



## City of La Crosse Comprehensive Plan - Marketing Assistance

September 23, 2021

### Procurement Process

The City of La Crosse is seeking assistance from a marketing firm for the City's Comprehensive Plan Update project. Planning Department staff held one-hour meetings with marketing firms to describe the project and is now requesting proposals. Staff will review the proposals upon receipt, select a firm, establish a contract and begin work as soon as possible.

### Public Engagement Plan (attached)

The Public Engagement Plan for the project is attached. A preliminary list of public engagement techniques is described on page 2+3. Additional techniques may be added throughout the process. The project "steps" (phases) are in the attached document "Comp Plan Process."

### Project Overview (attached)

A 2-page project overview document is also attached. This document includes the anticipated project budget. Please note that the budget includes:

- \$15,000 for marketing assistance
- \$15,000 total for advertising (the \$10,000 "advertising" line item and \$5,000 "social media" line item are general placeholders to be refined through the marketing recommendations and throughout the process). The \$5000 would be used to pay for hours needed to update social media.
- \$20,000 for website development and content creation, monitoring, data and analytics gathering, and final plan document display and interaction.

### Proposal

Please submit a proposal that includes both your project approach and cost proposal. Please limit cost proposals to a maximum of \$35,000 (\$15,000 marketing assistance and \$20,000 website development). Limit your project approach and cost proposal to 4 pages (single-sided) in length. If you wish to provide a portfolio or other relevant work materials, please provide this document as a separate email attachment or web link. This document will not count towards the 4-page limit. The deadline for submission is **Wednesday October 13th, 2021 at 12:00pm**. Please submit your proposal via email to Jack Zabrowski at [zabrowskij@cityoflacrosse.org](mailto:zabrowskij@cityoflacrosse.org). Questions can be directed to Jack Zabrowski via email or phone 608-789-8676. Staff will confirm receipt of your proposal. Announcement of award will be at the end of October.

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KEVIN CONROY, HOUSING REHABILITATION SPECIALIST



### A. Proposed Project Approach

Describe how your firm would accomplish the following overall goals and specific tasks for the project. As part of the project approach, please also describe:

- How your firm will coordinate with City staff
- The points during the process that the work would be completed
- How marketing effectiveness will be tracked

### Overall Goals for Marketing Assistance

1. For La Crosse residents to be **aware** of the project.
2. For La Crosse residents to **interact** with the project (via the project website, community meetings (online and in-person), kiosks, individual contacts with staff). Potential measurement: website analytics, staff documentation of interactions at meetings/events
3. For a representative sample of La Crosse residents to interact with the project and provide feedback. Potential measurement: voluntary questions regarding age, race/ethnicity, zip code
4. For La Crosse residents to interact with the project and provide feedback at different points throughout the process.

### Specific Tasks for Marketing Firm

1. Collaborate with staff to develop ideas for project name, logo, and branding
2. Develop a style guide to be used throughout all media involved with the project.
3. Continuously develop infographics through-out the process with data provided by City staff.
4. Provide recommendations for messaging, including the relevance of the project and how it impacts people's lives
5. Update social media with;events, websites, engagement activities and other content provided by City Staff.
6. Create and update a website similar to the following; Konveio, Public Input, Bang the Table, Mysocialpinpoint.com, Middleneighbors.com, to engage the public through surveys, posts, and final plan display. See examples (e.g. <https://plan.imaginemadisonwi.com/>, <https://imaginemadisonwi.com/> )

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7. Gather and produce analytics from all interactions with the public? When demographic data can be gathered it should be collected and sorted into categories.
8. Coordinate with media outlets regarding any potential free advertising/remnant space.
9. Proposers are welcome to include additional strategies that are consistent with the project approach and the budget.
10. Display boards will be prepared by the consultant team for public meetings and other outreach.
11. Once the plan is completed (Spring 2023) assist with promotion of the plan to the public, through social media and website posts.
12. Gather/create and post videos interviews via website and social media, using City Staff generated questions (e.g. A message from the future with Alexandria Ocasio Cortez) to get people thinking about what they want from their city of the future.

### **B. Standard Terms and Conditions**

The City of La Crosse uses standard terms and conditions for consulting contracts. Please see the attached material in advance of submittal.

### **C. Cost Proposal**

Provide a summary of the costs. Provide a breakdown of costs by phase, if applicable

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