

REQUEST FOR PROPOSAL

CITY OF DUBLIN INTERNAL/ENVIRONMENTAL BRANDING PLAN

Release Date: October 13, 2023

Due Date: November 3, 2023

I. Statement of Purpose

The City of Dublin invites qualified and experienced firms to submit proposals for the development and implementation of a comprehensive Internal/Environmental Branding Plan. This project aims to enhance the visual identity and experience of our public spaces, both internally and externally, to reflect the essence and values of the City of Dublin.

The primary objective of this RFP is to select a vendor capable of providing a comprehensive plan for internal and external-facing interior surfaces that align with the City of Dublin's brand identity and vision. The chosen vendor will be responsible for conceptualizing, designing, and implementing a consistent and visually appealing branding strategy across various city facilities.

The successful FIRM must demonstrate its capability to adequately meet all the requirements of this RFP. The FIRM must be in a position to commence services on the execution of a mutual agreement.

II. Scope of Work

The selected vendor will be expected to:

- Conduct a thorough assessment of the City of Dublin's existing branding elements, values and identity. This will include a new "Culture Playbook," which includes a set of beliefs, behaviors and outcomes the City would like to perpetuate and reinforce through visual components within City workspaces and common spaces.
- Develop a comprehensive Environmental Branding Plan that includes concepts for signage, wayfinding, wall graphics and other visual elements to be applied throughout City facilities, which include the following:
 - City Hall (5555 Perimeter Dr.)
 - Development Building (5200 Emerald Parkway)
 - Justice Center (6565 Commerce Parkway)
 - Dublin Community Recreation Center (5600 Post Rd.)
 - Service Center (6555 Shier Rings Rd.)
 - Fleet Complex (6351 Shier Rings Rd.)
- Present a detailed budget proposal that includes design, fabrication and installation costs.
- Collaborate with City officials, staff and stakeholders to ensure that the branding strategy aligns with the City's vision and goals.
- Provide project management services to oversee the implementation of the branding plan.
- Ensure compliance with all relevant regulations, including accessibility and safety standards.

THE CITY OF DUBLIN will provide:

- Background information
- Brand standards
- Newly-developed "Culture Playbook."
- A primary point of contact in the City's Communications & Public Information who will oversee this environmental branding project.



- Upon request, the City of Dublin will facilitate site visits for interested vendors, allowing them to gain a comprehensive understanding of the physical environment and any specific requirements associated with the project. Requests should be made via email to Bruce Edwards, Digital and Brand Manager, at bedwards@dublin.oh.us.

DEADLINE:

- The City of Dublin requires the environmental branding plan to be fully implemented by July 31, 2024. Prospective vendors are expected to include a detailed project schedule in their proposals, encompassing regular progress check-ins, predefined deadlines, allowance for approval processes, and a comprehensive timeline outlining how the project will achieve full completion by the specified date.

III. Budget

The budget for the development and implementation of the Internal/Environmental Branding Plan is not to exceed \$50,000.

IV. Minimum Criteria for Proposer:

- At least five (5) years of experience in environmental branding or similar
- A demonstrated ability and associated expertise to fulfill each of the services

V. Term of Contract

The term of the contract resulting from this solicitation shall begin upon the execution of an agreement and will expire upon the delivery of all required materials and reports.

VI. Contractual Terms and Conditions

The selected firm will be required to sign a Professional Services Agreement with the City of Dublin that will control the relationship.

VII. Proposal Response Format

Proposals submitted for consideration should follow the format and order of presentation described below:

- Cover Letter: The cover letter should exhibit the Proposer’s understanding and approach to developing and implementing an environmental branding plan.
- Description of Staff: Include a list of people who will be involved in the project, including titles.
- A detailed portfolio of previous similar projects with an emphasis on environmental branding.
- A breakdown of fees and expenses associated with the development and implementation of the branding plan.
- A timeline outlining key milestones and deliverables.
- References from past clients.

Assumptions and Agreements

- The successful firm will have one primary point of contact assigned to manage all areas of this contract.
- At the conclusion of this contract, all materials developed for the CITY become the exclusive property of the City and will be supplied to the City staff immediately.
- Billings will be sent to the City of Dublin in a timely, organized manner.
- Winning FIRM must execute formal agreements for services as supplied by the City of Dublin.



VIII. Proposal Submission

If you have any questions regarding this RFP, please contact Bruce Edwards, Digital and Brand Manager, at bedwards@dublin.oh.us or 614.410.4011.

All proposals must be received via email on or before 5 p.m. on November 3, 2023, at the following email address: bedwards@dublin.oh.us.

IX. Award Selection Criteria

The following qualifications and criteria will be utilized by representatives of the City of Dublin in the selection process:

- Demonstrated understanding of the assignment with respect to the characteristics of the City of Dublin
- Demonstrated success with similar projects and scopes of work
- Creativity and potential of environmental branding plan proposal
- Cost-effectiveness and transparency of the proposed budget.
- References and track record of successful project delivery, including ability to meet project timelines and deadlines.

The selected FIRM will be notified by close of business on November 17.

