

# City of Riverbank

## Community Engagement Strategy & Communications Plan

### Request for Proposal

#### Proposal Questions

**1. Does the City have a current communications vendor?**

The City has an agreement with Jane Media Services (local Riverbank consultant) for Social Media content creation. Attached is the general scope of services with additional information.

**2. Does the City have a total budget for this engagement?**

The City does not have an established budget for this project. The Council has made this a Strategic Plan priority and are committed to moving forward with the most responsive proposal.

**3. Does the City already have a survey platform or system in place?**

The City does not have a survey platform in place.

**4. Is the City open to a fixed fee model, with billing based on predetermined milestones?**

The City would be open to a fixed fee structure.

**5. The RFP notes that work should begin within four weeks of contract award. Is there a desired completion date or milestone schedule the City hopes to achieve?**

The Council has no target completion date as it is the City's desire to ensure that sufficient time is dedicated to a comprehensive plan.

**6. Is there a target or not-to-exceed budget range for this engagement?**

There is no target NTE amount.

**7. Which languages are the highest priority for the multilingual component, and does the City currently have a translation or interpretation resources or vendors in place?**

Preferred language for translation is Spanish. We have vendors that we work with for document translation and in-person translation services used on an as needed basis. The City incorporated the use of Wordly Translation Services to our City Council and Planning Commission meetings via Zoom.

**8. Should the final Communications Plan be designed as a public-facing document or primarily as an internal operational guide for City staff and leadership?**

We envisioned the final plan being an internal operational guide.

**9. The RFP mentions presentations to Council and executive staff. Could you confirm how many presentations are expected, and whether community or public presentations should be included?**

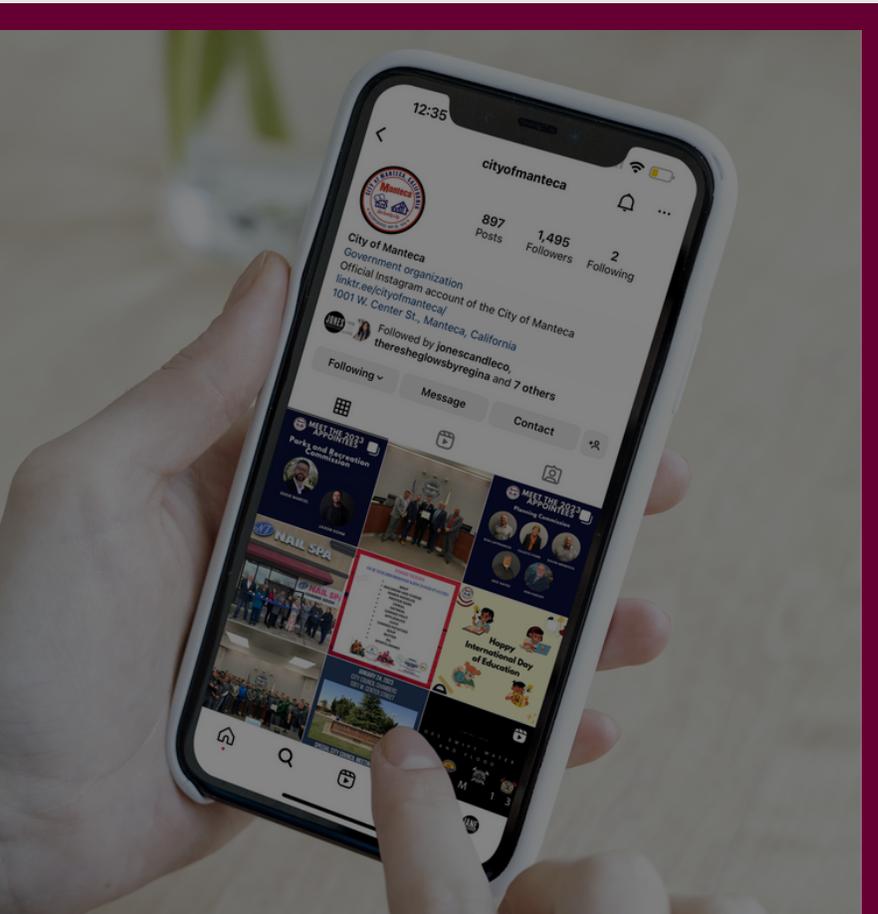
We would like at least 2 presentations to Council (one to present a draft document for feedback, and a second for final adoption) and as an option a community presentation to assist in gathering feedback on the best methods of communication for residents, particularly those who are not on social media.



# Let's Be SOCIAL

JANE MEDIA SERVICES

## MARKETING *proposal*



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# LETTER OF PROPOSAL

Dear Marisela H Garcia,

Thank you for considering Jane Media Services as a partner in providing strategic communication services to the City of Riverbank. We are excited about the opportunity to collaborate with your team and contribute to the city's communication objectives. This proposal outlines our qualifications, services offered, approach to the scope of engagement, estimated cost, and additional information to assist you in making an informed decision.

## Company Overview:

Jane Media Services is a reputable local communication and marketing agency with a strong track record of working with businesses and nonprofits across various communication channels. Our team comprises highly skilled professionals who possess a deep understanding of graphic design, visual marketing, media relations, social media management, and community engagement.

## Our Differentiators:

Jane Media Services stands out among other communication firms due to the following key advantages:

1. Location, Location, Location: Our goal is to assist the City of Riverbank in leveraging the power of social media to enhance community engagement, since we are a local agency, we are able to help promote local initiatives, and communicate effectively with residents as well as city staff by creating real time content during City of Riverbank's most important moments.
2. Comprehensive Team: Our team consists of creative thinkers and expert communicators that can help share the City of Riverbank's story through photography, videography, thought evoking copy and more. This organic approach ensures seamless coordination and delivery of high-quality work, simplifying management for your staff and ensuring a consistent product.
3. Prior Experience with other city agencies: We have previously collaborated closely with city management teams on various social media projects since February 2022. Our familiarity with the dynamics of local city's staff and growing needs and goals positions us well to provide tailored and effective solutions.

# APPROACH TO SCOPE OF WORK

## Services Offered:

Jane Media Services offers a comprehensive range of services to address the City of Riverbank's communication requirements:

1. Strategy, Marketing, and Communications:
  - o Strategic development, research, surveys, and messaging
  - o Social media management and optimization (SEO)
  - o Web hosting, support, and email campaigns
  - o Media relations (media, stakeholders, public, government)
  - o Support and training for events, presentations, and virtual gatherings
  - o Google AdWords, LinkedIn, and Facebook advertising
2. Creative Services:
  - o Full-service graphic design for digital, print, and outdoor media
  - o Brand and logo development
  - o Content generation, copywriting, and editorial services
  - o Photography, illustration, and information graphics
  - o Video and animation production
  - o Web design and implementation

## Approach to Scope of Engagement:

Based on the City of Riverbank's identified needs and dynamic communication priorities, we propose a monthly retainer model that covers a baseline set of deliverables. In addition, we offer discounted hourly rates for ad hoc requests beyond the retainer work. Our proposed scope of work includes:

- Regular client check-in calls(weekly calls/meetings not to exceed 2 hours)
- Strategic communication planning(annual, monthly & weekly planning breakdowns)
- Media and social media monitoring
- Social media management
- Media relations support
- Content development and creation (news articles, press releases, promotional video)
- Graphic design support
- Photography & Videography services (not to exceed 6 hours monthly)
- Regular metrics reporting

Please refer to the attached document for a detailed breakdown of monthly retainer deliverables and their associated costs. Additionally, we are available to provide support on an ad hoc basis for crisis communications, internal/employee communications, website support, and other special projects as assigned.

# ESTIMATED COST OF RETAINER ENGAGEMENT

## Proposed Scope of Work Overview:

1. Annual, Quarterly, Monthly & Weekly Social Media Strategy Development:
  - Conduct a comprehensive analysis of the city's current social media presence.
  - Identify key target audiences, messaging, and communication goals.
  - Develop a detailed social media strategy encompassing content themes, posting schedules, and engagement strategies.
2. Account Management:
  - Create and optimize social media accounts on platforms such as Facebook, Twitter, Instagram, and LinkedIn.
  - Generate compelling and relevant content, tailored to each platform's requirements and audience preferences.
  - Curate and share local news, events, programs, and initiatives.
  - Daily monitoring comments, messages, and inquiries, ensuring prompt and professional responses.
  - Implement community management techniques to encourage positive interactions.
3. Content Creation:
  - Develop visually appealing and informative content, including graphics, images, and videos, to support social media campaigns.
  - Collaborate with City of Riverbank departments and stakeholders to source compelling content.
  - Craft engaging captions that maintain consistent branding and messaging.
  - Produce original written content, such as blog posts, articles, and press releases, to further engage the community.
4. Analytics and Reporting:
  - Implement robust analytics tools to track social media performance, audience engagement, and campaign effectiveness.
  - Provide monthly reports detailing key metrics, including reach, engagement, follower growth, and campaign outcomes.
  - Analyze data to identify trends, insights, and areas for improvement.
  - Conduct regular meetings to review performance, discuss strategies, and ensure continuous improvement. recommendations for improvement.

# ESTIMATED COST OF RETAINER ENGAGEMENT

## Deliverables Overview

:

1. Social media strategy document outlining the recommended approach, key objectives, and target audience analysis. This will be delivered in annual, quarterly, monthly & weekly breakdowns to keep the social media strategy on track and growth minded. (excel format to be maintained by JMS)
2. Fully optimized social media accounts across all platforms up to 5. Keeping all account information fresh and relevant and linking important information in the bios.
3. Engaging monthly content calendar with content themes, posting schedules, and creative ideas. This will be delivered via a link prior to weekly meetings so that the City Management team has the opportunity to review scheduled upcoming posts before the meeting to see what they might want to change or add. [CLICK HERE](#) to review a sample of what that would look like.
4. Regularly updated and monitored social media accounts with a focus on audience engagement and community management.
5. Monthly creation of high-quality visual content, including graphics, images, and videos. Approx 3-5 posts per week. Max 4 hours per week
6. Media monitoring of Google Alerts & RSS Feeds for mention of City business or interest to be discussed and reviewed during monthly meetings
7. Original written content, including blog posts, articles, and press releases, to support social media campaigns. Approx 2-4 per month
8. Targeted advertising campaigns to promote city initiatives and reach specific demographics. (As needed by City, budget to be discussed per campaign)
9. Monthly reports providing insights into social media performance and recommendations for improvement.

## Estimated Cost of Retainer Engagement:

Based on the proposed deliverables, the estimated monthly retainer cost for the City of Riverbank is \$4,500. This cost covers the agreed-upon services outlined in the scope of work for City of Riverbank. Please note that the pricing mentioned is an estimate and can be further customized to align with your specific needs and budget.

# ESTIMATED COST OF RETAINER ENGAGEMENT

Here is a list of ad hoc items that Jane Media Services can provide for the City of Riverbank:

1. Crisis Communications Support:
  - Developing and executing crisis communication strategies
  - Crafting crisis messaging and press statements
  - Managing media inquiries and providing timely responses
  - Monitoring social media and online platforms for crisis-related discussions
2. Internal/Employee Communications Support:
  - Creating internal communication plans and strategies
  - Drafting employee newsletters and announcements
  - Conducting employee surveys and feedback collection
  - Facilitating communication training and workshops
3. Website Support:
  - Website content updates and maintenance
  - Adding new pages or sections to the website
  - Enhancing website functionality and user experience
  - Optimizing website performance and SEO
4. Other Special Projects:
  - Developing and executing social media advertising campaigns
  - Conducting market research and analysis
  - Providing photography and videography services for specific events or initiatives
  - Assisting with community engagement initiatives and public outreach programs

Please note that these ad hoc items are additional services that can be provided by Jane Media Services beyond the scope of the retainer package. The cost and timeline for these items may vary depending on the complexity and duration of each project. It's recommended to discuss specific requirements and obtain customized quotes from Jane Media Services based on the desired ad hoc services.

Discounted Additional Hourly Rates Outside Scope of Work:

Meeting with principal: \$90 Hourly

On Location Content Creation(Photo/Video work): \$90 Hourly

Drone Footage: \$100 Hourly

Graphic Design Work: \$90 Hourly

Web Design: \$100 hourly