



TOWN OF CENTREVILLE

BID PACKAGE

Urban Education and Outreach Consultant

CONTACT:

Chris Clark, Watershed Manager

101 Lawyers Row

Centreville, Maryland 21617

410-758-1180

CClark@TownofCentreville.org

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Town of Centreville

INVITATION FOR BIDS

2008

Urban Education and Outreach Consultant

The Town of Centreville is requesting proposals to provide comprehensive urban education and outreach services including digital and print media and community relations. Individuals interested in submitting a proposal should contact the Town Office for further information including a bid package: Proposals must be received at Town Hall by 4:00pm, April 21, 2008. Town of Centreville, 101 Lawyers Row, Centreville, Maryland 21617; Tel.410-758-1180; email CClark@TownofCentreville.org

The Town of Centreville reserves the right to reject any and all bid proposals, to waive any requirements, and to accept all or part of any proposal, considered to be in the best interests of the Town. Award of the contract is subject to the approval of the Town Manager and Town Council of Centreville. Chris Clark, Watershed Manager will be the contact for this bid process. He can be reached at 410-758-1180. The Town of Centreville is an Equal Opportunity Employer. Minority and Women Owned Business Enterprises are particularly encouraged to apply. Discrimination based on age, race, sex, handicap or national origin is expressly prohibited.

STANDARD BIDDING FORMS

To: Town Manager, Town of Centreville

We hereby submit for your review the following proposal as requested by the Invitation for Bids. This Bid Form includes and incorporates all information and specifications as required by the CONTRACT DOCUMENTS, as described in Section 21, "Information to Bidders", the same as if specifically written herein.

2008 Urban Education and Outreach

BID AMOUNT
Attach Line Item Costs Separately

BIDDER:

AGENT:

FIRM:

ADDRESS:

PHONE:

EMAIL:

SUBMITTED BY:

(Signature of Authorized Agent)

(Title)

THIS ____ DAY OF _____, 2008.

ATTEST:

ACCEPTED:

Norman P. Pinder, President
Town Council of Centreville

Bob McGrory, Town Manager
Town of Centreville

AFFIDAVIT OF QUALIFICATION TO BID

I hereby affirm that

1. I am the (Title)_____ and the duly authorized representative of the firm of (Name of Corporation) _____ whose address is _____ and that I possess the legal authority to make this affidavit on behalf of myself and the firm for which I am acting.
2. Except as described in paragraph 3 below, neither I nor the above firm, nor to the best of my knowledge, any of its officers, directors, or partners, or any of its employees directly involved in obtaining contracts with the State or any county, bi-county or multi-county agency, or subdivision of the State have been convicted of, or have pleaded nolo contendere to a charge of, or have during the course of an official investigation or other proceeding admitted in writing or under oath acts or omissions which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or the federal government (conduct prior to July 1, 1977 is not required to be reported).
3. (State "none" or, as appropriate, list any conviction, plea, or admission described in paragraph 2 above, with the date, court, position with the firm, and the sentence or disposition, if any).

I acknowledge that this affidavit is to be furnished to The Town Council of Centreville, the Town Attorney, and where appropriate, the Attorney General under Section 16D of Article 78A of the Annotated Code of Maryland. I acknowledge that, if the representations set forth in this affidavit are not true and correct, The Town Council of Centreville may terminate any contract awarded and take any other appropriate action. I further acknowledge that I am executing this affidavit in compliance with Section 16D of Article 78A of the Annotated Code of Maryland, which provides that certain persons who have been convicted of or have admitted to bribery, attempted bribery, or conspiracy to bribe may be disqualified, either by operation of law or after a hearing, from entering into contracts with the State or any of its agencies or subdivisions.

I do solemnly declare and affirm under the penalties of perjury that the contents of this affidavit are true and correct.

(Signature) _____
_____ (Date).

NON-COLLUSION CERTIFICATE

I HEREBY CERTIFY I am the _____
_____ (Title)
and the duly authorized representative of the firm of _____,
whose address is _____

AND THAT NEITHER I nor, to the best of my knowledge, information and belief, the above firm or any of its other representatives I here represent have:

- (a) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith;
- (b) Not in any manner, directly or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the bidder or offer or herein or any competitor, or otherwise taken into action in restraint of free competitive bidding in connection with the Contract for which the within bid or offer is submitted.

In making this affidavit, I represent that I have personal knowledge of the matters and facts herein stated.

(Signature)

(Date)

(Printed or Typed Name)

SIGNATURE FORM

Name of Bidder: _____

Signature of Authorized Person: _____

Title of Authorized Person: _____

Street Name & Number: _____

City, State, Zip Code: _____

Telephone Number: _____

Date: _____

Bidders Federal Employers Identification No.: _____

Bidders Contractors License and Permit Numbers:

Environmental Outreach and Education
2008

SPECIFICATIONS

1. INTRODUCTION

The Town of Centreville is soliciting proposals from consultants to assist the Town, over a period of year, in providing consulting services related to the education of Town and Corsica River Watershed residents focused around the goals outlined in the Corsica River Watershed Restoration Action Strategy (WRAS). This will be an intensive approach to environmental education that will require a multi-disciplined team in the fields of public relations, graphic art, print media, digital media, dissemination of technical environmental information, knowledge of targeted population advertising campaigns, survey techniques, etc.

The Town of Centreville is located within the Coastal Plain Province in Queen Anne's County, Maryland. The Town lies at the headwaters of the Corsica River and serves as the County Seat. The current population of the Town consists of approximately 3,000 people. The draft Community Plan estimates potential population growth to approximately 13,000 people within the proposed growth area. It is the intent of the Town to have the mechanisms in place to protect the health, safety and welfare of the public in addition to providing for a sustainable set of tools to allow for responsible growth.

The Town published the Corsica River Watershed Restoration Strategy (WRAS) in September 2004. This document set forth a blueprint for the sustainable health of the Corsica River. The WRAS is based upon a comprehensive and scientific assessment of the Corsica River Watershed. The WRAS has identified impairments lying in multiple jurisdictions and provides guidance for the implementation opportunities and possible means to achieve water quality enhancement, expanded wildlife habitat, more sensitive land use conversions, and conservation.

To perpetuate the goals as outlined in the WRAS, the Town of Centreville is seeking consultant services related to the effort of public education and marketing. These efforts will acknowledge and further the goals of the WRAS.

It will be mandatory for any prospective bidder to familiarize themselves with the WRAS document. It can be found online: http://dnrweb.dnr.state.md.us/download/bays/cr_strategy.pdf

2. SCOPE OF SERVICES AND BUDGET

The following is a general scope of services for urban outreach and education that are required to meet the intent of the WRAS. This scope is an outline of the goals that the Town and other stakeholders would like to achieve and is an outline of what is anticipated in order to complete the project. However, it is the consultant's responsibility to modify the scope based on his/her professional experience in order to meet the objectives of the Town. As dictated in the outline of expected services below the consultant shall submit a detailed scope of work that meets the Town's objectives. The list of potential tasks is generally broad and is intended to provide the potential consultant with a list of primary objectives. This list could be modified if the consultant feels he/she has other ideas that may provide a better end product. It is particularly important that the consultant provide a detailed explanation of how they feel the tasks would best be completed along with related experience and references. It is expected that the consultant will work closely and receive direction from Town staff. The Town participates in a monthly stakeholder involvement group that the consultant will be required to attend. Each meeting lasts for approximately 2.5 hours and is held during the day. One evening meeting will be held to introduce the consultant to the Environmental Advisory Committee. The consultant will ultimately report to the Town Manager and the Town Watershed Manager. The Committee will meet with the consultant, as necessary, to discuss the projects related to the outlined tasks and evaluate the consultant's progress.

The proposed budget for this effort is \$35,000 for the remainder of calendar year 2008 with a \$5,000 contingency for potential overruns. The budgeting level for calendar year 2009 will be the same as 2008. This contract will be in effect for calendar year 2008 with the potential for a one year extension based upon the work performance of the consultant.

A. Short and Long Term Goals

Please provide a generalized work plan with individual pricing per line item. If the consultant feels he/she may have other ideas that would create a better end product within the proposed budget they should also include those tasks. The provided list of potential tasks is may include but do not need to be limited to those below. It is the intent of the Town to produce a marketing strategy that will best forward the objectives of the WRAS while maintaining the appropriate level of outreach to be effective.

- Develop a marketing and public education campaign to meet the intent of the Corsica River Water Restoration Strategy (WRAS) goals.
- Communicate the Town of Centreville's dedication to resolving the problem of removing the Corsica River from the Impaired Waters List (303(d) list).
- Update information on the newly formed website www.corsicariver.org
- Build on-going public awareness about the personal, community, economic, and environmental benefits of removing the Corsica River from the Impaired Waters List.
- Identify target groups for communications about the Corsica River Watershed Project and implement strategies to increase knowledge, awareness, and best management practices.
- Identify and develop mechanisms to convey information about the project using the existing logo – *Get Your Feet Wet, Join the Riverlution!*
- Create opportunities for partnerships with businesses to become environmental stewards for the Town of Centreville.
- Educate the residents of the watershed on water pollution prevention at home.
- Build partnerships with the local media to promote the Corsica River Watershed Project.
- Organize and implement a yearly outreach event and involve federal, state, and local partners.
- Provide public relations services to include, but not limited to: news releases, promotional brochures, press kits, community-based activities; planning and developing exhibits and displays; collateral products such as brochures, book covers, and resource cards.
- Assist in the preparation of presentations, newsletter articles, press releases and position papers.
- Assist in press conferences, planning logistics, scheduling of speakers, and writing media advisories.
- Identify news and feature placement opportunities to prepare articles and background materials to fulfill these opportunities.
- Participate in stakeholder involvement group forums.
- Attend planning meetings with staff of the Town of Centreville.

- Conduct research to measure the success of the Corsica River Project outreach campaign and report results.

All final work product including the rights and ownership of all electronic media, names, copyrights, print and intellectual property produced in association with this work or under this contract will be the sole property of the Town of Centreville and will not be withheld or reproduced under any circumstance without the express permission of the Town of Centreville. All work products will be produced with commercially available software. No proprietary process' will be used at any time that may limit the ability of the Town to further change, enhance or otherwise alter or transfer the material for further manipulation by the Town or another contractor.

3. TIME FRAME

A tentative work schedule for this project is as follows:

Receive proposals from consultants.....	04/21/08
Review and evaluation of proposals by Town Manager.....	04/23/08
Execute Contract.....	004/25/08
Start Work.....	04/28/08

The remainder of the schedule will be determined during negotiations for the contract with the selected consultant.

Work under this contract shall begin no later than April 22, 2008 and continue through December 31, 2008. If the contract performance is acceptable, the Town reserves the right to renew the contract for up to one additional term of up to one year, subject to the contractor's willingness to extend the term.

4. PAYMENTS

Payments for work completed under this contract shall be made on a monthly basis and shall be subject to approval of the Town Manager.

Payments shall be based on invoices provided by the contractor covering work completed in the prior month.

Payments shall be made to the contractor within 30 days of receipt of invoice, subject to the approval of the Town Manager.

5. INTERPRETATION OF CONTRACTUAL PROVISIONS:

In the event that there is a discrepancy in the contract documents between the general specifications and information to bidders, the following order of priority will be used to resolve the conflict:

- 1) General Specifications
- 2) Information to Bidders

In the event of a disagreement as to the interpretation of application of this contract, an arbitration board shall be set up to arbitrate and resolve any disagreement and/or help interpret the provisions. The board shall have one person appointed by the Town, one person appointed by the vendor, and a third person to be selected by the two previously named. The ruling of any two members of the arbitration to board will be binding on both parties.

6. PROFESSIONAL STANDARDS:

Work shall be conducted according best professionals standards as may be established by the American Planning Association (APA) and/or the Maryland Board of Professional Engineers. Technical standards, unless otherwise noted, as established by the APA and/or the Maryland Board of Professional Engineers, shall apply.

7. LICENSING AND CERTIFICATIONS:

Successful bidders working under this contract shall have current licenses and certifications as may be required under federal, state and local laws and regulations for the work to be completed.

Successful bidders will be required produce documentation of applicable licenses and certifications prior to beginning work under this contract.

8. INSURANCE CERTIFICATE:

Prior to beginning work under this contract, successful bidders will be required to submit a certificate of insurance indicating levels of coverage applicable under their current policies.

9. BASIS OF AWARD:

Town of Centreville reserves the right to award this contract on the basis of price, and in addition, the vendor's ability to meet the detailed specifications in any combination thereof. Prompt delivery is important and will also be a consideration in the award of this bid.

10. PROPOSAL CONTENT:

The proposal shall be in the following format:

- a. Letter of introduction (two page maximum)
- b. Project Team. List proposed project team members, by name and position, the function each person will perform, and the percent of time each will spend on the project. Provide resumes for each proposed team member, including past experience of each team member related to this project.
- c. Approach. Describe the firm's approach to the Scope of Work described in this RFP. Describe what type of information will be required from Town Staff.
- d. Experience. Describe the relevant experience of the firm in conducting operational/organizational reviews and/or land use ordinance reviews, particularly for similar sized communities. Provide a summary of the stated experience and outcomes accomplished, including a client contact and phone number.
- e. Time Frame/Schedule for Completion of the Project. Provide a schedule for completion of the project. List major benchmarks/accomplishments.
- f. Rates. Provide a not-to-exceed contract amount for the project. Contract amount shall include all out-of-pocket costs such as travel costs and other expenses associated with this RFP.
- g. References. Provide at least three references of individuals and/or jurisdictions with whom the applicant has worked; provide a contact name, firm name, address, telephone, fax, and email addresses.
- h. Other Information. Include any topics not covered in the Request for Proposal that you wish to disclose to the Town that further describes your firm's level of qualifications as a Consultant.

11. SUBMISSION OF PROPOSALS AND DEADLINE:

Each firm must submit five (5) copies of the proposal in a sealed envelope bearing on the outside the name of the firm, full address, name of the project for which the proposal is submitted, and date and time the proposal is due.

Town of Centreville
Attn: Urban Education RFP
101 Lawyers Row
Centreville, MD 21617

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INFORMATION TO BIDDERS

SECTION 1.

GENERAL

The Town Council of Centreville is accepting Sealed Bid Proposals for the work described in the specifications above

SECTION 2.

CHANGES TO CONTRACT DOCUMENTS

Changes to the CONTRACT DOCUMENTS shall be made only in writing and copies will be mailed to all known perspective bidders. The Town Council assumes no responsibility for verbal instructions or interpretations. The CONTRACT DOCUMENTS contain the provisions required for the CONTRACT. Information obtained from an officer, agent, or employee of the TOWN or any other person shall not affect the risks or obligations assumed by the CONTRACTOR or relieve his from fulfilling any of the conditions of the contract.

SECTION 3.

BID INSTRUCTIONS

Bids shall be submitted to the Town of Centreville, Town Manager, 101 Lawyers Row, Centreville, Maryland 21617. Bids must be received by not later than the date and time listed on the Invitation to Bid. All proposals must be in the sealed envelope provided with the Bid Documents. Bids will be opened and read publicly immediately after the deadline for Bid acceptance.

SECTION 4.

BID OPENINGS

All bids will be opened and publicly read by the Town Manager at 101 Lawyers Row, Centreville, Maryland 21617

SECTION 5.

BID PROCEDURE

Not applicable.

SECTION 6.

OMISSION OF SPECIFICATIONS

The omission of the buyer/owner of any specifications or details of any specification, which would normally apply to the products of service herein stated, shall not relieve the bidder from fulfilling those required specifications needed to provide an end product, service or workmanship best suited to the intended purpose. The best commercial practices are to prevail and only materials of first quality, correct type, size and design are to be used. Workmanship shall be of first quality. All parts and equipment, whether specified herein or not, shall be rated to meet or exceed the maximum rating required by the product or service and its maximum intended purpose.

SECTION 7.

BID FORMS

All Bids must be made on the attached Standard Bidding Forms. All blank spaces for the bid prices must be filled in, in ink or typewritten, and the bid form must be fully completed and executed when submitted. Only one copy of the bid form is required. A conditional or qualified bid will not be acceptable. The base price on the bid form shall be the total cost of the item(s) being bid in accordance with the Invitation to Bid and specifications in the contract documents. Alternates shall only be used to reflect increases or decreases in the base bid price. Only those alternates which are specifically requested by the Town will warrant consideration.

SECTION 8.

BID SECURITY

Not Applicable.

SECTION 9.

DELIVERY

(Not applicable)

SECTION 10.

WAIVER OF TECHNICALITIES

The Town Council of Centreville reserves the right to waive formalities or technicalities in bids acting on behalf of the best interest of Town of Centreville.

Section 11.

CONTRACT AWARD

It is the intent of the Town Council of Centreville to award a contract using the criteria provided herein within 21 calendar days following the bid opening. Acceptance of a bid proposal and award of the contract is subject to the approval of the Town Council and the Town Manager. The Town Council reserves the right to reject any and/or all bids.

SECTION 12.

TAX EXEMPTION

The Town of Centreville is exempt from paying all Federal, State and Local Excise Tax.

SECTION 13.

BASIS OF AWARD

1. Lowest responsive and responsible price as indicated by the total price on the bid form(s).
2. Compliance with specifications.
3. Compliance with terms of Bid Package.
4. Ability to perform or deliver on time.
5. Manufacturer's warranty.

SECTION 14.

MODIFICATION OR WITHDRAWAL OF BIDS

1. Pre-Opening Modification or Withdrawal of Bids
 - a) Procedure - Bids may be modified or withdrawn by written notice received by the Town Manager before the time and date set for bid opening.
 - b) Disposition of Bid Bond - If a Bid is withdrawn in accordance with this regulation, the Bid Bond, if any, shall be returned to the bidder.

SECTION 14. (continued)

2. Late Bids, Late Withdrawals and Late Modifications

- a) Policy - Any Bid, request for Withdrawal, or request for Modification received at the place designated in the invitation for bids after the time and date set for receipt and opening of bids is late.
- b) Treatment - A Late Bid may not be considered under any circumstances and will be mailed to the bidder's last known address unopened. Late Modifications and Late Withdrawals may be considered by the Town Council and allowed if in the best interest of the Town.

SECTION 15.

VENDORS ABILITY

The TOWN may make such investigations as he deems necessary to determine the ability of the BIDDER to perform the work, and the BIDDER shall furnish the TOWN all such information and data deemed necessary by TOWN for this purpose.

SECTION 16.

PAYMENT TERMS

Payment will be made for properly approved purchase orders supported by an invoice for materials actually delivered. Subsequent to inspection of the equipment delivered for conformance to the specifications.

SECTION 17.

PERFORMANCE BOND

Not Applicable.

SECTION 18.

SUBSTITUTIONS

The materials, products, and equipment described in the Bidding Documents establishes a standard of required function, dimension, appearance, and quality to be met by any proposed substitution. No Substitution will be considered prior to receipt of the Bids unless a written request for approval has been received at least ten (10) calendar days prior to the receipt of Bids. Each such request shall include the name of the material or equipment for which it is to be substituted including drawings, cuts, performance, and test data and any other information necessary for evaluation.

SECTION 19.

ADDENDA

Addenda will be faxed and/or mailed or delivered to all vendors who are known to have received a complete set of bidding documents. Copies of Addenda will be made available for inspection wherever Bidding Documents are on file for that purpose. No Addenda will be issued later than two (2) working days prior to the posted date for receipt of bids except an Addendum withdrawing the request for bids or one which includes postponement or extension of the date for receipt of bids.

SECTION 20.

ALTERNATES

An alternate is a dollar amount to be added to or subtracted from the base bid price. The Town Council may request alternate prices to compare various options that may be in their best interest. The Town shall have the right to accept Alternates in any order or combination, and to determine the low bidder on the basis of the Base Bid and Alternates accepted.

SECTION 21.

CONTRACT DOCUMENTS

The Contract Documents shall include the Invitation to Bid, Standard Bidding Forms, Specifications, Information to Bidders, BID Envelope and Addenda and/or any other documents which are clearly intended to be a part of this contract.

SECTION 22.

BUDGET FUNDING

A contract made as a result of this bid will be subject to the appropriation of funds by the Town of Centreville. If the Town Council of Centreville does not appropriate any funds, then the Contract shall become invalid.

SECTION 23.

PURCHASE ORDER

Not Applicable

SECTION 24.

TRADE AND BRAND NAMES

Except as provided for in Section 31. below, the use of or references to any trade or brand names in this bid package shall be solely for the purpose of establishing a standard, and shall in no ways infer that other trade and brand names will not be acceptable.

SECTION 25.

FEDERAL ASSISTANCE

Town of Centreville shall comply with Title VI of the Civil Rights Act of 1964 which provides that no person shall be denied on the grounds of race, color or natural origin, be excluded from, be denied the benefits of, or discriminated against under any program or activity receiving Federal financial assistance.

SECTION 26.

WARRANTY

(Not applicable)

SECTION 27.

EQUAL OPPORTUNITY EMPLOYMENT

Contractors shall not discriminate against any employee or applicant for employment because of sex, race, creed, color, national origin, or age. The bidder affirms this by submission of the bid form.

SECTION 28.

RESERVATION

The Town Council of Centreville reserves the right to increase or decrease quantities and/or projects at their discretion.

SECTION 29.

DELIVERY SCHEDULE

The Bidder is required to state on the Standard Bidding Form their most accurate date of delivery.

SECTION 30.

PRODUCT LITERATURE

(Not applicable)

SECTION 31.

EXCEPTIONS TO BIDS SPECIFICATIONS

Any bidder taking an exception to requested specifications must make these exceptions, clear and in writing, on the specification bidding forms. Additional information regarding exceptions can be attached to the sealed bid proposal. However, this section is not to be construed that Town of Centreville is obligating themselves to accept anything other than the Specifications requested elsewhere in this Bid Proposal.

SECTION 32.

DELIVERY PROVISIONS

Not applicable

SECTION 33.

INTERPRETATION OF CONTRACT DOCUMENTS

In the case of a discrepancy between any of the materials contained in the contract documents, the order of priority determining the Town's interpretation is as follows: 1) Special Provisions, 2) General Specifications, 3) Detailed Specifications and 4) Information to Bidders