

CITY OF LARAMIE

REQUEST FOR PROPOSALS

STRATEGIC COMMUNICATIONS PLAN

July 29, 2009

The City of Laramie requests submissions from qualified specialists to develop a Strategic Communications Plan as further described in this request for proposals.

Please submit five (5) hard copies and one (1) electronic copy of your proposal in a sealed package by the **due date 5:00 p.m. on August 26, 2009** to the attention of:

City Manager
City of Laramie
406 Ivinson
P.O. Box C
Laramie, WY 82072

CITY OF LARAMIE

STRATEGIC COMMUNICATIONS PLAN

TABLE OF CONTENTS

1.0 Background and Purpose -----3

2.0 Project Description -----3

2.1 Scope of Services ----- 3

2.2 Important Considerations ----- 4

2.3 Meetings/Hours ----- 4

2.4 Preliminary Report----- 4

2.5 Final Report----- 4

2.6 Demonstrable Skills ----- 4

3.0 Proposal Process and Submission of Proposal-----5

3.1 Overview ----- 5

3.2 RFP Schedule----- 5

3.3 Required Information----- 5

3.4 Timeliness----- 5

3.5 Proposal Contents----- 5

3.6 Proof of Insurance ----- 6

4.0 Project Schedule -----6

5.0 Evaluation Process and Selection Criteria -----7

5.1 Criteria and Weights----- 7

5.2 Agreement Negotiations ----- 7

6.0 Nature of this Document -----6

6.1 Limitations----- 6

6.2 Disclosure----- 6

6.3 Sole Discretion for Criteria----- 6

6.4 Sole Discretion to Accept or Reject----- 7

1.0 BACKGROUND & PURPOSE

The City of Laramie is seeking a practitioner who is well-versed in communications planning for municipalities and/or non-profit organizations who can work with Council, the City Manager, and the Senior Management Team (SMT) to develop a comprehensive public communications strategy.

Council has identified communications as a key goal and the City's 2008 Citizen Survey indicated additional information and outreach to citizens would be valuable. While the City currently meets its legal obligations for public information, the City wants to go beyond these requirements and improve residents' experience with and knowledge of local government.

The purpose of the Communications Plan is to bring unity, consistency and greater effectiveness to the City's communications. The Communications Plan should offer guidance in equipping all City departments and elected officials to portray a consistent corporate image and in making cost-effective choices regarding communication with citizens.

2.0 PROJECT DESCRIPTION

2.1 Scope of Services

The consultant will prepare a communication strategy that provides a framework for communication with citizens. The required elements are as follows:

- Review and audit the City's existing communication and public consultation mechanisms and mediums and evaluate the efficacy of these mechanisms, as well as the quality of the citizens' experience. Review citizen demographic characteristics and information gathering/receiving preferences to determine most effective mediums for communication and public consultation between the City and residents;
- Review and audit the existing advertising/public information campaign of the Recreation Center and Ice & Event Center;
- Recommend measures to be adopted, or processes to be changed to achieve our communication goals;
- Recommend communication strategies appropriate for the variety of services offered by the City (including operational/administrative functions, public advertising, and Council correspondence);
- Develop an implementation plan with prioritized initiatives and timelines;
- Develop a community engagement toolkit for staff outlining preferred methods of communication depending upon the nature or type of information or issue.

To complete this work, other deliverables may include:

- Meetings with City Manager, SMT, and Council to gain clarity on mission, strategic priorities, and core values;
- Research (i.e., survey, focus groups, municipal best practices) to determine how and when residents want to be involved;
- Determination of communication/customer service philosophy in keeping with Council goals, as well as standards for Council correspondence;
- Developing key messages for inclusion in City communications;
- Developing measurable customer service standards.

2.2 Important Considerations

- Citizen Survey – The City of Laramie recently completed a citizen survey, facilitated by Wyoming Survey and Analysis Center. The survey included a limited number of questions pertaining to communications.
- Council Goals – City Council has adopted goals which should be considered in the development of the Strategic Communications Plan.
- Wyoming Statutes and Laramie Municipal Code – The City must comply with legal mandates for communication, including public notification, publication, and comment processes.

2.3 The consultant will be required to meet with City staff as necessary to undertake this project. The City looks to the consultant to provide the amount of hours anticipated to accomplish this task.

2.4 It is anticipated that there will be a preliminary report provided for vetting prior to the final report by the Consultant.

2.5 The final report will consist of all the required elements as identified in this RFP and is subject to approval by the City Manager.

2.6 The Consultant should be able to demonstrate the following skills:

- (a) Experience handling communication in a government or non-profit environment;
- (b) Ability to evaluate where communication services are being used valuably, or to excess, in the City, and where change is needed;
- (c) Creative and dynamic approach to the process;
- (d) Understanding of communication strategy generally;
- (e) Experience with public advertising strategies and comprehensive campaigns.

3.0 PROPOSAL PROCESS AND SUBMISSION OF PROPOSAL

3.1 The Proponent should submit its Proposal for the Project on the basis of the requirements set out in this RFP, and the Proponent's further investigations in contemplation of the City and the Project.

3.2 The current schedule for the RFP phase of the Project is as follows:

- (a) Distribution of RFP Documents – Thursday, July 30, 2009
- (b) Proposal Due Date – Wednesday, August 26, 2009

This City reserves the right in its sole discretion to alter the current schedule set out above.

3.3 The Proposal should be submitted along with the Proponent's complete name and address to the attention of the City Manager.

3.4 It is the Proponent's sole responsibility to ensure that its Proposal is received by the City by the Proposal Due Date. Proposals received after the Proposal Due Date may be rejected and returned to the Proponent unopened.

3.5 Proposal Contents

Submissions of proposals should include, but not necessarily be limited to, the following:

- (a) Proposal pricing should include all factors that will affect the cost of the Proposal, including estimates of delivery, support, employees, subcontractors, consultant, cost savings, etc. Proposal pricing should reasonably allow for adjustments that may be negotiated or be considered necessary to complete the services or requirements of a Contract. Budget should be itemized based upon the scope of the work identified in this RFP. The proposed budget should include a pricing formula and identify the percentage of fees to be paid out at a specific task completion. Budget information should be provided in a separate, sealed envelope.
- (b) Cover letter identifying the Proponents, the size of the firm, and location of the office from which the work will be conducted.
- (c) Personnel intended to be assigned to the project including each member's anticipated role and a description of responsibilities.
- (d) Education and experience of each member of the team. Included must be a brief summary of experience related to this project.
- (e) Identification of project manager.
- (f) A list of similar projects prepared by the firm and references.
- (g) Any proposed sub-consultants indicating approximate percentage of work anticipated by each sub-consultant.

- (h) A work plan, including an explanation of the methodologies to be followed to perform the services required of this proposal and a description of any special techniques or suggestions that would result in a better finished product.
- (i) A list of anticipated deliverables and due dates, including but not limited to:
 - i. Draft Report (One (1) Hard Copy and PDF Version)
 - ii. Final Report (Five (5) Hard Copy and PDF Version)
 - iii. Presentation of Final Report at City Council Work Session
- (j) A list of the records and documentation the City will be expected to provide.
- (k) Approximate project schedule and completion date.

3.6 Proof of Insurance

The Consultant will be responsible for any negligent or wrongful acts or omissions of the Consultant, his employees, agents, or subcontractors and employees or agents of the sub contractor(s) incident to the performance of this contract. The Consultant will defend, hold, and save harmless the City of Laramie from all claims of liability for any death or damage to all persons or to real or personal property resulting from the performance of the Agreement.

Firm shall at its sole cost and expenses procure and maintain insurance satisfactory to the City in the following coverage amounts:

- (a) Workers' Compensation and other Mandated Insurance - Firm shall maintain during the life of the Agreement the statutory Workers' Compensation and Employer's Liability Insurance, and other insurance required by law, for all of the firm's employees engaged in work under this contract.
- (b) Bodily Injury, Property Damage, and Professional Liability Errors and Omissions Insurance - Firm shall maintain during the life of the Agreement coverage such to protect Consultant from claims of damage which may arise from work under the Agreement, whether such operations be by his/herself, or by anyone directly or indirectly employed by them. Consultant shall provide General Liability insurance to be at least \$1,000,000 per occurrence. Certificates of insurance from the insurance provider **must** be included within the proposal, and are subject to review and approval by the City.

4.0 PROJECT SCHEDULE

The schedule will depend upon the timing of the awarding the RFP but the Communication Plan is expected to be completed and delivered by late Fall 2009 with adoption prior to December 31, 2009.

5.0 EVALUATION PROCESS AND SELECTION CRITERIA

5.1 The following criteria and weights shall be utilized as a guideline to evaluate the proposals. Individual criteria have been assigned varying weights.

(a) Qualifications and Relevant Experience	30%
(b) Methodology and Deliverables	40%
(c) Project Time Frame	10%
(d) Project Cost	10%
(e) References from Other Similar Projects	10%

A selection committee will be established and will evaluate proposals using the first four criteria outlined above and reference checks will not be undertaken until later in the evaluation process. At the sole discretion of the selection committee, a short list of the highest scored proponents may be developed. Proponents included on the short list may be invited to an interview with the selection committee. The interview may include a requirement for the Proponent to make a presentation to the selection committee. The intent of the presentations/interview will be to allow the selection committee an opportunity to clarify any questions resulting from the initial evaluation.

After the presentations, the City may reevaluate the short-listed proposals using the same criteria and completing reference checks. The final selection will be based on the City's determination of the best scoring.

5.2 If the City selects any of the Proposals as best meeting the needs of the City in considering the requirements set out in this RFP and the public interest, the City may enter into negotiations for a Professional Services Agreement with the selected Proponent to provide the work.

6.0 NATURE OF THIS DOCUMENT

6.1 This RFP is solely a request for proposals. It is not an invitation for tenders, an offer of contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the City or any other person can or will be created except by a written contract executed by the City Manager or City Council.

6.2 Proponents are cautioned that a Proposal or part of a Proposal may be made public or otherwise disclosed by the City if the City elects to do so or is required to do so by law.

6.3 The City's criteria and requirements for the nature and scope of design of the Project are set out in this RFP, but the City reserves the right in its sole discretion to alter those criteria or requirements in the course of negotiations with a Proponent.

6.4 The City expects to select a preferred Proponent with whom it may enter into discussions leading to a Professional Services Agreement. In considering any Proposals made in response to this RFP, the City reserves to itself the absolute and unfettered discretion to accept or reject any Proposal whether or not complete or whether or not it complies with the requirements set out in this RFP for the content of Proposals.

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