

Request for Proposal

West Seattle Positing and Branding Implementation

West Seattle Junction Association
and
West Seattle Chamber of Commerce

West Seattle Strategic Plan

June 1, 2017

Issued by:

West Seattle Junction Association and West Seattle Chamber of Commerce

West Seattle Junction Association and West Seattle Chamber of
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1. Introduction & Background

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West Seattle Junction Association and West Seattle Chamber of Commerce, two West Seattle Junction Neighborhood Groups, are in need of Organizational Neighborhood

Plan and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source to provide Organizational Neighborhood Plan. Our goal with Organizational Neighborhood Plan is to:

1. Create a steering committee
2. Develop a communications and messaging strategy focused on brand voice
3. Interview neighborhood stakeholder interviews
4. Present analysis and summary

The objective of this Request for Proposal is to locate a source that will provide the best overall value to West Seattle Junction Association and West Seattle Chamber of Commerce. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

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2. Submission Guidelines & Requirements

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The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than June 15, 2017.
3. Bidders must list at least two projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must be provided that is not more than 3 pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than 2 pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should West Seattle Junction Association and West Seattle Chamber of Commerce decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder’s company.

7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

a. Proposals must be received prior to June 15, 2017 to be considered.

b. Proposals must remain valid for a period of 90 days.

c. West Seattle Junction Association and West Seattle Chamber of

Commerce anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these “down-selected” individuals or firms.

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3. Project Description

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The purpose of this project is as follows: lead the process of developing and implementing a branding and communications strategy promoting the neighborhood outbound marketing voice. The West Seattle Junction area and other areas of the West Seattle peninsula are changing. Develop a plan that encourages renters between the ages of 25-39, to live and place community roots in the peninsula.

The description of the project is as follows: engage the community in a dialogue about where we are and what the voice of the neighborhoods should be not only in the West Seattle Junction but also for the major West Seattle nodes (Morgan, Alki, Delridge, and other as identified). This is the foundation for creating a regional vision for the economic development of the West Seattle peninsula along with stories that capture the essence of our region.

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4. Project Scope

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The scope of the project entails

Task 1. Steering Committee Meetings

Facilitate monthly meetings with the steering committee who will guide the process, set priorities for the project, and determine key outcomes.

Task 2. Communications & Messaging Strategy

Develop a communications and messaging strategy to frame the discussion and communicate the objective of understanding our current 'West Seattle' voice. Take that outcome and develop deliverables that include the visual brand and verbal voice of West Seattle.

Task 3. Promotional Materials and Deliverables

Promotional materials will be prepared from the outcome of the meetings that tie the West Seattle peninsula together. Deliverables will include: visual branding (print ready and online) and series of create writing pieces that can be utilized across the peninsula therefore tying the neighborhood nodes together under one collective vision.

Task 4. Creation of Questions

Compiling the questions for interviews and forums.

Task 5. Stakeholder Interviews

Conduct a series of stakeholder interviews.

Task 6. Community Forums

Host three community forums to get broad public input.

Task 7. Analysis and Feedback

Summary will be compiled by the WSJA, WSCC, Steering Committee and 3rd Party Consultant outlining the findings. This information will be shared with all participants.

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5. RFP & Project Timelines

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The Request for Proposal timeline is as follows:

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Request for Proposal Issuance	June 1, 2017
Selection of Top Bidders / Notification to Unsuccessful Bidders	June 16, 2017
Start of Negotiation	June 30, 2017

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The need-date for project completion is November 30, 2017. Bidders may propose a date earlier or later, and will be evaluated accordingly.

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6. Budget

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West Seattle Junction Association and West Seattle Chamber of Commerce's budget for the project is \$15,000.

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7. Evaluation Factors

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West Seattle Junction Association and West Seattle Chamber of Commerce will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost of ownership
5. Technical expertise/experience of bidder and bidder's staff

West Seattle Junction Association and West Seattle Chamber of Commerce reserves the right to award to the bidder that presents the best value to West Seattle Junction Association and West Seattle Chamber of Commerce as determined solely by West Seattle Junction Association and West Seattle Chamber of Commerce in its absolute discretion.