

Town of Carbondale
511 Colorado Avenue
Carbondale, CO 81623

REQUEST FOR PROPOSAL
COVER SHEET

Date: January 4, 2021

Proposal Title: Town of Carbondale Strategic Communication Services

Proposals will be received until: January 25, 2021
4:00 p.m., MDST
Town Hall
511 Colorado Avenue
Town Managers Office
Carbondale, Colorado 81623

Goods or services to be delivered to or performed at: Town of Carbondale

For more information please contact Jay Harrington:
Email Address: 970-510-1207 (office)
Jharrington@carbondalecto.net

Documents included in this package: Request for Proposal Cover Sheet
Request for Proposal Document
Town's Communication Tools

The undersigned hereby affirms that (1) he/she is a duly authorized agent of the Contractor, (2) he/she has read all terms and conditions and technical specifications which were made available in conjunction with this solicitation and fully understands and accepts them unless specific variations have been expressly listed in his/her offer, (3) that the offer is being submitted on behalf of the Contractor in accordance with any terms and conditions set forth in this document, and (4) that the Contractor will accept any awards made to it as a result of the offer submitted herein until January 25, 2021. Please return this with your proposal.

PRINT OR TYPE YOUR INFORMATION

Name of Company: _____ Fax: _____

Address: _____ City/State: _____ Zip: _____

Contact Person: _____ Title: _____ Phone: _____

Authorized Representative's Signature: _____ Phone: _____

Printed Name: _____ Title: _____ Date: _____

Email Address: _____

REQUEST FOR PROPOSALS

For

Strategic Communication Services

Issued By:

Town of Carbondale, Colorado

Proposal Requests Due:

January 25th, 4:00PM MDST

Mail or E-mail To:

Town of Carbondale

Attn: Jay Harrington, Town Manager

511 Colorado Avenue

Carbondale, CO 81623

(970) 510-1207

Jharrington@carbondaleco.net

NOTICE OF REQUEST FOR PROPOSALS

Carbondale, Strategic Communication Services

- Assisting in coordinating groundbreaking, grand openings, and other events for town projects
- Buying and placing ads in pertinent radio, print, and local television sources
- Evaluate the effectiveness of the Town’s existing social media accounts (Instagram, Facebook, etc.) and exploring new accounts such as Twitter
- Assist the Town in developing strategic messaging for projects, programs, and urgent matters
- Developing print publications, including posters, brochures, newsletters, etc.
- Make recommendations to the Town Manager and other staff on appropriate messaging to certain audiences including the Spanish speaking community
- Explore community engagement tools
- Providing graphic design services for publications (online and print), as necessary
- Assist the Town in reaching diverse audiences including the Spanish speaking community; and
- Assist the Town in reviewing its web site and recommending upgrades.

III. CONDITIONS OF PROPOSAL SUBMITTAL

All proposal responses submitted must address each of the following with all information as requested herein and any additional information necessary to summarize the overall benefit of the proposal to the Town of Carbondale. Please be advised that the greater the degree of specificity, the more likely it will be for the Town to review your responses favorably. Proposal submittal responses should include, but are not limited to, the following information:

PROPOSAL REQUIREMENTS:

The following information shall be required in the RFP submittal:

Letter of Transmittal – The letter is not intended to be a summary of the proposal itself and must contain the following statements and information:

- a. Company name, address, and telephone number(s) of the firm submitting the proposal.
- b. Name, title, address, e-mail address, and telephone number of the person or persons to contact who are authorized to represent the firm and to whom correspondence should be directed.
- c. Federal and state taxpayer identification numbers of the firm.
- d. Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.
- e. The letter must be signed by a corporate officer or other individual who is legally authorized to bind the applicant to both its proposal and cost schedule.
- f. Statement which indicated “proposal and cost schedule shall be valid and binding for ninety (90) days following proposal due date and will become part of the contract that is negotiated with the Town.”
- g. General Vendor Information – Please provide the following information:

- i. Length of time in business
- ii. Length of time in business of providing proposed services
- iii. Total number of clients
- iv. Total number of public sector clients (Municipal communication experience desired).
- v. Number of full-time personnel
- vi. Location of headquarters and any field offices
- vii. Location of office which would service this account
- viii. Briefly describe what you see as the key components for a communication strategy for the Town of Carbondale.
- ix. Briefly describe how your firm has successfully engaged a Spanish speaking audience.
- x. Briefly describe how your firm keeps current on communication best practices for local government and how you would make recommendations for keeping Carbondale current.

Describe how you would manage a customer relationship with the Town.

- Staff Resources – Identify names of principals and key personnel who will be supporting the Town. Full resumes of these individuals should be appended to the proposal. The local availability of staff that will be providing these services shall be an important consideration.
- Describe the hours of availability for on-site staff support.
- Describe how after-hours support would be available

Service Levels

- Describe service levels you will provide to the Town. Describe availability of key staff during normal business hours.
- Describe how and what staff is available 24/7 for emergencies.

Fees

Please provide all fees associated with the proposed contract for services. The following should be included in your base bid:

- Ongoing monthly fees and what is included and excluded, including cost to update current communications plan.
- Extra work which is outside the proposal
- Ad-hoc services
- Response and emergency fees

INVOICING PROCEDURES:

The Town requests that invoicing occur upon actual receipt of services. Although the Town utilizes an expedient process, vendors are advised that it could take up to thirty (30 days) to process invoices for payment.

IV. EVALUATION OF PROPOSALS & SELECTION CRITERIA

It is the intent of the Town of Carbondale to conduct a comprehensive, fair and impartial evaluation of proposals received. Award shall be made to the provider that is believed by staff to be the best fit for the Town. The Town reserves the right to reject any and all proposals for any reason or no reason. Final selection will be based on a combination of relevant experience, available qualified staff, schedule of rates and ability to meet the Town's needs.

The Town reserves the right to waive any informalities and/or minor irregularities in submittals received, as determined at the sole discretion of the Town of Carbondale. Finally, the Town of Carbondale reserves the right to communicate with any bidders in order to clarify any aspect(s) of their submittals.

Please provide (1) digital PDF copy of your proposal sent to Jay Harrington
Jharrington@carbondalecto.net

V. INSURANCE

If selected, the Contractor agrees to procure and maintain in force during the term of the contract the following coverage:

1. Worker's Compensation Insurance, as required by the Labor Code of the State of Colorado and Employer's Liability Insurance.
2. Commercial General or Business Liability Insurance with coverage limits of \$1,000,000 per occurrence/\$2,000,000 aggregate with the Town of Carbondale listed as additional insured.
3. A Certificate of Insurance shall be completed by the Contractor's insurance agent(s) as evidence that policies providing the required coverage, conditions, and minimum limits are in full force and effect, and shall be subject to review and approval by the Town of Carbondale prior to the commencement of any services. The completed Certificate of Insurance will be filed with the Town Clerk.

VI. OTHER REQUIREMENTS

The Town of Carbondale will enter into contract negotiations with the selected contractor. However, the Town of Carbondale reserves the right to terminate negotiations with that contractor at any time. The Town additionally reserves the right to negotiate or suspend with one or more contractors at any given time and to reject any or all of the contractors, should such action be deemed to be in the Town’s best interest. The Town of Carbondale will negotiate a contract fee for which the selected Contractor shall perform the Project Scope of Work on a monthly basis, and the work shall be performed in accordance with the Town of Carbondale’s contract documents.

The selected firm shall have a Spanish speaking staff member available or have a contract with a Spanish speaker to meet the needs of the Town of Carbondale contact.

VII. INQUIRIES

All inquiries relating to this RFP should be made to: Jay Harrington, Town of Carbondale Town Manager at (970) 510-1207 or at: jharrington@carbondaleco.net

VII. PROJECTED TIMELINE FOR PROJECT

- Town of Carbondale release and post of the RFP January 4th *
- RFP Submittal Deadline: January 25th at 4:00 p.m.*
- Evaluation of Proposals: January 25-29, 2021
- Interviews of firms (optional) if needed: February 1-5, 2021

- Contract with Town reviewed by BOT: February 9, 2032

Note: All dates without asterisk above are preliminary and are subject to change.
All dates with asterisk are fixed.