



January 13, 2009

**REQUEST FOR PROPOSALS
FOR BRAND DEVELOPMENT, STRATEGY AND
IMPLEMENTATION FOR THE CITY OF
ROCHESTER HILLS
RFP-RH-09-004**

The City of Rochester Hills is seeking proposals from experienced and qualified vendors for brand development, strategy and implementation for the City of Rochester Hills. Proposals will be received by the City of Rochester Hills at the Purchasing Division, 1000 Rochester Hills Drive, Rochester Hills, MI 48309 until **3:00 P.M., Local Time, MONDAY, FEBRUARY 9, 2009.**

The City of Rochester Hills officially distributes bid documents from the Purchasing Division or through the Michigan Intergovernmental Trade Network (MITN). Copies of bid documents obtained from any other source are not considered official copies. Only those vendors who obtain bid documents from either the Purchasing Division or the MITN System are guaranteed access to receive addendum information, if such information is issued. The first step to do business with the City is to become a registered vendor by visiting the City website at www.rochesterhills.org, select City Services, Purchasing and Vendor Registration to link to the MITN website. Final proposal results will be posted on the MITN website after award.

THE CITY OF ROCHESTER HILLS RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS.

Any deviation from the specifications must be noted on the proposal.

Please submit proposal on or before the date and time given above to:

Jean A. Farris, CPPB, Supervisor of Procurement
City of Rochester Hills
1000 Rochester Hills Drive
Rochester Hills, Michigan 48309

All proposals (**8 copies**) must be submitted in a Sealed Envelope marked: **“RFP – BRAND DEVELOPMENT, IMPLEMENTATION AND STRATEGY FOR THE CITY OF ROCHESTER HILLS.”**

Overview

The City of Rochester Hills is seeking a qualified vendor to conduct a comprehensive messaging evaluation and brand development, including key message and logo design. The project includes the redesign of the City's standard communication templates to integrate the brand, development and printing of a primary marketing brochure, folder, style guide, and strategic plan to launch the brand to the community and metro Detroit area.

Background

The City of Rochester Hills is the pre-eminent place to live, work and raise a family in metro Detroit. Rochester Hills is home to 70,000 residents and 4,500 businesses. It is a technology-savvy, highly educated community, affluent and primed for growth and some redevelopment. It combines scenic beauty and rural character with the sophistication and entrepreneurial spirit of its residents. Rochester Hills also has preserved its important historical heritage with 33 historically designated districts, including Van Hoosen Farm.

The City's residents benefit from excellent schools, that routinely outperform other districts in Oakland County. Educational assets in the community include Oakland University and Rochester College, as well as private institutions. Rochester Hills ranks among leading communities in Michigan for the percentage of its residents with college degrees or advanced degrees.

Rochester Hills is anchored by the traditional downtown of Rochester, and provides regional shopping in the Village of Rochester Hills and along Rochester Road. It provides numerous cultural amenities and 950 acres of parks, offering unique recreational opportunities for its residents.

The businesses that fill the City's 13 industrial parks are diversified and technology-oriented. Leading employers include Fanuc Robotics, International Automotive Components, Webasto Roofing Systems and Energy Conversion Devices. The Rochester Hills SmartZone™ is one of fourteen state-designated certified technology parks and is supported by OU INCubator on the campus of Oakland University. The SmartZone contains 178 technology-based businesses employing 10,000 highly skilled workers.

The City of Rochester Hills has been using the City Seal as its logo. The City's Community Development and Viability Committee oversaw the development of the *Comprehensive Gateway Plan*, which was completed in 2003. Several entranceway formats were developed, including graphics and a tagline, *Historic, Distinctive & Progressive*. None of the signs were ever constructed and the graphics served poorly as a logo; but the tagline has been occasionally used. Other tag lines and logos have been used sporadically, including *The New Horizon* for economic development and also, *Community of Choice*.

Given economic conditions and competition for new residents and businesses, the City finds the need to market itself in a more consistent and comprehensive manner. The proposed project will establish a permanent brand and logo and representative templates that reflect the community's uniqueness. A brochure to market the City to prospective residents and businesses and launch the new brand is an important component of the project.

Branding Objective

To develop a brand for the City of Rochester Hills that reflects the positive unique attributes of the community that can be consistently applied to all print communications and throughout the organization. The brand will consist of a logo and theme. This is to be accomplished through a combination of interviews with key stakeholders and community leaders and messaging sessions. Community feedback and buy-in during this process is an important goal.

Marketing Objective

To implement the brand through print communications templates and a primary brochure targeted to prospective residents and businesses. A secondary objective would include the development of a branding strategy that encompasses recommendations for the integration of the brand in other City communications, including its website, cable channel, community newsletter, business newsletter, brochures and fliers.

Scope of Work

- Organize, manage and conduct three messaging brainstorming sessions:
 - Messaging Session #1: Internal – Directors, managers and selected staff
 - Messaging Session #2: Community Stakeholders and leaders – including City Council, Mayor, and other identified community leaders
 - Messaging Session #3: Residents and Board and Commission members
- Conduct one-on-one interviews with not more than ten handpicked individuals who represent various interests in the community, including commerce, education, health care, historic preservation, governance and real estate, among others.
- Using feedback from the messaging and interview components, develop 4 - 8 sample logos and theme or taglines for consideration, along with a brief explanation as to how each of the samples captures the essence of the community.
- Prepare a detailed messaging document, which should include boilerplates, key messages, supporting proof points, and a draft “elevator” speech.

- Develop not less than four samples of templates for City communication, including fax, memorandum, letterhead, news release and business cards.
- Develop a primary four-color marketing brochure consisting of multiple pages, incorporating written text and graphic design and images. The City will provide photographs. The layout and text will be subject to up to two revisions by assigned City personnel.
- Develop a four-color folder consistent with the design of the marketing brochure. The layout will be subject to up to two revisions by assigned City personnel.
- Write a style guide, which identifies how to use the logo in city communications, including brochures and fliers. The style guide also will identify the approved official font for city print communications, primary and secondary color palette and various rules for use of the brand.
- Prepare a modest strategic plan to rollout the brand and materials at the conclusion of the project

Deliverables:

- Messaging document
- High-resolution electronic copies of the logo and theme in various print and publication formats
- 5,000 four-color printed copies of primary marketing brochure
- 5,000 four-color printed copies of folder
- Electronic version of templates for letterhead, memorandum, fax, news release and business cards
- Electronic version of the style guide for internal duplication
- Strategic plan for rollout of the brand and materials

Project Timetable:

Project Kickoff: March 1, 2009

Deliverables Required: To be determined, but not later than September 1, 2009

Mandatory Requirements

These guidelines are provided to assist participating firms in formulating a thorough response. The successful firm shall ensure/understand that:

1. The firm will work closely with the City of Rochester Hills staff during all phases of the work.
2. All licenses required for a discipline by the State of Michigan shall be maintained during the course of the contract.
3. The firm will provide a single point of contact for the duration of the contract.

4. The firm will ensure a timely completion.
5. The firm will comply with administrative procedures related to the project.
6. Work will not begin on any task within the project without the written notice from the City of Rochester Hills. All tasks will be within the budget constraints of the City.
7. All documents shall be approved by the City of Rochester Hills.

Proposal Submission Requirements

Agencies interested in submitting a proposal for the contract should include the following:

1. Letter of interest
2. Agency profile
 - History
 - Philosophy
 - List of services
 - Samples of similar products requested herein
3. Summary of recommended approach, limit 5 pages
4. Tools and techniques that may be utilized
5. Scope of services to be provided by the Agency
6. Qualification summaries for staff that will be assigned to the account
7. Name and contact information of lead person for proposal
8. Client list
9. References

Qualifications and Minimum Evaluation Factors

The following represents the principal selection criteria, which will be considered during the evaluation process.

1. Demonstrations of competence, innovation and creativity.
2. Adherence to proposal requests
3. Price competitiveness
4. Timing
5. Relevant experience
6. Process/Approach
7. Deliverables
8. Comparable Project/References
9. Integrated marketing communications capability

Provide a not-to-exceed cost proposal for the total cost of the entire project. The cost proposal shall include all direct and indirect costs, reimbursables and any and all costs related to this project, including deliverables.

General Conditions

All proposals will be evaluated and ranked. The City of Rochester Hills reserves the right to reject any and all proposals or to make an award based directly on the proposals. The City of Rochester Hills reserves the right to negotiate separately with any proposer, when such action is considered in its best interest. Subsequent negotiations may be conducted, but such negotiations will not constitute acceptance, rejection or a counter-offer on the part of the City. The firm selected for the award will be chosen on the basis of the apparent greatest benefit to the City of Rochester Hills.

The City of Rochester Hills reserves the right to interview any number of qualifying providers as part of the evaluation process. The decision of which provider to contact (if any) will be based on the selection criteria outlined in this document and as determined in the evaluation process. The City of Rochester Hills reserves the right to select, and subsequently recommend for award, the proposed services which best meets the City's required needs, quality levels and budget constraints.

All proposals shall be in accordance with the requirements of this notice in order to be deemed "responsive."

The City is not required to accept the lowest cost proposal in all or in part. The proposal award will not be based solely upon cost, but will be evaluated based upon criteria formulated around the most important features of the services, of which qualifications, experience, references, or capacity, may be overriding factors. The proposal evaluation criteria should be viewed as standards, which measure how well a vendor's approach meets the desired requirements and needs of the City.

The City reserves the right to reject any and all proposals, to waive any informality in the proposal received, and to accept any proposal (or part thereof) which it will deem to be most favorable to the interest of the City or to award to multiple proposers.

The City reserves the right to modify the scope of services during the course of the contract. Such modification may include adding or deleting tasks and/or any other modifications deemed necessary. Any changes in pricing or payment terms proposed by the proposer resulting from the requested changes are subject to acceptance by the City. Changes may be increases or decreases.

No proposal will be accepted from any person, firm or corporation who is in arrears upon any obligation to the City or who otherwise may be deemed irresponsible or unreliable or unable to complete the required work by the City.

All costs incurred in the preparation and presentation of this proposal, in any way whatsoever, shall be wholly absorbed by the prospective firm. All supporting documentation shall become the property of the City of Rochester Hills unless requested otherwise at the time of submission. The confidentiality or disclosure of any information submitted is governed by the Michigan FOIA. The City cannot promise, warrant or guarantee confidentiality nor that the information presented will be exempt from disclosure under the FOIA. The City may honor requests for confidentiality only to the extent that FOIA permits.

Ownership of all data, materials and documentation originated and prepared for the City of Rochester Hills pursuant to the Request for Proposals and the subsequent contract shall belong exclusively to the City of Rochester Hills.

The City reserves the right to waive any informality in the proposal received, and to accept any proposal or part thereof, which it shall deem to be most favorable to the interests of the City of Rochester Hills. In no event will an award be made until all necessary investigations are made as to the responsibility and qualifications of the consultant to whom it is proposed to make such award. Any contract awarded to a person or company who is discovered to have been in default or disqualified at the time of the award of the contract shall be voidable at the discretion of the City of Rochester Hills.

Any deviation from the specifications must be noted in the proposal.

No proposal may be withdrawn after it has been deposited with the City of Rochester Hills.

The City of Rochester Hills is exempt from Michigan State Sales and Federal Excise Taxes. Prices quoted shall not include Federal or State taxes. The City will furnish the successful proposer with tax exemption certificates when requested.

All correspondence or inquires from interested firms regarding this proposal shall be directed to the attention of Jean Farris, CPPB, Supervisor of Procurement, 1000 Rochester Hills Drive, Rochester Hills, Michigan 48309, 248-841-2538, farrisj@rochesterhills.org

Only those persons designated above are authorized to seek additional information from prospective firms regarding their proposals. Correspondence or inquiries made directly to firms regarding their proposals from all other persons are to be directed to those person(s) designated above for appropriate review and response.

The City of Rochester Hills shall reserve the right to terminate the contract without penalty upon 30 days written notice due to poor performance or for any reason deemed to be in its best interest. A designated representative of the City of Rochester Hills will be solely responsible for determining acceptable performance levels. His/her decision will be deemed in the City of Rochester Hills' best interest and will be final. The City of

Rochester Hills reserves the right to re-award the contract to the second most qualified proposal, re-bid the contract, or do whatever is deemed to be in its best interest.

No contract may be assigned, sublet or transferred without the written consent of the City of Rochester Hills. Any subcontractor, so approved shall be bound by the terms and conditions of this contract. The proposer shall be fully liable for all acts and omissions of its subcontractor(s) and shall indemnify the City of Rochester Hills for such acts or omissions.

Advanced payments will not be authorized. Payments will be made on a time and materials basis and acceptance of services rendered. Correct invoices will be paid net 30 days, following the City of Rochester Hills' schedule for payment of invoices.

If the awarded Proposer should neglect to perform the work properly or fail to perform any provision of this contract, the City of Rochester Hills shall provide written notice to the Proposer. Ten (10) days after providing written notice to the Proposer, the City of Rochester Hills may, without prejudice to any other remedy, make good such deficiencies and may deduct the cost from the payment due the Proposer, plus twenty (20%) percent for failure to perform.

Contracts for work under this proposal will obligate the firm to not discriminate on the grounds of race, color, creed, religion or national origin in their employment practices.

The proposer will supervise and direct the work efficiently with due care skill and attendance. The proposer will be responsible to ensure that the finished work complies accurately with the specifications.

In the event bankruptcy proceedings are commenced by or against contractor or under any provisions of the United States Bankruptcy Act or for the appointment of a receiver or trustee or a general assignment for the benefit creditors of either party. City shall be entitled to terminate without further cost or liability. The City may cancel the Agreement/Contract or affirm the Contract and hold the contractor responsible for damages.

The City reserves the right to change or amend the Request for Proposals document prior to the opening date by the issuance of Addendum posted on the MITN website. It shall be the proposers' responsibility to make inquiry as to the changes or addenda issued. All such changes or addenda shall become a part of the contract and all bidders shall be bound by such changes or addenda. Addendums will be posted on the MITN system.

Proposers are advised that proposals are considered to be under evaluation from the date proposals are received until contract award. The Purchasing Division and City staff are restricted from giving any information relative to the submitted proposals or the "progress" of the evaluation during this time, except as described in this Request for Proposals and as required to administer the evaluation process. Proposers will be

notified when an award is made and a notice posted on the MITN website. Proposal information will be available upon award of the contract.

As this Request for Proposals is being made available by electronic means, the proposer accepts full responsibility to insure that no changes are made to the Request for Proposals documents. In the event of conflict between a version of the Request for Proposals submitted by proposer and the version maintained by the City of Rochester Hills Purchasing Division, the version maintained by the City of Rochester Hills Purchasing Division shall govern.

Insurance Regulations

The vendor shall not commence work until he has obtained and delivered to the City of Rochester Hills the certificate of insurance required under this paragraph. All insurance carriers must be acceptable to the Commission and licensed and admitted to do business in the State of Michigan.

A new certificate of insurance shall be provided to the City each year at the time of policy renewal. New certificates shall be delivered to the City in the same format as outlined in the SAMPLE certificate attached. Failure of the Vendor to maintain the required insurance shall be grounds for contract cancellation.

1. Workers' Compensation Insurance: The Vendor shall procure and maintain during the life of this contract, Workers' Compensation Insurance, including employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
2. Commercial General Liability Insurance. The Vendor shall procure and maintain during the life of the blanket purchase order, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and aggregate combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations Liability with limits of liability not less than \$1,000,000; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.
3. Motor Vehicle Liability. The Vendor shall procure and maintain during the life of this contract Motor Vehicle Liability Insurance, including Michigan No-Fault Coverages, with limits of liability of not less than \$1,000,000 per occurrence and aggregate combined single limit, Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

4. **Umbrella Liability Insurance.** The Vendor shall procure and maintain during the life of this contract Umbrella Liability Insurance with limits of liability of not less than \$1,000,000 per occurrence.
5. **Additional Insured.** Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be Additional Insureds “The City of Rochester Hills, all elected and appointed officials, all employees and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to the Additional Insureds, and not contributing with any other insurance or similar protection available to the Additional Insureds, whether other available coverage be primary, contributing or excess.”
6. **Cancellation Notice.** Workers’ Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following “It is understood and agreed that Sixty (60) days Advance Written Notice of Cancellation, Non-Renewal, Reduction and/or Material Change shall be sent to City of Rochester Hills, Purchasing Division, 1000 Rochester Hills Drive, Rochester Hills, MI 48309.
7. If any of the above coverages expire during the term of the contract, the Vendor shall deliver renewal certificates and/or policies to the City of Rochester Hills at least ten (10) days prior to the expiration date.

Hold Harmless

To the fullest extent permitted by law, Vendor agrees to defend, pay in behalf of, indemnify and hold harmless the City of Rochester Hills, its elected and appointed officials, employees and volunteers and others working in behalf of the City of Rochester Hills against any and all claims, demands, suits, or loss, including all costs and attorneys fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Rochester Hills, its elected and appointed officials, employees, volunteers or others working in behalf of the City of Rochester Hills by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this contract.

Instructions to Proposers

- o The following pages include a Vendor Information Form to be completed, signed and submitted with **eight (8) copies** of your proposal. Each item must be completed with a response. Proposers not responding to any of the specifications may be classified as unresponsive. The response must follow the format outlined in this proposal. Supplemental information may be attached.
- o Any significant explanation desired by a proposer, regarding the meaning or interpretation of the Request for Proposals must be requested with sufficient time

allowed for a reply to reach all prospective proposers before the submission of their proposals. Any information given to a prospective proposer concerning the Request for Proposals will be furnished to all prospective proposers as an amendment or an addendum to the Request for Proposals, if such information would be of significance to uninformed proposers. The City shall make the sole determination as to the significance to uninformed proposers. Questions regarding the proposal **must be made in writing and sent to Jean A. Farris CPPB, Supervisor of Procurement, City of Rochester Hills, 1000 Rochester Hills Drive, Rochester Hills, Michigan 48309; farrisj@rochesterhills.org; (fax: 248-608-8178) prior to WEDNESDAY, JANUARY 28, 2009, at 5:00 p.m., (local time), at which time a response will be prepared and posted on the MITN site..**

- o The proposal is to be completed in legible form, preferably typewritten.
- o PLEASE MARK YOUR ENVELOPES: **“RFP: – BRAND DEVELOPMENT, STRATEGY AND IMPLEMENTATION FOR THE CITY OF ROCHESTER HILLS”**
- o NO FAXED OR EMAILED PROPOSALS WILL BE ACCEPTED.
- o TIMELY SUBMITTAL: Proposals are accepted until **MONDAY, FEBRUARY 9, 2009, at 3:00 P.M. (local time)**. Late submittals will not be accepted.
- o All information requested herein shall be submitted with the Proposal; failure to do so may result in rejection of the proposal as non-responsive and/or incomplete.
- o The City of Rochester Hills reserves the right to reject any and all proposals, to waive any irregularity or informality in any proposal received, and to accept any proposal or part thereof, which shall be deemed to be most favorable to the interests of the City of Rochester Hills.

**REQUEST FOR PROPOSALS
FOR BRAND DEVELOPMENT, STRATEGY AND
IMPLEMENTATION FOR THE CITY OF ROCHESTER HILLS
RFP-RH-09-004**

VENDOR INFORMATION FORM

Date: _____

Firm Name:

Address:

City/State/Zip

Code: _____

Telephone Number: _____

Fax Number: _____

E-mail Address: _____

Firm Established: _____ **Years in Business:** _____

Type of Organization: (Circle One)

- a. Individual
- b. Partnership
- c. Corporation
- d. Joint Venture
- e. Other

The undersigned hereby declares that he/she has carefully examined the general conditions and specifications and will provide Brand Development, Strategy and Implementation for the City of Rochester Hills and all related materials and services as described herein for the price set forth in this proposal. Any changes to the specifications and its impact on the final cost will be discussed and mutually agreed upon before the delivery of the services.

It is understood that all proposed prices shall remain in effect for at least one hundred twenty (120) days from the date of the proposal opening to allow for the award and that, if chosen the successful vendor, the prices will remain firm through invoice.

The proposer affirms that he/she is duly authorized to execute this proposal, that this company, corporation, firm, partnership or individual has not prepared this proposal in collusion with any other proposer and that the contents of this proposal as to prices, terms or conditions have not been communicated by the undersigned, nor by any employee or agent, to any competitor, and will not be, prior to the award and the proposer has full authority to execute any resulting contract awarded as the result of, or on the basis of the proposal.

By submission of a response, the Proposer agrees that at the time of submittal, he/she: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Proposer's services, or (2) benefit from an award resulting in a "Conflict of Interest." A "Conflict of Interest" shall include holding or retaining membership, or employment, on a board, elected office, department, division or bureau, or committee sanctioned by and/or governed by the City of Rochester Hills. Proposers shall identify any interests, and the individuals involved, on separate paper with the response and shall understand that the City, at its discretion may reject their proposal.

Representative's Name: _____

Title: _____

Signature: _____

Dated: _____