

YBCBD Neighborhood Branding RFP Bidder's Conference Q &A

October 15, 2009

10:00am-12:00pm

Westfield Management Offices

I. Background

Q: Is everyone in the district assessed?

A: Every property owner in the district is assessed according to a variety of factors discussed in our District Management Plan (available www.ycbcd.org)

Q: Who are the people you want to bring into the neighborhood with this branding effort?

A: The simple answer is... everyone - this includes new residents, visitors, businesses and students. The mission of the YBCBD is to improve the quality of life for those who live, work, study, and visit the neighborhood, and these people are the target audience for this branding effort.

Q: Does the Yerba Buena neighborhood want to be separate from the SOMA neighborhood/identity?

A: The idea behind the branding effort is to develop a unique and distinguishable neighborhood identity, one that differentiates the Yerba Buena neighborhood from the rest of the city and attracts residents, businesses and visitors. That said, what that identity looks like depends on the community research you conduct. A big portion of the project is going to be developing an identity the neighborhood wants and can take ownership over, which is done through the market research and analysis portions of the RFP.

Q: Do you have measurements for how your programs improve the quality of life in the neighborhood?

A: We monitor and review our programming monthly and solicit community feedback on our services, however we do not yet have metrics to evaluate the impact our services have on quality of life in the neighborhood.

Q: Is there a budget for the implementation of the brand beyond the contract offered in the RFP?

A: Yes there will be a budget specifically for brand implementation but the amount has yet to be determined and will depend on the work provided by the selected firm. Again, the most competitive firms will deliver a complete, quality neighborhood brand within the allotted budget.

Q: Might the YBCBD receive more funding from the City for the neighborhood if the brand is successful?

A: Basically the only way for the YBCBD to increase its budget is through raising the property tax assessment and increasing fundraising efforts. The YBCBD may raise the neighborhood property tax no more than 5% every year, subject to approval by the Board of Supervisors. The City does periodically announce available funding for specific projects and the YBCBD may decide to apply. There are often other opportunities for promotion of the District through the City as well.

Q: What is the YBCBD's relationship with the Yerba Buena Alliance and the Yerba Buena Gardens?

A: The YBCBD has a very close relationship with both organizations. The YBCBD was essentially 'birthed' by the YBA and until recently shared staff and office space. The YBCBD considers the YBA a community partner and ally. The YBCBD also contracts with the same company that manages the Yerba Buena Gardens and is very familiar with the YBG and their staff.

Q: Is there a capacity for development in the neighborhood?

A: Yes. There are currently many projects on hold due to the difficult economic times, but we expect current and future projects to resume once the economy picks up again.

II. Market Research

Q: Will the YBCBD help identify people to contact when doing market research? Can the firm use the YBCBD board?

A: Yes, the YBCBD can provide information and help schedule meetings with its board members or members of the community with whom it has contact. While the YBCBD board is large, involved, and representative of the community and its diversity, the board should only be considered a starting point for a larger community input process. Many members of the board will be willing and eager to provide opinions and contacts that will facilitate the market research component of the project.

Q: The RFP states visitors as a test group, so who represents visitors to the neighborhood?

A: One of our board members works for the San Francisco Convention and Visitors Bureau and he is a good resource for connecting with the interests of visitors to the neighborhood.

Q: Does the YBCBD have demographic information for the neighborhood?

A: Not at the moment. The YBCBD will look into gathering that data in the coming weeks.

III. Brand Development

Q: Would the YBCBD consider a change in name? And will the YBCBD listen if the community/neighborhood wants a name other than Yerba Buena?

A: The YBCBD, a nonprofit 501(c)(3) organization, will not be changing its name. We will, however, carefully listen to input from the community especially if there are strong feelings about a new name for the neighborhood.

Q: Do you want the end product to be a design and/or logo?

A: Yes, part of the requirement for the final product will be a neighborhood design and logo. However, the YBCBD expects the firm chosen to identify the branding needs and develop a complete branding package for the neighborhood that could include designs and files for banners, a website and other collateral promoting the neighborhood.

Q: How important is creating revenue and raising property values versus creating a sense of place? Is one prioritized over the other? Are you most concerned about stakeholder input?

A: They are equally important and go hand-in-hand. Residents and businesses want to see their properties and businesses increase in value and the YBCBD feels that making the neighborhood a destination is an integral part of accomplishing that goal. It is also critically important that stakeholders

feel a sense of ownership over the neighborhood brand, making them a vitally important research contingent.

Q: Have other CBDs done this?

A: Yes, Fisherman's Wharf has the most developed neighborhood brand of all the CBDs in San Francisco, and has integrated their CBD website into their neighborhood brand (<http://www.visitfishermanswharf.com/aboutus/default.aspx>). Please note that we are not asking for something similar to the Fisherman's Wharf brand and are looking for a unique and creative identity for our diverse neighborhood.

Central Market CBD is also currently undertaking a similar branding effort as the YBCBD.

IV. Brand Execution

Q: Are you asking the firm you select to *design* a complete neighborhood package (website, banners etc.) or just provide a general look and feel for the neighborhood? Do you expect the firm to develop a map and website?

A: We are looking for a neighborhood identity. This means there are some collateral requirements such as a logo, design guidelines etc, but we do not require firms to design all the materials. Of course, the most competitive bids will be those that provide the most complete branding package within the specified budget.

We have separate budgets and working groups for the neighborhood website and district map therefore we do not expect firms to develop these items, but firms are expected to be able to provide a 'look and feel' for these projects.

Q: What is the expected delivery date for the project?

A: The delivery date is dependent upon the timeline of the selected proposal. The YBCBD expects all work to be completed within a reasonable time frame.

Q: Is there a specific season or special event that the YBCBD would like to roll out the neighborhood brand for?

A: Yes, the YBCBD has an event plan working group that will be organizing a neighborhood event in the next year. Where possible the selected firm will be asked to coordinate with the event plan working group to coordinate the launch.

Q: How many firms will the YBCBD interview?

A: The YBCBD has not specified a number of firms to be interviewed. The number of firms selected for interview will depend on the number and quality of proposals submitted.

V. Compliance

Q: Will proposals and contracts with the YBCBD be public record?

A: Yes, the YBCBD is subject to the Brown Act, meaning that most proceedings and documents are open to the public. Please note that the final contract, but not the contract negotiations, will be available to the public.

VI. Criteria

Q: Are firms expected to recommend a timeline for the project?

A: Yes. Timelines should be based on the scope of work and a realistic framework for completion of the project and deliverables.

Q: Does the YCBCD require firms to adhere to environmental standards beyond those listed in the RFP?

A: The YCBCD expects all firms to adhere to best practices for green businesses.

Q: Has ranking criteria already been developed? If so, what are they?

A: Ranking criteria for selecting a firm and selecting the neighborhood brand is currently being developed. Generally, firms will be ranked on their ability to provide everything requested in the RFP within the budget, at high quality, and with professionalism.

Q: Who will give final approval for the completed neighborhood brand?

A: The approval process for selecting a firm includes the Marketing Committee and the full YCBCD Board of Directors. The approval process for selecting the neighborhood brand is similar. The Marketing Committee will review the proposed brands and work in partnership with the selected firm to test the designs with key stakeholders. The Marketing Committee will present 2-3 options to the Executive Committee for discussion. One or more options will be presented to the full Board of Directors with a recommendation from the Marketing Committee. A board majority is required for approval.