



**City of
Santa Clara**
The Center of What's Possible

MARKETING COMMITTEE

Central Park Library – Margie Edinger Room
2635 Homestead Road
Santa Clara, CA 95051

MEETING AGENDA

February 15, 2017
4:00 p.m. – 6:00 p.m.

Committee Members

Council Member Davis, Chair
Mayor Gillmor
Council Member Watanabe

Staff

Interim City Manager, Rajeev Batra
Community Relations Manager, Jennifer Yamaguma

Topic

1. Welcome and Introduction of New Members/Guests
2. Approval of Minutes from January 18, 2017
3. Update and Selection of City Branded Giveaways
4. Discussion regarding Installation of Service Club Logos at Welcome to Santa Clara Sign
5. Overview and brainstorm for NVIDIA Project Inspire
6. Review proposed Request for Proposals (RFP) for Community Engagement Services
7. Stakeholder Updates
8. Adjournment

Next meeting: March 15, 2017

MARKETING COMMITTEE

Central Park Library
2653 Homestead Road
Santa Clara, CA 95050
Margie Edinger Room

January 18, 2017
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Council Member Davis, Chair Mayor Gillmor Council Member Watanabe Rajeev Batra Larry Owens Jennifer Yamaguma
Chamber of Commerce & Convention Center – Visitor's Bureau	David Andre Chris Horton
Cultural Commission	Loretta Beavers
Santa Clara Convention Center	Lisa Moreno
California's Great America	Roger Ross
Santa Clara University	Butch Coyne
Mission College	Niall Adler

Matters for Council Action: None

1. **Welcome**

The Chair called the meeting to order at 4:06 p.m.

2. **Update regarding Website Refresh**

Jennifer Yamaguma, Community Relations Manager, gave a presentation regarding a total refresh of the City's homepage and interior pages. Different color schemes, easier navigation, continuity with graphics and a more holistic site are some of the goals for the refreshed website. Committee feedback included, putting more weight on analytics and survey in order to better understand which pages are frequently visited and by whom. Ultimately, a vendor will be determined for this project through the RFP process and it will go to Council in the future.

Update regarding Marketing Strategy

Jennifer Yamaguma gave a presentation based on the 2016/2017 Marketing Strategy and discussed ideas for 2017/2018. Things to consider for 2017/2018 are media buys for TV/radio, consulting services, hard costs for banners and way finding, special events, print media and promotional items. Chair Davis requested a list of City events on a monthly basis so she can stay informed on events throughout Santa Clara. Some ideas such as using less text and more eye catching/teaser graphics could be used to draw more attention and aid in directing people to the source of information for a particular event. It was also explained that social media is a much cheaper venue for marketing efforts and there is a very good reach using these types of channels.

An open, robust discussion took place at which point some overarching goals for the Committee were defined, as follows:

The Marketing Committee shall:

- 1) Work towards accomplishing a vibrant, thriving economy which has lively neighborhoods and revitalized communities which attract tourists and residents to the area.
- 2) Strive towards a more connected population where diverse groups share common experiences, hear new perspectives and understand each other better.

It was also further clarified that the statements are not mutually exclusive of each other. Chair Davis would like stakeholders to cross pollinate and share services to enhance City events. Ideas were exchanged amongst the group regarding activities such as Mission College's 40th anniversary, Cultural Commission events and Black History Month. It was suggested that bands from local high schools may be able to perform at certain events.

Chair Davis indicated she would like to select a theme-of-the-month to focus marketing efforts on in the future. For example, an idea could be using 'Small Family Business Month' and issue a list of restaurants for small family business and form a partnership amongst the stakeholders' organizations.

3. Presentation for Rising Readers Collaborative Initiative

Ms. Yamaguma gave a presentation regarding the City/Santa Clara Unified School District partnership for *Rising Readers*, an early learning literacy application complete with a comprehensive library of books, games and songs. As part of the marketing effort of the program, a Rising Readers Collaborative has been formed, which meets on a quarterly basis. The next meeting is March 16th and she explained she would like help marketing this program throughout the City. Chair Davis asked the stakeholders to contact Ms. Yamaguma with any ideas for the Rising Readers Collaborative Initiative.

4. Adjournment

The Chair adjourned the meeting at 5:50 p.m.



Date: February 15, 2017

To: Marketing Committee

From: Community Relations Manager

Subject: Overview and Brainstorm for NVIDIA Project Inspire

Attached, please find information regarding Project Inspire and a request for proposals for 2017. In lieu of a holiday party, NVIDIA selects a school or community organization to volunteer with to give back to the community. As noted, this is not a grant application; it's an opportunity for a large-scale service event, with up to 1,650 volunteers and materials, project management services, and volunteer support valued at \$300,000 - \$350,000.

Applications are due February 28, 2017 so the Marketing Committee will brainstorm potential ideas during the meeting. Past selected projects have included:

- Painting of a mural
- Planting a community garden
- Landscaping clean-up at a large-scale park
- Refurbishment of a low-income school

Jennifer Yamaguma
Community Relations Manager



Project Inspire

2017 Request for Proposals

Overview

Bay Area public schools and community organizations are invited to apply for the opportunity to be selected as the recipient of Project Inspire - NVIDIA's annual holiday season event in which our Santa Clara employees, their families, and community members work side-by-side transforming an important community resource. This is not a grant application; it's an opportunity for a large-scale service event.

Benefits to the selected recipient include:

- Materials, project management services, and volunteer support valued at \$300,000 - \$350,000
- Up to 1,650 volunteers to help make big change

What does the transformation done by up to 1,650 volunteers look like? Learn more about our previous projects at www.nvidia.com/inspire.

Selection Criteria

- Applications will be accepted from organizations located along US-101 from Redwood City throughout San Jose to Gilroy, plus Campbell, Milpitas, and Fremont. Proposed projects offer enough work for up to 1,650 volunteers and can be completed by unskilled volunteers (not professionals) over two days.
- If the applicant is a student body organization, principal and school district approvals must be secured prior to submitting the completed application.
- We regret that we won't be able to accept applications from private or religious schools, churches, or organizations that discriminate based on heritage, sexual orientation, gender identity or physical/mental disabilities.

One organization will be selected as this year's recipient. We will also consider small grants to selected finalists as a thank you for their time.

Process and Timeline:

- January 23 - February 28: Accepting applications (must be received by 5pm Pacific on February 28)
- Early March: Finalists selected for site visits
- June: Partner selected
- August - December: Event planning
- Early December: Project Inspire event

Project Inspire 2017 Application

Please complete this form and return it by 5:00pm Pacific on February 28, 2017.

Questions and/or completed applications should be emailed to communityrelations@nvidia.com.

We encourage you to dream big in your application - how can we transform your organization and community? Images can be included if it helps to document the story.

Contact Information:

Name of School / Organization	
Contact Name and Title	
Contact Email and Phone	
Address of School / Organization	
Number of People Served at this Location (Number of Enrolled Students, if school)	
Superintendent Name and Email (if school)	
City Council District	

1. Why should your organization be selected for NVIDIA's Project Inspire? (350 words or less)
2. Provide metrics that demonstrate the needs, challenges and successes of your school and community. For example:
 - If school - what percentage of children are on a free/reduced fee lunch program?
 - What is the [average median income](#) for your neighborhood?
 - Other metrics that you have used to demonstrate the needs, challenges and success of your community - you tell us what is important to know.
3. What kind of volunteer projects (landscaping, painting, muraling, light carpentry, etc.) would you like us to complete to improve your organization? Use bullet points when listing each project and be as specific as possible. Remember: We're looking for projects that can be completed through unskilled volunteer labor, not professionals.

4. Explain how these changes will be transformative to your organization and community. How many people would be impacted by the work done with Project Inspire? (350 words or less)

5. Describe any other collaborative projects/partnerships your organization has been a part of in the past. How do you see involving your stakeholders (community, students, local government, etc.) in Project Inspire? (250 words or less)

6. What else would you like to tell us about why we should consider your organization for Project Inspire? (250 words or less)



AGENDA REPORT

Date: February 15, 2017

To: Marketing Committee

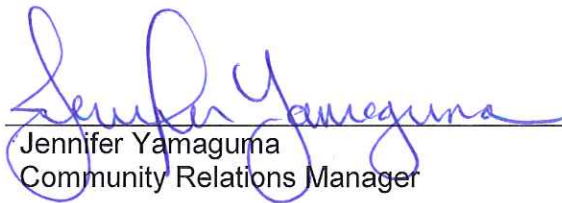
From: Community Relations Manager

Subject: Review proposed Request for Proposals (RFP) for Community Engagement and Outreach Services

Attached, please find the proposed excerpts from the DRAFT RFP for Community Engagement and Outreach Services:

- RFP Timeline (Section 5, page 4 of 18); and
- Attachment A – Scope of Services (pages 10-11 of 18)

These documents are draft in nature and open for discussion and consideration among all the stakeholders of the Marketing Committee. Following feedback, it is anticipated that the RFP will be issued in April 2017 and, contingent on funding in Fiscal Year 2017-18, awarded in June 2017.



Jennifer Yamaguma
Community Relations Manager

4. RIGHTS OF THE CITY OF SANTA CLARA

This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. The City reserves the right to:

- Make the selection based on its sole discretion;
- Reject any and all proposals;
- Issue subsequent Requests for Proposals;
- Postpone opening proposals for its own convenience;
- Remedy errors in the Request for Proposals process;
- Approve or disapprove the use of particular subconsultants;
- Negotiate with any, all or none of the Proposers;
- Accept other than the lowest offer;
- Waive informalities and irregularities in the Proposals; and/or
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the City.

An agreement shall not be binding or valid with the City unless and until it is approved by the City Council, if so required, and executed by authorized representatives of the City and of the Proposer.

5. RFP TIMELINE

The RFP Timeline is as follows:

RFP Issued	March 10, 2017
Deadline for questions, clarifications	March 24, 2017
Proposals must be submitted by	April 7, 2017
City evaluates proposals	April 13, 2017
City interviews proposers	April 28, 2017
City selects successful proposal	May 12, 2017
Marketing Committee reviews staff recommendation for award	May 17, 2017
City Council award of contract	June 6, 2017

The City reserves the right to add, remove or combine steps in the timeline, and/or compress or extend the timeline as the City, in its sole discretion, sees fit.

6. INFORMATION TO BE SUBMITTED

These guidelines govern the format and content of the proposal, and the approach to be used in its development and presentation. The intent of the RFP is to encourage responses that clearly communicate the Proposer's understanding of the City's requirements and its approach to successfully provide the products and/or services on time and within budget. Only that information which is essential to an understanding and evaluation of the proposal should be submitted. Items not related to the RFP and proposal, e.g., generalized brochures, marketing material, etc., will not be considered in the evaluation.

ATTACHMENT A Scope of Services

A. Project Description

The City of Santa Clara seeks to retain an agency or individual to assist with advancing its communications initiatives. Goals include managing brand identity, increasing community engagement, and the development of a strategic communications plan. The agency would be responsible for developing messaging and materials that assures the City a long-term constructive relationship with its many stakeholders and community.

B. Background

The City of Santa Clara is in the heart of Silicon Valley and was catapulted onto the global stage when Levi's® Stadium hosted Super Bowl 50 in February 2016. Indications suggest that Levi's® Stadium is serving as a catalyst to create greater opportunities for job creation, business expansion and relocation, new hotels, restaurants, retail and an exciting place to live, work and play. Santa Clara has a lot to offer residents, visitors, and businesses, including low utility rates, a diverse and skilled workforce, a safe community, access to transportation, major university and colleges, theme park and convention center.

Recently, the City undertook a new branding initiative, which was adopted by the City Council in 2015, complete with a brand identity, color palette, marketing collateral, website redesign, stationary suite, and the tagline *The Center of What's Possible*. There is a Marketing Committee comprised of three City Council members and a number of community stakeholders that promote Santa Clara as a destination, as well as a great place to live, learn and play. Marketing Committee meetings are held on the third Wednesday of every month and are open, public meetings. Stakeholders include, Santa Clara University, Mission College, Triton Museum of Art, Santa Clara Chamber of Commerce, Santa Clara Convention Center – Convention Visitors Bureau, California's Great America, San Francisco 49ers, Santa Clara Unified School District, Silicon Valley Power (the City's electric utility), and hoteliers, among others.

More information on the brand development, guidelines and assets can be found by visiting <http://santaclaraca.gov/government/the-center-of-what-s-possible>

C. Description of Required Services

The successful respondent will be required to perform the following:

1. Outline communications strategies, procedures and policies for both internal and external stakeholder engagement;
 - a. Design an effective social media/digital outreach strategy;
 - b. Address the design, production and dissemination of collateral materials;
 - c. Guide website content development;
 - d. Guide print and broadcast media engagement/outreach;
 - e. Establish metrics for evaluating the success of communications/outreach efforts

2. Develop, implement and sustain a proactive community outreach program
3. Develop and conduct community surveys
 - a. Project-based surveys on specific projects and programs City-wide
4. Provide quantitative and/or qualitative public opinion research
5. Foster increased collaboration between the City and the community at-large to enhance trust and transparency

City's Role

The job of the City's Project Manager is to work closely with the consultant team to answer questions, make decisions, provide guidance and assist in coordination when needed. The City's Project Manager is not responsible for research or design for the consultant team.

D. Required Proposal Components

1. All information set forth in Article 6 of the RFP; and
2. Demonstration of the firm's ability to develop and implement a proactive and innovative community outreach program. This should include examples of case studies; and
3. Demonstration of the firm's ability to conduct community surveys and stakeholder interviews. The scope and design of the research will be recommended by the consultant and approved by the City Project Manager.