



REQUEST FOR QUALIFICATIONS (RFQ) FOR BRAND IDENTITY AND STRATEGY FOR THE CITY OF WEST FARGO

The City of West Fargo (the "City") is seeking proposals from qualified consultants to provide services for the development of a brand identity and implementation strategy for the City of West Fargo.

Consultants responding to this RFQ must submit their statement of qualifications (SOQs) to 800 Fourth Ave. E., Suite #1, West Fargo, ND 58078, Attention: Melissa Richard, no later than 2 p.m. Monday, June 21, 2021. Copies of this RFQ are available from the address shown above or by contacting Melissa Richard, Communication Director, at melissa.richard@westfargond.gov.

Project Overview

The City of West Fargo is seeking a branding consultant to develop a brand identity and implementation strategy for the City of West Fargo. The selected consultant will identify target audiences, implement a public engagement campaign with meaningful feedback to drive recommendations and develop a system that is easily understood and maintained. The result will be a City of West Fargo community brand identity with a defined process for the City to continue developing department identities in-house that align with the community brand.

Background

The City of West Fargo provides municipal services, including police, fire, library, utilities, court and public works, to residents of West Fargo. For the past 20 years, the City of West Fargo has been known as the "city on the grow" because of explosive residential and commercial expansion. In 2000, the City of West Fargo annexed land for development south of Interstate 94, where most of the growth has been located. For more information about the development of West Fargo and planning for the future, please see West Fargo 2.0.

Problem

The City of West Fargo's population increased by more than 100% from 2000 to 2020, but is only expected to grow 10% over the next 20 years. This means that the City's identity as the "city on the grow" needs to be updated to properly represent the identity of the community.

In addition, the City of West Fargo has a clear delineation between the experience north of I-94 and south of I-94. The north side of West Fargo is the original section of town that views West Fargo as a small town with close connections and established leaders. Due to the explosive residential development south of I-94 these residents view the community as a suburb or bedroom community with little identity separate from the



City of Fargo. West Fargo's identity is further complicated by the fact that the school district, a critical element of the community, draws students from multiple cities and has buildings in multiple cities.

The City of West Fargo also contains multiple departments with specific purposes that differentiate them within the brand, and how they interact with target audiences. These include the West Fargo Fire Department, West Fargo Police Department, West Fargo Public Library, and West Fargo Public Services. Long-term, these departments require brand development that accurately represents their mission and values while aligning with the overall City of West Fargo brand.

Project Objectives:

1. Create a community brand identity that:
 - a. Builds the City of West Fargo's personality;
 - b. Differentiates the City of West Fargo from surrounding communities; and
 - c. Fosters relationships with target audiences;
 - d. Encourages pride in community for City residents and stakeholders;
2. Standardize the application of brand identities across the organization.
3. Develop a brand architecture development process for the Communication Department to organize the different departments of the City of West Fargo.

Scope of Services:

In consultation with the City of West Fargo Communication Department, the selected agency will lead all aspects of the City of West Fargo's brand identity project, including the following:

1. Advisory to the project committee – This team will be comprised of representatives from the City of West Fargo and community leaders. The selected agency will be expected to lead monthly progress meetings with this committee.
2. Facilitator – Leads the public engagement process and/or testing of the new brand with specific efforts to ensure feedback representative of the entire community.
3. Creative/development of brand – Selected agency to develop creative elements that may include design concepts, logos, voice, messaging, tagline, and other products to support the overall brand initiative. The selected brand identity will be delivered with a style manual and guidelines for use and the capability of use in the following:
 - a. Print and electronic advertising;
 - b. Website design;
 - c. Media placement;
 - d. Public Relations; and
 - e. Outdoor signage and brand recognition.



4. Implementation matrix – Selected agency to develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An action plan should include at minimum the following:
 - a. Estimated costs/budget associated with the implementation process;
 - b. Proposed timelines for the development of creative elements; and
 - c. Implementation plans for brand identity applications and brand identity maintenance plan.
5. Brand identity development plan – Selected agency will provide a brand identity development plan framework to assist the Communication Department in organizing the brands of different departments of the City of West Fargo.
6. Evaluation plan – Selected agency will develop a plan for the Communication Department to evaluate the brand's effectiveness on an ongoing basis.

Eligibility:

The selected consultant should specialize in public engagement, market research, long-term brand management and creative design. Past experience with community branding is preferred but not required. The consultant must be available to meet in person at least three times during the project.

Project Schedule:

Estimated completion date is Dec. 31, 2021.

Required SOQ Contents:

The following information should be included in the SOQs:

1. Consultant's name, address and phone number
2. Name, title, phone number and email of consultant's project contact person
3. Introduction
 - a. A brief statement of the proposer's understanding of the scope of the work to be performed
4. Background and experience
 - a. Provide background of consultant's business
 - b. Past experience with community branding
 - c. Capabilities for public engagement, market research, long-term brand management and creative design.
5. Project team
 - a. Identify staff members' roles and responsibilities as it applies to this project along with estimated hours committed of key personnel.
6. Approach
 - a. Clearly describe the consultant's unique approach and methodologies to develop a community brand identity, including brand maintenance, compliance and evaluation



- b. Clearly describe the consultant's ability to turn key insights into executed tactics, such as logos, advertising and messaging
 - c. Clearly describe the consultant's ability to provide a framework for brand identity development under the community brand
- 7. Project schedule
 - a. The SOQs should include a general project schedule with an estimated completion date of Dec. 31, 2021.
- 8. Project cost
 - a. The SOQs should include a project budget with a proposed not-to-exceed budget.
 - b. The SOQs should include a draft agreement to perform the work contemplated in the proposal. The draft agreement should be submitted in Microsoft word format for City staff to review.
- 9. Portfolio of work
 - a. Provide work examples to demonstrate consultant's capabilities in public engagement, market research, long-term brand management and creative design.
 - b. Work examples to demonstrate experience with community branding preferred but not required

Submittal Requirements:

Prepare and submit qualifications as described below:

- 1. Format and submittal information: SOQs shall comply with all requirements and provide all information identified in this RFQ. Qualifications found to be incomplete or failing to comply with these requirements may be considered nonresponsive.
- 2. Submit SOQs in an 8 ½" x 11" format, using 1-inch standard margins with a font size not smaller than 12 point. Headers, footers, and page numbering can occur outside of the 1-inch standard margins.
- 3. Provide an electronic copy of the SOQ to the City of West Fargo.
- 4. Responses must be received no later than 2 p.m. Central time June 21, 2021. Responses will not be accepted after that time.
Clearly indicate "Response to RFQ for City of West Fargo Brand" on the outside of the envelope or box containing submittal materials.
- 5. Deliver responses to:
Attn: Melissa Richard
City of West Fargo
800 Fourth Ave. E., Suite #1
West Fargo, ND 58078

Selection Timeline:

The timeline for the process will be as follows:



1. Monday, June 7, 2021, at 12 p.m. Central time: Request for SOQs published for response.
2. Thursday, June 17, 2021, at 4:30 p.m. Central time: Requests for formal clarifications to this RFQ must be submitted in writing to Melissa Richard, Communication Director, City of West Fargo, 800 Fourth Ave. E., Suite #1, West Fargo, ND 58078; or email: melissa.richard@westfargond.gov.
3. Monday, June 21, 2021, at 2 p.m. Central time: RFQ responses due to the City of West Fargo. Responses received after this time will not be accepted.
4. The City of West Fargo will determine a short list of finalists based on an administrative ranking of the initial RFP proposals. The short list of finalists will be invited to participate in an interview that will be used to determine the most qualified consultant.
5. Monday, June 28, 2021, at 2 p.m. Central time: Announcement of short list of consultants selected as finalists.
6. Tuesday, July 6-Wednesday, July 7: Interviews with finalists.
7. Friday, July 9: Announcement of selected consultant
8. Tuesday, July 20, at 12 p.m. Central time: Contract filed with City of West Fargo.

Selection Methodology:

The City of West Fargo's selection of the consultant is not based on competitive bidding. Rather, it is based on professional qualifications, documented experience, and the expertise of key personnel to be assigned to the project. Consideration will be included, but not be limited to, the following factors:

1. Relevant experience on projects with similar objectives;
2. Relevant experience with public engagement;
3. Documented ability to maintain project budgets, timelines, brand guidelines and creative elements;
4. Abilities, qualifications, and credentials of key personnel assigned to the project; and
5. Overall responsiveness to this RFQ.

Terms and Conditions:

1. The City of West Fargo reserves the right to reject any and all responses, and to waive minor irregularities in any SOQs.
1. The City of West Fargo reserves the right to request clarification of information submitted and to request additional information for any statements made in a SOQs.
2. The City of West Fargo reserves the right to award the contract at its sole discretion to the consultant determined to be the most qualified. If the City of West Fargo and consultant are unable to successfully negotiate and execute a



contract within 30 days of this selection, the City of West Fargo reserves the right to negotiate with and award the contract to the next most qualified consultant.

3. The contract resulting from the acceptance of the SOQs by the City of West Fargo shall be in a form supplied or approved by the City of West Fargo and shall reflect the specifications in this RFQ. The City of West Fargo reserves the right to reject any SOQs that does not conform to the specifications contained in this RFQ or that does not meet with the approval of the City of West Fargo's attorney.
4. The City of West Fargo shall not be responsible for any costs incurred by the respondent related to preparing, submitting or presenting its SOQs to this RFQ.