



CITY OF CASTLE PINES NORTH • 7501 VILLAGE SQUARE DRIVE, SUITE 100 • CASTLE PINES NORTH, CO 80108

**CITY OF CASTLE PINES NORTH
REQUEST FOR PROPOSALS
July 27, 2010**

I. PURPOSE OF REQUEST

The City of Castle Pines North (“City”) is requesting proposals from qualified individuals or firms to effectively produce and manage the City’s public relations and community outreach efforts. The City currently has a draft Communications Plan, which needs to be refined and completed. The City’s detailed needs are outlined in the Scope of Work, below.

II. TIME SCHEDULE

The City will follow the following timetable, which should result in a selection of a person/firm by September 17, 2010.

- Issue RFP July 27, 2010
- Deadline for Submittal of Proposals by **5 pm August 20, 2010**
- Finalists Notified by 5 p.m. August 27, 2010
- Finalist Interviews held early September
- Notify Firm or Individual of Final Selection by September 17, 2010

III. INSTRUCTIONS TO PROPOSERS

A. Individuals or firms desiring to respond to this RFP may submit an electronic copy of the proposal and resumes of all individuals involved in Adobe Acrobat (.pdf) format to:

Gary Suiter, Interim City Manager
City of Castle Pines North
7501 Village Square Drive, Suite 100
Castle Pines North, CO 80108
Email: gary.suiter@cpngov.com

OR

B. Three (3) hard copies of the proposal may be delivered to the above address.

C. All proposals must be received by **August 20, 2010, 5 p.m. MDT**, at which time they will be opened.

D. Proposals should be prepared simply and economically, providing straightforward and concise information. Emphasis should be on completeness and clarity of content. If submitting hard copies, please use recycled paper and double-side proposals whenever practicable.

E. A representative from the City of Castle Pines North will notify finalists by 5 p.m. on August 27, 2010.

F. All proposals must include the following information:

- The names of individuals from those firms who will be working on the project and their areas of responsibility, including the individual(s) responsible for research, writing, editing, designing creative materials, maintaining contact with the City, and administering the Castle Pines North contract.
- A proposed outline of tasks and deliverables, including the number of hours required to complete each task or deliverable.
- Writing samples to include: strategic communications; human interest; news (two samples of each, please)
- Samples of previous web design work or web copy.
- A proposed budget based on the outline of tasks and deliverables.
- Three professional references.

IV. SELECTION CRITERIA

Proposals will be evaluated according to the following Factor Weights:

- A. Responsiveness of the written proposal to the scope of service - 50%
- B. Price - 20%
- C. Proven history of successfully completing contracts of this type, sample materials, meeting projected deadlines and experience in similar work - 15%
- D. Oral interviews -15%

V. TERMS AND CONDITIONS

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from the respondent.
- C. The City reserves the right to award the contract to the next most qualified entity, if the successful proposer does not execute a contract within thirty (30) days after being selected as the most qualified entity.
- D. The City shall not be responsible for any costs incurred by the respondent in preparing, submitting or presenting its response to the RFP.
- E. If no single proposal satisfactorily meets the criteria above, the City may choose to award this contract to more than one proponent, or to award only part of this proposal, whichever is in the City's best interests.

VI. SCOPE OF SERVICES.

Background

Incorporated Feb. 12, 2008, Castle Pines North is a city of about 10,000 located approximately 20 miles south of Denver in Douglas County, Colorado. Our 21st century City has a vision that balances the preservation of our community's history with growth that enhances the quality of life for our citizens.

The City incorporated as a statutory city under Colorado law and follows the Mayor-Council government system, delegating day-to-day management to a City Manager.

The City is looking for professional public relations and community outreach services designed to educate and inform residents of Castle Pines North about City services, current issues, public policy development, and events.

The City believes that a physical presence of the consultant is important and that the consultant has an understanding of the community, its issues, culture, business environment, and the fundamental workings of Castle Pines North municipal government.

The successful bidder's contract will be administered and supervised by the City Manager, while guidance and advice will be provided by the City's Communication/Community Outreach and Professional Services advisory committees.

The successful proposer should be objective and responsive, while seeking proactive opportunities to improve the City's image.

Skills and Abilities

Excellent writing skills, creative design, graphics, editing, internet savvy, and knowledge of municipal government.

Ability to evaluate where communication services are being used effectively and where change is needed.

Ability to set up and maintain social media e.g. – Facebook, Twitter, etc.

Ability to quickly learn about complex City issues and perform necessary research in order to convey such issues a clear and articulate manner.

Experience with public advertising strategies and comprehensive campaigns using multiple modalities including print, web, email, television, radio and social media.

Deliverables

This RFP is designed to create a foundation for ongoing communication and community outreach efforts for the City, and includes the creation, production and oversight of:

- Communications Plan (the City has a draft Communications Plan)

- News releases to established media outlets and pro-active plan to have coordinated and regular information flow to media outlets
- Newspaper display ads (articles, updates, information on complex issues)
- Monthly E-newsletter
- Monthly email alerts on ward meetings and ad hoc email alerts to residents, as warranted
- Monthly summary of ward meetings and Council meetings for website
- Maintenance of email distribution list and a plan to expand the same list
- Keeping City website issue/information current, including calendar
- Print newsletter and annual report
- Periodic reports and budgetary information

The City staff may assist in writing and producing content for the above deliverables. In many instances, the consultant will only need to provide a “hard edit” prior to publication.

Communications Plan

Refine and complete the City’s existing draft communications strategy and plan to include, but not be limited to, the following elements:

- Review and audit the City’s existing communication and public consultation mediums and evaluate the efficacy of these mechanisms, as well as the quality of the citizen’s experience.
- Identify target audiences by reviewing the City’s demographic characteristics and information gathering /receiving preferences.
- Assist with the development of communications and public outreach goals.
- Recommend measures to be adopted or processes to be changed to achieve our goals.
- Develop key messages consistent with the City’s brand identity and goals.

Visual Library

Develop a base of professional images that captures the beauty of the City, shows special and social events. Photos should be produced on CD or DVD in both high-resolution print format and “web-ready” low-resolution format.

Website

Evaluate City’s existing web hosting and web master contract and make recommendations as to scope of work, responsiveness, performance and cost.

Suggest improvements to web site, including graphic design, architecture and navigation.

VII. COMPENSATION

A. Please present detailed information on the individual or firm's proposed fee schedule for the specifications proposed and for any variation for non-routine services. Please provide specifics as to definitions of routine versus non-routines tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted, detailing services performed, the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

Thanks you for your interest in the City of Castle Pines North.