Cleveland Citywide Development Corporation
Request for proposals: Branding and Website Design and Development
For the City of Cleveland Department of Economic Development

Public Addendum II

==**Proposals are due Friday, November 30, 2012 by 5:00pm.**==

<u>Questions since November 13, 2012</u>

Q: Is it possible to obtain a list of those who attended the ED Branding + Website Pre-Proposal meeting on November 13, 2012?

A: Below is a list of firms that had representation at the pre-proposal meeting.

Crowe Horwath
American Eagle.com
North Star Destination Strategies
Design Room Creative
View Source
Studio Think
Candid Marketing & Communications
Studio Graphique
Landau Public Relations
Live!CLEVELAND
Hatha Communications
KCH Design
Ripple Effect Communications
The Adcom Group
Insivia
Ariel Ventures
RLR Associates
Development Consultants International
Digital Day
Tiny Giant Studio
MainSail Group
Kiwi Creative
Solar Systems Networking
Impact Communications
Devore Technologies
The Couple Creative Imagery and Design
Pelaia Media Group

Q: What is your current Email marketing platform?

A. Per our pre-proposal meeting conversation (see Public Addendum I for audio link), we do not have a current email marketing platform.

Q: Are there any hosting limitations or restrictions?

A. No hosting requirements or restrictions. The new website for the City of Cleveland Department of Economic Development will be hosted independently from the City of Cleveland main site.

Q: Who will maintain hosting and site after launch?

A. We would like for the site to be hosted with the proposer or a company suggested by the proposer.

Q: Is the Property Search application already built or needing created?

A. The property search application will need to be created.

Q: What are the types of reports to be generated?

A. Ideally, we would like for a user searching for properties to be able to generate a report with property details, distance to infrastructure, amenities and certain demographic information.

Q: Is there a system online currently for requesting permits and licenses?

A. Per our conversation at the pre-proposal meeting and Public Addendum I, Accela is the system being used by the Department of Building and Housing for permit tracking. Users can now apply for and pay for a limited number of permits online through Accela Citizen Access.

Q: Can you share the system that is offline if applicable?

A. Please refer to Public Addendum I regarding the Accela system that is currently being used and expanded for these tasks.

Q: How many web pages would the proposed website contain?

A: There is no set number of pages at this time, however we do realize that many pages will be necessary to produce the website that meets the goals outlined in the RFP. We are currently developing content for the site and are seeking to expand our web presence. Content will include programs, incentives, featured properties, information about Cleveland, events, our blog, business testimonials, property search and, in the last phase of the project, our business portal. The selected vendor will be expected to help organize information in a user-friendly and searchable manner. A flexible format to add and remove pages and PDFs is also key.

Q: What, specifically, do you like about the example sites referenced? Organization of information? Navigation? Aesthetics? (let's hope it's not aesthetics)

A. The examples contain the elements that we are looking for in a site. There is a search tool, well organized information and content that is informative and appealing to site selectors. The selected vendor will be able build a visually appealing and memorable website that is user-friendly, provides content specifically tailored to business owners and site-selectors, and is unique to the City of Cleveland Department of Economic Development.

Q: Are you open to keeping "Cleveland Economic Development" as their name, or are you set on having a new name?

A. Per Public Addendum I, the entity seeking brand development is The City of Cleveland Department of Economic Development.

Q: When you say "Attention must be paid to the way the brand fits in with the City of Cleveland's primary brand and other regional branding" -- what "other regional branding" are you referring to?

A. The City of Cleveland (logo included in Public Addendum I and logo files available upon request for the purpose of this proposal); Team NEO, Greater Cleveland Partnership- these are regional entities that serve an economic development purpose. We are looking to complement and supplement their efforts while providing City of Cleveland-specific information.

Q: Page 3 of Public Addendum I (under City of Cleveland Logo Information) states that you would "like for the logo or brand to work with the City of Cleveland logo."
 a. **Is the city of Cleveland logo always the same as the combination of the round emblem AND the two lines of text underneath (CITY OF CLEVELAND Mayor Frank G. Jackson)**
 b. **Can you clarify what is meant by 'work with'? Does this mean the two logos need to exist together visually (in close proximity or combines) or does this mean that the City of Cleveland logo might simply be present elsewhere on the website, marketing collateral, signage, etc?**

A. The City of Cleveland logo is the round seal. Every piece of outwardly facing communication from City Hall contains the round City seal and the text CITY OF CLEVELAND and the current Mayor's name. By 'work with' we mean the City/Mayor's logo will be on all materials and the website. They will exist separately but will need to compliment each other.

Q: Are the big red pin and/or the CLEVELAND elements something you are trying to build upon from your Facebook page?

A. All images that we are using now are temporary place holder images. There is no commitment to these images but we will welcome variations on them.

Q: What is the status of the Cleveland department of Economic Development logo currently in use on Facebook and event signage? If this logo is not under consideration for future use, can you share with us reasons why or other relevant feedback?

A. The current logo was created for the purpose of having something simple and easily identifiable for social media and other uses before we put out the RFP for branding. The logo may be retained, modified, or replaced as part of the branding project.

Q: What is the project budget?

A. Per Public Addendum I, there is not a set budget for the project at this time. We do have funds reserved, however proposals will be judged significantly on their value proposition.

Q: How many agencies are proposing?

A. Approximately 42 firms have expressed interest in proposing. This includes those who requested proposal materials, submitted questions and sent intents to bid.

Q: Do you have research on what would resonate with your target audience with regards to logo and brand look and feel? If not, are you interested in research or a focus group?

A. The Department of Economic Development commissioned a study earlier in the year that formed the Department strategy with regard to industry clusters and the need for marketing and branding to reach a targeted group of individuals: site selectors and business owners. While our website will also be accessible to the general public, our target audience has already been identified as businesses looking to locate in or expand in the City of Cleveland we well as individuals who make location decisions for companies.

Q: For the fact sheet, do you already have this written? Or do you need copywriting/copyediting?

A. Per Public Addendum I, a dedicated Department staff member will be tasked with providing website content and language for all marketing collateral. We ask that the selected vendor offer their professional opinion with regard to inclusion and placement of content. We also will seek editing assistance to ensure consistence and alignment with the overall brand identity.

Q: Facebook cover photo design is mentioned, are you also interested in design on Twitter as well?

A. We would like to incorporate the design associated with our new brand into all social media and email marketing. Facebook, Twitter, a new WordPress template and an email newsletter template are places where we would like our brand to be expressed.

Q: Are you on any other social platforms you would like designed?

A. We are also looking for an email newsletter template or guidance on design and how to incorporate the new brand into future email communication.

Q: Is there a need for a social media strategy or embedding sharing content?

A: The Department is currently working with the Mayor's Office of Communications on a social media strategy, so that is not required as part of the proposal. We would like to make items on the site shareable- including like buttons, share buttons, etc. This should be incorporated into the website where applicable.

Q: For the site, would you like your WordPress blog migrated into the new site?

A. Yes. We would like to have our blog connected and accessible from the new site.

Q: When it is noted that you may want iOS and Android application development if suggested, what were your thoughts here? Are you interested in an app or just having your site optimized for mobile use?

A. To begin with, we would like to ensure that the site is optimized for mobile use. We would like to explore a mobile application in the future that may potentially involve getting information for specific buildings and sites.

Q: SEO is mentioned throughout, do you want the site to be SEO friendly or would you like an SEO strategy?

A. We would like the site to be highly visible. We are looking for an agency that can advise us on the best way to structure our site's navigation and content to optimize for search engines. This includes URL generation and information architecture. The selected vendor will need to review the content provided and make professional recommendations in order to insure that we are producing the best and most relevant content in order to rank the highest in search results.

Q: Do disability guidelines need to be considered for the site?

A. We would like to ensure that the most people possible can access the site (whether in our target audience of site selectors and business owners, the general public or our employees internally). Decisions regarding increased accessibility will be discussed with the selected vendor.

Q: Do you have a preference to using open source or proprietary platforms?

A. While both open source and proprietary platforms have their strong points, we are looking for the vendor to make the recommendation based on our discussions about what we are looking for in a site. Consistency and ease of use are important. Please consider our project goals when recommending a platform.

Q: What GIS layers (or shapefiles) will be incorporated into the website?

A. With regard to the GIS shapefiles- we haven't finalized exactly what layers we would like to include. We do know that there will be layers related to parcels, buildings and Economic Development assets including financing qualification areas.

Q: What GIS tasks should the website user be able to accomplish?

A. We would like to have the user search for properties, special zones targeted for development, demographic info and other companies in the surrounding areas to name a few. Some of this data we have, some we will have to build. Throughout the whole process, we will be working with our GIS folks at the City so that everyone is on the same page and files are consistent.

Q. How will the proposal be evaluated when there are two vendors, one bidding for all three tasks with higher rates and another bidder bidding for any one given task with the lower rate. How will the scoring be done and what will be the weight given to qualifications, experience and price in this scenario?

A. Proposals will be evaluated on qualifications, OEO Compliance and fee in accordance with the RFP. The ability to coordinate project components is a factor in the qualifications score. Proposers for only one or two portions of the RFP should be particularly mindful of this.