



Addendum 1

Brand Perception Research, Positioning & Identity Development Request for Proposals Documents

January 28, 2025

Scope and Objectives:

1. Can you elaborate on what a “comprehensive brand platform” entails and specify any elements or deliverables you feel are currently missing from the City's existing materials?

A. The city's logo is dated and doesn't reflect a contemporary, urban, up-and-coming city that is a great place to live, work, and play within the greater Atlanta metro area. Additionally, the city does not have a baseline brand platform articulated.

Project deliverables include a complete visual identity guideline package, including city logos, guidance on usage, fonts, color palettes, typography, visual tone, and examples of execution across channels, as well as a brand platform with brand pillars, key messages, a positioning statement, and tone.

2. Are there any unspoken or secondary objectives the city hopes to achieve through this branding initiative?

A. The City has passionate residents and community members. Through the input and research process, the City would like to build buy-in with the community so they feel a part of the process and are invested in the new identity.

Budget/Pricing

1. What is the City's target budget for this project? If a set budget is not available, can you provide a range?

A. Agencies should submit their most competitive bid. Please itemize proposals and provide a base bid that meets the requirements outlined in the RFP. If agencies believe additional “bells and whistles” would enhance the end product, please propose additional options on top of the base bid that the city could select or not if the budget allows.

2. Does this project have funding in place?

A. Yes.

3. Are there specific funding sources or grants supporting this initiative that the agency should consider when outlining costs?
A. No.
4. The proposal requires a detailed pricing breakdown for each phase of the project identified in the proposed timeline. However, it also states that all price information must be in a separate document and submitted as part of the larger proposal package. Should the pricing be a separate document?
A. Yes, pricing should be uploaded as a separate document when submitting proposals.

Research, Community Input and Engagement

1. Can the stakeholder engagement sessions and community input sessions be conducted virtually?
A. Agencies should propose whatever method they feel best for conducting community input sessions to achieve the needed data.
2. How much support and facilitation will the City offer to conduct the research within its confines? For example, will it provide space to facilitate focus groups or meetings? Are there existing community engagement tools or platforms the selected agency will have access to for outreach and surveys?
A. The city facilities will be available for use, and city staff will be able to amplify outreach and recruitment through city-owned communications channels including web, social media, email newsletters and print publications.
3. Are any previous branding initiatives or research available to help inform this project?
A. No.
4. Would the City prefer any particular creative methods for public input sessions to ensure maximum participation?
A. The city welcomes creative methods to maximize public input and has no preference.
5. Are there any online or community forums the city expects the agency to hold for this branding initiative?
A. The agency should outline a plan for receiving input from the community and stakeholders. It is up to the agency to recommend in-person, virtual or other methods of receiving input to achieve the project's desired results.

Timeline

1. Although we work with expedience, we do not believe a quality and inclusive process can happen in six months. Our proposal would include a two- to three-month extension over that timeline to accommodate the involvement and schedules of community stakeholders.

Is the six-month timeline flexible?

A. *Agencies should provide the timeline in their proposal that would best serve the project.*

2. Is there a specific completion date/launch date the City hopes for? Are there specific events or deadlines driving the current schedule?

A. *no important dates or deadlines are driving the schedule. The City anticipates that the work will be completed within six months. Proposals should include a recommendation for implementing the new brand roll-out.*

3. Are there preferred timelines or milestones for the rollout phase beyond the six-month project scope?

A. *No*

Assets and Background Material

1. Do you have any existing research that provides insights into profiles of the community, why they choose to live there, what is important to them when choosing a place to live/do business, etc.?

A. *No*

2. Does the city have photography or video assets available?

A. *The city has some photography and video, but new video and photography will be needed to launch the new brand.*

3. What are the top three issues/challenges the City seeks to address with this initiative?

A. *See answers under Scope and Objectives.*

Brand Identity Requirements

1. Will the vendor retain the copyright of the drafts or concepts other than the one selected, or will the city take ownership of the copyright of all materials produced during the process?

A. *No, the city will not retain or own any concepts or drafts that are not selected.*

2. Are the City's core values and positioning statements fixed, or will this project include refining or redefining them?

A. *While the city has clear values, the research of this project will excavate and refine them into a brand platform.*

3. Are there specific elements of the Tudor Village architecture or Avondale Estates' historic identity that must be prioritized within the branding?

A. *No*

4. Is there a preferred CMS or digital platform for website branding updates, or should recommendations be included in the proposal?

A. *The city currently uses Civic Plus as its website platform.*

5. Will the agency be required to create assets for any existing city partnerships or external organizations?
A. No.

Decision-Making and Review Process:

1. Who will serve on the final decision-making committee for the brand approval process, and what is the weight of their input in the final decision (e.g., mayor, marketing team, Downtown Development Authority, etc.)?
A. The committee will consist of city staff and professionals who will make a final recommendation to the Board of Mayor and Commissioners (BOMC). The BOMC will provide final approval.
2. Will the City require a single approval phase or multiple iterative review rounds for deliverables? How many rounds of revisions are expected to be included in the proposal?
A. Once a partner is chosen and the project's research phase is complete, the City would expect to see at least three visual identity concepts and anticipate at least two iterations to refine the identity.
3. How many points of contact will the vendor be required to communicate with during the project?
A. Ellen Powell will be the project manager and the contact for the partner chosen.
4. Do you have organizational and local support for this project?
A. Yes.
5. What level of community involvement is expected in the city-making process for those branding elements?
A. The City expects input from the community, and key stakeholders in the research stage will provide input to inform the brand platform and visual identity design. The City expects this company to hold the sessions, run the meetings, and do whatever brand perception research is advised to meet the need to create the brand in an informed way.

DDA Brand

1. We are excited to hear about the desire for the DDA and City brands to complement each other. We know that the DDA already has a brand identity in place. Is there a desire for the new City brand to be created to complement the existing DDA brand, or will the DDA brand be updated after the City brand is established? If the latter, is the redesign of the DDA brand a part of this project's scope?
A. While it is encouraged to holistically examine all city and city-adjacent brands and determine how they complement each other, redesigning the DDA brand is outside the

scope of this project. The City is sharing the DDA's brand guidelines, but this project should provide a fresh look at the City's brand.

2. Is there any existing research from when the Avondale Estates Downtown Development Authority's branding was created?
A. No

Integration with Current and Future Initiatives:

1. Are there upcoming city projects, economic development efforts or changes in governance the agency should be aware of for alignment?
A. The City's Downtown Master Plan and Comprehensive Development Plan are scheduled to be updated this year, and each will also include community input and participation. The City has applied for a grant to work on those projects and anticipates working on those initiatives beginning in the fall.

Community Dynamics and Challenges:

1. How should the branding effort address the divide (if any) between legacy residents and new residents to ensure buy-in across these groups?
A. The brand should be an authentic representation of the city. This is not an anticipated issue.
2. Have there been public feedback or concerns related to recent developments, such as traffic calming measures, that should inform our approach?
A. Not applicable to this project.
3. What challenges should the awarding agency be prepared for?
A. There are out-of-the-ordinary issues foreseen for this project.

Metrics and Evaluation:

1. What metrics or indicators will the City use to evaluate the success of the branding project?
A. Meeting the timeline and budget agreed upon, creating deliverables authentic to the city, producing guidelines that are easy to use and implement, and creating ownership from the community.

Other

1. Are you entertaining proposals from non-local and/or out-of-state firms?
A. Yes.

2. Are there other city branding projects you admire?

A. The committee will get into details with the partner awarded the proposal.