



Request for Proposals

City of Lacey

CITY OF LACEY

Request for Proposals Woodland District Branding Project

The City of Lacey is a city of 48,700 people located at the southern reach of Puget Sound located approximately 60 miles south of Seattle. Largely developed after World War II, Lacey has lacked a “downtown” in the traditional sense; however, Lacey’s core area known as the Woodland District has provided a consistent regional retail and employment center for over 50 years. Planning for the Woodland District began in the mid-1990s as the City of Lacey grappled with giving the area a sense of identity, culminating in adoption of the Downtown 2000 Plan, which established design guidelines and development standards for the area. The Downtown 2000 Plan sought to provide the Woodland District as a vibrant and prosperous place that created a strong identity, encouraged density and mix of uses, supported transit and provided for a diverse population. The vision set forth in the Downtown 2000 Plan has been implemented in a variety of private development projects as well as various city projects.

In 2008, as a result of a downturn in the financial markets and a downsizing and relocation of State office complexes, private investment in the Woodland District ceased and 240,000 square feet of office space became vacant. With the assistance of an appointed steering committee, the City began the 2011 “Downtown Refresh” to re-examine the goals of the Downtown 2000 plan. The committee validated the vision but understood that the area needed a jumpstart. Upon completion of the Downtown Refresh, the City received a grant through the federal department of Housing and Urban Development (HUD) to establish the Woodland District Strategic Plan (http://www.ci.lacey.wa.us/Portals/0/docs/community_development/planning_documents/woodland_district_strategic_plan.pdf), an action-based strategic plan for the area to guide future revitalization and development of private investment, public places, and transportation infrastructure. The Woodland District Strategic Plan identified twenty-five key actions designed to provide the necessary framework and incentives to catalyze investment and development. The development of a district brand identity program was one of the 25 strategies of the Strategic Plan to attract new investments and produce a cohesive district characterized by great places.

With the adoption of the Woodland District Strategic Plan, several strategic actions have been implemented resulting in an increase of activity within the District. Public investment within the district has been made by several key City partners such as the South Puget Sound Community College, Thurston Economic Development Council, The Business & Innovation Center, the Veterans Service HUB, Saint Martin’s University and the planned development of Lacey Makers Space. In addition, private investment within the District has been led by MJR Development. Significant activity has already occurred in the redevelopment of existing office space, and the proposed

construction of urban residential units all marketed as the Hub at Lacey. The City, based on the strategic plan and public/private investments, would now like to build on the organically created identity of the “HUB” by developing a program to identify and implement physical improvements that creates a visual identity for the District, promoting it as a place for civic, business, education, resident and service activities. Particularly a place for innovation.

PROJECT: The City of Lacey is seeking professional services to work with an advisory committee made up of key partners within the Woodland District to develop a brand identify program that will create awareness and a physical identity promoting the Woodland District.

OBJECTIVES OF THE WOODLAND DISTRICT BRAND IDENTITY PROGRAM: The City of Lacey is seeking professional services to develop a brand identify program based on the framework set forth in the [Woodland District Strategic Plan](#). The integrated branding program, at minimum, should consider the following:

- Testing the “HUB” as a brand and district identifier;
- Logo and graphics that communicate to a broad audience the identity and activities;
- Physical improvements that could be implemented by public and/or private investments that create identity of the district such as street, bicycle and pedestrian amenities, signage and/or banners, style and type of art, street canopy enhancements, and denoting entryways for different modes of transportation, etc;
- Prioritizing the improvements based on cost and effectiveness for the basis of an implementation schedule and guide for future financial decisions.

The City desires to use a stakeholder based approach in the development of the brand identity program by forming an advisory committee with representation from community institutions, building owners, and the City.

The advisory committee will review and consider recommendations from the consultant through all phases of the project including the initial review and analysis, branding options, and estimated cost of implementation. The advisory committee will hold a minimum of three meetings prior to making a recommendation to the Lacey City Council.

PROJECT DELIVERABLES: The City proposes that the development of the branding program to be a focused effort that will conclude within approximately six months of contract execution with the selected consultant. The scope of work will include the following items:

1. Facilitating the advisory committee meetings to reach consensus on strategies for marketing and creating awareness of district identity to both citizens and prospective community investors.

2. Develop an agreed upon symbol, trademark, slogan, color scheme, brand, and so forth that will be unique to the District in branding, advertising and identifying the district for community and economic development purposes.
3. Develop a menu of physical improvements and actions that could be implemented by public and/or private investments that create identity of the district, scaled by cost, effectiveness, and complexity to implement.
4. Prepare a final report for Advisory Committee recommendations, which summarizes conclusions of the public process and presents specific recommendations regarding district logo, menu of improvements and actions, implementation strategy based on most effective investment of funding; and provides estimated costs for branding and marketing the District.

PROPOSED DELIVERABLES AND BUDGET:

The expected deliverable will be a final report articulating the implementation measures to promote the identity of the Woodland District.

Project costs are expected to be less than **\$30,000**. The final dollar amount will be negotiated as part of the final contract and scope of work with the successful consultant.

PROJECT TIMELINE

October 27, 2017 RFP Issued
 November 9, 2017 Proposal packets due
 November 17, 2017 Evaluations of packets and finalist selected
 November 29, 2017 Presentations and interview with selected finalists
 December 1, 2017 Selection of Consultant
 December 15, 2017 Contract executed
 July 1, 2017 Final deliverables due

DESIRED CONSULTANT QUALIFICATIONS AND SUBMISSION REQUIREMENTS:

The successful candidate will be able to demonstrate competency and experience in District/neighborhood branding, brand implementation and working with community groups, stakeholders, and elected officials. Specifically, we seek the following characteristics in a consultant:

- Experience with similar projects including experience in preparing municipal, district and/or neighborhood identity through branding programs in other communities.
- Experience in identifying, evaluating, codifying, and explaining the essential qualities of community identity, promotion design and character.
- Experience in working with advisory committees and other community stakeholders to obtain consensus to support for brand identity, promotion and prioritization.
- Strong skills in graphics as well as written and oral communication.
- Commitment of key staff to project.

- Ability to complete work in a timely manner.
- Strength of client recommendations.

Proposal

Based on the information provided within this RFP, briefly describe your recommended project approach including the involvement strategy with an advisory committee of stakeholders and a preliminary work program that contains an outline of major project milestones or tasks to be completed and timeline.

Statement of Qualifications

Provide a summary of the firm's and project team's background, capabilities, experience and qualifications related to this type of project. Include a synopsis of similar projects completed with an emphasis on branding or promoting district identity. Please provide at least two examples or links to examples of district branding or similar program that best illustrate your firms completed work.

Submittal Requirements

Firms interested in being considered for this project must submit 10 copies of their Proposals and Statement of Qualifications or submit one PDF copy electronically via e-mail to sschelli@ci.lacey.wa.us. Submittals must be limited to 10 double-sided pages (20 total faces), including an introductory letter. Submittals must include the following information:

1. Name, address, and telephone number of the firm or individual, and the primary contact,
2. Brief description of the consultant team and its background, size, and nature of services,
3. Names of principals and key personnel who would work on this project, fees for service, and their experience and qualifications,
4. Availability of personnel who would be dedicated to this project,
5. Experience with similar projects including experience in preparing a district identification and branding strategy.
6. Experience in working with technical committees and other community stakeholders to obtain consensus to support innovative marketing and branding measures,
7. Experience with an array of public participation methods including,
8. List of at least three project references, including contact persons and phone numbers,
9. Description of a recommended project approach and strategy including preliminary milestones and tasks to be completed.

Submittal Deadline

RFPs for this work must be received no later than 5:00 p.m., Pacific Daylight Time on **November 9, 2017** at Lacey City Hall located at 420 College Street SE, Lacey, WA 98503. If you have any questions, please contact Sarah Schelling, Senior Planner at

(360) 438-2689 between the hours of 8:00 a.m. and 5:00 p.m., Pacific Daylight Time, Monday through Friday. Minority and women-owned firms are encouraged to apply.

Selection Process

A selection committee comprised of staff and community members from the City of Lacey will begin a review of the submitted proposals during the week of **November 13, 2017**. The committee will develop a short list of firms to invite for interview. The City of Lacey will notify firms of the outcome of this process.

Terms and Conditions

1. The City of Lacey reserves the right to reject any and all proposals and to waive minor irregularities in any proposal.
2. The City of Lacey reserves the right to request clarification of information submitted, and to request additional information from any consultant.
3. The City of Lacey reserves the right to award any contract to the next most qualified consultant if the successful consultant does not execute a contract within thirty (30) days after the selection of the consultant.
4. Any Proposal may be withdrawn up until the date and time set forth above for opening of Proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide the City of Lacey the services described in the attached specifications or until one or more of the proposals have been approved by the City of Lacey, whichever occurs first.
5. The contract resulting from the acceptance of the proposal by the City of Lacey shall be in the form supplied or approved by the City of Lacey, and shall reflect the specifications in this RFP. The City of Lacey reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the City of Lacey.
6. The City of Lacey shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

Compensation

1. Upon selection of the most qualified firm, the City of Lacey will negotiate a price which it determines fair and reasonable. If the City of Lacey is unable to negotiate a satisfactory contract with the firm selected, negotiations with that firm will terminate and the City of Lacey may select another firm.
2. Payment by the City of Lacey for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City of Lacey, which shall specifically set forth the services performed, the name of the persons performing such services and the

hourly labor charge rate for such person. Payment shall be made on a monthly basis thirty (30) days after receipt of such billing statement.

Post Closing Discussion

After any responses are open, conversations may take place between the City of Lacey and consultants for purposes of clarification regarding the selection process only. Consultants shall be bound by the information submitted in their Proposals and subsequent negotiations.

Those submitting Proposals may be required to make a presentation to the City of Lacey as part of the selection process. The presentation team should include the Project Manager and any other key personnel necessary to address administrative and technical issues.

Proposal Acceptance/Rejection

The City of Lacey reserves the right to accept or reject any or all Proposals received from this RFP, or to negotiate separately with any Proposer, and to waive any informalities, defects or irregularities in any Proposal, or to accept that Proposal which, in the judgment of the proper officials, is in the best interest of the City of Lacey.

Award

The City of Lacey reserves the right to award the contract to a consultant that it deems to offer the best overall Proposal. The City of Lacey is therefore not bound to accept a Proposal on the basis of lowest price, and further, The City of Lacey has the sole discretion and reserves the right to cancel this RFP, to reject any and all Proposals, to waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of the City.

Assignment

The awarded contractor shall not assign, transfer, convey, sublet, or otherwise dispose of any award or any of its rights, title, or interests therein, without the prior written consent of the City of Lacey.

Additional Language

The City of Lacey reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFP language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFP is issued, or that reflect State or Federal Law changes, or as required by funding entities.