Clearview
Library District

REQUEST FOR PROPOSAL -
NAMING CONVENTION, LOGO DESIGN, AND BRANDING REFRESH, FOR THE CLEARVIEW LIBRARY DISTRICT
MAY 31, 2023

SECTION 1: PROJECT AND GENERAL SUBMITTAL INFORMATION SUMMARY

1.1 PURPOSE

The Clearview Library District seeks a consultant to address three projects for the district.

1. To solicit public input and make a recommendation to the board of trustees for a naming convention for the District's current library and future libraries to be built in the district based on the feedback received from the board, the staff, and the public. The project work must be completed by the Fall of 2023. The district will open a library branch in Severance in the spring of 2024.
2. Design a district logo that resonates with the public and is designed for multi-platform use.
3. Update the district's branding based on public input on brand elements obtained during the naming convention(s) work. The updated branding should build on our previous re-branding efforts with the aim of refreshing our brand to appeal to all age groups served by the district.

1.2 SUBMITTAL OF QUESTIONS

Prospective firms are requested to submit any questions no later than Friday, June 16, by 5 pm (local time) to Ann Kling, Library Director, via email to director@clearviewlibrary.org. Inquiries will not be addressed by phone. Answers will be provided within two business days.

1.3 AWARD

Award will be made to the qualified firm obtaining the highest score combining qualifications and price. Additional information regarding award criteria can be found in Section 5, Evaluation and Award of this document.

The Library District reserves the right to negotiate further any proposal, including price, with the highest rated respondent. If an agreement cannot be reached with the highest-rated respondent, the Library District reserves the right to negotiate and recommend award to the next ranked respondent or subsequent respondents, until an agreement is reached.

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1.4 AGREEMENT

The successful firm shall be required to complete a two-party standard form of agreement.

1.5 EXPENSES ASSOCIATED WITH RESPONSE

The Library District will not be responsible for any expenses incurred by a consultant in preparing and submitting a proposal. All proposals shall provide a straightforward, concise delineation of the consultant's capabilities to satisfy the requirements of this request. Emphasis should be on completeness and clarity of content.

1.6 REJECTION OF PROPOSALS

The Library District reserves the right to reject any or all proposals in part or in full and to waive any technicalities or informalities as may best serve the interest of the Library District.

SECTION 2: TIMELINE

ISSUE DATE: **June 6, 2023**
DEADLINE FOR QUESTIONS: **June 16, 2023**
SEALED PROPOSAL SUBMITTED: **No Later than June 26, 2023, by 5:00 p.m. local time.**

SECTION 3: SCOPE OF WORK AND REQUIRED SERVICES

3.1 DESCRIPTION OF THE CLEARVIEW LIBRARY DISTRICT

Clearview Library District serves a rapidly growing population in Northern Colorado, including Windsor, Severance, and West Greeley (the Library District follows the outlines of the RE4 School District). The Colorado State Library in 2022 listed the Library Service area as 32,374 people, however, issuance of building permits in all areas of the District continues to be high and the number of residents is increasing rapidly. The population of the district is expected to exceed 200,000 people by 2050.

The District currently operates one library branch in Windsor, a bookmobile, and an administrative services center and is in the process of building a 10,000 sq. ft. library in the Town of Severance. The library branch in Severance is expected to be completed by February 2024.

In 2010, the library district rebranded and changed its name from the Windsor-Severance Library District to the Clearview Library District. Community members were upset by the name change, feeling that the new name was generic and did not reflect their identity and

the library's history. The community petitioned the board to revert to the previous name. As a concession to this demand, the board agreed to name the library in Windsor the Windsor-Severance Library, and the district remained the Clearview Library District. With another branch on the horizon, the board believes public input on a naming convention is necessary for the renaming of both libraries and to establish a convention for library names in the future. The Board does not wish to change the name of the library district.

3.2 SCOPE OF WORK

Clearview Library District is looking for an experienced, professional facilitator to perform the following:

- Community input is a key component of this process. Input needs to be gathered from residents in the towns of Windsor and Severance and residents of West Greeley, and from the various demographic groups who make up the users of the district. Input may include:
    - Focus groups
    - Online surveys
    - Community meetings
    - Information gathering at community events
    - Other methods, as identified by the consultant
- Work closely with the Library District Administrative Team and Library Board throughout the process.
- Facilitate input sessions (public, board, staff).
- Write and present a proposal on a naming convention, a logo, and a branding refresh to the board of trustees no later than October 31, 2023.
- Present the plan to the Library Board at a meeting of the Board.

3.3 DELIVERABLES

At the end of the project, the Consultant shall deliver to the Library District:

- A hard copy of all reports produced, along with a high-quality electronic copy of the same.
- Electronic copies of all applicable PowerPoint presentations and photos used at public meetings.
- Two hard copies and one editable version of the final draft.
- All raw data obtained from the process will become the property of the Library District.
- Provide library district staff with public feedback on branding elements received during the naming convention(s).

- Updated Branding Identity: Provide Communications Specialist with a new logo design, developed in such a way that it can be easily used across a variety of media platforms – from print to digital – and should remain consistent with existing and updated brand standards.

3.4 PROJECT SCHEDULE

The Library District anticipates conducting the project over a period of not more than three months. The project schedule should address the scope of work and include an approximate timeline for completing each individual task up to the point of the adoption process, as described in the scope of work. Any additional tasks or other changes to the scope of work recommended by the Consultant should be indicated in the project schedule.

SECTION 4: PROPOSAL FORMAT AND REQUIRED CONTENT

- **Title Page**
- **Table of Contents**
- **Cover Letter**
- **Response to the Proposal**
- **Expertise**
- **Timeline**
- **References and Relevant Projects**
- **Execution and Offer:** **Place in a separate, sealed, marked envelope with the original proposal.**

SECTION 5: EVALUATION AND AWARD

5.1 EVALUATION CRITERIA

- Demonstrated ability to meet the requirement of the scope of work
- Firm experience
- Demonstrated understanding of the project approach
- Fees
- References

5.2 EVALUATION PROCESS

- Upon receipt of proposals, the Library Director, the Communications Specialist, and a Library Board member will review and evaluate all proposals.

- Consultants may be required to make an oral presentation to the Director, Administrative team, and Board members. Oral presentations will occur one week after the proposal's due date.
- The Library Director, Administrative Team, and Board members may also ask questions of a clarifying nature.

SECTION 6: SUBMISSION INSTRUCTIONS

- One original and two hard copies of the proposal must be submitted by the deadline.
- Submit one complete copy on a USB drive.

SECTION 7: ADDITIONAL CONTRACT TERMS

7.1 PROJECT MANAGER

- The designated project manager will be Ann Kling, Library Director. director@clearviewlibrary.org (970-686-9955)

7.2 RIGHT TO CANCEL

The Library District reserves the right to cancel this Request for Proposal or reject any or all proposals at any time prior to an award. The Library District is not required to furnish a statement of why a particular proposal was not deemed the most advantageous.