

# CITY OF ROHNERT PARK

## REQUEST FOR PROPOSALS

FOR

## EXPANDED PUBLIC COMMUNICATIONS



City of Rohnert Park  
130 Avram Avenue  
Rohnert Park, CA 94928  
(707) 588-2242

Distribution/Advertisement: Aug. 12, 2022

Deadline for Submittal of Proposals: Sept. 2, 2022

Delivered to:  
City of Rohnert Park  
Attention: Don Schwartz, Assistant City Manager  
130 Avram Avenue  
Rohnert Park, California.

## **I. General Description of the Project**

The goal of this project is to solicit assistance in expanding the City's communications with our residents.

## **II. Contact Person**

Questions regarding this RFP may be directed to the Project Manager:

Don Schwartz  
Assistant City Manager  
City of Rohnert Park  
130 Avram Avenue  
Rohnert Park, CA 94928  
Telephone: (707) 588-2242  
E-mail: [dschwartz@rpcity.org](mailto:dschwartz@rpcity.org)

Email is the preferred method of communication for this RFP.

## **III. Background Information and Scope of Work**

Some of the City's public information functions are centralized in the City Manager's Office while others are decentralized. The Assistant City Manager is the primary Public Information Officer (PIO) responsible for overall communications. He is the primary contact for most media relations, although media inquiries are commonly referred to experts in City departments.

The City also has a part-time Communications Specialist who spends the equivalent of about one ½ person in that role. Her primary responsibilities include:

- Creating and administering content on all social media platforms including periodic site metrics and responding to patrons questions
- Researching, compiling, and writing content for inclusion in the City's bi-monthly 1-page newsletter. Includes page layout, creation/editing of graphics, coordination with the translation provider and printer.
- Researching and writing, 450-750 words, draft content for the City's weekly Community Voice column
- Compiling staff submitted written and photo content for inclusion in the weekly City Manager's Weekly update.
- Researching, drafting, and distributing Press Releases
- Researching and drafting Talking Points for press conferences or community events
- Managing the City's website, local government social media accounts, and intranet - includes troubleshooting, creating new users, permissions, content creation and monitoring.

In general, departments that have social media accounts generate their own social media content and responses, and manage authorization of users. Departments also manage many public

communications on issues relevant to their expertise. Public Safety handles press relations and most media inquiries regarding police and fire activities.

Senior management provides a weekly column to the Community Voice newspaper. The City also publishes and distributes a quarterly newsletter with utility bills. Examples of these are available on the City's website.

#### **IV. RFP Proposal Submittal Requirements**

Consultants interested in providing these services must prepare and submit a Proposal, consistent with this Request and the Scope of Work, with a cover letter signed by an officer of the firm authorized to execute a contract with the City. Provide the following information as part of your proposal. Submissions with incomplete information may not qualify for consideration.

1. Contact Information

- a. Proposer's W-9 form.
- b. Identify if the Proposer is a subsidiary of a larger company.
- c. Describe the Proposer's business history. Include information on how many years the firm has provided relevant services, number of employees, and proposer's location.
- d. Primary RFP contact's name, phone number, and email address.

2. Key Personnel

Provide a description of professional qualifications and credentials for the key personnel to deliver the services sought in this RFP, including relevant background experience working with public agencies. Identify key personnel and their roles for this project, including experience on similar projects. If the proposer intends to use subcontractors for any part of this RFP's project scope, include their professional qualifications and credentials as well.

3. References

Provide at least three, but no more than four, references from similar (public sector, ideally local government) clients. For each reference, please provide the following information:

- a. Entity name,
- b. Client contact information (name, title, phone, and email),
- c. Services provided and solutions implemented,

4. Proposed Costs

Provide a schedule of billing rates by category of employee and job title to be used during the term of the Agreement. This fee schedule will be firm for at least one year from the date of the Agreement. If sub-consultants will be used, include a fee schedule for their services as well.

Proposals should include examples from recent, relevant work conducted for other government agencies.

Alternatives may be submitted as separate proposals, or may be described as such and included in a singular proposal, and must be so noted on the cover sheet of the proposal.

We are not looking for proposals which:

- a. Focus on marketing the City to businesses or visitors
- b. Explain the value of public communications
- c. Include only alternatives to the desired services
- d. Create a role for a contractor as City spokesperson
- e. Describe the virtues of the firm providing the services; we are interested in the individuals we would actually be working with day to day.

## **V. Deadline and Delivery**

Five copies of the Proposal must be received, including one un-bound original, and an electronic version via email by the Project Manager by the deadline on the cover page of this RFP. No information submitted by electronic mail will be accepted unless otherwise requested by the City during the proposal review process. Proposals received after the deadline may not be accepted.

## **VI. Review and Selection Process**

Consultant selection will be based upon the Proposals submitted and any other information, such as reference checks, available to the City. City staff may request additional clarifying information from any or all consultants that submit a Proposal. Depending on the number and quality of responses, and after initial screening and evaluation of proposals submitted in response to this RFP, the City may select a short-list for additional evaluation and potential interview. Consultants may be requested to be available for an interview in Rohnert Park or via Zoom as part of the selection process, and should be available on the interview date in the schedule below. The lead member(s) of the consulting team will be expected to attend any interviews scheduled with the City.

Factors that will be considered in the review process include but may not be limited to:

- Meeting all of the requirements of this RFP; failure to meet the requirements of this RFP may be deemed unresponsive and the proposal may not be further evaluated.
- Background and experience of the project team members assigned to this project.
- Quality of the proposed approach to the project.
- Proposed cost.
- Agreement to use City's standard contract, and/or negotiate reasonable alternative language
- Adherence to the [City's Purchasing Policy](#), in particular Chapter 6 as it relates to local vendor preference.

## **VII. Contract Requirements**

The successful Respondent may be required to enter into an agreement with the City within 15 days of notice of the City’s Intent to Award. A sample agreement is attached to this RFP. If an Agreement on terms and conditions acceptable to the City cannot be achieved within that timeframe, or if, after reasonable attempts to negotiate such terms and conditions, it appears that an agreement will not be possible, as determined at the sole discretion of the City, the City reserves the right to retract any notice of intent to award and proceed with awards to other Respondents.

Respondent(s) must identify all proposed modifications to an Agreement in a transmittal letter which identifies the specific sections of the Agreement proposed to be modified. Attached to the proposal must be the appropriate sample Agreement clearly defining Respondent's proposed modifications. Proposed modifications to an Agreement must be made in an in interlineated “Strikeout/Bold” or “Strikeout/Underline” format. An electronic copy of the Agreements may be requested from the Project Manager.

Estimated Schedule; dates subject to change:

Aug. 12, 2022	Release RFP
Aug. 19, 2022	Questions on RFP due to City via e-mail
Aug. 26, 2022	City provides responses to questions
Sept. 2, 2022	Proposals due by 4:00 p.m.
Week of Sept. 12, 2022	Interview date, if needed
Sept. 20, 2022	Evaluations completed
Sept. 28, 2022	Contract negotiated
Oct. 11, 2022	City Council Contract Approval and Project initiation

## **VIII. General Terms and Conditions**

- A. The City reserves the right to reject any and all Proposals and to award any or all sections of the work to one or multiple consultants.
- B. The City will not be responsible for any costs incurred by respondents in the preparation and submittal of a response to this Request for Proposals.
- C. The City reserves the right to modify the scope of the work for this project at any time.
- D. Documents, drawings and findings (regardless of format) that are associated with this project shall be the property of the City.
- E. Fee proposals included with the submitted Proposal shall remain effective for one year from the date of an agreement.

Attachments:

- Exhibit A - Scope of Work and Compensation
- Exhibit B – Sample Agreement including Insurance



**EXHIBIT A**  
**Scope of Work and Compensation**

The Scope of Work for the consultant may include:

1. Developing content (at times on-call for emergency communications) for channels including the weekly Community Voice column, press releases, social media, website, videos, talking points, FAQs, presentations, bi-monthly utility newsletter, etc.
2. Creating graphics to support the content.
3. Designing bill inserts, flyers, posters, infographics, advertisements, brochures, door hangars, etc.
4. Preparing analytic reports on the effectiveness of communications campaigns, social media channels, and the City's website.
5. Providing a regular (such as weekly) summary of topics discussed on social media.
6. Responding to social media questions and comments from residents.

Future assignments may include:

7. Assisting in supporting events.
8. Supporting the City's branding and marketing efforts.
9. Supporting intensive community engagement on selected topics.
10. Creating, distributing, analyzing, and reporting on community surveys.

Additionally, the City welcomes suggestions from the selected contractor(s) on how to improve communications as a complement to the services above.

Compensation

Proposals should describe compensation for services. This should include hourly rates, titles, and roles for each person proposed for this work.

We estimate an annual budget of \$40,000/year.