

University City Government



REQUEST FOR PROPOSALS (RFP) for Marketing and Public Communications Services

**RFP Due Date: February 4, 2011
2:00 p.m.**

RFP Contact

Lehman Walker, City Manager
(314) 505-8534
lwalker@ucitymo.org

Submittal Address

Administrative Services - Purchasing
City of University City
6801 Delmar Boulevard
University City, MO 63130
Attention: Danella Lang
**RFP: Marketing & Public
Communications**

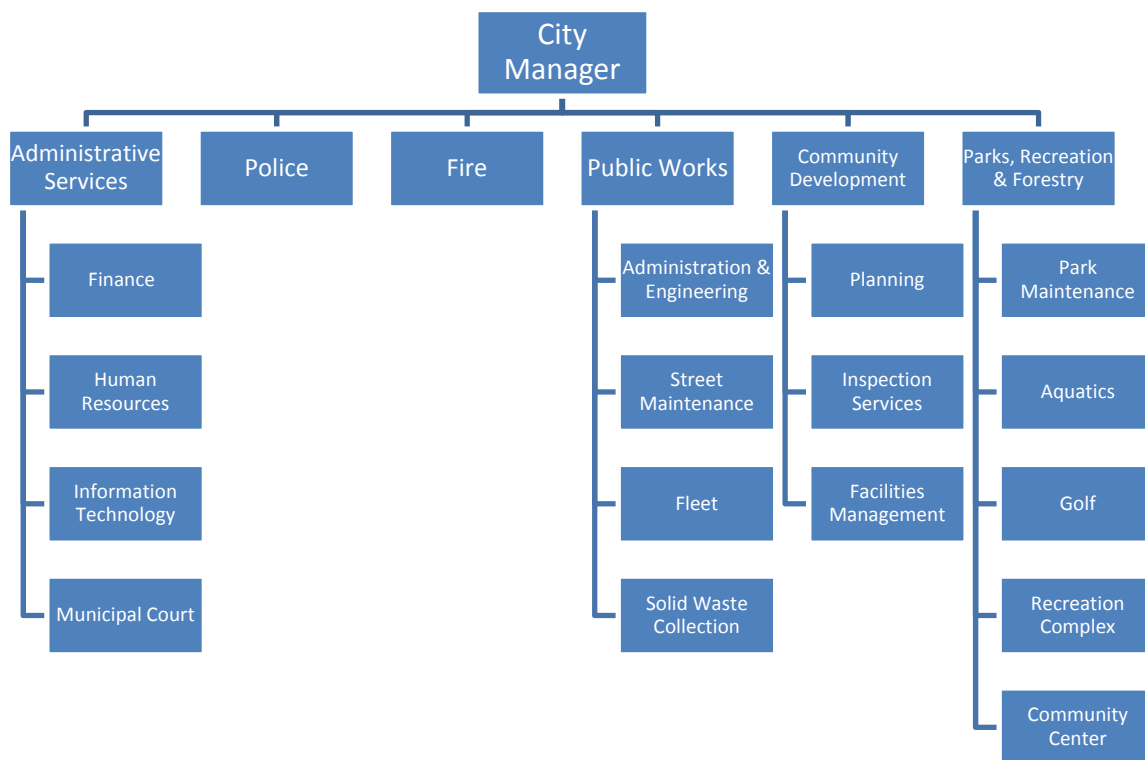
COMMUNITY PROFILE

The City of University City, Missouri, is a 100 year-old inner ring suburb abutting the City of St. Louis. It has a population of 38,000 and is surrounded by established municipalities. It is near major transportation corridors such as I-64, I-170 and I-70. The City offers a variety of services such as police, fire and emergency management services, community development, public works, refuse collection and recreation services. The area is substantially developed and is predominantly residential.

The City has a charter which governs its operations. The form of government outlined in the charter is a Council - Manager form of government, led by the Mayor and seven Council members. The City Manager, as Chief Operating Officer, is responsible for daily operations of the City.

Municipal Organizational Structure

Below is the organizational structure of the City including all departments and divisions.



SCOPE OF WORK

The City is currently searching for a marketing and public communications consultant to assist the City in various aspects of public communications, media relations and marketing of the City. This work involves developing and implementing a full communications plan, issuing news releases, assisting with publications and other projects as assigned. Work will be assigned by the City Manager or his delegate.

Communication Goals

Following are the communication goals of the City.

- Enhance awareness of the City's stance on issues, programs and initiatives.
- Foster climate of civic involvement and excitement throughout the community.
- Emphasize the community's focus on cultural diversity as a point of differentiation.
- Target Audiences:
 - University City residents
 - Metropolitan Region
 - State or National, when appropriate

Work to be Performed

At a minimum, the following activities should be performed:

1. Develop a communications plan involving umbrella messaging, strategies and tactics;
2. Promote key community activities and initiatives through online and traditional media;
3. Prepare and distribute news releases and other communications surrounding key activities;
4. Advise on City public relations strategies with the public and the media;
5. Advise on monitoring and tracking of stories and online placements as required;
6. Perform work on assigned City publications, including content, graphic design, and monitoring the printing and mailing function;
7. Develop specifications for any work requiring competitive bidding;
8. Improve the City website, as necessary;
9. Other projects as assigned.

PROPOSAL CONTENT

Each proposal submitted to this request should briefly contain the following:

1. Understanding of the Services: Demonstrate an understanding of the services to be provided as it relates to the need for professional communications services.
2. Proposed Communications Plan: Provide a description of the proposed communications plan for distributing information to residents and the media,

including mock-up graphic samples and examples of suggested content. Information should also be included regarding average response time for responding to media requests or writing and issuing assigned media announcements.

3. Staffing Qualifications: List names, qualifications, and experience of the personnel who will be the key personnel providing the services outlined in this document.
4. Experience:
 - a. Provide a brief descriptive background of the consultant's history; principal business location; primary line of business and length of time of provision of similar services.
 - b. Provide a description of previous experience in providing similar scopes of service to other governments, non-profits and other comparable organizations.
 - c. Provide a list of at least three (3) references or recent contracts performed by the consultant where the scope of service requested in this solicitation was similar to the primary service supplied. Include the client's name, contact information, period of contract and description of work performed.
5. Price: The contract price submitted shall be in the form of an hourly professional service rate. Estimated hours should also be included for implementing the communications plan. Hourly rates should be inclusive of all costs, except those specifically listed in the consultant's proposal submission.
6. Project Timeline: Provide a detailed timeline for carrying out the communications plan.
7. Samples of Work: Provide samples of work performed for similar organizations.

SELECTION CRITERIA

The successful consultant will be chosen solely by the City Manager. It is expected that a successful proposer will be chosen within three (3) weeks of the receipt of proposals. Telephone or personal interviews will be used to select the successful consultant. Submissions will be evaluated on the following based upon each proposal submitted:

- Evidence of the consultant's ability to perform the work based on the understanding of the needs of the organization;
- Experience of the consultant with special emphasis on demonstrated skill with similar scopes of service in similar organizations;
- Demonstrated capability to perform services within specified timelines;
- References of similar client organizations; and
- Cost

PROPOSAL SUBMISSION

All communication about this Request for Proposal must be directed to the City Manager. The consultant will name a representative to communicate with the City who must be authorized to negotiate a contract in the consultant's name.

Submission Information

Four (4) complete copies of the proposal must be received no later than **February 4, 2011 at 2:00 p.m.** to the following address:

Administrative Services - Purchasing
City of University City
6801 Delmar Boulevard
University City, Mo 63130
RFP: Marketing & Public Communications

OTHER PROVISIONS

Consultant Cost

The City shall not be liable for any cost incurred by the Consultant in preparing or submitting a proposal to the City. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Consultant's capabilities to satisfy the requirements of the proposal.

Term of Contract and Termination

The term of this contract shall be for one year, with two optional years available. Either party may terminate the contract with 30 days written notice.

Project Responsibilities

The City will be responsible for providing meeting rooms, coordinating access to necessary staff and providing responses to Consultant's request for information in a timely manner. The majority of the Consultant's work will occur at Consultant's office and Consultant must provide all necessary hardware and software to perform the assigned duties.

Addenda to the Request for Proposal

In the event that it becomes necessary to revise any part of this Request for Proposals, addenda will be provided either by email, fax or by mail.

Confidentiality

The Consultant agrees that it will not permit the disclosure or duplication of any information received from the City unless such disclosure or duplication is specifically authorized in writing by the City, and only to the limits of federal or state laws.

The City agrees that it will not disclose or duplicate any information designated in advance by the Consultant as "Confidential/Proprietary" information to any person (other than City personnel who must have access to such information) unless such duplication, use or disclosure is specifically authorized in writing by the Consultant or is required by law. The term "Confidential/Proprietary" does not include ideas, techniques, or concepts that are in the public domain.

Indemnification

Consultant shall agree to defend, indemnify, and hold harmless the City, their officers, employees, agents and volunteers from any and all claims, actions, judgments, losses, cost (including personnel related costs, reasonable attorney's fees and all other claim related expenses) and damages whatsoever, including but not limited to claims made upon the City arising by reason of accident, injury, or death to any person, to Consultant or to Consultant's agents, employees and all subcontractors or by reason of injury to property arising out of or in connection with work performed under the contract, except upon a finding of a tier of fact that such loss was caused by the sole negligence of the City. This promise of indemnity shall specifically apply in the case of injuries to Consultant or its employees.

Insurance

The Consultant shall procure and maintain, at its own expense for the duration of this agreement, insurance of the types and in the amounts required by the City against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work by the Consultant, its agents, representatives, employees or subcontractors. Required coverage is as follows:

1. Liability and Property Insurance – Comprehensive Form: The consultant shall procure and maintain during the term of this Agreement, Liability and Property Damage Insurance in an amount not less than \$2,000,000 on account for each accident; and in an amount not less than \$1,000,000 for each accident for damage to property.
2. Automobile Liability Insurance: The consultant shall procure and maintain during the term of this Agreement, Hired and Non-Ownership Motor Vehicle Bodily Injury and Property Damage Insurance in an amount not less than \$500,000 for injuries, including accidental death, to each person; and, subject to the same limit for each person, in an amount not less than \$2,000,000 for each accident; and in an amount not less than \$600,000 on account for each accident for damage to property, provided however that the combined single limit for all automotive related claims shall not exceed \$2,000,000.
3. Workers Compensation Insurance: Workers Compensation Insurance shall be in place per state of Missouri requirements.

Exceptions to insurance requirements in #1 and #2 above may be considered, but must be requested in proposal submission.

Independent Contractor

The parties intend that an independent contractor-client relationship will be created by their relationship. The City is interested only in the results to be achieved, and conduct and control of the work will lie solely with the Consultant. Consultant is not to be considered an agent or employee of the City for any purpose, and the Consultant or its employees are not entitled to any of the benefits that the City provides for its employees. Consultant understands the City may not use the Consultant's services exclusively. The Consultant is also free to contract for similar services to be performed for other parties while under contract with the City. Consultant will be solely and entirely responsible for his or her acts and the acts of Consultant's agents, employees and all subcontractors during the performance of the contract.

Equal Employment

The Consultant shall comply with all federal, state, and local laws, rules, regulations and ordinances prohibiting discrimination in employment with regard to age, sex, race, color,

creed, national origin, or mental handicap, unless based upon a bona fide occupational qualification.

Proposal Price Guarantee

The City is planning to award the contract immediately upon proposal approval, although Consultants should provide a guarantee of proposal prices for 60 days.

Payment Schedule

Upon reaching agreement with the Consultant for the pricing of work, the City shall pay the Consultant after services are rendered by submission of an invoice for work performed.

Proposal as Part of the Contract

This RFP and the selected proposal become a part of any contract that results from this RFP process.

Proposal Rejection

The City reserves the right to reject any or all proposals, or parts of proposals, or to waive any informality or irregularity as deemed in the best interest of the City.

PROPOSAL RESPONSE FORM

Business Name: _____

Federal Tax ID Number: _____

Street Address: _____

Mailing Address if Different: _____

City: _____ State: _____ Mailing Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

Date Business Established: _____

How many years has the business been under the above name?: _____

All previous business name(s) and/or previous businesses owned wholly or in partnership:

Business Information (Please check all that apply):

- ☐ Individual ☐ Partnership
☐ Non-Profit ☐ Limited Liability Corporation / Partnership
☐ Corporation incorporated under the laws of the State of _____

☐ The business is full-time ☐ The business is part-time

☐ Business is a certified Disadvantaged Business Enterprise (DBE)

☐ The business is not a certified DBE

Consultant's Annual Gross Receipts:

- ☐ <\$500,000 ☐ \$500,000 - \$999,999 ☐ \$1,000,000 - \$4,999,999
☐ \$5,000,000 - \$9,999,999 ☐ \$10,000,000 - \$16,999,999 ☐ >\$17,000,000

Total Hourly Professional Rate \$ _____

This pricing is guaranteed for 60 days from RFP due date.

Signature

Date

Print Name

Phone Number

Title

Email

Note: Failure to provide the information requested in this questionnaire may be cause for rejection of your bid or offer on the grounds of non-responsiveness.