



City of Emeryville

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RFP: MARKETING PROGRAM IMPLEMENTATION

ADDENDUM NO. 1

Notice is hereby given that on Wednesday, August 30, 2023 this Addendum No. 1 is provided with reference to the City of Emeryville's Request for Proposals ("RFP") for Marketing Program Implementation. The clarifications, additions and/or deletions contained in this Addendum shall be made part of the RFP, and shall be subject to all applicable requirements thereunder, as if originally shown and/or specified.

Questions and Answers through August 25, 2023

1. Question: Do you envision the development of a new brand created and applied to all tools in RFP, starting with the website? Or will you use the brand that is already in place for the city? Or other elements you currently have designed?

Answer: The City has invested significant time and energy in developing its brand as a center of "Art and Innovation". The work requested in this RFP is to advance that existing brand through telling the City's story, starting with a purpose-built website.

2. Question: Is there a name for this effort/site or is naming included in the branding effort?

Answer: We have not yet named the site, and as described above the scope of work is principally to advance communications around the "Art and Innovation" brand; consequently we expect proposals to draw heavily from the "Art and Innovation" theme. Additionally, to the extent that funding from the cultural district supports this work, the "Rotten City Cultural Arts District" and #rottenCitytofertileground naming conventions are expected to be used.

3. Question: Will the site live entirely separately from the City of Emeryville Site?

Answer: Yes.

4. Question: Who on staff will work on the marketing project with the consultant?

Answer: The consultant will be working closely with the Economic Development and Housing Management Analyst and the Community Development Director.

5. Question: Are there videographers, photographers on staff who will be able to allocate time to partner with consultant on these efforts?

Answer: No, the City is seeking a consultant that can offer services in these areas or a plan on how it will be integrated in their service delivery, including through subcontracting.

6. Question: Regarding video content, who will interview, will interviews be live or via an online conferencing platform, and how many interviews are expected?

Answer: The City is looking to the consultants to develop the program for video content, including types and amounts of content. Videos are expected to be recorded and produced pieces that augment the overall content development strategy.

7. Question: Regarding news stories, does the city have a public relations person to pitch the stories, or should this be included in the scope?

Answer: This work should be incorporated into the consultant's scope.

8. Question: Should this scope include a social media manager to post, engage with social content on the social platform? Or will posting be done by the city staff? Both options are mentioned on the bottom of page 9 under social media.

Answer: The scope should include a social media manager who will work in collaboration with designated city staff. The scope should include development of a strategy and calendar for postings and post content. Posts will be reviewed prior to posting by City staff.

9. Question: Does the city have a mail server (like Mail Chimp)? Are there existing email lists that the stories would be sent to or is this something that needs to be purchased?

Answer: The City does maintain a mailchimp email server however this is specifically for affordable housing purposes. The City also maintains a number of general community outreach listservs. To the extent proposals include email marketing, development of new email lists appropriate to the targeted audiences will be required.

10. Question: Is the City open to another type of printed promo piece? If an advertorial, who sells the ad space? Frequency of advertorial?

Answer: Yes, the City is open to other examples of printed promotional pieces. If the consultant chooses to use an advertorial-type format, the proposal should include the sales of the ad space in the scope of work and a proposed frequency.

11. Question: Does the city have a contract with a Rack Card company?

Answer: No. The City does have relationships with the General Managers and Sales Directors of Emeryville hotel properties.

12. Question: Is there a separate budget for advertising buys?

Answer: No.

13. Question: Has the City considered structuring this project in a way that a staff member or individual contractor position could accomplish instead of a consulting firm?

Answer: The City is indifferent as to whether a one-person consulting shop or full sized interdisciplinary consulting firm takes on the work – the City's objective is to deliver the items outlined in the RFP. An individual could propose delivering the scope utilizing subcontractors particularly for graphic design or other portions of the scope of work, and this could take the form of sole proprietor provided the contracting requirements are met (i.e. business license, insurance etc.).

14. Question: Could you clarify if any of the budgets identified have an accompanying media buy budget as well?

Answer: As indicated on Page 4 of the RFP, the City has not established a precise budget for this contract. The figures indicated as available in the City's current budget documents would be inclusive of any ad buys conducted under this project.

15. Question: Could you confirm the proposal submission address?

Answer: Hard copies should be submitted to:
Marketing RFP Attn: April Shabazz
1300 Park Ave.
Emeryville, CA 94608

16. Question: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

Answer: The City has requested three hard copies to facilitate its review of submittals.

17. Question: Does the City have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

Answer: The City does not have local preferences as part of its Purchasing Requirements nor indicated in this RFP.

18. Question: Does the City currently have an agency it works with? If yes, how satisfied are you with that agency?

Answer: The City is not currently working with any agency for marketing and promotions.

19. Question: What are the top three reasons users visit your current site?

Answer: The City does not have data readily available in response to this question; however, anecdotally generally visitors to the City's website are generally seeking information about City services, government/meetings and regulations. The City is seeking the development of a new, stand-alone website for the specific purpose of marketing the City to prospective businesses.

20. Question: What are the top three things you want visitors to know about the city of Emeryville?

Answer: Please see the "Messaging Content and Audiences" section of the RFP.

21. Question: Are there any mandates or specific reasons driving a target launch date?

Answer: No, there is no specific target launch date, however, the City's Economic Development Advisory Committee has had the development of this marketing program as a priority activity for several years and hopes to expedite implementation.

22. Question: Is the City open to sourcing or providing external stakeholders (i.e. residents) for interviews, or site users for usability and impression testing or focus group research?

Answer: The City can provide assistance in convening external stakeholders, if necessary.

23. Question: How closely connected should the new image relate to the current Emeryville site?

Answer: As noted in the answer to Question 19, the City is looking for an independent, purpose built website for marketing. Other than the City's logo, the image need not correspond to the City's existing website.

24. Question: Are you interested in rebranding services to document the relationship and create a visual alignment with the Emeryville website?

Answer: See answer to Question 1, 2 and 23 above.

25. Question: What is the scope of branding work?

Answer: See answer to Question 1 and 2 above.

26. Question: Will the agency need to assist in brand positioning, tone, characteristics, etc.?

Answer: Yes, please see answers to Questions 1 and 2, above.

27. Question: Are there any current articles or social posts that we can review?

Answer: None that are current and relevant to the requested scope of work.

28. Question: How many pages will the consultant be expected to draft?

Answer: This is subject to development of the program. Please see the "Marketing Program Outline" of the RFP for guidance.

29. Question: Will copy creation for the site be an ongoing need?

Answer: Yes.

30. Question: Will [the City of] Emeryville be providing photography and videography source assets?

Answer: No, this should be incorporated into consultant's scope of work.

31. Question: What are the goals for Emeryville's Digital Marketing efforts over the next year?

Answer: The City's goals for the project are as indicated in the RFP.

32. Question: Have you launched successful campaigns in the past? If yes, what were the themes?

Answer: The City has participated in marketing activities in the past; however, these activities predate current staff and were limited in scope as compared to the current project.

33. Question: How many campaigns would you like to launch throughout the year?

Answer: This is as-yet undetermined, the City is looking to proposers to recommend the number and type of campaigns necessary to effectively deliver the scope of work indicated in the RFP.

34. Question: Are there current pain points you are looking to overcome? If yes, what are they?

Answer: The City's image is predominantly shaped by regional residents' experience of viewing Emeryville from Interstate 80 and as a retail center, however, the City's brand

identifies with art and innovation. This project seeks to shift perception of the City toward the identified brand, which is widely supported by the community and City officials.

35. Question: Are you open to a PPC campaign?

Answer: The City has not identified any specific digital marketing model and looks to proposing consultants to communicate the pros and cons of various methods.

36. Question: What efforts are currently in place for SEO/SEM?

Answer: None.

37. Question: How will the success of digital marketing efforts be measured (KPI's)?

Answer: The City is looking to proposers to identify performance measures for the project, as indicated on page 3 of the RFP.

38. Question: What is your monthly budget for Paid Media?

Answer: Please see answer to Question Nos. 12 and 14, above.

39. Question: How will this site be tied to the main City of Emeryville site?

Answer: The City expects the site to be a stand-alone, purpose-built marketing tool to host content. The City would anticipate providing links to the site from the City's website where appropriate.

40. Question: What key calls-to-action or interactions will users take on the website?

Answer: this is to be determined, pending development of the program.

41. Question: Are there any specific integrations with marketing tools, such as email marketing?

Answer: None exist at this time. Also see answer to Question No. 9 above.

42. Question: What analytics tracking is in place today?

Answer: None that are relevant to this project.

43. Question: Is the agency expected to also manage marketing and advertising post-launch?

Answer: Yes, as indicated in the RFP.

44. Question: Are there any 3rd party integrations we need to consider (e.g. API, CRM, etc.)?

Answer: This is to be determined, pending development of the program. The City does not currently utilize any CRM software. The City does currently utilize otocast to provide smart-phone guided walking tours of the City's public art assets.

45. Question: Does the City have a preferred CMS platform? Are you open to using WordPress?

Answer: See answer to Question No. 44, above. The willingness of the City to using wordpress is to be determined pending development of the program. The City will consider the proposers' recommendations.

46. Question: Will the site be hosted internally or through a 3rd party?

Answer: This is to be determined pending development of the program and engagement with the City's Information Technology staff.

47. Question: Will you be looking for post-launch site maintenance?

Answer: Yes.

The question deadline passed on Friday August 25, 2023 at 5:00 P.M. Answers to all substantive questions have been provided in this addendum to the RFP and posted on the RFP website at: <https://www.ci.emeryville.ca.us/912/Economic-Development>

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