

February 9, 2010

The Suffolk County Water Authority, a public benefit corporation based in Oakdale NY, will receive sealed proposals at the Purchasing Department, 4040 Sunrise Highway, Oakdale, New York 11769, for Public Relations/Marketing.

Complete details and specifications relating to the request for proposal are on file and publicly exhibited at the Purchasing Department, 4040 Sunrise Highway, Oakdale, New York 11769, where copies of said documents may be obtained upon application. You may also register your company on our website and request "More Info" on RFP 1310.

Deadline for submission: Five (5) copies of your proposal shall be delivered to SCWA, Purchasing Department, 4040 Sunrise Highway, Oakdale, NY 11769, not later than 12:00 Noon EST, March 2, 2010.

Proposals shall be delivered overnight or hand delivered to the Purchasing Director at the above address. The Suffolk County Water Authority assumes no responsibility for proposals not received by the Purchasing Director by 12:00 Noon, prevailing time, on the date indicated above.

Proposals must be submitted in a sealed envelope or carton, clearly marked with "Request for Proposal: 1310 – Public Relations/Marketing," the date, and the name of the proposer. Any materials that are not so received may be opened as general mail, and result in invalidating the proposer's submission. Facsimiles or emails of unsealed proposals will not be accepted under any circumstances.

"Interested bidders are invited to submit in writing or via e-mail, any questions on this proposal to Joseph Vecchio, Purchasing Director, SCWA, 4040 Sunrise Highway, Oakdale, Long Island, NY 11769, fax 631-589-5268 or email Jvecchio@scwa.com." Questions and answers pertaining to this proposal may be viewed at scwa.com by clicking on Contracts/Bid Notices and then clicking on Questions and Answers under the appropriate RFP number. Answers will only be posted on the website. It shall be bidder responsibility to regularly check scwa.com for updated questions and answers, or addenda. Questions must be received no later than 72 hours prior to the bid date.

Very truly yours,

SUFFOLK COUNTY WATER AUTHORITY

Joseph Vecchio, Purchasing Director

JV/kap
Attachment

RFP 1310 – Public Relations and Marketing Services

I - Introduction

The Suffolk County Water Authority (SCWA) has spent years developing and implementing a Public Relations/Marketing plan that has helped us build a large reserve of public trust. As such, the SCWA is issuing a Request for Proposals to continue past advertising and marketing initiatives as well as develop new initiatives to further broaden the SCWA's connection with our customers, to instill confidence in drinking water quality.

II – Scope of Services

The SCWA is seeking proposals from experienced and qualified firms to provide advertising and public information services. The firm selected will have the following responsibilities:

1. Design and execute public education and marketing programs to help the public understand the importance of the Water Authority and its role in providing drinking water;
2. Assist the SCWA in continuing to deliver a clear, concise and unified message to the customers, community and local government;
3. Assist with the development and implementation of advertising and marketing programs;
4. Advise the SCWA on appropriate, cost-effective advertising and marketing venues;
5. Assist the SCWA with the dissemination of information vital to protecting the health and safety of our customers;
6. Advise the SCWA on new media initiatives, such as internet marketing and communication activities;
7. Provide advice on other related communications, advertising and public information matters as requested by the SCWA, and, if necessary, emergency response communications.

III – Threshold Criteria

Proposals that do not meet the following minimum requirements will not be considered:

1. Proposers must have at least ten (10) years experience in providing advertising and public information advisory services;
2. Proposers must have prior experience providing advertising and public information services to investor-owned utilities, public water districts and/ or public benefit corporations such as the SCWA; and
3. Proposers must have a main contact person available 24/7 basis to provide the SCWA with emergency response communication advice, if necessary.

IV – Proposal Requirements

The following is a list of items that must be included with any proposal to be considered:

1. Cover Letter:
 - a. The cover letter should be considered an integral part of this RFP, and should be signed by the individual or individuals authorized to bind the Proposer contractually to the terms laid out in the proposal.
 - b. The cover letter should include wording that the Proposer's engagement will not create any conflict of interest for them with respect to the SCWA and other clients.

2. Management and Qualifications

- a. Provide name, title, address, telephone and fax numbers, and email address of the individual the SCWA should contact with respect to your proposal;
- b. Describe your firm and its professional experience relevant to the requirements of this RFP;
- c. Provide a summary of your firm's experience with municipalities and public corporations such as SCWA;
- d. Describe the team that will be assigned to meet the terms of this proposal, as well who has been assigned as Project Manager. Include who will be involved in the project and the responsibilities of each team member involved;
- e. Identify any possible sub-consultants that may be used as part of the Proposer's team;
- f. Describe, in detail, how you will meet the scope of services outlined above;
- g. Lay out any additional tasks that your firm believes should be included in the scope of services but was not;
- h. Provide the name, address and telephone number of three references for whom you have performed similar work;
- i. Describe the nature of any possible conflicts of interest or appearance of impropriety your firm might have in providing these services to the SCWA. Each firm must certify in writing that its representation of the SCWA will not create any conflict of interest involving that firm.
 1. State whether you have ever provided services to the SCWA.
 2. Discuss any past or present civil or criminal legal investigations, pertinent litigation and/or regulatory action involving your firm or any of its employees that could impact your role or ability to serve the SCWA;
 3. Discuss any possible conflicts of interest, actual or potential, that might arise from your firm's involvement with the SCWA.

3. Cost Proposal

Proposals shall include the following:

- a. Provide a quotation on the percent (%) fee to be charged for ad placements. An advertising expenditure of \$160,000 annually should be assumed as the basis for this RFP;
- b. Provide a quotation for an annual creative fee associated with, and in addition to "a". Also, quantify the number of hours of anticipated monthly services by professional labor to the SCWA, on average, that the fees include. Identify any other fees and expenses, if any, that would be charged in addition to the fixed creative fee;
- c. Provide a quotation on the percent (%) fee to be charged for execution of any advertising/media placements on behalf of the SCWA for legal notices, display ads and special promotional sponsorships with media outlets and/or other entities providing the SCWA with a "Packaged Promotional" opportunity.

4. Other Information:

- a. Proposers shall indicate in their proposals what information, if any, is proprietary and confidential. Proposers are advised that the SCWA is subject to New York State Freedom of Information Law (FOIL). As such, documents marked "proprietary and confidential" will be treated consistent with the obligations of FOIL.
- b. Agreement term will be for (1) one year commencing upon execution of Agreement, with a (1) one-year option to extend.

Deadline for submission - Five (5) copies of your proposal shall be delivered to SCWA, Purchasing Department, 4040 Sunrise Hwy, Oakdale, NY 11769, not later than March 2, 2010 at 12:00 P.M., EST.

Proposals shall be delivered overnight or hand delivered to the Purchasing Director at the above address. The Suffolk County Water Authority assumes no responsibility for proposals not received by the Purchasing Director by 12:00 P.M., prevailing time, on the date indicated above.

"Interested bidders are invited to submit in writing or via e-mail, any questions on this contract to Joseph Vecchio, Purchasing Director, SCWA, 4040 Sunrise Highway, Oakdale, Long Island, NY 11769, fax 631-589-5268 or email Jvecchio@scwa.com." Questions and answers pertaining to this proposal may be viewed at scwa.com by clicking on Contracts/Bid Notices and then clicking on Questions and Answers under the appropriate RFP number. Answers will only be posted on the website. It shall be bidder responsibility to regularly check scwa.com for updated questions and answers, or addenda. Questions must be received no later than 72 hours prior to the submission date.

Insurance Requirements

SUFFOLK COUNTY WATER AUTHORITY

The Contractor shall not be considered "approved" until he has obtained all insurance required under this specification and such insurance has been approved by the Authority.

Insurance coverage shall be provided by an Insurance Company licensed as an "admitted carrier" by the New York State Insurance Department and rated by "Bests" at "A-" or better, or as otherwise deemed acceptable to SCWA.

Insurance coverage shall be evidenced by a Certificate of Insurance submitted in a form acceptable to the Authority. "Acord" or other blank certificates may not be acceptable. The Authority may request a letter of transmittal from the Insurance Company providing coverage indicating that the Certificate is issued correctly and pursuant to their authorization.

Sixty (60) days notice of cancellation, non-renewal or reduction of coverage is required. The insuring company shall not be released from liability or obligation for its failure to notify the Authority. The Certificate shall not contain provisions that are limiting, including but not limited to, "endeavor to mail" or "failure to mail such notice shall impose no obligation or liability of any kind, etc.". Such provisions must be eliminated on the Certificate.

Contractual Liability Insurance as specified in paragraph A to follow, shall be provided to insure this agreement.

The interest of the Suffolk County Water Authority, as additional insured for ongoing operations, as well as, Products/Completed Operations and as primary insurance with no responsibility for payment of premium shall be added to all policies, other than Workers' Compensation and Professional Liability. Evidence of this extension shall be by signed endorsement to the policy, such endorsement to be submitted to the Authority with the applicable Certificate of Insurance. Mere recitation of the additional insured interest on the Certificate may not be acceptable.

Coverage shall be obtained, and maintained throughout the life of the Contract as follows:

A. General Liability:

Form: Commercial General Liability (1986 ISO occurrence form or equivalent), including separate limits for Personal & Advertiser's Injury, Products/Completed Operations.

Coverage to include Contractual Liability and Advertiser's Liability.

Limit \$1,000,000 per occurrence/\$2,000,000 general aggregate. \$1,000,000 for Products/Completed Operations. \$1,000,000 for Personal & Advertisers Injury Liability.

B. Workers' Compensation:

Form: Providing coverage to all employees in all states where operations will be performed under the terms of the contract.

Limits: As required by the Workers' Compensation Law of the State of New York or any State or Federal body having jurisdiction over the location of operations being performed.

C. Excess Liability:

Excess Liability Limits of \$2,000,000 on a form which follows the underlying coverage.

D. Professional Errors & Omissions Liability:

Form: Professional Liability including by not limited to any act, error or omission in the rendering of professional services.

Limit: \$2,000,000 per occurrence, \$2,000,000 aggregate

The Authority will be notified of any impairment of any of the above limits at the inception of or during the contract.

Subcontractors shall adhere to the above.

The Authority is not responsible for any loss or damage whatsoever to the property of contractor(s) or subcontractor(s).

All certificates of insurance shall contain the following provisions:

- (1) Nature of work described on Certificate (in case of liability or compensation certificates) shall be inclusive of work provided for under this project.
- (2) Location of work described shall be inclusive of the location of the work provided under this project.
- (3) The period of Certificates shall cover the period of the work or a new certificate shall be furnished before the current Certificate expires.

The Suffolk County Water Authority shall be the sole judge in determining the acceptability of insurance requirements.

Insurance Carrier or Agent's Acknowledgment

RFP - 1310

Project Description: PR/Marketing Request For Proposals

Your Insurance Carrier or Agent must complete the Form below. You must complete the Bidder's Acknowledgment. This Form shall be returned with the Bid submission.

Insurance Agent : _____
NAME OF FIRM

Address: _____

Email Address: _____

Fax No. _____

Phone No.: _____

Please review the SCWA insurance requirements listed in this proposal. Confirm that you have read these specific requirements (pay particular attention to required limits) and that you are complying with them by placing a check in the appropriate box.

Automobile Liability
General Liability
Worker's Compensation
Professional Errors & Omissions Liability

We have reviewed the insurance requirements set forth in the above proposed contract and are capable of providing such insurance to our insured in accordance with such requirements in the event the contract is awarded to our insured and provided our insurer pays the appropriate premium.

Dated: _____

Sign:
Authorized Insurance Agent or Representative

Print Name:

BIDDER'S ACKNOWLEDGMENT

The Bidder herein acknowledges that he/she has reviewed the insurance requirements within this contract and has considered the costs, if any, of procuring the required insurance and will be able to supply the insurance required as per the contract, if awarded to the Bidder.

Sign:
Officer of Company

Print Name:

(Failure To Have This Form Properly Filled Out and Signed By The Insurance Agent As Well As The Bidder May Result In Your Bid Being Considered Non-Responsive.)

Indemnification

The Contractor shall defend, indemnify and save harmless, to the extent permitted by law, the Suffolk County Water Authority, its members, officers, agents, servants, and employees against and from all suits, losses, demands, claims, payments, actions, recoveries, judgments and costs of every kind and description and from all damages to which the Suffolk County Water Authority or any of its members, officers, agents, servants and employees may be subjected by reason of injury to person or property of others resulting from the performance of the Contract, or through any act or omission on the part of the Contractor or his agents, employees, servants or subcontractor(s), or through any improper or defective machinery, implements or appliances used by the Contractor, his agents, employees, servants or subcontractor(s) in the performance of the Contract, and Contractor understands and agrees that he shall defend, indemnify and save harmless, to the extent permitted by law, the Suffolk County Water Authority, its members, officers, agents, servants and employees from all suits and actions of any kind or character whatsoever which may be brought or instituted by any subcontractor, material man or laborer who has performed work or furnished materials, in the performance of the Contract.

Confidential Information

The SCWA is subject to the provisions of the New York State Freedom of Information Law ("FOIL"). Under FOIL, certain SCWA records are subject to public inspection upon request. However, trade secrets or information submitted to SCWA which if disclosed would cause substantial injury to the competitive position of a commercial enterprise may be (but are not automatically) exempt from public inspection under FOIL. If a proposal contains such information, the vendor may wish to conspicuously identify the information and request that the identified information be withheld from public inspection. SCWA shall review such requests on a case by case basis. Failure to identify such information, shall be deemed consent to public inspection of the entire proposal.

Contact Information

Pursuant to State Finance Law sections 139-j and 139-k, this Solicitation includes and imposes certain restrictions on communications between the Authority and Bidders during the procurement process. A Bidder is restricted from making contacts (i.e., an oral, written, or electronic communications, which a reasonable person would infer as an attempt to unduly influence the award, denial, or amendment of a contract) to any Authority member, employee or agent unless it is a contact that is included among certain statutory exemptions as set forth in State Finance Law sections 139-j (3) (a) from issuance of the Solicitation through final award and approval of the resulting Procurement Contract by the Authority (the "Restricted Period").

All communication concerning this Solicitation should be addressed to the SCWA's Purchasing Director, Joseph Vecchio, 631-563-0334 or at jvecchio@scwa.com. The Authority may schedule a conference with the vendor(s) prior to any award. Authority personnel are required to obtain certain information if contacted during the Restricted Period. Upon the basis of this information, the Authority will make a determination of the responsibility of the Bidder who made the contact pursuant to statutory provisions. Certain findings of non-responsibility can result in rejection for contract award, and in the event of two findings within a four (4) year period by a Bidder, a Bidder will be debarred from obtaining Authority or other governmental Procurement Contracts. Further information about these requirements can be found in the Authority's Guideline Regarding Contacts During an Authority Procurement at www.scwa.com.

Bidders are required to complete the attached forms titled "Form Of Offerer Disclosure Of Prior Non-Responsibility Determination" and "Affirmation Of Understanding And Compliance" and return the completed forms with your proposal.

FORM OF OFFERER DISCLOSURE OF PRIOR NON-RESPONSIBILITY DETERMINATION

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

Address: _____

Name and Title of Person Submitting this Form:

Contract Procurement Number: _____

Date: _____

1. Has any Government Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years?

(Please circle): No Yes

If yes, please answer the next questions:

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law '139-j?

(Please circle): No Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Government Entity?

(Please circle): No Yes

4. If you answered yes to any of the above questions, please provide details regarding the finding of non-responsibility below.

Governmental Entity: _____

Date of Finding of Non-Responsibility: _____

Basis of Finding of Non-Responsibility: _____

(Add additional information on back page as necessary)

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information?

(Please circle):

No

Yes

If yes, please provide details below:

Governmental Entity: _____

Date of Termination or Withholding of Contract: _____

Basis of Termination or Withholding: _____

(Add additional information on back page as necessary)

Offerer certifies that all information provided to the Suffolk County Water Authority with respect to State Finance Law '129-k is complete, true and accurate.

By: _____ Date: _____

Signature: _____

AFFIRMATION OF UNDERSTANDING AND COMPLIANCE

RFP Number Related to Offer:

_____ Hereby affirms that it has read and understands the Suffolk County Water Authority's guidelines regarding its' policy concerning Contacts during an Authority Procurement, and agrees to comply with SCWA's procedures relating to this policy during the SCWA procurement.

Date: _____ 20__

Name of Officer: _____

Address:

Name and Title of Person Signing the Affirmation