

**CITY OF PORT ORCHARD NOTICE TO CONSULTANTS
REQUEST FOR PROPOSALS (RFP)
PUBLIC RELATIONS, MARKETING, AND COMMUNICATIONS**

The City of Port Orchard (City) is seeking Proposals from qualified Professional Services Consultants (Consultant) for the development of a public relations, marketing, and communications. Submittals meeting the criteria described herein shall be submitted to the *City of Port Orchard, RE: RFP for Public Relations, Marketing and Communications, 216 Prospect Street, Port Orchard, WA 98366, and Brandy Rinearson, City Clerk* **no later than 2:00 p.m. on Friday, January 14, 2022**. Information related to this RFP, including any addenda, will be posted to the City's website at <https://www.cityofportorchard.us/bids-and-proposals/>. Any questions regarding this project should be directed to Brandy Rinearson, (360) 876-7030 or brinearson@cityofportorchard.us.

Purpose/Background:

The City of Port Orchard's population and demand for services is growing and expected to grow significantly by 2040. With significant growth comes new challenges for the City to communicate effectively with the public and within city departments. The City has multiple projects underway to improve public utilities, transportation, parks and other significant projects such as master planning exercises that will shape the future of our community. Proactive internal and external communication is vital to informing our citizens about the City's plans and to solicit input and engagement from the community. The City desires to secure the services of a communications professional to create a strategy, build messaging and serve as an advisor for matters that need communication.

Project Description and Required Expertise:

The successful firm/candidate will work with the Mayor and staff to create website content, and draft social media posts, press releases and public notices. Consultants will be expected to be experienced and capable in the following areas:

Social Media:

The City of Port Orchard seeks to expand on a social media strategy that provides timely and relevant information about City projects and activities. The communications consultant will:

- Develop an annual calendar with anticipated announcement dates and updates around key projects and initiatives
- Craft messaging with Mayor and senior staff as appropriate
- Collaborate with community pages

Public Relations:

- Develop and maintain relationships with local news and media outlets including Kitsap, King and Pierce counties
- Draft and disseminate City news stories on a timely basis
- Coordinate interviews and articles with local journalists
- Develop guidelines for City employees to communicate with public

Internal Communications:

- Develop messaging for City to communicate with staff

Community Events:

- Identify opportunities for city officials to participate in community activities.
- Develop and execute events/activities for city officials to interact with constituents outside of City Hall.

RFP Schedule: (Dates are estimates and subject to change by the City)

Event	Date
RFP Release	December 13, 2021
Submittals Due	January 14, 2022; 2:00 p.m.
Interviews of selected consultants	TBD
Contract Award	TBD
Contract Expiration	December 31, 2022

Submittal

Submittals should include the following information:

- A cover letter/statement of interest demonstrating the firm’s interest in the project and highlighting its qualifications to meet the City’s needs;
- Firm name, email address, phone and fax numbers;
- Name of Principal-in-Charge and Project Manager;
- A brief overview of the firm, and the number of employees in the firm proposed to assist on this project;
- A statement of the consulting firm’s qualifications, including brief resumes of staff proposed to work on the project. The information should be focused on the firm’s demonstrated ability in the areas described in the Project Description and Required Expertise section of this RFP, and the firm’s ability to meet the criteria set out herein through its experience with similar projects.
- Description of the most recent projects performed by the consulting firm that included a similar scope of work.

The consulting firm’s Proposal shall be limited to 10 pages, double sided excluding resumes, cover sheet and cover letter. Submittals shall include a completed and signed Non-Collusion Affidavit form (Attachment A).

Please submit THREE copies of your Proposal to: City of Port Orchard, *RE: RFP for Public Relations, Marketing and Communications, 216 Prospect Street, Port Orchard, WA 98366, Brandy Rinearson, City Clerk* no later than 2:00 p.m. on Friday, January 14, 2022. Submittals will not be accepted after that time and date.

All costs incurred in the preparation of a Proposal, participation in this RFP and negotiation process shall be borne by the proposing firms.

Evaluation Criteria

Submittals will be evaluated by City staff based upon the responsiveness of the submittal to this RFP, and based on the following criteria:

1. Proposed Project Cost (20pts)
2. Key Personnel Qualifications with Relevant Project Experience (20pts)
3. Qualifications of Proposed Project Manager (20pts)
4. Qualifications/Expertise of Firm (20pts)
5. Ability to meet schedule/Availability of Key Personnel (10pts)
6. Past Performance/References (10pts)

Evaluations will be based on criteria outlined herein, which may be weighted by the City in any manner it deems appropriate. Interviews, if considered necessary, will be held with selected Consultants based on an evaluation of the Qualifications. All submittals will be evaluated using the same criteria and weighting.

General Terms and Conditions

The City reserves the right to accept or reject any or all proposals, to waive all minor technicalities, and to accept the proposal or proposal determined to be the most advantageous to the City. Additionally, the City may accept a proposal subject to an exception if, in the sole judgement of the City, the proposal meets or exceeds the City's specifications.

The City of Port Orchard reserves the right to amend the terms of this "Request for Proposals" (RFP) to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort consultants have spent on their responses. This Project is contingent upon the acquisition of a funding package, and as such, the City reserves the right to cancel this Project and any associated contracts depending on the quality of said funding package, solely at the City's discretion.

All questions shall be submitted to Brandy Rinearson, (360) 876-7030 or brinearson@cityofportorchard.us. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City.

The City reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by Consultants in the preparation and submission of their Statement of Qualifications. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

The City reserves the right to request that any Consultant clarify its submittal or to supply any additional material deemed necessary to assist in the evaluation of the submittal.

Modification of a submittal already received will be considered only if the request is received prior to the submittal deadline. All modifications must be made in writing, executed and submitted in the same form and manner as the original submittal.

Americans with Disabilities Act (ADA) Information

The City of Port Orchard in accordance with Section 504 of the Rehabilitation Act (Section 504) and the Americans with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability, in all of its programs and activities. This material can be made available in an alternate format by emailing the Human Resource Department at dlund@cityofportorchard.us or by calling (360) 876-7014.

Title VI Statement

The City of Port Orchard in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award."

Ownership of Work Product

Any and all data, reports, analyses, documents, photographs, pamphlets, plans, specifications, surveys, films or any other materials created, prepared, produced, constructed, assembled, made, performed or otherwise produced by the consultant or the Consultant's subcontractors for delivery to the City under this RFP shall be the sole and absolute property of the City. Such property shall constitute "work made for hire" as defined by the U.S. Copyright Act of 1976, 17 U.S.C. §101, and the ownership of the copyright and any other intellectual property rights in such property shall vest in the City at the time of its creation. Ownership of the intellectual property includes the right to copyright, patent, and register, and the ability to transfer these rights. Material which the Consultant uses to prepare a proposal in response to this RFP but is not created, prepared, constructed, assembled, made, performed or otherwise produced for or paid for by the City is owned by the consultant and is not "work made for hire" within the terms of this RFP.

Public Records Request

This RFP and all public records associated with proposals submitted in response to this RFP shall be available from the City for inspection and copying by the public where required by the Public Records Act, Chapter 42.56 RCW (the “Act”). To the extent that public records then in the custody of the Consultant are needed for the City to respond to a request under the Act, as determined by the City, the Consultant agrees to make them promptly available to the City.

Additional Terms and Conditions. To view the City’s full terms and conditions for this project, please refer to the contract for this project on the City’s website at <https://www.cityofportorchard.us/bids-and-proposals/>. By this reference, the terms and conditions in the contract are incorporated into this RFP.

NON-COLLUSION DECLARATION

I, by signing the proposal, hereby declare, under penalty of perjury under the laws of the United States that the following statements are true and correct:

1. That the undersigned person(s), firm, association or corporation has (have) not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the project for which this proposal is submitted.
2. That by signing the signature page of this proposal, I am deemed to have signed and agreed to the provisions of this declaration.

By: _____

(Authorized Signature)

Title: _____