)

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

PART 'E'
LIST OF SUB CONSULTANTS

(The Consultant shall attach a List of Sub Consultants to Part 'E', which will become a part of this Professional Services Agreement)

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

PART 'F'
PROJECT FEE

(The Consultant shall attach a Project Fee proposal to Part 'F', which will become a part of this Professional Services Agreement)

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

Level 2 Insurance Requirements: Professional Services contracts/agreements under \$50,000:

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

IMPORTANT: A Certificate is issued as a matter of information only. If the certificate holder is an ADDITIONAL INSURED, the policy(s) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement or provided in the coverage documents.

PART 'G'
CERTIFICATE OF INSURANCE

(The Consultant shall attaché all Certificate of Insurance(s) & Endorsement(s) to Part 'G', which will become a part of this Professional Services Agreement)

Consultant Name
PSA City Insurance Level 2

Project Name
Project No.:

EBSCO's Response to Request for Proposals

Qualifications

About EBSCO

EBSCO is the leading provider of content and technology for libraries. The company offers premium content through databases, e-books, journals and magazines, digital archives and more, as well as a versatile discovery tool for searching across all library content. As a leading technology company, EBSCO offers a suite of feature-rich platforms and tools for building and administering collections, analyzing usage, integrating with library systems, and delivering content to end users.

In business for more than 70 years, EBSCO serves the needs of researchers at all levels including public libraries, academic libraries (graduate-level institutions, junior/community colleges) and K-12 schools as well as corporations, hospitals and medical institutions and government institutions.

EBSCO makes Stacks available as an exclusive agent.

About Stacks

Since 2006, Stacks technology powers libraries of all types including Microsoft, California Institute of Technology (Caltech) and Singapore University of Technology and Design. Stacks library technology expertise was recognized in 2014 when it was awarded the American Library Association Award for Collaboration and the Canadian Library Association Award for Innovation in Technology.

This passionate team of library professionals, usability thought leaders, design experts and software engineers are reinventing the library experience.

References and Examples of Work

Fayetteville Public Library

<http://faylib.org/>

MacEwan University Library

<https://library.macewan.ca/>

Saskatchewan Information and Library Services Consortium

<http://search.sasklibraries.ca/>

Additionally, please find Stacks demo site here:

Stacks Demo site:

<http://demo.public.fullstack.stackdiscovery.com/>

Reference #1

Company Name:	California Institute of Technology (Caltech)
Company Address:	1200 E California Blvd, Pasadena, CA 91125, United States
Contact Name:	Tommy Keswick
Contact Telephone Number:	626-395-1475
Date Work Undertaken:	Present
Nature of Assignment:	Stacks Website Implementation (in-progress)

Reference #2

Company Name:	Fayetteville Public Library
Company Address:	401 West Mountain St. Fayetteville Arkansas, United States
Contact Name:	Lynn Yandell
Contact Telephone Number:	(479) 856-7040
Date Work Undertaken:	2013-Present
Nature of Assignment:	Website and Mobile Apps – Powered by Stacks http://www.faylib.org/

Reference #3

Company Name:	MacEwan University Library
Company Address:	10045 156 St NW, Edmonton, AB T5P 2P7, Canada
Contact Name:	Louis Mussbacher
Contact Telephone Number:	(780) 633-3536
Date Work Undertaken:	2011-Present
Nature of Assignment:	Integrated library website and iOS mobile app – Powered by Stacks http://library.macewan.ca/

Timeline

A typical Stacks implementation can be launched in as little as 10 business days. Please see [Part C: Project Schedule](#) for details.

Methodology

Stacks is designed to stay current and up-to-date year after year. Enhancements and new features are released every quarter. Integration maintenance like ILS API updates and support for new browsers and devices are performed continuously to ensure quality and an industry-leading experience throughout the life of the contract. Stacks is committed to providing a modern and interactive experience on all devices.

As a SaaS solution, Stacks ensures that no additional, hidden costs are incurred during the life of the contract. Stacks license fees guarantee that all integrations will be maintained, software and hardware updates are executed and security remains reliable.

Experience of Team

Each member of the Stacks team is driven and passionate about the community, libraries, branding, marketing, communications, web and design. This offers the Coos Bay Public Library a team where every person is inspired to work together.

Communication methods have changed drastically in the last 10 years. Stacks presents a group of people who are excited to research, understand and brand Coos Bay Public Library. In today's fast paced world, making sense of the technology and having the experience to communicate to the world who you are and what you are about is key for success.

The simple truth about today's global society is that relationships are the basis for even the smallest communication. How many account people play the game of 'telephone' between the clients and the creative team in a large agency? How passionate can creatives be about your brand when they can't directly talk to you about it? Working with Stacks means you get the real-world experience of what an agency has to offer alongside a great partnership that will work to modernize and unify the Library's image in the community.

Kristin Delwo, President & CEO, Stacks Inc., is focused on finding new and better ways to conduct business. She strives to improve efficiencies and make an impact on bottom lines and service delivery through today's mobile technologies. She has been leading award-winning enterprise-scale projects for clients with a team of talented designers, programmers, engineers and software architects. As a former Public Library Manager and Systems Administrator for a large multi-type Consortia with over 10 years of experience managing library projects, Kristin knows first-hand the challenges libraries face and has built her business around creating solutions that are sustainable, affordable and accessible.

Dennis Bridges, Product Manager, Stacks Inc., has been working with the Stacks team in a variety of different roles for more than 4 years. Before Stacks, he was the Director of Operations for Hybrid Forge, managing custom development of web software solutions for public, academic and special libraries of all sizes, including large consortia. He holds a Bachelor's Degree in Economics, a Masters of Business Administration and an active Project Management Professional (PMP) designation. Dennis has over 10

years of experience in professional services and is driven to provide enterprise level support by building strong relationships with customers.

Kevin Horek, Creative Director, Stacks Inc., is a thought leader on responsive design and modern usability. This is evidenced by his radio/television series, Building the Future and his guest blogging on TechZulu. He is a published author and is best known for his work published by Packt Publishing on Zurb's responsive framework, Foundation 5. Kevin studied web development and design at universities across North America, including UCLA and the University of Alberta. For over 20 years, Kevin has been working on web and mobile apps for some of the world's most notable and well respected organizations. Among them are BMW, Best Buy, Apple, Adobe, Sprint, Eastlink, TD Canada Trust, Qantas Airlines, Emirates Airlines, CB Richard Ellis, Cushman & Wakefield and Colliers International. He has also worked with hundreds of libraries such as the prestigious Caltech Library, the Microsoft Faculty Library and Miami-Dade County Public Library System. His design and development projects have won critical acclaim and have been featured by media outlets like Hit Parader magazine. Kevin continues to champion superior user experiences and maintains a relentless focus on achieving this goal in all of his ventures.

Chad Smith, Chief Technology Officer, Stacks Inc., has been building web and mobile solutions for libraries of all kinds since 2009. His company Hybrid Global (formerly Hybrid Forge) has been leading the charge on advancing digital library experiences by influencing vendor APIs and providing thought leadership in the industry. He is a computer engineer with a deep and meaningful understanding of the library technology space. His portfolio includes mobile experiences for the Microsoft Faculty Library, The Alberta Library, Dallas Public Library and many, many more. He has architected dozens of integrations with library products and continues to deliver industry-leading solutions.

Jesse Meyer, Marketing & Communications, Stacks Inc., is a leader and award winner in the fields of marketing and communications for over 15 years. Jesse has been directly involved with the development of branding, marketing and communications strategies for organizations of different sizes. From creating and launching a new brand to developing strategic marketing and communications plans, Jesse enjoys the challenge of working with new businesses and bringing new ideas to life. Jesse has worked with many diverse organizations in the role of marketing, brand and communications including University of Alberta, Volunteer Alberta, Fort McMurray Airport Authority, Vancouver General Hospital, Fort McMurray Tourism, The Government of Alberta and the Vancouver Airport Authority.

Approach

Submit a brief narrative illustrating your understanding of this project. This narrative should include a statement of work to be performed and business processes.

The basis to any approach for Stacks is having a great customer relationship. Knowing the customer allows the Stacks team to know their needs and meet or exceed expectations. A team of industry leading web and mobile developers, art directors, marketers, copywriters, designers, illustrators and artists are what make up the Stacks methodology.

Stacks understands that the overall objective of this project is to complete a brand redesign and marketing campaign. Stacks has outlined the expectations of Coos Bay Public Library, as well as EBSCO's approach to achieving the goals of this project.

Expectations: Coos Bay Public Library will work closely with Stacks throughout the implementation and creation of the brand redesign and marketing campaign planning. Stacks expects that Coos Bay will have all content for the new website ready in a timely manner to ensure a quick and efficient transition. Coos Bay representatives will attend training sessions hosted by the Stacks team in order to be fully equipped to manage their own website.

Goals and Approach: Stacks understands and is capable of achieving the following project goals:

- *Discover branding goals* for the library through collaborating with Coos Bay Public Library and assessing the current library brand. This assessment will help provide the basis for the work that will take place in discovering branding goals and defining the new Library brand.
- *Develop a logo and taglines* using conversations and the information gathered from the community and other stakeholders, to create new including logo designs and tagline(s). Stacks will then employ their team of designers to craft a logo and taglines that best represent the Coos Bay Public Library.
- *Deploy new brand for advertising, public relations, all communications, and social media* by utilizing traditional tools such as news releases and press conferences, as well as social media channels. Stacks will ensure the Library is well equipped to effectively communicate with not only their patrons, but with the community overall.
- *Development of yearlong marketing plan and guidance for use* by uncovering the unique situation and determining the sweet spot with the Coos Bay Public Library patrons and with the community.
- *Provide simple and intuitive electronic access to library services, program information, and catalog* through the Stacks content management system. Empowering librarians to create world class library experiences by bringing the library's local content, catalogs, and electronic resources together. Stacks creates a seamless user experience on any device, anywhere.
- *Provide 24/7 electronic self-service* for both the end user and the administrators. Stacks' is offered as a Software as a Service (SaaS) platform, with an uptime of 99.9%.
- *Improve communication and awareness of the library and its services* through assisting with planning and preparation involved with launching the new brand. This will include a

comprehensive communications campaign to not only generate excitement, but also ensure that the launch is well covered from a media relations perspective

- *Generate interest in the services, events and attractions that the library has to offer by working with Coos Bay Public Library on all marketing efforts, including the launch of the new easy-to-use library website.*

For more information regarding Stacks' unique approach to the needs of Coos Bay Public Library, please see [Part D: Deliverables](#).

Detail your transition plan or approach: Include the tasks, task description and the timeline for completion for the tasks.

The Stacks team's approach to implementation is a result of its experience in the marketplace, including more than 10 years of software maintenance and support for libraries. Through consultation, understanding, communication, execution and training, Stacks will deliver a customized web experience tailored to the needs of the library and its users. The full implementation plan can be found in [Part C – Project Schedule](#).

Identify any foreseeable problems during implementation of the project.

Stacks does not foresee any problems during the implementation of this project.

Identify any new equipment or license requirements that may affect short-term and long-term costs to the Library.

Stacks does not require any new equipment or license requirements that will affect short-term and long-term costs. The pricing for Stacks is presented in [Part F: Project Fees](#).

Identify any ongoing maintenance costs associated with the new website.

Pricing for Stacks covers maintenance of the site, including hosting, support and future enhancements.

Explain your firm's controls for quality, cost and meeting deadlines.

Stacks is dedicated to providing a quality website and content management system. The attached [Stacks Service Level Agreement](#) in tab 9, outlines the level of quality that a Stacks customer can expect.

Stacks has outlined the pricing for this project in [Part F – Project Fees](#). The pricing for Stacks is fixed; there will be no changes to the costs quoted.

Stacks will work with the Coos Bay Public Library to ensure that all key deadlines are met. Please note that a typical Stacks implementation takes 10 days.

Describe your training methodology: include number of days, hours, level of staff.

Stacks implementation includes half-day training and robust training and help materials available online 24/7. Additionally, Stacks will assist with planning and preparation involved with launching the new brand. This will include a comprehensive communications campaign to not only generate excitement for the big day but also ensure that the launch is well covered from a media relations perspective.

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.

Stacks customers are supported by EBSCO's Customer Service team, available Monday through Friday, 24 hours a day and Saturday and Sunday from 9:00 a.m. to 5:00 p.m. (Eastern Time). This support is available to customers free of charge. Additionally, customers receive automatic access to updates and enhancement with new themes are release quarterly and are available to customers at no additional cost.

Project Schedule

Stacks can be deployed in as little as 10 business days and training can be scheduled within the same time frame. Once the training is complete, a library may take as long as needed to determine its information architecture and create content. Once the library has completed this work, Stacks will schedule a launch (Go-Live) in as soon as one week.

If the library requires a custom design or content migration services as optionally quoted, a custom schedule may be drafted as agreed to by both parties, not to exceed 90 days to launch.

The Stacks team's approach to implementation is a result of its experience in the marketplace, including more than 10 years of software maintenance and support for libraries. Through consultation, understanding, communication, execution and training, Stacks will deliver a customized web experience tailored to the needs of the library and its users. The full implementation plan is outlined below:

1. On-Boarding Checklist: The On-boarding checklist is provided to the client by Stacks. This checklist is designed to capture as much information about the library and its needs as possible and covers areas such as basic library information; system information; third-party integration points; authentication; and analytics. The implementation team is available to assist the library with this information, as needed.
2. Site Set Up: The Stacks team will create the library's instance and go through the checklist to verify all details. Using the information provided, the Stacks team can begin setting up all initial integrations. This phase can include setting up Google Analytics and related accounts, activating site search and ILS integration, as well as activating integrations with other third-party tools. The Stacks team may contact the library at this stage for additional information if required.
3. Information Architecture: Before accessing the site itself, the support team will provide a package that guides the library through outlining a high-level menu structure for the site. This will provide the basics of what elements will live where and help us advise the library on how to create and structure content during training. This will ensure that we are able to tailor the training program and maximize its value.
4. Training: Stacks implementation includes a half-day training program and robust training and help materials. Three sessions will be provided focusing on Administration, Content Editing and Content Best Practices. This includes 24/7 access to manuals, video tutorials and the ticket support desk.
5. Content Development: Stacks will work with the library to scope, configure and launch its website. The library will be responsible for creating all content unless otherwise negotiated. At the time of deployment, day-to-day maintenance such as event postings, content updates, hours of operation, etc., will be managed by library staff through an easy-to-use dashboard. From one location, this dashboard offers access to all product features and each user can adjust it to suit his or her preferred daily workflow.

6. Go-Live: Once the site is populated with content and all users have been configured, it's time to share it with the public. The support team will work closely on changing over DNS settings so the new site can land gently in its proper home. EBSCO and Stacks are more than happy to coordinate with PR or Marketing teams in order to time the Go-Live with dates or events that are important to the Library and its stakeholders.

A user guide, access to customer service by email or phone and a robust, searchable help site are available to all Stacks users at no additional charge. Additional training may be scheduled as needed and

Stacks offers additional content migration support for libraries that want some help with the heavy lifting.

Stacks is a stable platform that applies rigorous testing throughout its continuous deployment. Bugs may be reported via the Stacks Support Desk 24/7 by submitting a ticket at [Support.StacksDiscovery.com](https://support.stacksdiscovery.com)

Deliverables

Branding, Marketing, Advertising and Communications Services

Working with Coos Bay, Stacks will create a marketing plan that includes the creation and delivery of:

- Reviewing the Brand Ideals: vision, meaning, authenticity, differentiation, durability, coherence, flexibility, commitment, value
- Reviewing current marketing practices
- Developing a positioning platform
- Creating a brand brief
- Developing key messages
- Creating the creative brief
- Designing and developing standards for branding
- Developing core messages and targeted messages
- Creating a new logo
- Finalizing brand architecture
- Presenting a visual strategy
- Developing a marketing strategy that works with the brand and maximizes effective exposure
- Developing launch strategy and plan

The Stacks team has worked with some of the largest advertising and marketing agencies in Canada, developing brands and strategies for international organizations to local companies. Communications? Stacks has a team that has handled corporate communications for organizations of all sizes with both traditional and social media tools. But at the end of the day, Stacks is made up of real people who are excited by the prospect of using our combined talents to fuel the recognition of Coos Bay Public Library and create a brand that has meaning to the patrons and to the community.

Website Services

Librarians are challenged with budget constraints, explaining website updates to the tech team, and curating the right content and resources for patrons. The Stacks platform is a tool that can help you do it all.

A Better Library Experience

The Stacks platform empowers libraries to create world class experiences for the library and their patrons.

- Complete responsive website content management system (CMS)
- Real time, integrated search results
 - Easily connect to third-party tools and data sets
- Everything needed to create and manage a digital library experience
- High performance on all browsers and all devices
- Subscription Service (SaaS) benefits
- Continuous deployment - 99.9% uptime guaranteed
- Secure cloud hosting - backups, maintenance and support are covered
- High performance, high availability
- Integrate EBSCO Discovery Service (EDS) or other catalogs for a powerful search experience
- Native Stacks Mobile app for iOS and Android

Stacks is the entire library experience.

Make it easy for patrons to find what they need, all from one website.

- Responsive design means optimal performance on all devices
- Connect patrons to the right content - every time
- Highly configurable search with EBSCO Discovery Service
- Stacks Bento Search integrates with your ILS to produce the best search results
- Instant multi-language support using Google Translate with over 100+ languages
- Personalized access to databases and full text Discovery results via OpenAthens integration

Stacks is a subscription service.

This means that Stacks takes care of the maintenance behind the scenes so libraries can focus on what they're passionate about, creating a great experience for your students and faculty.

- No surprise costs make it easy to budget
- Never worry about expensive upgrades
- Never worry about security issues or risks
- Continuous deployment | 99.9% uptime guarantee
- Secure cloud hosting | backups, maintenance, support, etc.

The Power of Stacks Search

Stacks allows libraries to link directly to the *EBSCO Discovery Service* (EDS) search interface or keep users in the same environment with unique search overlays for a seamless, responsive experience.

- Access all resources from one search bar
- Surface content in just one click
- Get relevant results every time

Stacks Bento Search is the most unique search format as it allows administrators to curate the search experience of patrons. Stacks searches multiple APIs such as *EBSCO Discovery Service*, external catalogs and the website simultaneously, enabling libraries to group and present results according to patron's specific needs.

Dashboard Driven

Stacks makes it easy for libraries to focus on delivering the best content and services to their patrons. The Dashboard provides direct access to all that the Stacks platform has to offer right at your fingertips.

- Intuitive dashboard to help manage all content and resources in one place
- Drag-and-drop allows for easy editing
- Quick access to the Help Manual and Tutorials

Stacks Features

Stacks is a full Content Management System (CMS) with rich *EBSCO Discovery Service* integration. Below is a list of the features available with the Stacks platform. This means more focus on generating the content and the experience instead of worrying about the technology.

- | | | |
|---|-------------------------------------|---|
| ○ Accessible | ○ Multi-language support | ○ Supports a single |
| ○ Adheres to user experience best practices | (100+ languages) – Google Translate | website or many locations |
| ○ Analytics integrations | ○ News articles | ○ Surveys & forms |
| ○ Cover art integrations | ○ Recommendations | ○ Customizable taxonomies |
| ○ Customizable themes | ○ Course reserves | ○ Exclusive EBSCO Discovery Service integration |
| ○ Database portal | ○ Resource flows (carousels) | ○ User roles |
| ○ Directory listings | ○ Responsive design | ○ Web security |
| ○ Events management | ○ Reviews integrations | ○ 24/7 support desk |
| ○ External catalogs | ○ Room bookings | ○ And more... |
| ○ ILS integrations | ○ Share content between sites | |
| ○ Research guides | ○ Social media integration | |
| ○ Location and hour – Google Places | | |

Going Mobile Has Never Been Easier

The Stacks Mobile app for iOS and Android offers an industry leading mobile library experience boasting rich integrations and exclusive functionality. When paired with the Stacks web platform, mobile app content is easy to manage and automatically updated when changes within the Stacks web platform are made.

Stacks Mobile Allows Users To:

- View and renew currently checked out items
- Review account information
- Check the status of holds, place holds, cancel holds
- View fees and fines
- Browse the library catalog/Discovery
- Retrieve call numbers
- Scan a book to search the library and place a hold
- Register for library programs and events *
- Access Databases *
- Manage forms and polls with Stacks Easy Forms *
- Manage the look and feel to match your Stacks website *
- Book rooms *

1) Review of existing materials, assets and project goals

Brand

Stacks will work alongside the Coos Bay Public Library team in assessing the current library brand including its logo, taglines, colors and imagery. This assessment will help provide the basis for the real work that will take place in discovering branding goals and defining the new Library brand. The Stacks team of award winning designers will use these conversations and the information gathered from the community and other stakeholders, to create the new brand foundation including goals, logo design, and tagline(s).

Marketing and Advertising

The Stacks team has a wealth of experience in leading the review of a client's current marketing, advertising and social media practices. The team will create an easy to understand report outlining the current situation, it's efficiencies and deficiencies and profile any recommendations that will add value to the existing practices. This report will form the basis for the development of a yearlong marketing plan to be used by the Library and will lay the groundwork for a marketing program that can grow and evolve well into the future.

Social Media

The Stacks team will be able to provide their expertise with interface design, social media and user experience consultation. Stacks strives to get inside the minds of the Coos Bay Public Library patrons so Stacks can provide the best possible assessment of current social media and counsel on the process of expanding your reach and improving communication and awareness of the Library and its services. This work will be interactive and will help educate and train the Coos Bay Public Library team on social media best practices.

2) Development and deployment of a comprehensive marketing and branding plan

The Coos Bay Public Library brand strategy development begins with an in-depth analysis of your current marketing efforts. This analysis includes primary and secondary research that may involve interviews with current staff and stakeholders. Stacks will uncover the unique situation and determine the sweet spot with your patrons and with the community. A better understanding of your strategic objectives will help Stacks guide the development of the marketing strategy. The marketing and branding plan will not be complete without patron involvement along the way. The final plan will consist of detailed strategies, recommended promotional opportunities and overall campaigns to be employed over the coming year to reestablish the Library's place within the community of Coos Bay.

3) Creation of templates, collateral and advertising that supports the brand value proposition

Advertising, branding, communication. Stacks is excited to unveil the stash of creatives that have excellent skills in creating and defining brands as well as years of experience working in the ad agency world developing marketing and branding platforms from the ground up. The Stacks team is looking forward to working with the Coos Bay Public Library team to develop collateral that will make the Library and the community proud.

4) Strategic communications, public relations and social media

Stacks is ready to develop detailed strategic plans that will guide deployment of successful advertising and public relations campaigns. Utilizing traditional tools such as news releases and press conferences, as well as social media channels, Stacks will ensure the Library is well equipped to effectively communicate with not only their patrons, but with the community overall.

5) Consideration of brand use

The Stacks team will ensure that no aspect of brand use is left without an expert in that area. From advertising, social media, to community awareness, participation and all types of graphic design mediums, Stacks has a team that can meet all those needs and more meaning your new brand will shine both in the community and online.

6) Additional deliverables

Providing the assets listed is well within the capabilities of Stacks. Templates and guidelines for advertising, social media posting and more will be provided, but how Stacks communicates is always changing. Rest assured that Stacks will encourage collaboration on the development of any additional templates that might be useful for the Coos Bay Public Library team and look forward to incorporating any new ideas that may come about during this project.

7) Stacks Web Platform

Stacks is the first turnkey, responsive web platform with plug and play integrations and mobile apps connected in real time.

Empowering librarians to create world class library experiences by bringing the library's local content, catalogs, and electronic resources together. Stacks creates a seamless user experience on any device, anywhere.

8) Celebrate!

Once the new brand is ready and the marketing and communications plans are set, it's time to celebrate! Stacks will assist with planning and preparation involved with launching the new brand on what will be a historic and memorable day for the Coos Bay Public Library. This will include a comprehensive communications campaign to not only generate excitement for the big day but also ensure that the launch is well covered from a media relations perspective.

9) Here to help

Once the marketing and communications plans are set and the brand has launched, it's time to get to work. Rest assured that if assistance is required in understanding any element of these plans or campaign details, Stacks will be there for you. Need some advice or want to bounce an idea off someone, reach out and Stacks will be happy to assist.

List of Sub consultants

This section is N/A. Stacks will not use sub consultants in the implementation or maintenance of the Coos Bay Public Library brand redesign and marketing campaign.

Fee Schedule

Due to the circumstances described in the RFP the need for brand, marketing, and communications establishment as well as website development, Stacks broken down the pricing into three sections.

- Brand Development, Marketing & Advertising
- Website Development
- Communications, Social Media Strategy Development

Brand Development, Marketing and Advertising

Subtotal: \$42,500

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>COST</u>
Conducting Research	<ul style="list-style-type: none"> • Discovery meeting • Research and investigation of all aspects of Coos Bay Public Library • Reviewing the Brand Ideals: vision, meaning, authenticity, differentiation, durability, coherence, flexibility, commitment, value 	\$3,400
Clarifying Strategy	<ul style="list-style-type: none"> • Review of current marketing practices • Developing a positioning platform • Creating a brand brief • Developing key messages • Creating the creative brief 	\$4,250
Design and Development	<ul style="list-style-type: none"> • Designing and Developing standards for branding Coos Bay Public Library • We know who we are • Core messages • Targeted messages • Look and feel • Logo • Finalize brand architecture • Presentation of visual strategy 	\$8,500
Marketing Strategy	<ul style="list-style-type: none"> • Develop a marketing strategy that works with the brand and maximizes effective exposure 	\$9,350
Implementation	<ul style="list-style-type: none"> • Develop launch strategy and plan • Application to assets 	\$17,000

Website Development

Subtotal with Mobile App: \$7,500
Subtotal *without* Mobile App: \$5,000

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>COST</u>
Stacks with ILS Integration	<ul style="list-style-type: none"> • Implementation • Migration • Hosting • Training • Support • Future Enhancements • ILS Integration 	\$5,000
Mobile App *Optional	<ul style="list-style-type: none"> • Stacks Mobile allows students and researchers to: <ul style="list-style-type: none"> ○ View currently checked out items and review account information ○ Check the status of holds, place holds, cancel holds ○ View fees and fines ○ Browse the library catalog ○ Retrieve call numbers ○ Locate library location(s) and hours of operation ○ Scan library barcodes from a phone at checkout ○ Scan a book to search the library ○ Register for library programs and events • Stacks Mobile allows librarians to: <ul style="list-style-type: none"> ○ Use tablets as mobile catalogs when helping patrons, for quicker and easier access to information ○ Retrieve call numbers while in the stacks ○ Mount tablets as interactive Public Access Catalogs on the end of bookshelves to 	\$2,500

help patrons find the
resources they need

- Auto-generate location
info from the library's
Stacks website
- Feed events directly
from the library's Stacks
website

Social Media Strategy Development

Subtotal: \$8,500

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>COST</u>
Discover & Research	<ul style="list-style-type: none"> • Consultation and analysis of current situation • Confirmation of goals and objectives • Comparative review and best practice recommendations 	\$3,000
Planning & Strategy	<ul style="list-style-type: none"> • Identification and development of message themes • Development of content guidelines • Development of interaction guidelines 	\$3,500
Design & Prototype	<ul style="list-style-type: none"> • Consolidation of findings into strategy guidebook • Development of digital assets for branding of social media channels 	\$2,000

Project Total with Mobile App:

Brand Development, Marketing & Advertising	\$42,500
Website Development	\$7,500
Social Media Strategy Development	\$8,500
Total	\$58,500

Project Total without Mobile App:

Brand Development, Marketing & Advertising	\$42,500
Website Development	\$5,000
Social Media Strategy Development	\$8,500
Total	\$56,000

Media purchases and printed products will be additional and estimates will be provided as details for each develop.

Travel costs required for team members to visit Coos Bay will be additional, and will be invoiced at cost. We anticipate that two (2) team members will be required to travel to Coos Bay at least two (2) times through the course of the project. The estimated cost is likely to be approximately \$3,000-\$5,000.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
9/21/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER S.S. Nesbitt & Co., Inc. 3500 Blue Lake Drive, Ste. 120 Birmingham AL 35243		CONTACT NAME: Linda Fetherolf PHONE (A/C No. Ext): (205) 262-2700 FAX (A/C No.): (205) 262-2701 E-MAIL ADDRESS: lfetherolf@ssnesbitt.com															
INSURED EBSCO Industries, Inc. P. O. Box 1943 Birmingham AL 35201		<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: Travelers Property & Casualty</td><td>25674 AXV</td></tr><tr><td>INSURER B: Travelers Indemnity Company</td><td>25658 AXV</td></tr><tr><td>INSURER C: Travelers Property & Casualty</td><td>25674 AXV</td></tr><tr><td>INSURER D: The North River Insurance</td><td>21873 AXV</td></tr><tr><td>INSURER E: Ohio Casualty Insurance Company</td><td>24074 AXV</td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Travelers Property & Casualty	25674 AXV	INSURER B: Travelers Indemnity Company	25658 AXV	INSURER C: Travelers Property & Casualty	25674 AXV	INSURER D: The North River Insurance	21873 AXV	INSURER E: Ohio Casualty Insurance Company	24074 AXV	INSURER F:	
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INSURER F:																	

COVERAGES

CERTIFICATE NUMBER: 2016-17 Master EBSCO

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
A	GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000		
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000		
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	X	X	TC2JGLSA-9D909462-16	10/15/2016	10/15/2017	MED EXP (Any one person) \$ 5,000	
	<input checked="" type="checkbox"/> Blkt Addt'l Insured			Contractual Liability			PERSONAL & ADV INJURY \$ 1,000,000	
	<input checked="" type="checkbox"/> Blkt Waiver of Subro				GENERAL AGGREGATE \$ 2,000,000			
	GEN'L AGGREGATE LIMIT APPLIES PER					PRODUCTS - COMPROP AGG \$ 2,000,000		
<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC								
A	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000		
	<input checked="" type="checkbox"/> ANY AUTO					BODILY INJURY (Per person) \$		
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS	X	X	TC2JCAP-9D909474-16	10/15/2016	10/15/2017	BODILY INJURY (Per accident) \$
	<input checked="" type="checkbox"/> HIRED AUTOS	<input checked="" type="checkbox"/> NON-OWNED AUTOS			Hired Physical Damage		PROPERTY DAMAGE (Per accident) \$	
	<input checked="" type="checkbox"/> Blkt Addl Ins	<input checked="" type="checkbox"/> Waiver Sub			Limit \$100,000/Ded. \$25k			
A DE	<input checked="" type="checkbox"/> UMBRELLA LIAB	<input checked="" type="checkbox"/> OCCUR	X	X	ZUP-81M16741-16-NF	10/15/2016	10/15/2017	EACH OCCURRENCE \$ 25,000,000
	<input checked="" type="checkbox"/> EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE			5228001198 (\$25M)	10/15/2016	10/15/2017	AGGREGATE \$ 25,000,000
	<input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 10,000				ECO1757063478 (Ex. Liab \$10M)	10/15/2016	10/15/2017	Excess umbrella Agg \$ 25,000,000
B C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		X		Retro (AZ/PL/MA/NE/OR/WI)			<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N <input checked="" type="checkbox"/> N	N/A		TRKUB-9D909450-16	10/15/2016	10/15/2017	E L EACH ACCIDENT \$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below				TC2JUB-9D904430-16 A/O/S	10/15/2016	10/15/2017	E L DISEASE - EA EMPLOYEE \$ 1,000,000
					TWXJUB-9D911955016/AL&NV	10/15/2016	10/15/2017	E L DISEASE - POLICY LIMIT \$ 1,000,000
A	Property				RTJ-CMB-1F64421-8-16	10/15/2016	10/15/2017	\$100,000,000 Ded \$50,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Named Insured Includes: EBSCO Publishing, EBSCO Information Services

MediaGuard Policy# 596559921 eff 03/23/2016 - 03/23/2017 written through C N A Insurance Limits \$5M Retention \$250k.

CERTIFICATE HOLDER**CANCELLATION**

Evidence of Coverage

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Linda Fetherolf/LLP

STACKS Service Level Agreement

Definitions

The Service

The Service (STACKS Web Platforms and Mobile Apps) is defined as the application that provides websites and mobile apps services to the customer's end users/patrons.

Downtime

Downtime is any period of time greater than 10 minutes in duration, in which end users cannot use the service for its intended purposes, including searching, viewing results, browsing website content and following links to resources. Downtime may manifest itself as the inability to complete actions due to application errors, or may result from slow performance. STACKS will be the sole party responsible for measuring and reporting Downtime.

Availability

Availability is the numeric inverse of downtime. For any given period of time that users can use the service for its intended purposes, the application is Available. Downtime plus Availability shall equal 100% of the time in a given year. STACKS will be the sole party responsible for measuring and reporting Availability.

Performance

Performance is defined as the amount of time for pages to be delivered to the end user's browser from the instant their request was submitted. This is referred to as End-To-End Performance. The Service will consist of several pages that will contribute to the site's overall Performance. STACKS will be the sole party responsible for measuring and reporting site Performance.

Service Availability

STACKS is committed to ensure that the service is available 99.9% of the time per year, excluding any planned maintenance. This equates to no more than 8.76 hours per year of unplanned Downtime. In the event that the Service exceeds 8.76 hours of



unavailability, any subsequent incident of unplanned downtime per day would result in STACKS extending the customer's subscription by one day per incident. No more than one day of subscription extension would be granted for any amount of Downtime incurred in a 24-hour period.

Service Performance

The Service is designed to have all pages be delivered in an average of 5 seconds or less. If the average page response time is greater than 5 seconds for more than 12 consecutive hours, STACKS will extend the customer's subscription by one day.

Planned Maintenance

While STACKS operates the Service in a manner that is designed to be available 24 hours per day, 365 days per year, it reserves the right to plan maintenance that would cause Downtime. It shall limit Downtime due to Planned Maintenance to less than 8 hours per year.



Library**Market**
designing a revolution

Prepared by:

Library**Market**
212 Union Street
Jonesboro, AR 72401
(888) 234-3805
info@librarymarket.com
www.librarymarket.com

Prepared for:

Coos Bay Public Library
City of Coos Bay
525 Anderson Avenue
Coos Bay, Oregon 97420

Created:

February 17, 2017

Estimate Valid for 30 Days

PROJECT PROPOSAL

BRAND REDESIGN, MARKETING CAMPAIGN & WEBSITE

WHO
WE ARE



LibraryMarket
designing a revolution

Elegant & intuitive solutions for your library.

Library Market is a small strategic design agency exclusively committed to providing creative and cost-effective branding, marketing, and technology solutions for the library industry.

Our team's combination of library, marketing, and technology experience allows us a unique perspective when developing strategies for libraries. Because we focus exclusively on libraries, we are able to propose and deliver solutions with a distinct advantage over outside firms.

Our mission is to help libraries connect to their communities by offering superior marketing and technology products.

WHAT WE BELIEVE

We believe that libraries are more successful when they can engage their users through quality technology and branding. Our goal is to provide innovative and elegant solutions to expand the reach of libraries. We are committed to products that are streamlined for use by patrons and libraries alike.

WHAT WE DO

- Web development
- Marketing and branding services
- Integrated calendar for event registration and room reservation
- Online library card registration
- Accessibility tools

OUR STORY



ABOUT US

The story of Library Market began at the Craighead County Jonesboro Public Library, where co-founders Ben Bizzle and Joe Box formed a creative team that revolutionized the library's approach to digital services and marketing and resulted in a 2012 John Cotton Dana Award. Recognizing that libraries across the nation faced similar challenges in effectively reaching their patrons, Ben and Joe looked to create a company that would provide exceptional website and marketing services for the library industry. The founding vision of Library Market was helping these libraries engage their communities with flexible, affordable products that reflected the day-to-day operations and budgets of libraries.

To turn this vision into reality, Joe and Ben approached designer Steven Trotter and developer Matt Smith, who were instrumental in transforming CCJPL's website. This partnership ensured that Library Market would have both the top-quality design and development talent and the experience with providing creative solutions for the library industry necessary to succeed. With these parts in place, the company took on its first client in early 2015, orchestrating a social media campaign to help a library win its millage election.

Library Market has grown rapidly since then, doubling our workforce in less than a year with additional talent devoted to design, development, and project management. The company that began with the founders and their laptops on Ben's couch is now situated in a refurbished industrial building in historic downtown Jonesboro. Our product line has expanded to include website, calendar, and branding solutions as well as online accessibility tools for libraries and other library-focused organizations.

OUR WORK WEBSITES



Helen Plum Library

Responsive Drupal website featuring custom calendar and room reservations.

<http://www.helenplum.org>



Public Libraries of Suffolk, NY

Responsive Drupal website for New York library system consisting of 54 member libraries.

<https://www.livebrary.com>



Woodridge Public Library

Responsive Drupal website featuring custom calendar and room reservations.

<http://woodridgelibrary.org>



Fayetteville Free Library

Responsive Drupal website for a library serving a vibrant maker community with a focus on STEM-based events.

<https://www.fflib.org>



Kenosha Public Library

Responsive Drupal website featuring custom calendar and room reservations.

<https://www.mykpl.info>



Bossier Parish Libraries

Responsive Drupal website featuring custom calendar and room reservations.

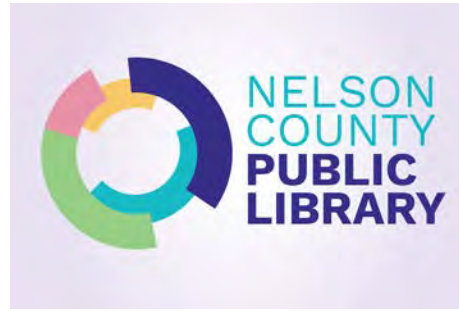
<http://www.bossierlibrary.org>

OUR WORK BRANDING



Homer Township Public Library

New logo design with welcoming, colorful theme to be integrated into new website for Homer Township, IL.



Nelson County Public Library

Modern logo design inspired by a large, colorful stained glass in the Nelson County Public Library in Kentucky.



Woodridge Public Library

New modular logo and branding design for Woodridge, IL library integrated into the theming of their website.



Pulaski County Public Library

New logo and branding design for the library in Pulaski County, IN that was inspired by local landmarks.



Henderson Libraries

Logo, branding, and marketing campaign for the library system in Henderson, NV that included everything from logo to signs.



Copiah-Jefferson Library

Identity package for the library in Hazlehurst, MS that included logo redesign and business cards, letterhead and envelopes.

OUR WORK CASE STUDY



NAME: Denise Murray
POSITION: Digital Services Librarian
PHONE: (630) 964-7899
EMAIL: dmurray@woodridgelibrary.org
PROJECT DATES: August 2016 to October 2016
TEAM MEMBERS: all

BRANDING + WEBSITE

Woodridge Public Library
Woodridge, Illinois

OVERVIEW

Woodridge Public Library wanted to improve their ability to engage with their community by developing a new branding strategy and website. Their existing website was out-of-date and did not reflect the story the library wanted to tell.

Our objectives included:

BRANDING

Design a logo that would reflect Woodridge Public Library's values and allow them to reintroduce themselves to their community as a modern institution.

WEBSITE

Develop a website with an elegant user interface that would more effectively connect patrons to library resources, events, and information and give staff seamless, easy-to-use tools for managing content.

SOLUTION

As a result of the discovery process, in which we worked closely with the Woodridge Public Library's team to determine their needs, Library Market was able to craft a strategy that:

- Reflected the library's desire for a modern, minimalist design
- Gave the library a cohesive approach to styling future projects
- Design was fully integrated into the website
- Drupal 7 CMS
- Fully responsive, mobile-friendly design
- Attractive, engaging pages built on panels and panes
- Custom content types that staff can update with easy-to-use forms
- Custom event calendar with multiple views, built-in room reservation, event registration, and notification system
- Granular access for users, support staff, and site administrators

OUR WORK CASE STUDY



NAME: Sue Considine
POSITION: Executive Director
PHONE: (315) 637-6374
EMAIL: sconsidine@fflib.org
PROJECT DATES: July 2016 to January 2017
TEAM MEMBERS: all

CALENDAR + WEBSITE

Fayetteville Free Library
Fayetteville, New York

OVERVIEW

Fayetteville Free Library was searching for a new website and calendar solution that would showcase their emphasis on makerspaces and STEM events and engage their community.

The project included two phases:

PHASE 1: CALENDAR

Develop an intuitive and attractive calendar that would allow patrons to search and register for events and reserve rooms.

PHASE 2: WEBSITE

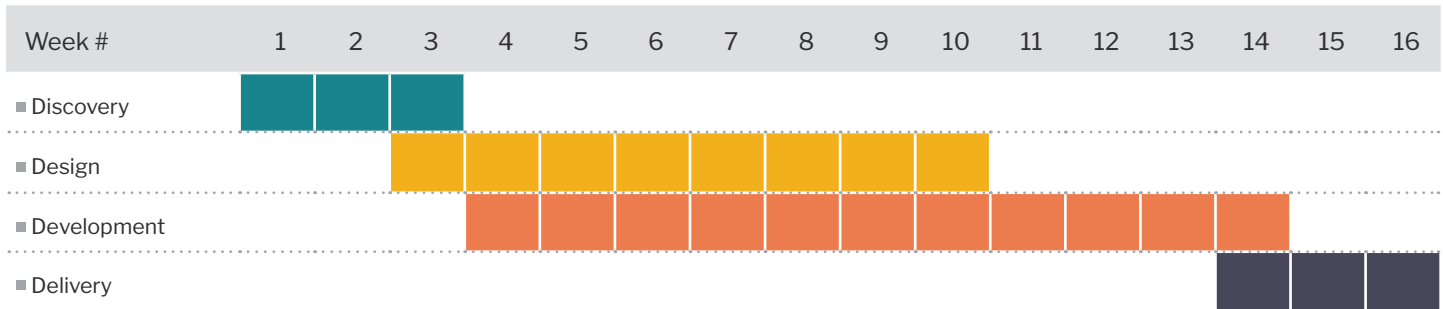
Develop a website with an elegant user interface that would more effectively connect patrons to library resources, events, and information and give staff seamless, easy-to-use tools for managing content.

SOLUTION

Library Market's development strategy focused on foregrounding the vision Fayetteville Free Library had of creating a STEM-focused, Maker-driven culture in their community. Their new calendar and website featured:

- Drupal 7 CMS
- Custom calendar with search and filtering
- Upcoming events feed available on website pages
- Ability to reserve rooms and makerspace equipment such as 3-D printers and laser cutter
- Easy registration for events with built-in notifications
- Fully responsive, mobile-friendly design
- Attractive, engaging pages built on panels and panes
- Custom content types that staff can update with easy-to-use forms
- Granular access for users, support staff, and site administrators

PROJECT TIMELINE



Phase	Discovery
Discussions	Week 1: Project Kickoff Meeting, Site Visit, Brand Audit
Decisions	Project timeline, desired features of new brand and website
Deliverables	Detailed project plan, brand audit, brand research

Phase	Design
Discussions	Week 4: Logo Concepts Review, Week 6: Website Design Review, Week 7: Branding Meeting
Decisions	Approve logo and site design
Deliverables	Logo, page mockups, collateral list/budget

Phase	Development
Discussions	Week 4: Content Package Review, Week 10: Site Check-in, Week 12: Admin Preview
Decisions	Finalize site launch plan, approve collateral, approve brand book, review marketing campaign
Deliverables	Staging website, admin site access, collateral designs

Phase	Delivery
Discussions	Week 15: Staff Training
Decisions	
Deliverables	Live website, staff user manual, brand book, 1-year marketing campaign

PROJECT PROCESS



	■ Discovery
	■ Design
	■ Development
	■ Delivery

DISCOVERY

Determine the purpose, goals, target audience and content for the new brand, marketing strategy, and website. Perform market research, including staff and patron surveys. Begin drafting design principles for new branding.

DESIGN

Build a plan that includes logo and taglines for the brand and development of information architecture, site design, and design proofs for the website. Make full assessment of design needs for 1-year marketing strategy and brand launch. Develop comprehensive list of needed collateral.

DEVELOPMENT

Begin development of brand collaterals, marketing plan, and website. Get approval for all design proofs and test website features for both functionality and styling. Set up the staging site so that the library can monitor progress. Create and deliver designs for all items from collateral list.

DELIVERY

Conduct training in advance of brand and website launch, continue QA & Testing procedures, and coordinate technical side of launch with library. Provide final marketing strategy guide and brand book.

HOW WE MANAGE PROJECTS

Library Market uses a modified version of Agile project management to structure our projects and ensure delivery of a fully-functioning product by the launch date. We use Trello internally to track and manage tasks within projects and ensure all features are developed and tested within the project management structure. We believe in keeping our clients informed of our progress and provide periodic updates during regularly scheduled meetings. Our clients use our support ticket system to submit help tickets both during development and after delivery.

On the development side, our code is managed using git for version control. The site structure is programmed on a development site, and then approved code is pushed up to the staging site. This copy of the site is used for testing and can be used by the client to review progress. Before the launch, all content is migrated to a production site for final checks before going live.

Regarding cost control, we will provide everything outlined in this proposal at the quoted price. Our pricing for websites and marketing work is based on an estimate of hours and resources used to complete projects. Anything outside the scope of this proposal, including exact work to be performed and costs, must be approved by both Library Market and our clients before any work is done; these additional costs might include change orders for additional website features or marketing work or a support-hour contract for continued work on the project past the launch date. These are optional and available at the request of the client; pricing for these is listed on the Statement of Fees page.

ADDITIONAL REFERENCES

BRANDING

ANGELA THORNTON

FORMER DIRECTOR, HENDERSON LIBRARIES
(918) 913-1107

DENISE MURRAY

DIGITAL SERVICES LIBRARIAN, WOODRIDGE PUBLIC LIBRARY
dmurray@woodridgelibrary.org
(630) 964-7899

WEBSITES

SUE CONSIDINE

EXECUTIVE DIRECTOR, FAYETTEVILLE FREE LIBRARY
sconsidine@fflib.org
(315) 637-6374

RUTH WESTFALL

ASSISTANT DIRECTOR FOR MEMBER & TECHNOLOGY SERVICES, SUFFOLK
COOPERATIVE LIBRARY SYSTEM
ruth@suffolknet.org
(631) 286-1600

CHRIS RENKOSIAK

MARKETING SPECIALIST & WEBMASTER, HELEN PLUM LIBRARY
crenkosiak@helenplum.org
(630) 627-0316 ext. 252

OUR TEAM

Library Market is a small firm with a close-knit staff, each of whom plays an important role in managing, developing, and designing all of our website projects. Our staff includes:



BEN BIZZLE

chief executive officer

8 YEARS' LIBRARY EXPERIENCE

As founder and CEO, Ben develops the vision for our projects and coordinates with clients to ensure we provide the best possible product.



STEVEN TROTTER

chief design officer

20 YEARS' DESIGN EXPERIENCE

Steven is responsible for all creative aspects of our projects, including information architecture, site design, and marketing & branding.



MATT SMITH

chief technology officer

6 YEARS' DRUPAL EXPERIENCE

Matt oversees all technical aspects of our projects, including managing development staff and site architecture and deployment.



VALERIE CARROLL

chief operating officer

5 YEARS' LIBRARY EXPERIENCE

Valerie handles project management, including facilitating meetings, answering client questions, and assisting with training.

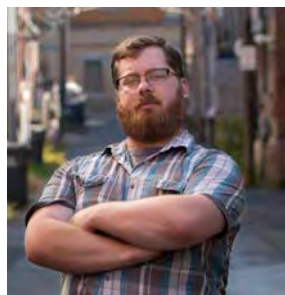


JOE BOX

chief information officer

8 YEARS' LIBRARY EXPERIENCE

Joe is responsible for leading our team in QA and testing procedures for our projects, ensuring all features work as intended.



DAVID BARRENTINE

front-end developer

5 YEARS' DEVELOPMENT EXPERIENCE

As part of the development team, David works on creating and styling custom content types and implementing views for our websites.

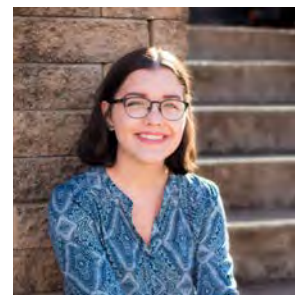


KELL MCNAUGHTON

back-end developer

4 YEARS' DEVELOPMENT EXPERIENCE

Kell's role on the development team includes building modules and programming the structure and validation logic for the website.



NICKI BECKWITH

content manager & designer

4 YEARS' DESIGN EXPERIENCE

Nicki translates the client-submitted content package into styled pages and assists the development team with page theming.

EXECUTIVE SUMMARY

NARRATIVE

With our background in libraries, design, and development, Library Market knows that having effective marketing and a beautiful, functional website increases your capacity to serve your community. An effective branding strategy and website allows you to promote the excellent work you do and serves as a portal for library users to access your resources. Likewise, we want to empower your staff to easily manage the website, allowing the library to focus on content instead of web development.

If selected for this project, Library Market will develop new branding, a marketing strategy, and a website for Coos Bay Public Library with specific goals for each of these areas.

BRANDING

- Development of new logo and taglines
- Designed to reflect the values of Coos Bay Public Library
- Reflected across all marketing avenues and on website

MARKETING

- Development of one-year marketing plan
- Templates for traditional media outlets
- Templates for digital media outlets
- Recommendations for smooth launch

PUBLIC WEBSITE

- Development of a new website built on Drupal 7 CMS
- Helps users find information and resources quickly and easily with intuitive navigation tools
- Highlights upcoming library events
- Generates interest in library services and attractions

CONTENT MANAGEMENT

- Allows staff to quickly and easily edit and add information with custom content types and forms
- Uses intuitive panels and panes approach that makes creating and customizing pages simple
- Provides granular access roles to allow multiple staff members various levels of editing permissions
- Founded on a robust database that allows administrator to easily search, sort, and filter site content

SUMMARY, CONTINUED

TRANSITION PLAN

To maximize the impact of both, all elements will be in place to launch the new Coos Bay Public Library brand and website together. The exact approach for transitioning will be determined during the Discovery Phase (weeks 1-3) and will be created with the rollout needs of the library in mind. During the Design phase (weeks 3-10), Library Market will complete a full assessment of the marketing materials and collateral needed by the client. As the Development phase (weeks 3-14) draws to a close, Library Market will begin staff training in advance of the launch and will assist the client in ordering marketing collateral, signage, etc. The Delivery phase (weeks 15-16) soft launch will provide staff members an opportunity to review the website and the new brand and allow Library Market to address any bugs and incorporate this feedback in advance of the public launch.

PROBLEM SOLVING

We use a structured project planning and management process to ensure as smooth a launch as possible, but also realize that projects can encounter complicating issues that can change the original project scope and/or delay the timeline. Based on our experience working with clients and our understanding of your project requirements, there are a couple of points where there might be potential issues. Our strategies for solving these anticipated problems is to identify them early and coordinate with clients to find workable solutions.

WEBSITE CONTENT

Library Market requires a comprehensive content package from our clients outlining the project needs and providing all text, images, links, and other content for website pages to be submitted in advance of the development start date. Delays in receiving content can result in needing to postpone the site launch. In order to assist our clients in compiling this information, we suggest submitting content as it is created rather than all at once on the deadline. This allows us the opportunity to review submitted content periodically before the deadline and check in with clients and assist them in the content creation process.

NEW FEATURES

Before beginning development, we'd like to review the available options for all requested features and content types with you and discuss how they compare with your desired functionality. Depending on the options chosen and how much customization is desired, maintaining certain modules may require additional time commitment outside the scope of this proposal. In this case, we would require a change order to complete those modules. As long as these conversations and decisions occur before the development phase, launch date will not be affected.

PROJECT REQUIREMENTS

BRANDING
Initial Assessment
Strategic Planning
Design & Development
Internal Launch
Revisions
Execution & Implementation
Public Launch

WEBSITE DESIGN & DEVELOPMENT
Modern, Clean Theme with Logo & Color Scheme
Efficient Navigation
Mobile & Tablet Users
Catalog Search & Content Search Functions
Library Calendar System
Administration Interface
Accessibility
Speed & Reliability

BRANDING

INITIAL ASSESSMENT

In order to understand where the brand stands as of today, Library Market team members will travel to Coos Bay to complete a site visit to assess all aspects of the current brand, meet with library staff, and learn more about the community served by the library. This assessment includes an inventory of all marketing materials, current logo and tagline(s), goals for a new brand, and potential users of the brand (public and internal). Surveys are also used to collect additional information.

STRATEGIC PLANNING

Using the information gathered during the initial assessment, Library Market builds a new set of propositions, goals, and targets to guide the creation of the new brand. We compile a list of desired marketing collateral and assist the client in creating a budget for the costs of those materials.

REQUIREMENTS, CONTINUED

DESIGN & DEVELOPMENT

Library Market's creative team, using the information gathered up to this point, begins designing creative assets for the new brand. Multiple options are presented to the client for review, feedback, and revisions.

INTERNAL LAUNCH

Library Market develops materials for an internal launch of the new brand, including a brand book outlining the new branding system and usage of it. During this internal launch, Library Market gathers any potential feedback from the employees that might need to be applied before the public launch.

REVISIONS

Feedback from the internal launch is assessed and, where applicable, applied to the brand book.

EXECUTION & IMPLEMENTATION

Library Market assists the client in creating and ordering new signage, wayfinding, marketing materials, and branded products. They develop a 12-month marketing campaign, which guides the client in deploying, growing, and maintaining the new brand.

PUBLIC LAUNCH

A public launch is scheduled, including press releases and a launch party, at which the public is exposed to the new brand through unveiling of the new signage, branded products, and other materials.

WEBSITE DESIGN & DEVELOPMENT

MODERN, CLEAN THEME WITH LOGO & COLOR SCHEME

During the Discovery phase of your project, our designers will develop a design strategy for your new website. Utilizing this strategy and your brand, our staff will create a modern, accessible design within which to present your library's content.

EFFICIENT NAVIGATION

Library Market's websites are optimized for ease-of-navigation from uncluttered layouts to a top menu that helps users find what they need. The header and footer, which appear on all pages, will include the Coos Bay Public

REQUIREMENTS, CONTINUED

Library logo, contact information, search tool, account login link, and social media icons. The homepage will serve as a launchpad for visitors to access major site components, find quick links for highly-used resources like eBook downloads, and view upcoming library events feed.

MOBILE & TABLET USERS

All Library Market websites are fully-responsive, which ensures the best experience possible on any device your patrons might use.

CATALOG SEARCH & CONTENT SEARCH FUNCTIONS

Included in all Library Market websites is a robust search feature, which allows patrons and staff to find content easily using a search field found within the top menu on every page. In addition, we integrate your chosen Library Catalog Search into this search bar for a seamless user experience for the patron.

LIBRARYCALENDAR SYSTEM

Library Market's custom library event module allows your staff to create and manage events with ease. Views include monthly calendar and upcoming events feed that can be filtered and placed on specific pages (for example, all kids events on the kids page). System includes integrated event registration and room reservation module. Calendar is fully customizable based on library rooms, event and age categories, and rulesets.

ADMINISTRATION INTERFACE

The administration interface of your website will allow the staff to update and add content at anytime. Staff members will have the ability to add events, confirm room reservations, edit content, add content, create slideshows, and much more. Granular levels of access allow for different levels of editing permissions for staff members.

ACCESSIBILITY

Library Market designs and develops websites in compliance with WCAG 2.0 guidelines.

SPEED & RELIABILITY

Library Market websites offer a seamless web experience with no lags in response time. We host on Amazon Web Service's EC2 (Elastic Compute Cloud), which averages a Monthly Uptime Percentage of at least 99.95%.

SUPPORT PLAN

TRAINING

As the Development phase draws to a close, the client is given a staff administrator login for the staging site, which will allow them to begin creating user accounts and entering new content such as calendar events. Initial training for this staff administrator occurs in week 12, allowing them ample time to familiarize themselves with the site functions. We then schedule a training session for additional staff members who will be responsible for editing pages, creating events, and managing room reservations. This staff training session is held either right before or right after site launch, depending on client preference. These trainings are held in a live environment over GoToMeeting, allowing staff to view tasks as they are done and ask any questions they have. We are fairly flexible with clients in when and with whom trainings are scheduled. Most clients receive 4-6 hours of training total. A full PDF manual with screenshots for website management tasks will also be provided.

SUPPORT

Library Market's customer service team is available via phone, email, and our help desk system. All of our clients receive periodic updates with new features and improvements as they become available. Additionally, extensive live staff training and a comprehensive user manual is included with every website implementation.

Ongoing support for the website includes bug fixes, upgrades, and support for existing features. Regular support hours are Monday-Friday, 8 a.m.-5 p.m. CST. Additional support needs, which may include new feature requests or additional staff training sessions, can be purchased at Library Market's hourly rate of \$175 or a 36-hour minimum retainer contract available for \$3,600.

Ongoing support for the brand identity includes up to 48 additional hours of design work and consultation for additional marketing materials during the 1-year marketing campaign.

OUR OFFER

LibraryBrand *identity & campaign*

\$28,000.00

Library Market will develop a new brand, including a new logo, tagline, marketing materials, a comprehensive brand book, and a 1-year marketing campaign. The creation of this new brand will be developed through a tried and true process including:

- Detailed Discovery
- On-site interviews & brand audit
- Market research
- Iterative Design & Feedback Cycle

The 1-year marketing campaign will guide the library through deployment, maintenance, and growth of the new brand, including schedules, templates, and plans for:

- Social Media
- Internal & External Communication
- In-house Marketing (wayfinding, signage, posters, etc.)
- Print & Environment Advertising

To support the successful execution of this detailed plan, up to 48 consultation hours are included. These hours can be used at the library's discretion to take advantage of Library Market's experienced team of marketing and graphic design professionals.

LibraryWebsite *design & development*

\$18,900.00

Library Market will develop a new website that incorporates the new brand identity and includes:

- Robust Content Management System
- Fully Responsive Design
- Website & Card Catalog Search
- Integrated Event Calendar
- Event Registration & Room Reservation Module
- WCAG 2.0 AA Accessibility Compliance
- Amazon Web Service Hosting with at least 99.95% Uptime

STATEMENT OF FEES

BRANDING - INITIAL DEVELOPMENT FEES

Description	Week #	Budget
■ Travel (not to exceed)	1	\$3,000.00
■ Discovery	1-2	\$4,019.00
■ Design	2-6	\$6,500.00
■ Development	4-11	\$11,394.00
■ Delivery	11-12	\$3,087.00
■ TOTAL		\$28,000

WEBSITE - INITIAL DEVELOPMENT FEES

Description	Week #	Budget
■ Discovery	1-2	\$1,575.00
■ Design	2-6	\$3,150.00
■ Development	4-11	\$12,600.00
■ Delivery	11-12	\$1,575.00
■ TOTAL		\$18,900

ONGOING COSTS

Description	Rate	Budget
■ Hosting & Maintenance	Annual	\$600.00
■ Library Calendar	Annual	\$1,250.00
■ TOTAL		\$1,850

FIRST-YEAR TOTAL

\$48,750

FEE NOTES

The brand audit will be conducted in person, and all travel fees will be reimbursed at cost. Library Market's development fees are determined using hour estimates for each phase. Each task takes 1-4 resources from the administrative, design, and development areas of our staff. Branding fees include all design work, but do not include any costs for collateral, which must be ordered by the library. Additional design and development hours can be purchased at Library Market's rate of \$175/hour or via a 36-hour minimum retainer contract available for \$3,600.

ACCEPTANCE OF OFFER

Coos Bay Public Library
City of Coos Bay
525 Anderson Avenue
Coos Bay, Oregon 97420

Proposal Date:
February 17, 2017

PROJECT FEES

■ Library Brand Identity & Campaign	\$ 28,000.00
■ Library Website Design & Development	\$ 18,900.00
■ Library Website Maintenance & Hosting (Annual)	\$ 600.00
■ Library Calendar Subscription (Annual)	\$ 1,250.00
Total	\$48,750.00

PAYMENT METHOD

Make checks payable to:

Library Market
212 Union Street
Jonesboro, AR 72401

TERMS

SERVICES

- 50% upon signing
- 50% at Week 12

ANNUAL FEES

- 100% at Week 12

Client Name

Position

Date

Signature of Approval

Ben Bizzle

CEO

Library Market

Position

February 17, 2017

Date

Signature of Approval





LibraryMarket
designing a revolution

PROJECT PROPOSAL



Connecting Matters.

Coos Bay Public Library

Brand Re-Design & Marketing Campaign Proposal





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Contact Info

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541.678.4048

Mike Gamm | Account Manager

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541.241.4450

Leah Rutz | Production Manager & Concierge

leah@zonioncreative.com
541.668.1046

Chandy Anderson | Operations Manager

chandy@zonioncreative.com
541.728.3303

Section 1. Zonion Qualifications

1.1 Company Overview & Philosophy

Zonion Creative would be delighted to have the opportunity to work with the Coos Bay Public Library. We are first and foremost responding to your detailed request for information. However, we hope to infuse a part of our culture into that response and to provide a detailed glimpse into our organization. Open since 2013, Zonion Creative boasts a team of industry experts with extremely versatile experience. As a team, we produce superior work, all with a grassroots mentality and competitive pricing. We have proved to be an asset for our clients by making marketing projects seamless and incredibly successful.

Zonion has honed its craft with a keen ability to develop and maintain relationships through white glove service. But most importantly, we follow timelines, projections, and direction explicitly to ensure that each completed project is perfect for your organization. We stand by our white glove philosophy. Our commitment to you doesn't stop when a job is "done". For us, it's an ongoing endeavor to advocate on your behalf by constantly seeking to improve our service to you. That means increasing visitor traffic, producing top-notch collateral and tailoring your brand to perfection. And it's also much more than that. It's an abiding sense that we've got your back; that it's not just an agency-client relationship, and that nothing less than excellence will ever be expected or delivered. We work with you, for you, and we always have your back.

We have experience working alongside organizations like yours, that are tapped directly into the local community. We have added references and samples from many of these projects so that you can have a thorough understanding of the work we have done in areas similar to Coos Bay Public Library's needs.

Zonion Creative Group has expertise in all aspects of marketing including (but not limited to):

- Discovery of assets and business consulting
- Media negotiations, placement, traffic, and auditing
- Graphic design and impeccable creative direction
- Graphics production, hand illustration, and art
- Print production, including complex or custom print work
- Signs, banners, and outdoor expose
- TV production
- Radio production
- Billboards
- Web development and Search Engine Optimization
- Social Media marketing and management
- Promotional production including clothing, gifts and more
- Planning and execution for events, concerts, and charities

1.2 Zonion's Work Relevant to this Project

Deschutes Public Library

We have had an ongoing relationship with Deschutes Public Library for several years and have become their go-to for any and all marketing materials. The Deschutes Public Library hired us to help consolidate the numerous informational pieces scattered around each Central Oregon library into a beautiful array of brightly colored rack cards that would serve libraries in Bend, Redmond, Sisters, Sunriver and LaPine (and surrounding areas). Since then, we have aided in the development and implementation of key community outreach programs that have helped the library reach Central Oregon's broad demographic and geographic audience. We continuously utilize analytics to create multi-phase, multimedia marketing campaigns that include TV, Radio, Billboard, Print, Magazine, Print Materials, Promotional Products, and additional marketing resources. Our campaigns have included an Early Literacy Program, a New Born Baby Packet Outreach, an Author! Author! Lecture Series, and a Fast Food Outlet Outreach Campaign.



2016 TV, Radio, & Print Campaign

For the 2016 DPL marketing campaign (pg. 5), we focused primarily upon mainstream marketing avenues so that we could provide information about digital services for people who already use the library or to attract those people that were most likely to begin using the library. In addition, we developed the outreach campaign that targeted other, hard to reach populations. Because the public library system is paid for by taxpayers we are responsible for attempting to reach all populations in a given area. Alongside the library, we targeted our media (TV & radio spots, social media and other ads) upon four different groups of the Central Oregon population; Fathers with young kids, retirees, young men and teen girls. Each of the ads focused on providing information about the digital library to current and new library users to the digital library.



The Deschutes Public Library has been incredibly effective at reaching out to the least engaged populations. For the Early Literacy Program (above), we developed Mango Monkey (using Todd Parr's art) to engage with parents and young children. The initiative aims to gently encourage, inform and promote early learning experiences that feel like play! Within the "early learning spaces" (inside the libraries) we designed and added Mango Monkey hanging art, plush monkeys with the DPL logo, Mango Monkey stickers and kids tattoos, and early learning booklets that included songs, rhymes, stories and

just plain fun. We were also able to design and transform the communal spaces by using indoor signage, banners, pop-up and counter top displays, rack cards and more.

The Deschutes County Library and the local community loved the Early Literacy Program so much that we added the Baby Welcome Packets. These are gorgeous, bright colored mango envelopes with a mango monkey sticker, a baby's bib, "read, rhyme and romp" book, and lots of brightly decorated information that encourages parents to play and read with their babies! These were distributed to maternity wards, pediatricians, low income health centers, and we made sure to have everything in both Spanish and English.



"The crew at ZOnion Creative are wonderful partners. They are experienced media buyers, producers and designers who work with our budgets to produce meaningful material for the community."

Deschutes Public Library



The Author! Author! campaign has become a hallmark series for the library by bringing a slate of award-winning authors into Central Oregon to speak. For this program, we developed the logo and subsequent materials including billboards, street signs, posters, postcards, bookmarks, print marketing and more. Deschutes Public Library has brought many authors specifically to Bend for this program, including Sherman Alexie, Anthony Doerr and Elizabeth Gilbert. We would love to help Coos Bay Public Library develop similar programs.

Hillsboro Public Library

Hillsboro Public Library decided to rebrand in order to energize the library's image, and they have used Zonion to make it happen. With vibrant colors and an upbeat approach, Zonion developed a new exterior image for the city's main libraries. Zonion also helped the library re-envision outreach and engagement programs through a new concept for the annual community reads program called the "Hillsboro Reads". This program also successfully translated into multiple other library outreach programs. Zonion also helped develop the "Ask Me!" Campaign which focused on energizing staff by encouraging them to reach out and engage library users. Library staff wore brightly colored, oversized buttons and aprons with the "Ask Me!" logo. Our goal was to develop an open and inviting atmosphere for all of their visitors by making the library's staff extremely approachable and by disarming the general tenderness that happens between strangers.



City of Bend Commute Options

Bend Open Streets Campaign

City of Bend's Commute Options organization contracted Zonion to strategize, build and implement the marketing campaign for the Bend Open Streets 2016 inaugural event. This nonprofit project included the development of their website, sponsorship packets, informational print materials, ad placement and teardrop banners for their outdoor event. We helped them develop branding specific to the event, and built a website that educated visitors about the program's goals and informed visitors about the first Bend Open Streets event September 18th, 2016.

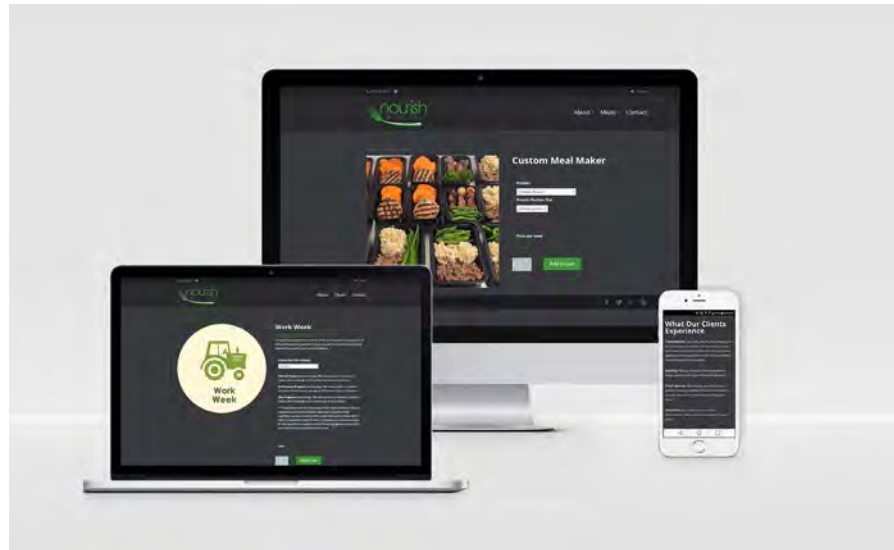
Because of the thorough marketing strategy and the development of the sponsorship packet, Commute Options experienced enormous involvement from the local community and the event was a tremendous success!



Nourish Meal Prep

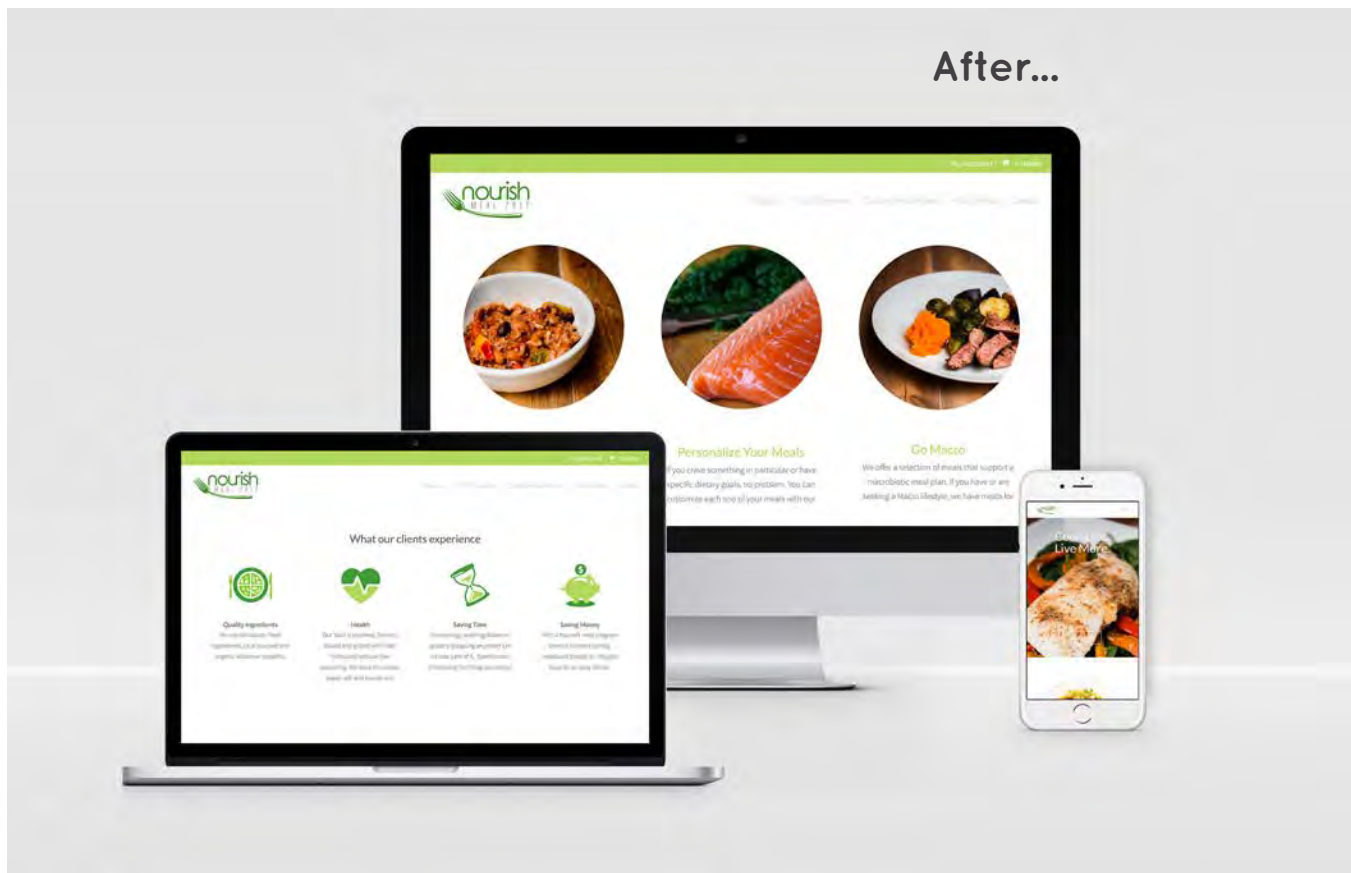
Nourish Meal Prep is dependent on its website to generate business by providing a seamless interface for their customers. In order to provide the best product, Nourish needed a site that could handle the customization requirements of their full menu while also being sleek and beautiful.

Before...



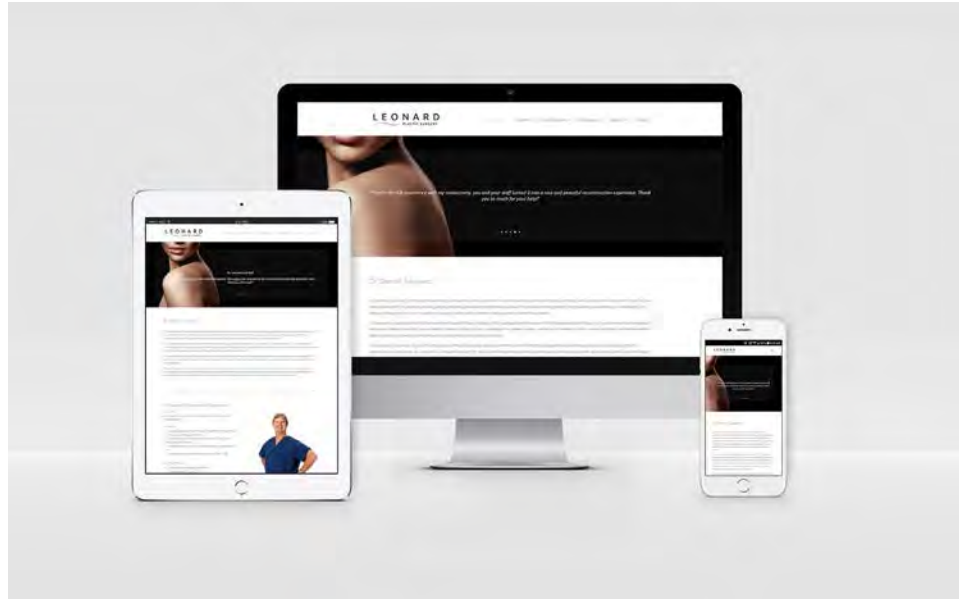
We were able to accomplish all of this. We built their new website from the ground up utilizing complex information systems and by integrating an easy to use interface that ensures users will keep coming back.

After...



Leonard Plastic Surgery and Medi Spa

Dr. Dann Leonard's offices wanted to create a sleek and intuitive web interface for new and existing clients. We did just that. We developed their site with ease-of-use and mobile responsiveness as a primary focus.



Over time, we have become a marketing department for their business by providing a full brand strategy, including logos, colors, social media marketing, collateral production and website development. They have even used the brand color palette for the remodel of their offices to create a fully cohesive and immersive identity.



1.3 Project Timelines

Each of the following project timelines are based on the average completion times that Zion expects for specific types of projects. Each of these project types are also extremely dependent upon the response time of the client/organization and the delivery of content needed to complete varying aspects of design and production.

We have broken down the Scope of Work mentioned with the Coos Bay Public Library RFP into 3 separate categories: Rebranding, Web Development, and Marketing Campaigns:



The Coos Bay Library branding and web development projects fall within the scope of an overarching marketing strategy that would be taking place from the time that we agree on the proposed contract to a predetermined launch of Coos Bay Library's new branding and website. In other words, projects will overlap and interlace, so until we break down the nuts and bolts of this RFP it is difficult to prioritize the library's needs. Much of the specific timelines and deadlines will be defined once we are able to interview the library and thoroughly define each project. However, we are 100% confident that we can complete all aspects of this RFP well within the calendar year.

**More information about the processes for the development of each of the following project types can be found in Section 3 of this document.

1.4 Zonion Quality Control Methodology

We have varying processes, each dependent upon the specific type of work that we are doing. The following are different processes Zonion uses for projects related to the work described in the Coos Bay Library's RFP. To provide a clear understanding of our processes and capabilities, we have added a brief outline of our Quality Assurance process, which parallels all of our project processes.

Zonion strictly abides by a 6 step QA process:

1. After reviewing all relevant client information, the client and the account manager provide dual written project approvals.
2. The project's lead designer reviews all relevant information, provides written project acknowledgment and development begins.
3. Once press-ready files are finalized, reviewed and approved by the client, the account manager completes a final review. – Note, this may involve several rounds of design before approval.
4. This final review involves a complete checklist for errors, omissions, and anomalies. Once the checklist is complete and approved by the Account Manager, all relevant files are sent to production.
5. Production will proof and order the product.
6. Upon production completion, the account manager executes a final review of the product before delivering it to the client.

We provide a 100% satisfaction and completion guarantee for all products and services. All of our services are insured.

1.5 Zonion Cost Control Methodology

We always provide reliable estimates. We don't charge for calls, emails, meetings or texts. We want you to be head-over-heels for us in all aspects. We provide specific by-the-job proposals and always meet or beat our budget and deadline. We are determined and coordinated negotiators in media buying. We focus the media on the target, build in added-value and create a much more focused, efficient and cost effective campaign. Most clients experience a significant gain in media value without paying extra. We are also highly competitive print, collateral and sign brokers who strive to meet or beat any written quote. We want you to come to us with any ideas, changes, and needs. We provide the best value every time because when you're successful, we're all successful!

1.6 Zonion References

“The crew at Zonion Creative are wonderful partners. They have proved to be experienced media buyers, producers, and designers who work with our budgets to produce meaningful material for the community. They have gone above and beyond to help us organize fantastic marketing campaigns and we never hesitate to reach out to them because they always know what to do. We did a complete rebrand of the Deschutes Public Library and Zonion has been involved with every aspect of the creation of printed materials, media ad design and placement, extensive outreach with the public throughout Deschutes County, and strategic communications. Throughout the past six years, Zonion has met every deadline, come within, or under, budget and provided the support and follow through we needed. Sonja and her team are positive, professional and highly skilled. They respond quickly and are always ready to make changes when needed. The Deschutes Public Library has benefited greatly from our partnership”

Chantal Strobel | [Community Relations Coordinator](#)
Deschutes Public Library, Bend Oregon
chantals@dpls.lib.or.us
(541) 312-1031



“Hillsboro Public Library has been working with Zonion for just over a year now. They have created and produced our Hillsboro Reads program guide, several print pieces that are used throughout the library and community, and designed beautiful artwork for the front doors of both our libraries that is fun, welcoming, and inclusive, and which has helped us begin to rebrand many of our signature pieces. They take our vague ideas and bring them to fruition. The Zonion team is professional and responsive, and quickly turns around our projects. We get a lot of positive feedback from the community on the work they’ve done.”

Karen Muller | [Assistant Director, Library Operations](#)
Hillsboro Public Library, Hillsboro Oregon
karen.muller@hillsboro-oregon.gov
(503) 615-2480



“WE

worked closely with Zonion to brand the inaugural Bend Open Streets--Bend's first Open Streets Campaign. Zonion successfully portrayed the joyfulness of the event with the design of such a playful logo and bright colors. The first inaugural Bend Open Streets was a success in part due to Zonion's branding, media placement, and web development. We love working with Zonion and we are about to collaborate on the second Bend Open Streets!”

Brian Potwin | Education Coordinator
Commute Options, Bend Oregon
brian@commuteoptions.org
(541) 977-8367



“Zonion

Creative has been an integral part of our rebrand over this past year. Along with refreshing our logo, they helped to design a brand image and set of brand standards that we now carry through to all of our external and internal marketing communications. They produce high quality work and products. I recommend them to any business or person looking to bring an agency in as part of their team.”

Stacey Durden | Development Director & Communications Manager
Volunteers in Medicine, Clinic of the Cascades, Bend, Oregon
stacey.durden@vim-cascades.org
(541) 330-9001



Section 2. Staff Experience

Zonion is made up of an exceptional team of industry professionals. As your agency, we will be by your side for every question, concept, project and strategy. You can reach out to any of us at any time, and for any reason because we have the expertise and ability to make your projects a reality. Each member of our team has been in marketing, production, print, design, media buying, execution, and auditing for many years. Let us introduce ourselves and what roles we play.

2.1 Team Members and Their Roles

Sonja Anderson | Creative Director

Sonja is the passionate “grassroots-style” director and CEO of Zonion. With over 20 years in the field of marketing and public relations, she has become deeply involved with hundreds of client’s dreams, visions and bottom lines. Because of Sonja’s hands-on approach, she and Zonion are one and the same. And the proof is in every exceptional product and service that Zonion provides. She is committed to substance, integrity, and developing growth with every client. Under her direction, Zonion works harder and smarter, dreams bigger, promotes creativity without restraint and constantly seeks to contribute more than we take from the community. This is why Zonion has blossomed into one of the premiere agencies that represents nonprofit groups. Sonja believes strongly that everything we choose to do matters, and that creating deep, resonating relationships with clients and community members is paramount to her success. This idea is also summed up within the company slogan:



Connecting Matters

Mike Gamm | Account Manager, White Glove Service

Mike has over 6 years of industry experience related to project management, sales, marketing, and account management. He has honed these skills by working with companies that require a high degree of organization in order to accomplish extremely complex projects. He understands that consistent communication is not only imperative for the success of a project but also the burgeoning success of long-term relationships between organizations (so expect lots of emails). Mike is responsible for the nuts and bolts of each project and will be the point of contact for Coos Bay Library. At Zonion, Mike organizes the roadmap that gets each project from conception to reality. Mike has the experience to easily adjust to any changes that arise during the process and will ensure that working with Zonion feels like a cakewalk.



Chandy Anderson | Operations Manager

Chandy has over 20 years of marketing, project management and business administration experience. She has specialized in designing and instituting efficiency systems within businesses, but also has experience with marketing, project management, research, writing, editing, web design, bookkeeping, and human resources. Her wide range of skills allows her to find holes in business systems, repair existing processes and create new processes that eliminate extraneous work and ensure consistent results. She has written an array of employee process manuals for a variety of organizations, including high school offices, full service advertising agencies and others. At Zonion, Chandy keeps a close eye on workflow by consistently checking in with the teams and individuals in charge of the development of Zonion's great products. She also manages accounts payable, accounts receivable, and purchasing.



Leah Rutz | Production Manager & Concierge

Leah wears many hats in our Zionion Tribe. Her efforts are an integral part of project development from market research to content collection and creation. Leah has extensive experience in project development, everything from prototyping interactive campaigns for large educational organizations to developing communications and operational systems for more than a few small businesses.

Leah has a dual degree in Psychology and Fine Art. She has worked in both of these fields almost exclusively for over a decade from teaching to community projects to entrepreneurial pursuits. Her interdisciplinary background lends itself perfectly to relaying the creative vision of our clients to our design team and vice versa.



Chris Michaelis | Senior Graphic Designer

Chris has worked in Central Oregon as a graphic and logo design expert for over 20 years. She has conceptualized and created some of the region's most iconic designs, such as Central Oregon Community College, Newport Avenue Market, SunWest Builders, Northwest Crossing logo, Classic Coverings and Deschutes Resources Conservancy. As an experienced designer, Chris has a keen eye for detail, a strong sense for developing cohesive brand identity and an innate ability to inspire excellence in her work. In 2010 Chris opened Thistlefish Design and has brought years of experience to the table with clients and designers alike by developing techniques and an environment that initiates and stimulates creative solutions for every project. Chris has also received design recognition from Drake and CO ADDY Awards and is a Tom Hacker Creative Award winner.



Sam Foley | Senior IT & Web Development

Sam Foley is an experienced Network and Systems Manager with extensive experience being the IT department for both client support and overall strategic planning. In the last 7 years he has managed IT Systems for a UK based software company, including managing client technical support and overall systems architecture and security. Sam has extensive experience in project management relating to both deployment projects for existing software and the creation of custom solutions to meet intricate client demands.

Throughout his career he has had overall responsibility for IT security for the companies and clients he has worked for and has always implemented systems with an eye to the ever changing threat landscape, Sam has never had a client suffer a security breach following his recommendations. With specific reference to the needs of this project Sam has extensive experience working on integrations between databases, APIs and client systems.



Shawn Discrisio | Graphic Design & Web Development



Shawn DiCriscio has been working with high-achieving organizations, thought leaders, consultants, real estate agents, and professionals to reach greater success through strategic design for the past seven years. Through his experience he has gained crucial perspective of well-curated content creation. He is a talented and efficient designer with a list of skills that include brand development, graphic and web design, video editing, animation, and illustration. Shawn is the type of creative that constantly seeks to broaden his already vast arsenal of design capabilities. Working with Shawn allows Zonion to have a broad wingspan in developing quality content over multiple mediums.

Section 3. Zonion's Approach

3.1 Zonion's Narrative of Understanding

We understand that your audience is diverse in demographics, socioeconomic status, and psychographics. We are capable of utilizing many forms of media that will reach out to all groups assertively. Our toolbox also includes reaching 'free' to consume media (such as radio and rabbit ears media) and outlets that are 'pay to consume' (such as cable, dish, and more). If this proposal is accepted, Zonion will develop and execute a year-long, multimedia marketing strategy, with tasks, milestones, deadlines and audit points that comply with the needs described in the Coos Bay Public Library RFP. As a rule, we ensure that library staff and stakeholders are completely in-the-loop about any and all strategic methods for advertising, public relations, and social media by consulting regularly and receiving approval for all stages of each project. Our guidelines are easy-to-follow and will keep library staff up to date on all projects, as well as provide the opportunity for the library to develop processes that aid in internal marketing and outreach strategies. In addition, we are a stickler with budgets and will plan, provide and adhere to marketing, advertising, imaging, and auditing budgets for the scope of all projects. We understand that your scope falls within the next calendar year and we have all of the experience and assets at hand to fulfill all project requirements listed in the RFP.

We excel at assisting various community organizations in working together and evaluating a baseline marketing strategy. This includes a full consultation (complimentary), the discovery of assets (positive and negative), market advantages and opportunities, and areas of weakness in need of development. This consultative analysis of your organization is all part of establishing benchmarks for evaluation moving forward. We want to ensure that Coos Bay Library is experiencing measurable growth and success using our services. These evaluations may include 'secret shopping', focus groups and established on-site evaluations. Once the Discovery Phase is finished, we develop a Brand Guide that will define the Coos Bay Library within agreed upon parameters for design, language, and direction. This guide will act as the reference document for each project.

Redesigning the library's logo and unifying the brand identity including (but not limited to) all print media, promotional products, website, social media, tag lines and graphic design is our specialty. We have helped countless companies and organizations re-envision their brand identity in a way that successfully promotes engagement with their audience. In addition, we would love to make all library interfaces simple, intuitive, and attractive so that all of your visitors keep coming back!

Zonion has extensive experience designing, building and maintaining a variety of different web experiences. We will work closely with library staff and stakeholders to develop a website that appropriately expresses the mission, upcoming events, and full capabilities of the Coos Bay Library system.

3.2 Detailed Transition Plan or Approach

The transition plan and approach begins by assigning the team to the series of project tasks that Zonion and Coos Bay Library staff will be working on together. This means that the client has an account manager, Mike Gamm, who will work directly with the organization day to day to deliver brief touches and progress updates. If necessary, the account manager will also be keeping up to date with content information deadlines, current milestones, required approvals (for design and production) and upcoming projects. The account manager works alongside the project's lead designer, Chris Michaelis. Chris, who worked on DPL and HPL and has over 20 years experience, will be the lead for Coos Bay Public Library. Our creative director, Sonja Anderson, will be overseeing every stage of this contract and its projects. All of our design and production processes have several stages of approval from the Creative Director, the Account Manager, and Coos Bay Public Library staff.

Our processes utilize an internal Client & Task Management System (w3b) that ensures that all project tasks are clear, that deadlines are well defined and that the appropriate team members are assigned to each task. This includes establishing the project's scope, milestones, creative strategy and other pertinent information. The library's point of contact, the account manager, will be organizing and interacting with this system during all project stages and will be completely in-the-know about everything related to each project. Depending on a particular project, Zonion team members (such as the Lead Designer and the Creative Director) may need to communicate directly with library employees to streamline various design and production processes, but this information is also added to the w3b.

Sonja Anderson and the rest of the Zonion team is ALWAYS available for client inquiries, so please do not hesitate to reach out. Zonion's Production Manager, Leah Rutz, will be assigned as the concierge for this contract and can facilitate any additional things that you may need, whether it's lunch, collecting materials, finding files, high fives or hugs. We are always here to help. Even when the job is "done" we strive to provide you and your community with white glove service beyond completion.

Zonion Creative Group, upon written approval of each media campaign and budget, will place, traffic, and audit all media. Documentation of these processes are preserved for our client and copies of all correspondence are provided quarterly (unless requested earlier). Zonion Creative Group has experienced media buyers who routinely negotiate more targeted demographics, eliminating 'fluff' advertising, harnesses each medium's true potential, secures added value and obtains the lowest rates wherever possible with the maximum added value. Our nonprofit partners benefit from 2:1 rates in most cases, before additional negotiated discount rates, tightened day parts, and better print placement and location before further value is added.

The following is Z'Onion's step-by-step process for this project. Keep in mind that depending on the defined tasks in a project (i.e. design, production, strategy planning etc) processes may shift to accommodate the approval requirements, delivery requirements or the needs of the Coos Bay Library staff.

- 1. Team members are assigned to various project processes**
- 2. The Zonion team will introduce themselves to the Coos Bay Library team**
- 3. The project is discussed and clearly defined by both Zonion and Coos Bay Library.**
- 4. The project's scope, milestones and timeline is established (as needed).**
- 5. All project information is added to web3 CRM (this includes all tasks, milestones and deadlines).**
- 6. All relevant project files are added to our internal data storage systems (so that nothing is ever lost).**
- 7. The account manager ensures that the project is ahead of schedule and available each day to update the Zonion team and Coos Bay Public Library staff.**

The following are examples of how Zonion would approach several Coos Bay Library projects mentioned in the RFP:

Brand Development

In order to thoroughly understand Coos Bay Library's goals for each project, we will develop a close understanding of the library's brand identity and scope of work. We call it the Discovery Phase. This process will take 1-2 weeks depending on response time and the delivery of content. As soon as a contract is approved, Zonion begins utilizing our proprietary questionnaires and interviews to better understand the mission, goals and vision of the organization as a whole. We will be gathering documents, collateral and other work that represents the library so that we can understand what your audience expects from your brand and vision. If applicable, we will also collect any information regarding consumer attitudes, demographics, and previous campaigns. We want to ensure that we "discover" exactly what you want from your brand and organization. Zonion is tremendously skilled at using this information to develop project and campaign specific strategies that target various audiences through selective language, visual design, and directed distribution.

Once discovery is finished, we will develop logo options. This is done in rounds. The rounds include preliminary pencil sketches. These are for visual information and are very rough but evoke a story, a feel, a look, and energy. Zonion typically develops a half a dozen or more options that we will provide to Coos Bay Library. Based on feedback we will go to round two in which we will choose and tune up several of the sketches. The goal is to hone in on the three logos that best fit the criteria defined through discovery. During round 3 we will create black and white renderings. The color palette isn't introduced at this stage because it is more important to create the correct look and essence of the brand within its simplest parts. At this stage, we will perform several rounds of edits to finalize and be absolutely sure of the black and white form of the brand logo. Once we have selected two preferred black and white logos we will add taglines and various color palettes (defined during the discovery process). Variations in fonts may be offered for taglines (if it seems necessary). During this step, the color palette and the tagline font is established for the approved logo. We provide an array of horizontal and vertical versions for all logos so that they can be used in a variety of media and environments. We will provide all logo (and font) options to you in these file formats: eps, pdf, jpg, and png.

Furthermore, we will develop a thorough brand guide so that Zonion and the Coos Bay Library will ensure that all organizational branding is cohesive. The brand guide is a multi-page document that defines all appropriate color usage for logos, graphic design, and additional applications. This guide will also include the fonts, the Pantone, RGB and CMYK colors and detailed instructions for use with black, colored, white backgrounds and so forth.

Website Design

For website development and modification we will gather a full perspective and understanding of the required functionality of your organization's website before we proceed to design. To better understand our role, much of this will be defined through interviews, company research, and questionnaires. Once we have a thorough understanding of the project, we will begin the web design process.

In order to accomplish the design goals of a given project, we develop Wireframes. A wireframe is a blueprint for how a site will be structured. We place content, decide on interactive functions and will define the hierarchy of interaction. Much like the blueprints for a construction job, they are thoroughly proofed by the team and sent to you for approval before we begin building or adding information to a website.

In other words, it is our goal to have any changes or developments fully mapped out before we even touch the site. This ensures efficient and quality controlled work. Although we do not know all of the details related to the new Coos Bay Library website we do believe that we can take care of anything that you will need with regards to web modification and development.



Multi-Media Marketing Strategy and Purchasing

We are also an experienced professional media buying team. As director, Sonja Anderson has been purchasing media in multiple markets for over 20 years. The Deschutes Public Library has utilized our ability to produce and purchase TV, radio, and print ads so that they can reach a broad Central Oregon audience with an attractive campaign. Coos Bay Public Library can take full advantage of our ability to create, place, measure, and audit all media plans. We do not charge our clients extra for these services (other than the administration fee described). In fact, our clients typically save a bundle because we are professional negotiators with great relationships with our media vendors. For every media purchase, the media vendor will invoice Coos Bay Library 85% of the approved plan, and Zonion invoices the remaining 15%. Depending on the requirements of a given media project, we may require media analysis by the account manager but we will ensure that all prices (including research) are negotiated before approval. The point is, Coos Bay Library staff does not need to worry about implementing a media plan unless they have a raging desire to seek out and negotiate with media reps.

If you would like to know more about our full range of media capabilities, we can create a thorough summary per your request.

Something that may be appealing to the Coos Bay Library is the development of "model templates" for the printed marketing material that we would be designing and producing. For example, we created the templates used by DPL's interior graphic designer so that the library could easily modify and update all copy and graphic content for each of their printed collateral and e-newsletters. And whenever they get stuck or need to make complex modifications they have us fiddle around with it until it is perfect. These templates can be a huge deal for all libraries because they no longer have to spend a chunk of change editing and reprinting these types of media!

Event planning is extremely important for outreach and community engagement. As examples for great outreach, Zonion worked with the Deschutes Public Library to develop "A Novel Idea" and "Author! Author!". Deschutes library has 'a Novel Idea', and Hillsboro started the "Hillsboro Reads", in which 5,000-10,000 people visit the library and are all given the same selected book. Then the community can read it together, and join meetings and book club events. In most cases, the readers are even able to meet the author! It's a great event that brings the entire community together. In short, we can help Coos Bay Library develop similar events and programs, or the collateral for existing such programs, that best fit your demographic and budgetary needs!

3.3 Foreseeable Problems During Implementation of this Project

Design rounds can go on for a bit so when it comes to logos, collateral design, web design etc... it is important that the main players know the start and end dates, and are responsive in order to keep the ball rolling. We understand that libraries often have a "decide by committee" system in place which can cause communication lag if roles are not well-defined and communication is unclear. We appreciate developing a clear and well-defined line of contact so that nothing will be left hanging during project development. In order to avoid deadline pressure, knowing who will be the best person to handle particular types of questions and information can make a project run particularly smooth and quickly. For example, if one or more of the members working on this project (whether directly or indirectly) is on vacation, both parties will ensure that questions can be answered and approvals can be made in their absence. Most (if not all) of our projects will be expected ahead of schedule, and we make sure of this by getting the start and end dates organized well before a project begins. We also like to create a thorough contact list of all members of the team so that communication is streamlined. Also, keep us in the loop on any shifting work schedules and vacation times so that we can adjust the project timeline as needed, so as not to be caught in a holding pattern. This may sound complicated and like a bit of work but we promise that it is very simple. This foresight helps keep the project on track and will remove any pressure from the shoulders of Coos Bay Library organizers and decision makers. Mike (the account manager) will ensure that this process is easy to follow and even easier to enjoy!

3.4 Identify New Equipment or License Requirements

We do not recognize any immediate need for new equipment or license requirements. We understand that the current Coos Bay Library website is using Drupal and we would be using Wordpress which would be of no additional cost to Coos Bay Library. All costs are presented at time of implementation for approval. The library will not receive any additional costs without the approval of the organization.



"They are very professional, creatively gifted, prompt in dealing with projects, friendly and always fun. I highly recommend the Zonion team!"

Rosenzweig Orthodontics



3.5 Identifying Ongoing Costs Associated with the New Website

During the development of each project, we will give you options to maintain systems yourself so that the library does not have any extraneous and recurring costs. This may include the development of “model templates” that the library can update internally or web maintenance and security, which can be undertaken by the library if they so choose. It seems as if the Coos Bay Library owns its own domain, host and security systems, so we do not see the need for Zonion to take control of any of these systems unless the library believes that it would be beneficial. All of these options will be discussed when we lay out the details of each project so that the library is given a full array of options.

3.6 How Zonion Controls for Quality, Cost and Meeting Deadlines?

In addition to Zonion’s 6 step Quality Assurance process (mentioned in Section 1.4) and our internal use of the Client Management System (w3b, mentioned in Section 3.2) we are able to control for quality, costs and keep deadlines by getting to know the full extent of Coos Bay Library needs. We are sticklers when it comes to getting to know our clients inside and out. We can come directly to you so that we can get to the absolute core of each project. We don’t leave anything to chance and we are not into cutting corners just to make an extra buck. We reach out early and often because our ongoing relationship is paramount to the success of both organizations.

3.7 Our Training Methodology

Zonion Creative is made up of experts with various marketing and service experience. Each member of our team has over 5 years of experience in their field(s). Zonion does provide relevant internal and ongoing training to support the implementation of new brands, company brand changes, policies, documents, procedures, and continued support for any questions that arise. We have daily meetings that allow company management to explore these training needs. We also understand that the marketing field is incredibly diverse and constantly changing, so once training needs are identified, we immediately incorporate proper training so that we do not miss a step.

3.8 Telephone and Email Support Before, During and After Implementation

All of our telephone and email support is 100% included in all agreed upon costs. We do not establish a retainer and do not charge you to connect with any of our team members, at any time. We will provide a full list of contact information for all individuals assigned to every project so that you can feel comfortable reaching out to us whenever you need something. We want you to come to us for anything. All questions, inquiries, and changes are welcome without consequence to you. We want you to be comfortable reaching out to us even when the job is done.

Section 4. Fee Schedule

Our fees are entirely project based. We provide full estimates for any proposed work which is all-inclusive. This means what we agree on is the total due (unless additional changes are requested beyond agreed upon), phone calls, emails, meetings, and so forth. We deliver on time and within budget, every time. Our account management team are paid by a salary draw against commission. Our graphic designers are paid by the hour. We do not charge for software, hardware, supplies and so forth unless specified in the proposal (if there is proprietary software required to perform a task). Zonion Creative Group provides all services, bills for all services and guarantees all services. In the case of media buying, the Media will invoice the client at 85% of a negotiated and approved media schedule, and Zonion Creative Group will invoice at 15%. For media production (commercials) and website design, Zonion will invoice you 50% down and 50% at the completion of the project. For print production, full costs will be billed as prepay, before printing begins.

4.1 Rates By Position: In-House, Sub-Consultants & by Task

Everything we do is provided as a proposed project amount. There are no hidden fees, no retainers, no service costs, no charges for calls, emails or meetings. Nothing. We are 100% above board clear and precise. In the rare case that a project requires further design or we are asked to make changes to a currently undefined project we may propose contract design and development by the hour. This would be a cost of \$145/hr using one of our senior designers. We prefer to state our costs up front and then be internally accountable to both the deadline and the budget. This will allow the library to easily budget before, during, and after each project.

4.2 Reimbursable Expenses

If any of these costs occur, they will be billed at cost, and with accompanying receipt. To date, we have not required reimbursable costs from any of our clients. But if any occur, this will be our process.

4.3 Total Amount (Or Total not to Exceed Amount)

The following outlines our approximated estimates for each element of the RFP. Our estimates, barring any unusual or completely unaccounted for surprises in the scope, are as follows:

Branding Goals

Our basic branding package including color palette, logo and tagline development and a five page brand guide: usually \$3600, but up to **\$4,200**

Website

After reviewing the current Coos Bay Library website and understanding that the library would like to have a website design interface that can be used by library staff, we will redesign and build a website using Wordpress. Redesigning the website will coincide with the rebrand process and the year long marketing strategy. We have explored your website and estimate that it currently has around 34 main pages. Our website pricing is based on pages. We charge \$1500 for the first five pages and \$175 per page thereafter. In this case we will also need to add up to \$2500 for 10-12 hours of programming and transfer to accommodate the outbound (patched) links and any other technical costs. Total web development costs: up to approximately **\$10,250**

From our understanding the Coos Bay Library website does NOT include any significant data integration from any sources or a user area hosted on the site. Basically the site will be a portal for accessing other databases or user sites but will not host that part of the service.

Marketing Strategy Cost

Marketing strategies may include but are not limited to:

- Traditional media placement (TV, cable, radio, newspaper, weeklies, magazines, billboards)
- Print resources such as direct mail (both every door direct marketing and to specific lists)
- Social media and digital marketing using vehicles such as Facebook, Instagram, Twitter, pay per click and so on.
- Outreach to community, such as event tents, events, sponsorships, and very targeted campaigns such as early literacy packets distributed to maternity wards or pediatric offices.
- Bus wraps, benches, street banners and more

Some Example Pricing...

Some yet to be defined campaigns may include developing a brand and logo, color palette, materials for the campaign such as posters, tickets, web materials and more. So depending on the campaign, prices vary, but we provide detailed proposals for approval prior to any development. The Deschutes Public Library **Author! Author!** campaign's initial conception, design and development was approximately **\$5000**.

We have created indoor promotional display material for our libraries that rotate every month or two. The material includes hanging banners (from rods), display stands (18x24 gatorfoam in wooden base), pop up displays, wall art, hanging art, rack cards, posters and more. Each promotion features one aspect of the library (such as **Early Literacy**) and the materials are displayed throughout the library for a continuity in visual effect. After a month or two, these are taken down and replaced with the next promotion. We store these in plastic bins for the next time we rotate them in, so they get a great deal of mileage year after year. For six library locations this was approximately **\$5000**.

Media Purchasing Cost

Zonion creative group is a professional media buying, placement, traffic and audit company, therefore we develop and place the media strategy for our clients at a predetermined agency cut with each media. Coos Bay Library would be billed 85% of the agreed upon media plan, by the media company, and Zonion will invoice for the remaining 15% of the full price. The additional administrative fee for a typical \$100,000 media buy is approximately **\$1200**.

While preparing to purchase media we learn and establish your target demographic (age, gender, culture etc), geographic (target location, neighborhoods, regions) and psychographics (profile, lifestyle choices, etc) to efficiently determine the best mediums. We will decide on your media buying budget and develop an RFP that offers each medium an opportunity to put forward their best submission including their efficacy (demonstrated, audited and tracked) and we review this in detail for every medium, on your behalf. In some cases the media can shave off dollars, add value in non-traditional ways (such as a TV station adding web banner advertising, or a radio station adding an on-air interview) or generally meet us at our required cost per point or other metric we use to compare our media vendors to each other.

Once we receive proposals from each medium, we will review them and present them to you. If you like one station over another, one group over another – you’re the boss. We are happy to accommodate. We will simply put our recommendations in play and allow you to choose. You will also have a precise calendar of your media schedule so you can flip through it any time you have questions or would like changes in the schedule or language. We are a full service advertising agency and as such we will produce all your creative, within your production budget.

You will not pay extra for media buying provided by Zonion and all additional services are included in the cost that we present. Production is extra (graphic design, TV production, Radio production). But all media negotiations, review, placement, traffic and auditing are included in the 15% that we invoice. Once we have negotiated terms on Coos Bay Library’s behalf, we provide detailed billing and including the 85/15 split.

Our clients always win with this as we generally secure 2:1 or 3:1 value against cost and you pay no additional! The \$1200 administrative fee (equivalent to \$100/mo) covers our bookkeeping and trafficking processes internally.

Once your schedule is complete and the invoices are issued to you, we will also receive a copy and again we will audit the schedule to make sure it ran as ordered.

Not To Exceed

Branding, logo, color palettes, taglines, fonts, brand guide	\$4,200
Total website development including programming	\$10,250
Marketing campaign and strategy	\$1,200
(admin only: the rest is paid 15/85 with media)	
Total Cost Not To Exceed (not including media direct billing, if utilized)	\$15,650