



CITY OF PEEKSKILL
CITY HALL

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REQUEST FOR PROPOSALS CITY OF PEEKSKILL, NEW YORK

REQUEST FOR PROPOSALS FOR DESIGN AND EDITORIAL SERVICES FOR THE CITY NEWSLETTER AND MEDIA RELATIONS AND PRESS RELEASES

RFP Issue Date: December 15, 2009
RFP Submittal Date: January 6, 2010

I. Introduction and Summary:

The City of Peekskill is soliciting proposals from a qualified and experienced contractor to provide the City with Design and Editorial Services for the City Newsletter. All Newsletter Articles will be prepared and created by City Staff. The City is seeking cost proposals for all Design and Editorial Services needs for the City Newsletter as described herein.

The City of Peekskill is soliciting proposals from a qualified and experienced contractor to provide the City with Media Relations and Press Releases. The City is seeking cost proposals for all Media Relations and Press Release Services as described herein.

Potential Contractors may submit on one or both of the proposed services. If bidding on both, the fees should cover each service if awarded individually. Identify any cost savings if both services are awarded to one consultant. If you are submitting two proposals, it is not necessary to duplicate information that applies to both services. Please indicate in your transmittal letter if you are submitting a proposal for one RFP or both.

II. Scope of Work Newsletter Services:

The City of Peekskill is soliciting proposals from qualified and experienced contractors to provide the following description for Design and Editorial Services for the City:

1) Newsletter Design and Editorial Services:

- a. The proposal shall be for an eight (8) to twelve (12) page, multi-color newsletter containing printed information, photographs, and/or graphics for the City of Peekskill.
 - b. The newsletters shall be created four (4) times per year (Winter, Spring, Summer, and Fall). Additional newsletters may be required.
 - c. The Contractor will be responsible for editing all newsletters, providing photographs and/or graphs and layout for newsletter to be delivered to the printer.
 - d. The City of Peekskill shall provide the Contractor with all articles and topics for the newsletter. The Contractor will not prepare articles.
 - e. The Contractor shall provide regular proofs throughout the design and editorial process to assure the newsletter edition meets the objectives of the City.
- 2) City Newsletter Delivery:
- a. The Contractor is responsible for coordinating the delivery of the newsletters to the City Authorized Printer.
 - b. The Contractor is responsible for ensuring that all labeling meet USPS bulk rate mailing requirements.
 - c. The successful Contractor and the City shall determine mutually acceptable work schedule for newsletter production.
- 3) Length of Contract:
- a. The successful Contractor will hold the prices for a minimum of one (1) year with additional years if mutually agreed upon.

III. Scope of Work Media Relations and Press Release Services:

The City of Peekskill is soliciting proposals from qualified and experienced contractors to provide the following description for Media Relations and Press Release Services:

- 1) Regarding mainstream media outlets, the retained Contractor's primary job will be to develop media coverage pertaining to various events for the City of Peekskill.
- 2) Responsibilities will include the following actions:
 - a. Assist in developing a media plan;
 - b. Elicit media attendance and coverage;
 - c. Assist in managing overall media relations including developing relationship with key contacts.
 - d. Assist in developing all supporting materials and media kit;
 - e. Respond to and maximize all press inquiries;
 - f. Develop and distribute advisories to media contacts;
 - g. Assist in arrange interviews;
 - h. Provide copies of all press releases monthly.

IV. Evaluation Criteria:

The City will use a “best value” method of selecting the most advantageous contractor for providing these services. All proposals submitted to the City will be evaluated on, but not limited to the following criteria:

1. Applicable Experience – Quantity and type of experience with similar work.
2. Approach to Project – methods of identifying, understanding and addressing project.
3. Cost Saving Innovations – Presentation of cost saving ideas for the project.
4. Technical Expertise - Expertise in dealing with the technical issues related to the project.
5. Adequate Resources - Sufficient staff, equipment and systems in place to complete proposed work within proposed time frame.
6. Project Innovations - Ideas or suggestions to improve the quality/schedule of project.
7. Project Proximity - Physical location of firm(s) in order to maximize attention to this project.
8. Performance on Past Projects - Success on previous projects of a similar nature.
9. Familiarity of Project - Knowledge of project background, needs, goals, limitations and special considerations.
10. Proposal Quality - Readability, completeness, brevity and organization of written proposal and quality of oral presentation

V. Submission Requirements:

All submittals shall be sent or delivered by the deadline to:

All submitted Proposals should be submitted by 11:00 am on January 6, 2010 to

Office of the City Clerk
City of Peekskill
City Hall, 840 Main Street
Peekskill, New York 10566

Proposals should be marked: **Design and Editorial Services and Media Relations**

Provide two hardcopies and one electronic copy in PDF format. Facsimile or electronic mail submittals will not be accepted.

Information in each submittal shall be considered public information by the City of Peekskill. Any information considered to be trade secrets, privileged or confidential should not be revealed in the proposals. Contents of the proposals could be made public after the contract has been awarded and executed.

The City of Peekskill retains the right to reject any and all submittals with or without cause. The City also reserves the right to consider and rely upon factors other than pricing in its selection process.

Any cost incurred by the respondents in preparing or submitting a Request for Proposal or interviewing for this project shall be the respondents' sole responsibility.

The City requires affirmative action, and, therefore, the individual or firm will not discriminate under the agreement against any person in accordance with federal, state and local laws and regulations.

Please direct all questions regarding this Request for Proposals to Anthony J. Ruggiero, AICP, Director of Planning at 914.734.4212 or aruggiero@cityofpeekskill.com

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