

Task 0: Project Management


As a firm, EnviroIssues has established a set of internal policies and procedures that align our deliverables with our client's communications goals and standards. Our responsive approach for managing this project includes a set of clear communication protocols, defined roles and responsibilities, and detailed project management tools.


We strive to reflect values of customer service, integrity, and a solution-focused approach in how we manage and deliver projects to clients. Our success depends on setting a solid foundation for the work through diligent project management in close coordination with our clients.

Alexandra Streamer will serve as the project manager for the contract and is committed to providing timely responses to inquiries, resources, and strategic advice.


Key components of project management include:


Our team's availability 

Responsiveness to requests and inquiries 

Our process for setting up new task orders and kicking off projects 

Active management and reporting throughout each project 

Handling amendments and changes 

Evaluation processes and project close-out 



Project kick-off, scoping, and planning

Once the contract is finalized and signed, the EnviroIssues team will organize a kickoff meeting to establish shared expectations, including finalizing project scope, budget, staffing levels, team roles, communication protocols, meeting schedules, and collaboration tools. This kick-off sets a solid foundation for effective teamwork and project management throughout the project.

Ongoing communication, project management, and progress monitoring

Throughout the project life cycle, our project manager conducts recurring check-ins with the City to review progress against the project scope and budget. These meetings serve as an opportunity to address any concerns or issues that may arise and ensure transparency and accountability.

We also use project management tools to track and manage tasks and schedules during the project. These tools enable seamless workback planning so the City project manager knows what to expect and when. On the accounting side, we use an integrated billing system (Deltek Vantagepoint) that provides weekly budget tracking and monthly invoices. Alexandra will provide detailed labor and expense reporting with each invoice customized to the City's needs. Our team of diverse expertise can offer flexibility and access to specialized skills.

Capacity

Our proposed team will be supported by a bench of over 75 professionals with the range of expertise needed to support Go Redmond rebranding and website development. As consultants, we strive to set a course and stick to it, but we also recognize that flexibility is part of the complex environment of any project. Our project managers are highly experienced adapting to and managing changing project needs. As needs arise, we can quickly add expertise and capacity to our team to stay aligned with your desired outcomes.

Task 1: Program Name, Logo, and Branding

Our goal is to guide you through each step, working closely together to create an identity that reflects who you are to the community. We will begin by understanding the Go Redmond audience and goals through a detailed creative brief, followed by design exercises like word association to develop a new name and tagline for the program. Once these elements are refined, we will create a logo and visual identity that perfectly aligns with the new identity, with the goal of authentically representing the community's evolved needs for the program. Based on the proposed budget and timeline, the following outlines the essential steps we recommend to meet your tight schedule while ensuring alignment with your vision and resources

The connection between storytelling and messaging

We believe a brand should consistently tell a compelling story to connect with its audience. Our team is excited to collaborate with you to uncover meaningful messages that resonate with your desired audiences. We will guide you through the storytelling process to highlight the city's transportation resources and increase awareness of the Go Redmond programs. Together, we will draft compelling narratives and develop a creative plan using the blog and social media to promote safe, eco-friendly transportation solutions.

Building the brand

Rebranding is a continuous journey of learning, researching, and enhancing. To ensure that the brand and marketing strategy are memorable and genuine, they must also be relevant, honest, inspiring, and consistent. We will lead the Go Redmond rebranding effort by following a process that builds what we consider to be the three core components.

Building the brand core components:

- 1. Visual identity:** The visual components you want the audience to associate with Go Redmond.
- 2. Brand Voice:** Text and words used to describe Go Redmond.
- 3. Perceived identity:** The perception your target audience has about Go Redmond.



Brand assessment

Because building a strong client relationship is important to us, we prioritize initial meetings to foster trust and a mutual understanding. Our approach begins with a kick-off meeting and workshop to evaluate Go Redmond's current brand and communication strategies. This introspective phase allows us to identify successes and areas for improvement, laying a solid foundation for your rebranding journey. This research will inform our work, helping us understand how the new brand platform can enhance Go Redmond's reputation among your existing audience. We will work with Redmond staff to catalogue the known challenges, such as confusion among other "Action verb – Redmond" services and a reduced interest in viewing sustainable transportation options through the lens of commuting.

These insights will shape a creative brief guiding the development of visual and written identities, along with strategic marketing plans, and key deliverable dates set accordingly.



Creative brief

The Branding and User Interface Lead, Anh Mai, will utilize the information gathered from the kick-off meeting and lead the branding process. The creative brief serves as the blueprint for the rebrand, outlining key objectives, tone and voice, target audiences, brand applications, and visual considerations. Establishing these strategic criteria provides clear guidance for designers and reviewers throughout the creative process.



Evaluating the brand name

Our creative director will guide you through the process of evaluating what works and what doesn't with the current Go Redmond name. We'll identify the necessary changes to align the brand name with your vision and purpose, making certain that the new program name resonates with the community.



Visual identity

With a creative brief, we will craft brand concepts encompassing visual identity and compelling taglines that resonate with Go Redmond’s essence. Our approach involves developing creative strategies to ensure deliverables align with project goals, resonate with target audiences, and maintain visual coherence. We will create a comprehensive draft of your brand messaging strategy, covering brand introspection, audience understanding, tone of voice, messaging, and brand applications.

Presenting two creative concepts for Go Redmond, we will invite you to review and select the concept that best represents your organization for further refinement. Multiple rounds of feedback will be encouraged to accurately reflect your vision in the new brand. This collaborative process will effectively refine and finalize both the visual and written identities.



Brand guidelines

After completing the brand refresh, Anh will oversee the creation of brand guidelines, which will serve as a comprehensive reference for applying and implementing the brand across various applications. These guidelines will cover logo usage, color palette, typography, photography/imagery, and other essential brand elements.



Launching your new brand

We understand that a rebranding process involves deep thought, continuous exchange of ideas, and an emotional investment. Upon completion, a rebrand deserves a strategized rollout plan that honors the effort and care invested. We will assist you in preparing, evaluating, and selecting the appropriate tools and platforms to introduce your new brand to your audience. An approach for launching the new brand through social media and other digital channels in addition to in-person events is described in Task 3 and Task 4, respectively. We will also guide you on how to evaluate your brand’s effectiveness after launch, assessing how well it communicates with your target audience. This will enable you to make necessary adjustments and improvements as your branding efforts evolve.

Task 2: Website Design

Creating a new website is a complex task that goes beyond just its appearance. We aim to create a product that provides a long-life span, is scalable to growing needs, and is optimized for excellent performance from both a technical and user-oriented standpoint. Our Development Team collaborates closely with our Design Team to deliver a supportive experience from the project kick off, all the way to site launch. To deliver a high-quality product on time, we will follow a detailed schedule of tasks and deliverables, which will keep us within the City’s timeline, budget, and scope of the deliverables.



Website assessment

The website assessment will allow us to look “under the hood” of your current site and better understand what is working best. This will provide us with insights as to what elements should be replicated or retained in the new site and what areas need to be reimaged or crafted to meet future needs. We will audit the current site build in the areas of functionality, content strategy, performance, and traffic analytics. This analysis will help us determine weak points and influence a plan of improvement.

Conducting user research is important for creating an accessible website, as it helps us understand our audience’s needs and pain points. The depth of user testing will be determined based on client preference, schedule and budget. Our Design and Development teams will guide you in leveraging available resources, such as Google Analytics data and website traffic insights, to better understand how the audience is using the site.



Development setup

We will use a version control system to implement updates in a timely manner and offer stability of the code base during the build. We will also use industry standards for creating staging and production servers of the new site for seamless integration of updates and quality assurance during review. These instances will continue to serve the site for updates after launch. Domain registration (if applicable) will also be handled while we consider the need for redirects from the old site to the new site so that visitors can have a seamless journey during the transition to the new build.



Ride-matching component

The new website will include the ride-matching component using the same technology already used on the website. This may require using some of the code snippets used on the current site. Common integrations would be an API call or embed provided by the SmartRideshare service.

We will employ current standards by integrating an industry-standard tool within the CMS, during content creation, and in the codebase to meet search engine requirements and achieve optimal natural site rankings. Google analytics will also be implemented to track user interaction and consumption while further analyzing SEO after the launch. Additionally, we will set up an easily accessible tool to help track your traffic sources, clicks, and user base.



Build processes

Wordpress is our CMS of choice and allows us to make a fully custom theme with built-in components (blocks) that can be easily implemented based on your content needs throughout the site. This theme will be built in accordance with pre-existing content types based on the current build but will incorporate the design aesthetic of the new brand. The site administrator and content editors will have the control they need for publishing content and allowing flexible content layouts for various new content types. We will store backups throughout the development process and configure the servers to create automatic backups as well. In coordination with Redmond’s digital team, we will migrate a scoped, pre-determined amount of content from the current site to the new build at a scheduled time during the build process. Aspects of this migration process will be done ad-hoc and reviewed for content quality.



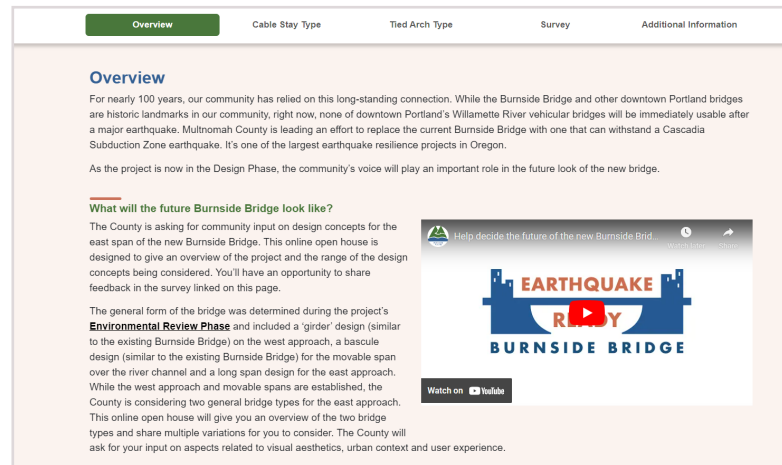
Ongoing support

Following the launch of the new brand and website, our team will create clear documentation for how to create content within the site and provide tutorials and staff training sessions. This could include specific directions about how to update the state-owned rideshare tool when the update becomes available. We will be available for up to three months for troubleshooting, depending on the available budget. Should the City want to make major updates or add new features that require our specialized skills, we will help the City develop a scope and budget to contract for this additional work.



Adherence to best practices

Our design and development team will work together to create a site that is responsive and works in different viewports (desktop, mobile, tablet). We will ensure the site meets accessibility requirements by performing a series of tests throughout the development process and at final review before launch. Search engine optimization (SEO) is a continually evolving necessity for every high-performing site.



Screenshot of the Burnside Bridge home page.

Case Study

Earthquake Ready Burnside Bridge

<https://burnsidebridge.participate.online/>

Overview

Multnomah County needed a site to educate the public about the final design phase of the Burnside Bridge in downtown Portland. The site needed to house many images of two primary bridge types and their corresponding variations. The site also needed to provide a survey to capture the thoughts of the public.

The Challenge

We were tasked with organizing the site’s content to maximize the user experience and direct them to the survey after they digested the media and content related to the various bridge designs. We displayed the various assets in interactive ways to hold the visitor’s attention while educating them on the details of what each design entails. Due to the number of different options available, we designed and built a unique component to further enable users to pick and choose which details they wanted to learn more about while they took the survey. This attention to content strategy, design and custom-tailored functionality was a success as the survey data captured has far exceeded the initial goals set at project kickoff.

Task 3: Program Social Media and Blog Content

Social media is a major connecting thread between your agency and the public, and a critical part of the updated Go Redmond brand rollout process. A targeted approach to social media is key to audience building, and a distinctive social media ‘voice’ will help you stand out in increasingly crowded social media platforms such as Facebook, X, and Instagram. A social media brand voice will be a shortcut in the content planning process, establishing a consistent perspective and guidelines for all your future social media content.

Building on the written and verbal identity that we created during the brand development process, our team will collaborate with Redmond staff to define a distinctive social media brand voice that reflects core values. This voice can be practical, educational, funny, whimsical—whatever best suits the needs of the Go Redmond program and target audiences. The ultimate goal of this social media brand voice will be to connect with new audiences via Go Redmond brand content tailored to their social media engagement habits and then encourage those audiences to engage in desired behaviors such as using transit to visit Remond, joining a vanpool group for their daily commute, or biking to new destinations around the city. Our project team has experience identifying the unique qualities of your program and developing a voice and plan that builds on those qualities to attract target audiences through social media platforms.

This multi-step process will include:

- Defining goals for social media outreach.
- Cataloging lessons learned from existing social media presence and rider inquiries.
- Reviewing high-priority topics for future Go Redmond social media content.
- Defining target audiences—such as existing users of Go Redmond and new users with high mode shift potential given the 2 Line opening—and identifying their priorities, interests, and patterns of social media engagement.
- Identifying a meaningful connection point between Go Redmond priority topics and the audiences that need to hear about them.

Once your social media brand voice is established, we will develop a customized social media plan, including guidelines that outline best practices for content creation, establish a realistic schedule for social media engagement, and identify a variety of potential post themes for future engagement. Our team will ensure that these are achievable within the 4 hours per month that Redmond staff have available to operate Hootsuite. Our design team will also provide an updated visual identity for your social media and blog, including profile photo, account name, and updated blog themes.

Part of our social media communications strategy will involve identifying when and how blog posts can have the most impact with your userbase. This will include identifying key topics that warrant expanded content best served by a blog post and identifying the best way to promote these topics on social media. Through thoughtful integration of social media content and blog functionality, our team will help you develop an educational and entertaining repository of knowledge for your users that can invite participation.

Task 4: Launch Plan



Whether reaching people individually or at a large event to inform people about new transit service in their neighborhood, EnviroIssues knows how to make meaningful connections to uncover barriers and promote education to facilitate behavior change. We know how to craft messages that resonate and images that motivate. Our team has experience and deep knowledge of transportation strategies and expertise in community engagement. Behavior change is inherent to transit expansion and neighborhood evolution, and we are eager to plan the public presentation of the updated Go Redmond brand and website to excite the community about new ways to get around.

We will draft a comprehensive and clear event plan that outlines a tabling strategy with an engaging call to action, suggested materials (e.g., flyer or rack card) and content, potential giveaways featuring the new brand, and activities for booth visitors.

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Our goal will be to propose fun and intriguing opportunities for people to learn about the new Go Redmond brand and program offerings. Booth visitors could fill out a board with the prompt, "How will you access the Downtown Redmond light rail station without a car?" for a chance to spin a prize wheel with fun giveaways like free ORCA cards, branded to-go coffee mugs, a map of safe bike routes to and from key neighborhood destinations, branded umbrellas, personalized trip planning assistance, bike spoke decals, new helmets, branded reusable shopping bags, and more.

EnvirolIssues looks for every opportunity to maximize engagement and would recommend using this event to poll attendees about their awareness of Go Redmond's offerings. One approach could be to ask booth visitors to add a bean to one of two jars labeled "yes" and "no" to indicate familiarity. Having multiple activities at the table encourages attendees to linger, which gives staff a longer opportunity to strike up a conversation and expand awareness to promote use.



The event plan would also include suggested opportunities for promotion, beginning first with the updated social media strategy and furthered by leveraging Redmond's robust newsletter subscriber lists (e.g., the Parks Department, Focus, and ENCORE newsletters) to promote the updated brand and upcoming event to expanded audiences. The City could also consider its existing partnerships with neighborhood community organizations and develop suggested social media language for these groups to share with their networks.

Central to our approach is blending our knowledge of Redmond with innovative ways to capture the attention of travelers most likely to be considering a mode shift. Whether through in-person events or online engagement tools, we strive to remove barriers to access and promote accessible participation to all so that Redmond's can continue successful engagement long after our contract has ended.

Case Study

Redmond Routes to Rails

On the Redmond Routes to Rails project, EnvirolIssues developed a dynamic kick-off event for the pilot project called "Walk, Rock and Roll" that included family-friendly activities like rock painting, bike safety and helmet fitting, free scooter trials, ice cream, outdoor games, and an opportunity to try out the route and answer a few questions. More than 75 community members came out to the event, and more than 120 responded to our survey to inform permanent signage and suggestions for additional area improvements. A large percentage of respondents reported not knowing about the alternative route highlighted through this event, and many were willing to utilize the trail as an alternative route moving forward.

Why EnvirolIssues?



Familiar with City of Redmond (as a client and the area)



Certified DBE and MWBE Business



Offers Public Engagement, Web Design, and Branding Services



Vast Experience with Transportation and Behavior Change Projects

Project Schedule

September & October

- **Task 0: Kickoff meeting**
- **Task 1:** Development of:
 - Visual identity
 - Brand voice
 - Brand guidelines
- **Task 2:** Website assessment

November & December

- **Task 2**
 - Content wireframing
 - Website build
 - Testing and tutorials with Redmond staff
- **Task 3**
 - Define social media and blog goals and audiences
 - Identify post themes and schedule
 - Develop visual assets

January & February

- **Task 2:** Testing and tutorials with Redmond staff
- **Task 4:** Develop detailed launch event plan

Cost Proposal

STAFF	Alexandra Streamer	Anh Mai	Kerry Hammond	Ben Bogard	Dev Team	Jessa Wolfe	
Billing Rate	\$188.00	\$191.00	\$140.00	\$191.00	\$124.00	\$153.00	
Total Hours	109.5	152.0	102.0	81.0	60.0	53.5	558
Total Labor Cost	\$20,586.00	\$29,032.00	\$14,280.00	\$15,471.00	\$7,440.00	\$8,185.50	\$94,995
PROJECT MANAGEMENT							
						Total Hours	36
						Total Labor	\$6,752
PROJECT NAME, LOGO, AND BRANDING							
						Total Hours	139
						Total Labor	\$22,540
PROGRAM WEBSITE							
						Total Hours	234
						Total Labor	\$40,118
PROGRAM SOCIAL MEDIA AND BLOG							
						Total Hours	84
						Total Labor	\$14,308
LAUNCH PLAN							
						Total Hours	65
						Total Labor	\$11,130
						Total Direct Cost	\$0
TOTAL COST							\$94,995

The above cost estimate reflects the proposed depth and complexity of what it takes to do this important rebranding and website update work with care. We recognize the City may desire to maintain a project budget of \$50,000 or below. In our professional experience, this amount won't be sufficient to accomplish all four tasks with the quality and standard the City of Redmond typically delivers. Our professional recommendation would be to focus the \$50,000 contract on the delivery of Tasks 1 and 2 and delay Tasks 3 and 4 in a separate contract. This would allow the City to prioritize completing the rebranding and website update and allow Redmond to secure the contract for Tasks 3 and 4 while this work is underway. If this City decides to move forward with the limited budget of \$50,000, we will want to work closely with you to identify a scaled back scope for Tasks 1 and 2 that can be successfully delivered.

We would work collaboratively with you to reduce scope elements, which could impact components like:

- The robust process needed to rename the program thoughtfully
- Any user research that informs your target audiences' top priorities for site functionality
- Ability to customize Word Press to innovate on site structure and user experience

We are offering this limited version to you because budget realities are the nature of supporting municipalities and we share your passion for expanded transportation demand management services. EnviroIssues strongly recommends applying the full budget of \$94,995 for this work to devote the requisite resources to evolving Go Redmond and its reach to truly invest in the opportunity for behavior change.