



Request for Proposal (RFP)

MARKETING AND BRANDING CONSULTANT

June 7, 2011

Background

After several months of study, the Boards of Directors of the Chittenden County Metropolitan Planning Organization (CCMPO) and the Chittenden County Regional Planning Commission (CCRPC) reached the conclusion that by unifying the membership of the Boards of the CCMPO and CCRPC into a consolidated organization they could most effectively serve the communities of Chittenden County. The advantages to this merger are clear; with the functions of the CCMPO and CCRPC more closely aligned, the organizations will improve land use and transportation planning functions, communicate more effectively with communities and strategic partners, streamline processes, and eliminate wasteful redundancies.

The new organization will include a single Board of Directors with one primary and one alternate representative from each municipality, a single system for human resources management, integrated policies, and a unified finance and project management system. The Board will also benefit from a streamlined committee structure to focus operational, policy, and technical input.

Project Description

The Boards of Directors of the CCMPO and CCRPC are seeking a qualified individual or organization to create a logo, name, branding strategy, and graphics standards for the newly consolidated organization. They are also looking to create a landing page website that will serve to direct current board members to the appropriate website location during the merger. Specifically, the work should provide the following deliverables:

1. A project plan and timeline for all deliverables
2. New name including three potential names
3. Logo design including three potential designs
4. Message development to introduce the new organization publicly
5. Brand strategies
6. Written guide of graphics standards/style guide
7. Develop a landing page that incorporates the new look and feel of the organization and can direct visitors to the old sites

Design Requirements

Throughout the design process and message development, the successful bidder will work with a joint committee representing both organizations. All work submitted for consideration or review must be submitted in a format that allows the designs to be used for further concept development, operational considerations, and marketing and planning activities. All logo designs, reports, and supporting documents should be delivered in electronics format and two hard copies. All work will be fully owned by the new organization.

Estimated Project Duration

The project must be completed by close of business on **Monday, October 3, 2011.**

Assumptions and Agreements

1. Bids cannot exceed \$10,000.
2. The CCRPC reserves the right to dismiss any proposal for any reason.
3. The length of the proposal should not exceed 10 pages PLUS the portfolio examples.

Submission Information

When responding to the above request, the bidder should elaborate on what type or types of design methods are recommended and why. Consideration should be given for cost and time when making any recommendations. Please include the following in your submission:

1. Statement of the projects objectives
2. Design philosophy and methodology
3. Qualifications of the person or firm
4. Portfolio of similar past work including logo design, naming, messaging, brand strategy, and the development of graphics standards
5. Project activities and timeline
6. Budget with estimates for printing if applicable
7. A minimum of three references including the type of work done for each reference and date of execution. Past projects must be within the last 3 years.
8. All submissions should be in PDF format

Basis for Award of Contract

1. Relevant experience with similar projects preferred.
2. Ability of the consultant to meet the stated needs in the time frame.
3. Price.

Anticipated Schedule

Tuesday, June 7, 2011	RFP Issued via State Bid System
Tuesday, June 28, 2011	Proposals Due by 4:30 PM
July 11-15, 2011	Committee Meets with Finalists
July 18-22, 2011	Successful Bidder Notified
July 25-29, 2011	Contract Signed
Monday, October 3, 2011	All Deliverables Due by 4:30 PM

Submit Cover Letter and Proposals Electronically to:

Charlie Baker,
Executive Director
CCRPC
Joint Marketing & Branding Committee
cbaker@ccrpcvt.org