



November 7, 2016

Subject: Request for Community Building and Marketing Team

**To All Interested Parties:**

The City of Indio is looking for community-oriented agencies and professionals that are knowledgeable about the City, passionate about improving people's lives, and committed to creating positive change in the community. Join "Team Indio" to provide innovative community building and marketing services for Fiscal Year 2016-2017 and beyond

Characteristics required include:

- Authentic concern for people of Indio and their well being
- Limitless creativity
- Passionate attention to City's goals and vision
- Continuous improvement of craft and skills
- Courage to make bold changes
- Self-discipline and ability to meet deadlines and commitments
- Positive and friendly attitude
- Action and results oriented
- Obsession for data and metrics to guide decisions

Services required include:

- Community outreach
- Event planning
- Graphic design
- Newsletter development and publishing
- Photography
- Public relations
- Social media
- Video
- Website management

Bids may be submitted for all or individual services above.

Enclosed is a copy of the Request for Proposal (RFP) for your review and consideration. You may submit your proposal to the City, Attention:

**PJ Gagajena**  
**Principal Management Analyst**  
**100 Civic Center Mall, Indio, CA 92201**

Please provide four (4) hard copies of your proposal (three bound and one unbound), double sided, and one electronic copy (Adobe PDF) by Friday, November 18, 2016, 5:00 p.m. PST. Please upload images/videos to <https://www.dropbox.com/request/jK0irFsvMj68fcrZqGQR>.

If you have any questions regarding this RFP, please call me at (760) 541-4444.

Sincerely,

PJ Gagajena  
Principal Management Analyst



**Request for Proposals  
Community Building and Marketing Services**



Proposal Submittal Deadline: **Friday, November 18, 2016 by 5:00 p.m. PST**

*100 Civic Center Mall, Indio CA 92201*

*(760) 541-4444*

*pgagajena@indio.org*

## **I. INTRODUCTION**

The City of Indio is seeking agencies and professionals to join “Team Indio” with a commitment to improve the lives of residents and transform neighborhoods through innovative community building and marketing services. For Fiscal Year 2016-2017, the specific services required are community outreach, event planning, graphic design, newsletter development and publishing, photography, public relations, social media, video, and website management.

The City of Indio’s City Manager, Dan Martinez, has attracted talented and forward-thinking team members during the past few years to help make Indio, into the most livable, smart, sustainable and vibrant city in the nation. Already world-renowned as “The City of Festivals” for hosting the most famous and successful concerts on earth such as Desert Trip and the Coachella Music & Arts Festival, the City is striving to bring that same type of creative vision and artistry to maintain a small-town feel and improve the quality of life for its existing and rapidly growing population.

The City has already begun efforts to build community and remake its image by enacting nationally-recognized community-oriented policing programs to address homelessness; holding regular Town Hall meetings throughout the city to bring City Hall to its residents; conducting surveys to identify resident issues and priorities; creating state-of-the-art community centers and relevant programming for seniors and teens; launching a new user-friendly website; partnering with community and business organizations to offer activities for both locals and visitors; and attracting educational opportunities, economic investment and healthcare services.

However, there is more work to be done. There is a large group of residents in the City that is working class and disconnected from city government. Much of the land and buildings in downtown Indio remain vacant. Streets and aging infrastructure are in need of repair. There is also pessimism and a negative image of the City largely held by its own residents and perpetuated by local media.

This is why a grassroots and community-oriented approach is needed to tap into the hearts and minds of every single Indio resident to help them change their perception of their own community, increase their participation and involvement in transforming their neighborhoods, build trust with their elected officials and city staff, and enhance the spirit of family and pride. The centerpiece of community building is strong relationships and this is what Team Indio plans to establish with its residents. Having a presence at community events and city functions are key as well as providing exceptional customer service.

This full-scale ground campaign will be complimented by a robust media strategy with visually entertaining and informative content that will capture the attention of

residents and visitors alike. Community building efforts will continue online as two-way communication is fostered between the City and residents. The positive change and excitement in the community will be used as a springboard to attract visitors and businesses through the City's media channels. There will also be a focused effort to produce high quality economic development material that shows demographic and economic data, and highlights the City's assets and opportunities to attract business investment from around the world.

## **II. ABOUT THE CITY**

The City of Indio is located in the central eastern portion of Riverside County in a region known as the Coachella Valley. The City of Indio is directly accessible by Interstate 10, State Highway 86, Union Pacific Railroad, and Highway 111. The City is partially bordered by the City of La Quinta, the City of Coachella, and unincorporated Riverside County. The 2010 Census revealed a population of 76,036. This was a growth of 54.8% from 2000. The 2015 population was approximately 87,533 and is expected to reach 100,000 by 2020.

## **III. SCOPE OF WORK**

The City seeks agencies and professionals to provide strategic and innovative services on designated projects. One of the City Council's three year goals in 2014 was "...to increase the visibility of and attraction to the City". This continues to be implemented for Fiscal Year 2016-2017. Qualified firms and professionals shall consider and make recommendations regarding the following tasks or similar activities for the current fiscal year, which ends on June 30, 2017, with the option to extend additional years.

The specifications for each of the components below shall be presented with a proposed cost. Consultant(s) can propose additional or combine recommendations in a separate budget line item. Consultant is expected to prepare beyond the end of the fiscal year to implement certain projects. However, projects beyond July 1, 2017 are dependent on the annual approved budget.

The total budget for all components combined should not exceed \$150,000 and should include an estimated budget for implementation starting in December or January. Agencies or professionals seeking to join Team Indio should demonstrate experience in effective community building and/or marketing services. The successful firm(s) or professional(s) will coordinate all services under the Agreement with the City Manager or their staff designee(s).

The City will work closely with firms and/or professionals to develop an effective marketing plan to engage the community and promote the City. However, it is

expected that consultants develop their own creative ideas to present to the City on a regular basis to ensure outreach activities, messaging and designs are constantly evolving and become more effective over time. Also, consultants must be able to work in a fast-paced environment, are expected to work independently with minimal guidance, and must be proactive in seeking information, gathering written and visual materials, and coordinating with City staff and consultants, if necessary, in the course of completing their work. Effective organizational skills are a must and firms and/or professionals are expected to complete assignments on time and meet deadlines on short notice and with minimal follow-up from City staff.

**Firms or professionals may submit proposals for one or multiple components of this Scope of Work.**

**1. Community Outreach**

Conduct citywide outreach efforts that provide constant presence and interaction with residents and businesses throughout the City. This requires attendance at City events and activities, including nights and weekends.

Responsibilities may include, but are not limited to:

- Providing information and giving out marketing items or “giveaways” at City sponsored booths or tables;
- Developing and conducting community surveys or collecting resident information at events or neighborhood canvassing campaigns;
- Scheduling and speaking at community organizational meetings, including non-profit organizations and business groups;
- Providing exceptional customer service, answering questions and following up on concerns and issues.

**2. Event Planning**

Provide comprehensive event planning services for municipal events and activities such as town hall meetings, park dedications, and the annual State of the City luncheon. Responsible for securing meeting locations, coordinating audio/visual services, developing marketing materials, conducting effective outreach efforts to ensure successful attendance at events, and preparing presentation materials and speeches.

**3. Graphic Design**

Create dynamic and original graphic designs that target a specific audience with appropriate messaging and artwork to engage the community and promote the City. Designs should build upon existing branding materials yet not be limited by it. Firms and/or professionals should have experience and a broad portfolio of designing materials such as flyers, brochures, booklets,

posters, door hangers, logos, and promotional items. Assignments may be given with little notice and must be completed under tight deadlines. Firms and/or professionals are expected to produce designs with a “wow” factor and must have an advanced knowledge of using graphic design software. Knowledge of geographic information system software is also preferred. All designs shall be submitted in a format that may be edited by City staff so that it can be used customized for future marketing and advertising campaigns.

#### **4. Newsletter Development and Publication**

Develop and publish a monthly and/or quarterly electronic and/or print City newsletter for residents, visitors, entrepreneurs and investors to communicate City activities, and promote tourism and economic development. Firms and/or professionals are expected to create original content and stories, and must proactively seek information and images from City staff and/or the community. The City newsletter will be available on the City’s website and promoted via email and social media. Spanish translation of the newsletter is also preferred.

#### **5. Photography Services**

Provide high quality and current photographs of people, artwork, food, businesses, facilities and events to use for the City’s marketing materials, website, newsletter, and social media. Must be able to create engaging photography campaigns, which may be coordinated with the community. Photographs shall also serve as a record of the City’s history and shall be organized and saved in the City’s electronic records. Ability to take photographs by drones is highly preferred.

#### **6. Public Relations**

Prepare public relations materials such as press releases and media advisories. Be proactive in seeking information and conducting research for news stories. Strong writing and editorial skills required, and experience in speech writing.

#### **7. Social Media**

Provide highly active and engaging presence on social media using Facebook, Twitter, Instagram, Pinterest, and other social networks. Must be creative and quickly communicate information with minimal guidance. Firms and/or professionals must be proactive “go-getters” that understand the strengths and needs of the community to effectively target local residents as well as tourists and businesses. Postings must be coordinated across all networks. Firms and/or professionals must be constantly thinking about the

City and are expected to reach out to community organizations and business groups to create original content. Must be able to create engaging social media campaigns and blogs, which may be coordinated with the community. It is also expected that questions and comments posted on social media are regularly monitored and responses provided within a reasonable amount of time in coordination with City staff. Knowledge of blogging is highly preferred.

#### **8. Video Services**

Provide high quality and current videos of people, artwork, food, businesses, facilities and events to use for the City's marketing materials, website, newsletter, social media, the City's YouTube channel, and other video sites. Must be able to create engaging video campaigns and vlogs, which may be coordinated with the community. Videos shall also serve as a record of the City's history and shall be organized and saved in the City's electronic records. May also assist in operating the audio/visual equipment during council and commission meetings. Ability to take videos by drones is highly preferred.

#### **9. Website Management**

Manage the City's website calendar, photographs, videos, and content. Create website pages that effectively provide information. Identify opportunities to create forms and/or convert to user-friendly formats. Constantly update and enhance the website homepage and secondary pages in coordination with City staff. Communicate with the City's website provider to fix problems as necessary. Knowledge of HTML preferred.

### **IV. CITY TASKS**

As needed, the City will provide demographics information, photos, existing information on economic development tools, pamphlets, resident guides, reports, etc. Consultant should however strive to be self-sufficient to the extent possible due to City Staff's time constraints.

### **V. CONSIDERATION/MEETING REQUIREMENTS**

The qualified consultant should be prepared to meet directly or confer over the phone several times a week. In some cases, the consultant may be required to attend meetings, and make presentations.

## VI. CONTRACT

The project contract will be based on the final scope of work that is mutually agreed upon between the City and consultant(s). The contract will be negotiated for the project for the extent of services to be rendered and for the method of compensation. Consultants are requested to submit a line-item cost estimate that is realistic for the proposed approach. The budget should cover all costs including consultant fees, mileage and production costs. Consultants shall not perform any work on the project prior to execution of a written contract by both the City and the Consultants and furnishing of all required insurance certificates and business license by the consultants. The City requires a minimum insurance limit of \$1,000,000 each for general liability, automobile and errors and omissions. A draft Professional Services Agreement will be provided to those who submit a RFP.

The City reserves the right to negotiate modifications to the proposals presented and/or the use of specific individuals or Firm(s).

## VII. KEY DATES

Release of RFP	November 7, 2016 @ 5:00 PM
Deadline for submittal	November 18, 2016 @ 5:00 PM
Interview for finalists (if needed)	Late November/Early December 2016
Award of contract	Mid December 2016/Early January 2017
Targeted contract commencement	Mid December 2016/Early January 2017

## VIII. QUESTIONS

All questions regarding this RFP shall be submitted in writing to PJ Gagajena, Principal Management Analyst, via email at: [pgagajena@indio.org](mailto:pgagajena@indio.org).

## IX. PROPOSAL REQUIREMENTS

**Format** – The proposal should include a table of contents and numbered pages. The document should be standard (8½” x 11”) letter-sized paper. Please include only requested materials.

The proposal should include the following information:

1. The name and resume of the responsible person who would be in charge of the project, information on other design team members, an estimate of the time required to complete the project;
2. An executive summary of the proposal being submitted;
3. The proposed fees. The fees are to be broken down by task

demonstrating how the fee was calculated. Cost proposal shall provide a specific fixed cost estimate and a “not to exceed” cost ceiling. The proposal shall address basic hourly wage rates, including all reimbursable expenses and overhead;

4. Identification of the project team organization and specific personnel to be assigned. Provide resumes of the professional staff to be assigned to the project. The resumes should address education, experience, and other related qualifications of designated personnel. Indicate the current and anticipated project responsibilities of key personnel;
5. Describe the Consultant’s experience, especially as related to completing similar projects as being discussed in this RFP;
6. Identify and provide resumes of any sub-consultants who will be utilized on this project;
7. Explain in detail how your firm will accomplish the items specified in the Scope of Work;
8. Information on past or present projects concerning budgeted costs versus actual costs, scheduled completion dates versus actual completion dates, and other relevant information concerning your firm’s ability to deliver the project. This shall also include references on each cited;
9. A proposed project schedule for the fiscal year shall be included in the proposal; and
10. A minimum of three verifiable references.

## **X. SELECTION PROCESS**

A review committee consisting of City staff including, but not limited to the City Council Members, and Department representatives will review responses to the RFP, and select the most qualified firms for further evaluation and fee negotiation.

Qualified firms may be invited to make an oral presentation on their proposal. The City, however, reserves the right to reject any and all proposals.

## **XI. EVALUATION CRITERIA**

- A. Suitability of the Proposal – the proposed solution meets the needs and criteria presented in the RFP.
- B. Expertise in recommending and communicating appropriate technical and aesthetic solutions as demonstrated by the proposal and references.
- C. Aesthetic Capabilities – Prior work reflects artistic and innovative, user friendly interfaces that engage communities and viewers.
- D. Proposal Presentation – The information is communicated in a clear, logical manner and is well organized.

## **XII. GENERAL INFORMATION**

- A. The Consultant must be able to meet all City insurance requirements and the provisions.
- B. The City reserves the right to request additional information from any or all of the respondents.
- C. The City reserves the right to reject any or all of the proposals. Late or incomplete proposals may not be considered. The City shall have sole discretion in determining the completeness of each proposal.
- D. The City shall reserve the right to contact past clients for references.
- E. The terms and scope of the contract will be determined on the basis of professional negotiations between the City and the prospective Consultant. If the City and the prospective Consultant fail to reach a contractual agreement, the City may negotiate with any other highly ranked consultant.
- F. The City reserves the right to waive minor discrepancies and to reject any and all proposals for any reason.

## **XIII. PROPOSAL SUBMITTAL REQUIREMENTS**

**Quantity** - Four (4) copies (three bound and one unbound), plus one electronic copy in Adobe Acrobat (PDF) format.

**Deadline for Submittal** - The filing deadline for submittal of the above proposal is 5:00 p.m. on Friday, November 18, 2016, or until a sufficient number of proposals are received. The City reserves the right to extend the deadline date as necessary. Please remit the documents to:

PJ Gagajena  
City Manager's Office  
100 Civic Center Mall  
Indio, CA 92201

For additional information or questions please contact PJ Gagajena at (760) 541-4444 or via email at: [pgagajena@indio.org](mailto:pgagajena@indio.org).