



CITY of BEAVERTON

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ADDITIONAL RFP QUESTIONS (FAQ's)

REQUEST FOR PROPOSAL BRANDING AND MARKETING SERVICES Solicitation #: 2363-10B

1. Can you describe or share what you know or learned about your target audiences (demographic, economic, as well as more specific information on their values, motivators, decision-drivers, etc.) from the visioning process? Is this or other related market research/audience data available online or in a format you can share with bidders prior to the RFP deadline? If so, how or where can those files be accessed? If not, when will that information be made available?

Research is available, but it is quite in-depth and not currently available online. It is something we will probably wait to share with the appointed agency when they start work. There is really too much to share prior to that.

2. Can you further describe, pinpoint or prioritize the national and international audiences or audience groups you want to reach to raise Beaverton's profile? Is there any data or overview information available that you have and are willing to share about those national and international audiences or audience groups?

Since no marketing has been done to date, it is all still formative. We are hoping to attract residents, tourists and businesses to Beaverton from across the US and international markets as well, but the reality is we have a small budget (about \$250k for the first year) and we will really be marketing primarily to Oregon, Washington, California, and nearby states. It is unrealistic to think our message will reach much further with the funding we have available. As for data about the groups we want to attract – we assume the groups we attract will be similar to the groups we surveyed that are already living, visiting, and doing business here.

3. Depending on the availability of data, do you want bidders to include market research as an additional Task in their proposals (probably as a precursor to Task 1 if needed) to address any information gaps that might exist and to ensure that the brand strategy is developed based on objective data?

We don't think this is necessary at this time, but if you feel there is data that you can share that would help us realize an angle or strength you are bringing to the table then please include it.

4. Beyond the visual representation of the brand (logo and supporting graphics) and the tagline, have other strategic elements such as a brand statement, brand messages and/or brand values been developed and are therefore not needed, or does the city of Beaverton want bidders to include these types of elements (probably as part of Task 1) as part of their “Approach to Specific Tasks” and budget?

No branding has been done to date. Inclusion of the additional elements you list, your approach to this work, and an approximate budget would be helpful.

5. We typically recommend that the preliminary brand visuals and strategic elements be tested with target audiences. Do you want bidders to include a brand testing Task as part of the development process to ensure a brand that resonates and is effective for those you’re trying to reach?

The City has a group of businesses, citizens and our City Council that will be our focus group/test audience. There is no need to get another group together.

6. The RFP asks bidders to indicate if they are a “resident proposer.” Is the city of Beaverton giving additional points or preference to firms or consultants that are resident proposers?

The resident proposer provision is a requirement of Oregon law and has a very narrow application. See explanation below:

Oregon's reciprocal preference law

ORS 279A.120 and ORS 279A.125, requires public contracting agencies, in determining the lowest responsible bidder, to add a percent increase to each out-of-state bidder's bid price which is equal to the percent of preference given to local bidders in the bidder's home state. For example, if the low bidder is from a state that grants a 10 percent preference to its own in-state bidders, the Oregon agency must add 10 percent to that bidder's price when evaluating the bid.

The Department of Administrative Services (DAS), State Procurement Office has gathered information on preference laws of all states. This list is for your use in making contract awards under Oregon's reciprocal preference law. If you are in need of any assistance in the application of this law, please call or contact the State Procurement Office:

This website gives the list of States and the preference information.

http://www.oregon.gov/DAS/SSD/SPO/reciprocal_detail.shtml

7. Does the city of Beaverton prefer to hire a Beaverton-based firm or consultant for this project?

The City wants to hire the best firm for the project regardless of location.