

**PLEASANT GROVE CITY RFP FOR A PUBLIC RELATIONS FIRM FOR  
PUBLIC OUTREACH and INFORMATION**

1. NOTICE TO PROFESSIONALS

Through this **Request for Proposals** (RFP) the City of Pleasant Grove (hereinafter the City) is soliciting competitive sealed proposals from qualified firms to provide assistance with public outreach services which would include informing the public on upcoming projects and helping shape the public conversation on said projects.

The selected firm will work with City staff, PG elected officials, and engineering consultants to provide public outreach and information services to approximately 40,000 residents impacted by the projects and proposals.

The City intends to compare and evaluate all eligible submittals and select a firm as outlined in subsection 4.12 EVALUATION CRITERIA of this request. This is a Request for Proposals only and should not be interpreted as a solicitation for services or as a contract for services. Submittals should be comprehensive, concise, and directly responsive to the goals and format as outlined in this RFP.

2. BACKGROUND

The City has two issues in need of PR assistance:

- A. The City will issue a \$40M bond to build a Public Works facility, clearing (demolition of buildings and grubbing old trees and fencing) a 40-acre site purchased 10 years ago for future development, development of cemetery property, and two major storm drain improvements which include a regional basin and a storm drain pipe out to Utah Lake.

These improvements will necessitate increasing utility rates about \$10 per month and the City would like to implement those rates sometime in April or May at the latest. PR work for this project will need to be ready in **mid-April**.

- B. The City is considering holding or increasing the Certified Tax Rate this year which will be considered a property tax increase.

The revenue generated by “holding the rate” would be used mainly to increase staff for Public Safety as well as working towards getting Public Safety wages to market value. This proposal will be made public in June and will include a public hearing in August. PR work for this proposal will need to be ready by **early June**.

3. SCOPE OF WORK

The firm hired will:

- a. Meet with City staff and elected officials to inform the Consultant of the city projects and proposals.
- b. Need to become very familiar with the projects listed above to help the City communicate effectively and receive input from their citizens.

- c. Help create materials that will be distributed via social media, email, and the city newsletter that will inform residents to and help them understand the need for the projects and property tax proposal.
- d. Discuss with the City strategies to best inform the public.
- e. Discuss other methods to gather feedback from the public which could include: open houses, public forums, focus groups, etc.
- f. Other items that the consultant may see as necessary to the success of the project should be included in the proposed scope. Any items proposed by the consultant that are not included in the proposal "lump sum" base fee should include their additive cost.

#### **4. INSTRUCTIONS TO PROPOSERS**

##### **4.1 PROJECT TIMETABLE**

The following timetable has been established for this project. *LATE PROPOSALS WILL NOT BE ACCEPTED.*

- **Proposals are due via email to Scott Darrington at [sdarrington@pgcity.org](mailto:sdarrington@pgcity.org) by Thursday, March 3 at 5:00 p.m.**
- **Interviews will be held sometime during the week of March 7-11.**

##### **4.2 PROPOSALS EVALUATION**

The procedure for response to this RFP, evaluation of proposals, and selection of a Consultant is as follows:

1. Interested entities will prepare and submit their proposals according to the Project timetable contained in Subsection 4.1
2. The City and/or its representatives will evaluate all submitted proposals in accordance with the evaluation criteria as outlined in Subsection 4.12.
3. A Professional Services Agreement incorporating the provisions, terms and conditions of this RFP will be executed between the City and the selected Consultant.

##### **4.3 PROPOSAL SUBMISSION**

Each respondent must submit their proposal via email by Thursday, March 3<sup>rd</sup> at 5:00 p.m. to Scott Darrington, City Administrator, at [sdarrington@pgcity.org](mailto:sdarrington@pgcity.org).

If necessary, a proposal can be dropped off at Pleasant Grove City Hall c/o Scott Darrington at 70 S. 100 E., Pleasant Grove, Utah

Mailed in proposals will not be accepted.

##### **4.4 PROPOSAL ORGANIZATION AND CONTENT**

All requested documentation must be included. The proposal must include (in the following order):

- A. Transmittal letter stating the respondent's intent to participate in the contract. The letter of transmittal shall be on official business letterhead and shall include the following:
1. A statement that the respondent will comply with all terms and conditions as indicated in the RFP.
  2. A statement indicating whether the respondent is a corporation or other legal entity.
  3. A statement of affirmative action that the respondent does not discriminate in its employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin, or handicap.
  4. A certification statement to the effect that the person signing the proposal is authorized to do so, on behalf of the respondent.
  5. Names of the key contact persons with their title, telephone numbers, and email. Also, indicate first and second back-up contact persons if the person signing the proposal is not available to take a call from the City.
  6. Name and complete mailing address of the respondent along with telephone number.
- B. Comprehensive RFP response including all requested information and documentation. Proposals shall also include a copy of current billing rates for key personnel. The proposal response shall include at a minimum the following sections:
1. Executive summary (two pages maximum)
  2. Organizational chart showing the team involved including individual members, all organizations, relationships, and breakdown of responsibilities.
  3. Proposer Qualifications: This section should describe the proposer's experience on similar projects, including the individual team members' involvement on the specific projects described. Project information for the identified projects should be briefly included. Provide a minimum of three references, including name, address and telephone number, of persons who can attest to performance on relevant projects.
  4. Work Plan: This section should describe the methodology and process proposed to be used to complete the scope of work defined in Section 3, including any potentially innovative or creative solutions for the project. It should address the proposed schedule for the Consultant's work, identify any proposed strategies to be used to control costs, maximize construction economy and insure operational effectiveness; describe outputs to be delivered; and identify advantages of the proposal to the City.

5. Proposed Fee: The proposed fee shall be LUMP SUM inclusive of all costs to complete the work including but not limited to travel, equipment, testing, and plan reproduction costs.
  - a. Any additional items not included in the base bid shall have a separate cost specified in the event the City chooses to include one or more of those items.
6. Billing Rates: The current billing rates for all key personnel.

#### **4.5 ORAL PRESENTATION**

As part of the proposal evaluation process, selected proposers may be invited to make oral presentations to the City. These presentations must be made by the same project team personnel who will be assigned to the project should the proposer be awarded a contract. If chosen to present to the City, these presentations will be held the week of March 7-11.

#### **4.6 SUBMITTAL OWNERSHIP**

All proposals (and the information contained therein) shall become the property of the City. Proposers should carefully consider the items submitted before submitting items that would not be disposable to the proposer. Proposals submitted may be reviewed and evaluated by any persons at the discretion of the City. No proposal shall be returned to the respondent regardless of the outcome of the selection process. Cost for developing proposals and making proposal presentations are entirely the responsibility of the proposer and shall not be chargeable in any manner to the City.

#### **4.7 CITY USE OF PROPOSAL IDEAS**

The City reserves the right to use any or all ideas presented. Selection or rejection of the proposal does not affect this right.

#### **4.8 QUESTIONS AND CLARIFICATIONS**

Questions regarding this RFP should be submitted in writing and be directed to:

***Scott Darrington, City Administrator, Pleasant Grove City***

[sdarrington@pgcity.org](mailto:sdarrington@pgcity.org)

Business Hours: M - Th 8:00 a.m. to 5:00 p.m. or Friday 8:00 a.m.-12:00 p.m.

***Telephone: 801-391-5130***

#### **4.9 ACCEPTANCE OF PROPOSAL**

- A. The City reserves the right to reject any or all proposals for any reason and or waive minor irregularities when to do so would be in the best interests of the City. Minor irregularities are those which will not have a significant adverse effect on overall competition or performance levels.
- B. The responding party agrees that the City may terminate this procurement procedure at any time, and the City shall have no liability or responsibility

to the responding party for any costs or expenses incurred in connection with this RFP, or such party's response.

#### **4.10 DISQUALIFICATION OF PROPOSAL**

- A. The City reserves the right to reject any and all proposals received by reason of this RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the City. The City may or may not award a contract solely on the basis of this RFP and will not pay for the information solicited or obtained. The information obtained will be used in determining the proposal that best meets the City's needs and is the most advantageous proposal received. No oral, telegraphic or telephonic proposals or modifications will be considered.
- B. The occurrence of any of the following may result in disqualification of a proposal:
1. Failure to respond by the established submission deadline.
  2. Failure to completely answer all questions posed in the RFP.
  3. Use of any other type of form or format other than those indicated in the RFP.
  4. Failure to provide requested documentation at the time of proposal submission.
  5. Illegible responses.
  6. If the proposer adds any provisions reserving the right to accept or reject an award or to enter into a contract pursuant to an award, or any other unauthorized conditions, limitations or provisions.
  7. If the proposer is unable to evidence a satisfactory record of integrity.
  8. If the proposer is not qualified legally to contract.

*THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS*

#### **4.11 WITHDRAWAL OF PROPOSAL**

The proposal may be withdrawn upon request by the proposer, without prejudice, prior to, but not after, the time fixed to receive proposals.

#### **4.12 EVALUATION CRITERIA**

- A. All requirements identified in this RFP must be satisfied to insure that the proposal will qualify for consideration. The City desires to receive proposals from firms who can demonstrate operational and technical qualifications and capabilities.
- B. All proposals will be evaluated by representatives of the City to identify the proposal that best meets the needs of the City as set forth in the RFP. A component based system will be used to evaluate all proposals. A brief description of each component includes:
1. Qualifications: This category represents an evaluation of the Consultant's understanding of the project and the technical approach to be used to meet the City's needs for community outreach and feedback.
  2. Key Personnel: This category deals with the experience level of key personnel proposed for this project and the proposer's willingness and demonstrated ability to work effectively with the City. Experience relates to

the overall assessment of the proposer's assigned personnel. Evaluation will be based on resumes that are provided, direct contact with identified current and previous clients, submitted information in response to the RFP, and the oral interviews

3. Project Approach: This category represents an evaluation of the Consultant's plan for managing the information provided by the City. ~~and how the~~ It includes an evaluation of the Consultant's ~~feel the best way to~~ plan to garner public input and disseminate information to best inform the public. This category will also evaluate the Consultant's ability to meet the City's timelines.
4. Project and Client Experience: This category deals with the proposer's performance on similar prior projects and the proposer's willingness and demonstrated ability to work effectively with the City. Experience relating to Public Works, Cemetery, and Storm Drain needs will be evaluated. Also experience in dealing with property tax proposals and the nuance of State of Utah law regarding the property tax and educating the public on these nuances. Evaluation will be based on resumes that are provided, direct contact with identified current and previous clients, submitted information in response to the RFP, and the oral interviews.
5. Fee Proposal: This category will evaluate the Consultant's proposed fees.

## **5. GENERAL REQUIREMENTS**

### **5.1 AMENDMENTS**

No oral modifications or amendments to this RFP shall be effective. If it becomes necessary to revise any part of the RFP, an addendum will be provided to all who received an RFP.

### **5.2 EMPLOYMENT STATUS VERIFICATION**

Consultant shall register and participate in the Status Verification System and comply with Utah Code Annotated Section 63G-11-103 of the Identity Documents and Verification Act. Consultant shall, by contract, require its contractors, subcontractors, contract employees, staffing agencies, or any contractors regardless of their tier to register and participate in the Status Verification System and comply with Utah Code Annotated Section 63G-11-103 of the Identity Documents and Verification Act.

Consultant shall also agree to abide by the Federal and State regulations pertaining to Equal Opportunity Employment that requires project participants not to discriminate against any employee or applicant for employment because of race, color, religion, sex, age, disability, or national origin. The City will make every effort to ensure all bidders are treated fairly and equally throughout the entire advertisement, review, and selection process.

### **5.3 COMPENSATION FOR SERVICES**

The City intends to enter into a professional services contract covering the projects outlined in this RFP. Failure of the successful proposer to enter into a written contract may

result in cancellation of the award. Compensation for the services rendered will be based a task completion basis and may not exceed the fees provided in the response to this proposal.

#### **5.4 NON-COLLUSION**

Consultant shall guarantee that the proposal submitted is not a product of collusion with any other bidder and no effort has been made to fix the proposal price of any bidder or to fix any overhead, profit, or cost estimate of any proposal or its price.

#### **5.5 OMISSIONS**

Should the RFP not contain sufficient information in order for the firm to obtain a clear understanding of the services required by the City, or should it appear that the instructions outlined in the RFP are not clear or contradictory, the Consultant may obtain written clarification from the City at least 24 hours prior to the required time and date for proposal submission. The Consultant shall include a copy of the written clarification with its submission