

Placentia Economic Development Committee

Regular Meeting Agenda August 26, 2014



*Kenny Binnings
Committee Member*

*Rosalina Davis
Committee Member*

*Kevin Kirwin
Committee Member*

*Richard Landfield
Committee Member*

*David Nickey
Committee Member*

*Melanie J. Smissen-Coward
Committee Member*

*Jo Ann Sowards
Committee Member*

*Susan Wan-Ross
Committee Member*

**City of Placentia
401 E. Chapman Avenue
Placentia, CA 92870**

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Procedures for Addressing the Committee Members

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the Committee Secretary BEFORE that portion of the agenda is called.

The Committee members encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Committee discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND BOARD MEMBERS ARE IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility.

(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Person who have questions concerning any agenda item may call the City Clerk's Office, (714) 993-8244, to make inquiry concerning the nature of the item described on the agenda.

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
August 26, 2014
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: City Council Liaison, Chair Mayor Scott Nelson
Committee Member Kenny Binnings
Committee Member Rosalina Davis
Committee Member Kevin Kirwin
Committee Member David Nickey
Committee Member Melanie J. Smissen-Coward
Committee Member Jo Ann Sowards
Committee Member Susan Wan-Ross
Committee Member Christina Lopez
Committee Member Gary Farrell
Management Analyst Maggie Le
Assistant City Administrator Damien Arrula
City Administrator Troy Butzlaff

PLEDGE OF ALLEGIANCE:

ORAL COMMUNICATIONS:

At this time the public may address the Committee concerning any agenda item, which is not a public hearing item, or on matters within the jurisdiction of the Committee. There is a five (5) minute time limit for each individual addressing the Committee.

1. CONSENT CALENDAR: None

2. OLD BUSINESS:

a. **Placentia Farmers Market at Placentia Town Center Update**

Recommended Action:

1) Report out

b. **Placentia Green Bucks Program Update**

Recommended Action:

1) Report out

3. NEW BUSINESS:

a. **Release of the Request for Proposals of Services for the Development of Marketing Materials including a Branding Component**

Recommended Action:

1) Report out

b. **Retail Analysis and Vacancy Report from CBRE**

Recommended Action:

1) Receive and provide direction as needed to Staff

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

5. EXECUTIVE REPORT:

The purpose of these reports is to provide information on projects and/or programs. No decisions are to be made on these issues. If the Committee would like formal action on any of the discussed items, it will be placed on a future Committee Agenda.

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Members may make comments, requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Committee Agenda.

ADJOURNMENT:

The Economic Development Committee will adjourn to September 23, 2014 at 6:00 p.m.

CERTIFICATION OF POSTING

I, Amy Diaz, Deputy City Clerk for the City of Placentia, hereby certify that the Agenda for the August 26, 2014 meeting of the Economic Development Committee was posted on August 21, 2014.

Amy Diaz, Deputy City Clerk

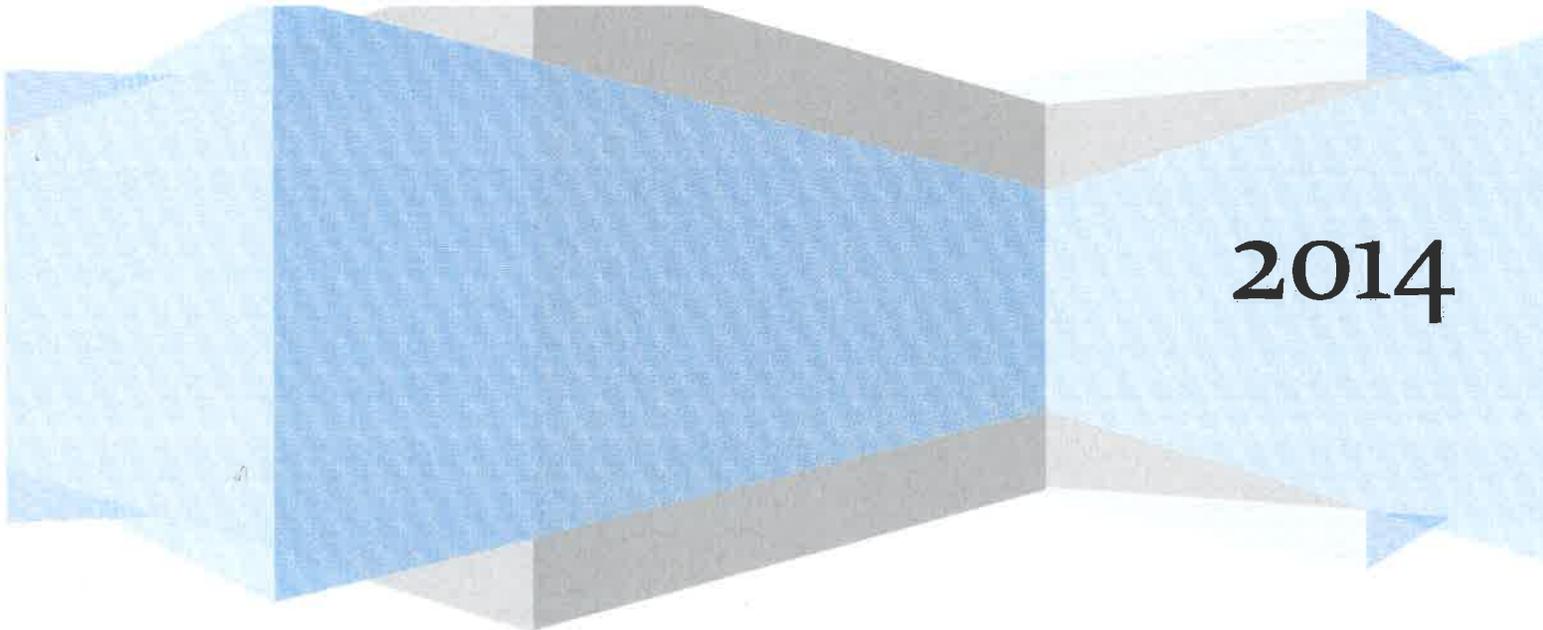


PLACENTIA
CALIFORNIA *A pleasant place to live*

Request for Proposals of Services for the Development of Marketing Materials including a Branding Component

Placentia City Hall
401 E. Chapman Ave.
Placentia, CA 92870

Proposals Due: Thursday, September 11, 2014 at 4:00 p.m.



2014

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COMMUNITY OVERVIEW

The City of Placentia's Economic Development Division is seeking a qualified consultant to assist the City in developing various marketing materials, which includes a branding component. The City of Placentia is an incorporated charter law City, which operates under the council/administration form of government. It is a full-service City (except for Fire which is provided through the Orange County Fire Authority) with a General Fund budget of approximately \$30 million for Fiscal Year 2014-15. Once a rural farming community, it has become a primarily bedroom community with some commercial businesses as well as manufacturing businesses that include industrial products, foods, furniture, construction materials, electronic equipment, machinery, and plastics. The City is located 39 miles southeast of Los Angeles adjacent to the cities of Brea, Fullerton, Yorba Linda and Anaheim. The City covers approximately 6.582 square miles and has a population of approximately 52,000. The estimated median income in the City is \$78,224. There are approximately 15,524 residential units in the City. The City's demographics are predominately White (62.1%), and Hispanic (36.4%), and Pacific Islander (16.3%).

PROJECT OVERVIEW

The City of Placentia is interested in protecting its identity as a pleasant place to live while positioning itself for additional residential, commercial and industrial growth. The City's mission is to keep Placentia a pleasant place by providing a safe family atmosphere, superior public services, and policies that promote the highest standards of community life.

In 2013, the City completed an Economic Development Plan with annual action goals. A copy of the Economic Development Plan is attached. As part of the economic development plan, one of the goals identified was to create marketing materials which include a branding component for the City of Placentia.

The objective of this effort is to develop a clear, strong, and resilient brand identity that represents the varied attributes of the Placentia community. The resulting brand messaging should support all goals of the City's Economic Development Plan, with particular emphasis in the following areas:

- ✓ Attracting, retaining and growing businesses
- ✓ Building a vibrant downtown
- ✓ Transitioning the City from a "growth" model to one of long-term sustainability
- ✓ Emphasizing the benefits of the proposed Metrolink Station
- ✓ Maintaining and enhancing City's high quality of life
- ✓ Encouraging residents of all ages to engage in community life, civic activities and recreational interests

Ideally, the brand package would consist of an overall brand identity, logo and messaging that effectively "tells the Placentia story" and can be used for the myriad of

communication opportunities the City has with our residents, businesses, development community, visitors and other groups. The brand package should identify short and long-term strategies and tactics for maximizing the brand's value to the community.

SCOPE OF WORK

Task #1 - Research & Foundation

This task encompasses the initial research necessary to define target audiences, identify what value the City offers to the targeted audiences, develop a brand positioning statement and test recommended brand concepts using targeted focus groups, surveys, and other methodologies as appropriate. It is anticipated that the selected consultant will review research results with staff and the City's Economic Development Committee as appropriate. To complete these tasks, the successful consultant will be expected to draw from existing research and community planning documents as well as conduct their own research and focus groups. Community engagement and input from Placentia residents, businesses, members of the development community, visitors, partner organizations and any other identified key group is critical to the success of all tasks. It may be necessary, as part of the community engagement process to educate groups on what branding means and why it is important for the City of Placentia. This task should answer the question, "Who are we as a City and how do we relate our 'products' and services in a way that's meaningful to our customers and the values they hold dear?"

Deliverables:

- Research summary
- Brand positioning statement

Task #2 - Branding & Message Development

In this phase of the project, the selected consultant will create the messaging, the expression of brand, and visual elements that will effectively communicate the City's identity to target audiences. Messaging should connect to the hearts and minds of our audience and be believable, relevant and simple. Consistency will be key, but flexibility that allows use by the wide variety of departments, programs and services that make up the City is also important. Visual elements will include recommended logo, colors, fonts, graphic style and elements that are adaptable for use across a variety of media applications, including the City website.

Deliverables:

- Style guide with visual and graphic standards, including logo
- Templates for common needs such as letterhead, web page layout, report covers, brochures, etc.
- Design concept for tradeshow display

Task #3 - Strategic Brand Implementation & Community Engagement

This task will define the activities designed to effectively establish the City's new brand identity to the target audiences as well as identify ongoing strategies for communicating, maintaining and enhancing the brand's value over the first three years following introduction. These strategies should:

- ✓ Prioritize both short and long-term strategies and tactics, including a timeline.
- ✓ Employ a variety of communication tools.
- ✓ Engage Placentia's citizens, businesses & visitors.
- ✓ Enable target audiences to connect and interact with the City and use feedback to further build the City's brand.
- ✓ Provide opportunities for target audiences to become advocates.
- ✓ Effectively tell the "Placentia" story.
- ✓ To ensure effective implementation, the brand strategy should recommend methods for tracking results and measuring success with target audiences.

Deliverables:

- Brand Strategy
- Tracking & Measurement Recommendations

Task #4 - Final Report and Presentation

The selected consultant will deliver one (1) unbound copy, five (5) printed bound copies and one (1) electronic copy of their final report, including style guide and related graphics, to the City. Graphics designed to be used for placement in letterhead, folders, handouts and other marketing materials shall be in an electronic form commonly used by most computer software and shall not require the purchase of Adobe Photoshop or some other marketing-based software to enable such use. In addition, the selected consultant will be required to make a formal presentation to the City's Economic Development Committee and the City Council at the completion of the project to present their final report.

CONSULTANT'S RESPONSIBILITIES

At the beginning of the project the selected consultant shall meet with City Staff and selected individuals to discuss the approach and method to proceed.

The consultant will meet with the City Administrator, Assistant City Administrator and Management Analyst, and selected individuals to review the progress of the work, to discuss any changes in direction or needed details, and in general to ensure that work is proceeding as required.

The City shall make available to the selected consultant all prior economic development related plans, and any other studies and/or products. These elements are critical to the creation and implementation of the marketing and branding strategy.

INFORMATION TO BE SUBMITTED IN PROPOSAL

The following minimum information should be provided in each proposal and will be utilized in evaluating each proposal submitted. To expedite the evaluation of proposals, submittals should be no more than 30 single pages.

Proposals should explain the proposed methodology and provide a detailed workplan to achieve the required objective(s), and include the following items:

- ✓ A proposed approach for undertaking the project including draft product, detailed timeline for completion of each phase and the total project, meetings, ***associated fixed fees and expenses in a separate sealed envelope for each task under scope of services preferably dollar per hour***,
- ✓ The firm's statement of qualifications;
- ✓ Biographies with related expertise of the specific consultant who will function as the project manager and any other consultants or subcontractor's biography with related expertise and experiences;
- ✓ Description of the last three completed projects which demonstrate the consultant's current marketing and branding experience in working with municipalities or other public agencies and ability to complete projects of a similar size, scope, and purpose in a timely manner and any other completed projects (representative examples) of similar types of projects. Include current address(es), telephone number(s), and the names of reference contacts for each project. Similar project descriptions should be submitted for all subcontractor(s); and
- ✓ Statement as to the consultant's availability and ability to meet the time frame established.

EVALUATION OF FINAL PROPOSALS

Consulting firm, or teams, that submit proposals will be evaluated for further consideration on the basis of the following criteria. The content of the proposals must provide sufficient detail to enable the review committee to evaluate proposals on the basis of the criteria listed below.

Qualifications. Consulting firms, or teams, will be evaluated on the basis of experience in performing similar projects. References will be used to assist in this evaluation.

Understanding of project. Consulting firms, or teams, will be evaluated on the basis of how well the consultant communicates an understanding of the marketing and branding project outlined in this RFP.

Approach to project. Proposals will be evaluated on how the proposed project meets the objectives of the City.

Quality of work. Proposals will be judged on the apparent quality of the work performed in similar situations. References will be used to determine the consultants' ability to deliver the results expected.

Personnel. Proposals will be evaluated on the personnel assigned to the project. Specific attention will be placed on personnel who have similar project experience and qualifications to perform the tasks outlined in the RFP.

Value. Proposals will be evaluated on the basis of the approach that will position the

City to obtain results and achieve the most success within the framework identified in the proposal – ultimately leading Placentia to economic expansion.
Cost. Proposals will be evaluated on the cost estimate provided in relation to the scope of services outlined.

SELECTION PROCESS

The City has the sole authority to select a consultant or a team of consultants for this project and reserves the right to reject any and all proposals. A Review Committee will be established to review and evaluate the submitted proposals based on the criteria outlined above. Additionally, the committee may, in its sole discretion and in the course of its evaluation, request presentations/demonstrations with one or more selected Consultants. Although cost is a significant factor, it will not be the dominant factor. The City reserves the right to continue negotiations after submission of the proposals.

In addition, the City reserves the right to retain all proposals submitted and to use any ideas in a proposal, regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the proposing consultant of the conditions contained in this request for qualifications, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the consultant selected.

All consultants will be notified of the status of the review process, and some, but not necessarily all, may be asked to participate in an interview process prior to selecting the successful consultant or team of consultants.

TIMELINES

Deadline for Submittal of Proposals.....	September 11, 2014
Contractor Engagement.....	September 25, 2014
Final Draft Report.....	October 17, 2014
Presentation to Economic Development Committee.....	October 28, 2014
Presentation to City Council.....	November 4, 2014

INQUIRIES

Please direct all inquiries concerning this RFP to:

City of Placentia
Attn: Maggie Le, Management Analyst
401 E. Chapman Ave.
Placentia, CA 92870
Telephone: 714.993.8135
Email: mle@placentia.org

PROPOSAL DUE DATE AND SUBMISSION

One (1) unbound copy, five (5) bound copies, and one (1) electronic copy of your sealed proposal must be received by the Development Services Division and/or postmarked no later than 4:00 p.m. on **Thursday, September 11, 2014.**

All proposals shall be submitted to:

City of Placentia
Attn: Maggie Le, Management Analyst
401 E. Chapman Ave.
Placentia, CA 92870
Telephone: 714.993.8135
Email: mle@placentia.org

Any proposal received after the specified closing date shall not be considered.

All submissions must be complete in every respect, and must answer concisely and clearly all questions proposed by the RFP. The City reserves the right to request additional information, as it deems necessary, for the evaluation of the proposals.

REJECTION OF PROPOSALS

The City of Placentia reserves the right to reject and negotiate any or all proposals received in response to this RFP. The City will not pay for any information requested, nor is it liable for any costs incurred by the respondents in preparing and submitting a proposal.

AWARD OF CONTRACT

Award of contract, if any, will be to the respondent whose proposal for services and professional qualifications are determined by the Economic Development Committee to most fully comply with all the requirements of the RFP and any addenda thereto. The Economic Development Committee may select one consulting firm or a team of consultants. The selected consultant will be required to enter into a Professional Services Agreement with the City of Placentia which includes the City's standard terms and conditions including insurance requirements (Exhibit A) within thirty (30) business days of notification date of acceptance by the City of Placentia. ***The City Council has budgeted \$25,000 in Fiscal Year 2014-15 to create a brand identity and prepare a branding package. Proposers should submit responses to this RFP that closely reflect the City's budget or suggest alternate methods to achieve the objective of this RFP while remaining within budget.***

Written notification of the City and Economic Development Committee's intent to award the contract to a particular respondent will be made to all respondents.

ORGANIZATION AND AUTHORITY

The City of Placentia shall retain its authority to provide direction to the project, monitor the progress and recommend acceptance of final submissions to the City of Placentia Economic Development Committee. All intellectual property acquired from the study will become the property of the City of Placentia.

APPENDIX A: CITY-STANDARD PROFESSIONAL SERVICES AGREEMENT

(ATTACHED)

APPENDIX B: ECONOMIC DEVELOPMENT PLAN

(ATTACHED)