RFP-25-01 Branding Services

Questions and Answers

Q 1: Would you mind sharing with me which list/system you used to include us in the bidding process?

A 1: We used the **MRSC Rosters** system to identify and notify vendors for this RFP.
Please let me know if you have any questions as you review the materials.

Q 2: May I ask how you know of us and if there are multiple firms invited to apply?

A 2: We identified your firm through the MRSC Rosters system, and yes — this RFP was distributed broadly through MRSC Rosters, with 217 firms notified and invited to submit a proposal.

Q 3: On my work laptop, I'm unable to view the site due to security settings. I wanted to share this observation in case it requires attention on your end.
Please let me know if there's an alternative link or if you'd like to provide additional materials for review.

A 3: Thank you for flagging that. The RFP is currently hosted on our website, and we haven't had other reports of access issues, but we appreciate you letting us know.
If your work laptop's security settings are blocking access, you may want to try viewing the site from a different browser or network. If the issue persists, I'm happy to provide the RFP materials directly or share an alternative way to access them.

Q 4: I am submitting the following questions in response to RFP-25-01 Branding Services.

- For the Added-Value Services, can you confirm if you require staff hourly rates or a budget?
- Is there a not-to-exceed budget or budget range in mind for this contract?
- Is there a desired completion date for the new brand?

A 4: At this time, there is **no set budget or not-to-exceed amount** established for this contract. This RFP process is intended to help guide us as we review competitive, professional proposals.
For **Added-Value Services**, we are not requesting staff hourly rates. Proposals should include an **estimated cost for all work** related to the tasks and deliverables outlined in the scope. A **total estimated cost for deliverables** is required.
We welcome firms to submit a **packaged approach**, including optional service tiers or phased cost levels, if that is helpful in demonstrating value.
Information about our organization, including size and number of locations, is available on our website at www.yvl.org.
At this time, there is **no fixed completion date** for the new brand; proposers may include a proposed timeline as part of their submission

Q 5: General

- Your 2024–2028 Strategic Plan outlines aspiring and ambitious engagement goals — from "soft" measures like increasing the percentage of library users with school-aged children who

feel more connected to the library, to "hard" metrics such as achieving a 40% increase in early literacy program attendance system-wide.
    - Of all the targeted metrics, which feel the most important to reach, and why? Which feel most challenging to achieve, and why?
- Are there library systems or public institutions whose branding you admire? Are there any you feel would not resonate with your community?

Audience(s)
- Could you help us understand your priority audience groups and how they currently interact with your branches and services? For example: rural families using mobile services, job seekers needing workforce support, etc.
- Your strategic plan emphasizes strengthening relationships with underserved communities. Which specific communities would you most like to better reach?

Brand
- What are the most important challenges or limitations of the current brand system?
- Do you foresee any challenges rolling out the new brand-system across all the different county touch points?
- Do individual branches require unique identifiers, or should the system present as a single identity?

Brand Rollout + Campaign Support
- Do you anticipate needing public or internal-facing materials / toolkits to support the transition to the new brand identity? We often find this very useful.
- Beyond the brand release efforts, can you share examples of the types of campaigns YVL typically runs? For example: a youth literacy initiative for families, including newsletters, social content, with accompanying print materials distributed county-wide.

Website
- From your perspective, what aspects of the current website best support your 2028 strategic goals, and which areas need improvements for users?
- Can you confirm the website is built on WordPress? While we have extensive WordPress experience, our preferred CMS is Contentful due to its nearly limitless ceiling of capabilities, speed, security, and ease of content management. Would you like us to include a Contentful recommendation in the proposal, or would you prefer we stick with WordPress?
- Which third-party tools, plugins, or integrations does the current site rely on? Which will be required going forward? For example: Google Analytics, catalog systems, library card account tools, event registration platforms, or eCommerce features.

Process
- Would you like us to incorporate staff workshops into the proposal? This could align to your strategic plan's focus on staff development and systemwide consistency.

A 5: General
Strategic metrics
Our 2024–2028 Strategic Plan includes both qualitative and quantitative measures, and we view them as interconnected. Increasing early literacy engagement and attendance is a high priority, as it

directly supports long-term educational outcomes and is an area where libraries can have measurable, systemwide impact.

Measures related to connection, belonging, and trust, particularly among families with school-aged children and underserved populations, are equally important but more challenging to quantify. These are influenced by brand clarity, consistency, and relevance, which is why a systemwide rebrand is a strategic investment rather than a purely visual one.

Comparable brands

We admire library systems and public institutions whose brands feel modern, welcoming, flexible, and community-centered, while remaining accessible across diverse populations. Brands that feel overly academic, institutional, or corporate tend not to resonate as strongly with our communities, particularly in rural areas.

Audience(s)

Priority audiences

Yakima Valley Libraries serves a wide range of audiences across urban, suburban, and rural communities. Priority groups include:

- Families with young children engaging in early literacy and school-readiness services
- Rural and agricultural families accessing branch-based and outreach services
- Job seekers and adults seeking workforce, digital, and language support
- Teens and young adults engaging through programs, events, and digital platforms

Engagement varies by branch, with some communities relying heavily on in-person services and others engaging primarily through programs, outreach, or digital resources.

Underserved communities

We are especially focused on strengthening relationships with rural residents, Spanish-speaking households, migrant and agricultural families, and communities with limited access to technology or transportation. Cultural relevance, language accessibility, and trust are key factors in improving reach.

Brand

Current brand challenges

The current brand system lacks consistency and flexibility across platforms and locations. It can be difficult to apply uniformly across print, digital, outreach, and program-based materials, which impacts recognition and cohesion.

Systemwide rollout

Rolling out a new brand across a countywide system with multiple branches, partners, and platforms will require thoughtful planning, clear guidelines, and internal support. We view this as achievable with the right tools and phased approach.

Branch identity

We anticipate presenting as one unified system identity, with the ability for branches to be clearly identified within that system. We are open to recommendations that balance consistency with local recognition.

Brand Rollout + Campaign Support

Transition materials

Yes — we anticipate needing internal and public-facing brand toolkits, guidelines, and transition materials to support consistent adoption across staff, branches, and partners.

Campaign examples

YVL regularly runs campaigns related to:

- Early literacy and family engagement
- Summer and winter reading initiatives
- Community-wide challenges and outreach programs
- Digital resources and access campaigns

These often include a mix of print materials, social media content, newsletters, in-branch signage, and outreach materials distributed countywide.

Website

Current website

The website plays a critical role in supporting access to services, programs, and resources. While it effectively houses core information, we see opportunities to improve user navigation, clarity, accessibility, and alignment with strategic goals, particularly around engagement and discovery.

CMS

The current website is built on WordPress. While we are open to learning about alternative CMS recommendations, proposals should primarily assume WordPress unless otherwise noted. Firms may include optional recommendations if relevant.

Integrations

The site currently relies on integrations such as:

- Google Analytics
- Library catalog and account systems
- Event registration platforms
- Third-party digital resource access

Maintaining and improving these integrations will be important going forward.

Process

Staff workshops

Yes — we are open to incorporating staff workshops into proposals, particularly where they support systemwide consistency, adoption, and staff confidence in using the new brand.

Q 6: The team is curious what YVL's budget for the Branding Services project is?

A 6: At this time, YVL has not established a set budget or not-to-exceed amount for the Branding Services project. This RFP process is intended to help inform our approach as we review competitive, professional proposals.

Proposals should include a comprehensive cost estimate covering all tasks, deliverables, and any optional services outlined in the scope.