

CITY OF SANTA CLARA
CITY MANAGER'S OFFICE
1500 WARBURTON AVENUE
SANTA CLARA, CA 95050
(408) 615-2210

**REQUEST FOR QUOTE/QUALIFICATIONS
FOR PROFESSIONAL PUBLIC AFFAIRS/MEDIA RELATIONS SERVICES**

PROPOSAL SUBMITTAL DEADLINE:

DATE: JANUARY 16, 2018

TIME: 5:00 P.M.

LOCATION: City Hall, 1500 Warburton Ave., Santa Clara, CA 95050

PROJECT MANAGER: Jennifer Yamaguma, Community Relations Manager

REQUEST FOR QUOTE/QUALIFICATIONS

INTRODUCTION

The City of Santa Clara is seeking quote/qualifications to provide as-needed public affairs and media relations services for the City of Santa Clara, including the Santa Clara Stadium Authority. A detailed description of required services is included in Attachment A-Scope of Services.

1. ATTACHMENTS

The attachments below are included with this Request for Qualifications (“RFQ”). The items identified with an asterisk (*) must be completed, signed by the appropriate representative of the company, and returned with the submittal.

Attachment A – Scope of Services

Attachment B – Proposer’s Information Form*

Attachment C – Certification of Non-Discrimination*

Attachment D – Fee Schedule(s)*

Attachment E – Proposer’s Response Template

INSTRUCTIONS TO PROPOSERS

1.1. Examination of Proposal Documents.

The submission of a proposal shall be deemed a representation and certification by the Proposer that they:

- 1.1.1. Have carefully read and fully understand the information that was provided by the City to serve as the basis for submission of this proposal.
- 1.1.2. Have the capability to successfully undertake and complete the responsibilities and obligations of the proposal being submitted.
- 1.1.3. Represent that all information contained in the proposal is true and correct.
- 1.1.4. Did not, in any way, collude, conspire to agree, directly or indirectly, with any person, firm, corporation or other Proposer in regard to the amount, terms or conditions of this proposal.
- 1.1.5. Acknowledge that the City has the right to make any inquiry it deems appropriate to substantiate or supplement information supplied by Proposer, and Proposer hereby grants the City permission to make these inquiries, and to provide any and all related documentation in a timely manner.

No request for modification of the proposal shall be considered after its submission on grounds that Proposer was not fully informed of any fact or condition.

1.2. Questions.

Any questions by the Proposer regarding this RFQ or the project(s) must be put in writing and received by the City no later than 5:00 p.m. on January 12, 2018. Correspondence shall be addressed to:

Jennifer Yamaguma, Community Relations Manager
City Manager's Office
1500 Warburton Ave. Santa Clara, CA 95050
(408) 615-2212
Email: jyamaguma@santaclaraca.gov

The City shall not be responsible for nor be bound by any oral instructions, interpretations or explanations issued by the City or its representatives.

Responses from the City to questions by any Proposer will be communicated in writing to all recipients of this RFQ. Questions received after the date and time stated above will not be accepted, and will be returned to senders without response.

1.3. Addenda.

Any addenda issued by City shall be in writing, shall become a part of this RFQ, and shall be acknowledged and responded to by Proposer.

1.4. Submission of Quote/Qualifications.

All Proposals shall be delivered to:

City of Santa Clara
Jennifer Yamaguma, Community Relations Manager
City Manager's Office
1500 Warburton Avenue
Santa Clara, CA 95050

Please note that faxes, electronic submissions, or any media other than hard copies are not acceptable.

Proposals must be delivered no later than January 16, 2018 at 5:00 p.m. All proposals received after that time will be returned to the Proposer unopened.

The Proposer shall submit four (4) copies of its proposal in a sealed envelope, including one (1) original, clearly marked "Original", addressed as noted above, bearing the Proposer's name and address clearly marked, "PROFESSIONAL SERVICES".

1.5. Withdrawal of Proposals.

A Proposer may withdraw its proposal at any time before the expiration of the time for submission of proposals as provided in the RFQ by delivering a written request for withdrawal signed by, or on behalf of, the Proposer.

2. RIGHTS OF THE CITY OF SANTA CLARA

This RFQ does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. The City reserves the right to:

- Make the selection based on its sole discretion;
- Reject any and all proposals;
- Issue subsequent Requests for Qualifications;
- Postpone opening proposals for its own convenience;
- Remedy errors in the Request for Qualifications process;
- Approve or disapprove the use of particular sub consultants;
- Negotiate with any, all or none of the Proposers;
- Accept other than the lowest offer;

- Waive informalities and irregularities in the Proposals; and/or
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the City.

An agreement shall not be binding or valid with the City unless and until it is approved by the City Council, if so required, and executed by authorized representatives of the City and of the Proposer.

3. RFQ TIMELINE

The RFQ Timeline is as follows:

RFQ Issued	January 5, 2018
Deadline for questions, clarifications	January 10, 2018
Responses to questions from City to proposers	January 11, 2018 by 3:00 p.m.
Proposals must be submitted by	January 16, 2018 by 5:00 p.m.
City evaluates proposals	Week of January 15, 2018
City selects successful proposal	Week of January 22, 2018

The City reserves the right to add, remove or combine steps in the timeline, and/or compress or extend the timeline as the City, in its sole discretion, sees fit.

4. INTRODUCTION

4.1. General terms used in this RFQ

Terms and abbreviations used throughout this RFQ include:

- The City – The City of Santa Clara, including the Santa Clara Stadium Authority
- Contractor – The Respondent(s) awarded a contract for services under this RFQ.
- Respondent/Proposer – Any entity submitting a response to this Request for Qualifications
- Response/Proposal – A Respondent’s proposal submitted in response to this RFQ.

4.2. Statement of Need and Intent

4.2.1. What project types does the City seek? The City of Santa Clara, California (“City”) seeks responses from firms demonstrating expertise in as-needed professional public relations/media relations services and respondents must have experience working with municipalities (or similar government agencies).

4.2.2. With whom will Consultants work? Firms will work with the City Manager’s Office and/or may be selected by other interested City departments at the direction of the City Manager, or designee.

4.2.3. What is the City’s intent with this RFQ? Based on responses to this RFQ, it is the intent of the City to enter into an agreement for professional services. The method of payment to the successful Proposer shall be for the services provided based on established hourly rates for services by job classification. This hourly rate schedule shall include direct costs and administrative costs. The City intends to enter into two contracts (one for the Stadium Authority and one for the City of Santa Clara with a not-to-exceed amount of initially \$50,000 per contract.

5. RESPONSE REQUIREMENTS

5.1. Response Package

Complete but concise responses are recommended for ease of review by the Evaluation Team. Responses should provide a straightforward, concise description of the Respondent’s capabilities to satisfy the requirements of the RFQ.

RFQ Attachments to return with Responses include:

- Attachment B – Proposers Information Form
- Attachment C – Certification of Nondiscrimination
- Attachment D – Fee Schedule

5.2. Financial Responsibility for Proposal Costs

The City accepts no financial responsibility for any costs incurred by a Proposer in responding to this RFQ. Submitted Proposals and all Proposal materials shall become the property of the City and may be used by the City in any way deemed appropriate.

6. REVIEW AND SELECTION PROCESS - EVALUATION CRITERIA

City staff will take into consideration the following factors when it evaluates the proposals provided in response to this RFQ:

- Quality and completeness of proposal;
- Cost to the City;
- Proposer's ability to meet functional and technical requirements;
- Proposer's prior record of performance with City or others;
- Proposer's ability to perform the work within the Scope of Services;
- Quality, performance and effectiveness of the services to be provided by the Proposer;
- Proposer's biography demonstrating experience, including staff to be assigned to the project, with engagements of similar scope and complexity;
- Proposer's financial stability and length of time in business;
- Proposer's ability to provide future records, reports, data and/or services; and
- Proposer's compliance with applicable laws, regulations, policies (including City Council policies), guidelines and orders governing prior or existing contracts performed by the contractor.

6.1. Minimum Qualifications

Any response that does not demonstrate that the Respondent meets these minimum qualifications by the response deadline will be considered non-responsive and will not be evaluated or eligible for award of any subsequent contract(s).

Experience: Has submitted no more and no fewer than two (2) Prior Project Descriptions, as part of the RFQ response for which it would like to be considered. The services described in the Prior Project Descriptions must have been provided to a public sector municipality or similar government agency client within five (5) years from the date of this RFQ.

Staffing: The lead staff proposed to be assigned to the City's project(s) must have had a similar lead role in both of the Prior Project Descriptions submitted.

6.2. Contractor Selection Process:

Selection Interviews: Following the City's review of submitted Proposals, the City may invite Respondent to interview with the City for specific projects or the City may select specific firms directly for negotiations without additional selection processes.

Reference Checks: Reference checks, including, but not limited to, prior clients as indicated in Prior Project Descriptions(s) may be used to determine the applicability of Respondent experience to the services the City is requesting and the quality of the services and staffing provided to prior clients. In addition, adherence to schedules/budgets and Respondent's problem solving, project management and communication abilities, as well as performance on deliverables and outcomes and effectiveness in meeting or exceeding project objectives will be considered.

Fee Schedule: Respondent selected to enter into contract negotiations shall agree to no price escalation until June 30, 2019.

Other Terms and Conditions: The City, in its sole discretion, has the right to approve or disapprove any staff person assigned to a firm's projects before and throughout the contract term. The City reserves the right at any time to approve, disapprove, or modify proposed project plans, timelines and deliverables.

ATTACHMENT A

Scope of Services

The City of Santa Clara, including the Santa Clara Stadium Authority, is seeking a qualified and experienced firm to supplement in-house public relations activity, by providing public affairs and media relations consulting services, preferably through a public affairs/community relations/media relations firm that has knowledge of local government, to develop and implement strategies and tools that increase the public's awareness of activities and initiatives of the City and/or Stadium Authority. Efforts are intended to enhance transparency, leverage media coverage, and enrich brand identity.

The City seeks responses from firms demonstrating successful experience in public affairs and media relations services. Qualified candidates must have expertise in one or more of the following areas and be able to perform such services on behalf of the City:

- Drafting and editing news releases, media advisories, program position statements, informational white papers, and articles on behalf of the City, and pushing to media outlets upon direction by the City Manager or designee
- Developing public relations strategies with targeted outreach to raise public's awareness of the City's programs, activities and initiatives
- Proposing and facilitating approved media events to promote City of Santa Clara
- Creating targeted media list(s) for ongoing initiatives as well as special events.
- Scheduling and coordinating media interviews, broadcast appearances, phone/radio interviews
- Drafting scripts/speaking points for key spokespeople, and help with interview preparation as needed
- Acting as the City's spokesperson, as needed
- Providing on-site staff support at special events
- Acting as clearinghouse for any marketing and media related inquiries, as needed
- Developing robust communications plan, including different media strategies to deliver messaging to different audiences of the public
- Proposing and implementing a media-relations strategy that elevates the exposure of City of Santa Clara to identified audiences via local, regional news and media organizations.
- Proactively identify opportunities for media coverage, both locally and regionally, and work to facilitate that coverage.
- Collecting press hits/placements and maintain media report.
- Tracking and responding to stories in the media that might benefit from a response on behalf of the City
- Monitoring and reporting on the effectiveness of the City of Santa Clara press releases, story pitches and activities
- Attending City meetings either in person and/or by phone as requested by the City Manager, or designee

ATTACHMENT B

Proposer's Information Form

PROPOSER (please print): _____

Name: _____

Address: _____

Telephone: _____

FAX: _____

Contact person, title, telephone number, email address and fax number: _____

Proposer, if selected, intends to carry on the business as (check one)

Individual

Joint Venture

Partnership

Corporation

When incorporated? _____

In what state? _____

When authorized to do business in California? _____

Other (explain): _____

ADDENDA

To assure that all Proposers have received each addendum, check the appropriate box(es) below. Failure to acknowledge receipt of an addendum/addenda may be considered an irregularity in the Proposal:

Addendum number(s) received:

1

2

3

4

5

6

Or,

_____ No Addendum/Addenda Were Received (check and initial).

PROPOSER'S SIGNATURE

No proposal shall be accepted which has not been signed in ink in the appropriate space below:

By signing below, the submission of a proposal shall be deemed a representation and certification by the Proposer that they have investigated all aspects of the RFQ, that they are aware of the applicable facts pertaining to the RFQ process, its procedures and requirements, and they have read and understand the RFQ. No request for modification of the proposal shall be considered after its submission on the grounds that the Proposer was not fully informed as to any fact or condition.

(1) **If Proposer is *INDIVIDUAL*,
sign here:**

Date: _____

Proposer's Signature

Proposer's typed name and title

(2) **If Proposer is *PARTNERSHIP* or
JOINT VENTURE, at least (2) Partners
or each of the Joint Venturers
shall sign here:**

Partnership or Joint Venture Name
(type or print)

Date: _____

Member of the Partnership or Joint Venture
signature

Date: _____

Member of the Partnership or Joint Venture
signature

(3) If Proposer is a CORPORATION, the duly authorized officer(s) shall sign as follows:

The undersigned certify that they are respectively:

_____ (Title) and

_____ (Title)

of the corporation named below; that they are designated to sign the Proposal Cost Form by resolution (attach a certified copy, with corporate seal, if applicable, notarized as to its authenticity or Secretary's certificate of authorization) for and on behalf of the below named CORPORATION, and that they are authorized to execute same for and on behalf of said CORPORATION.

Corporation Name (type or print)

By: _____

Title: _____

Dated: _____

By: _____

Title: _____

Dated: _____

ATTACHMENT C

Certification of Nondiscrimination

As suppliers of goods or services to the City of Santa Clara, the firm and individuals listed below certify that they do not discriminate in employment of any person because of race, color, gender, age, religion, disability, national origin, ancestry, sexual orientation, housing status, marital status, or familial status; and that they are in compliance with all Federal, State and local laws, directives and executive orders regarding nondiscrimination in employment.

**(1) If Proposer is *INDIVIDUAL*,
sign here:**

Date: _____

Proposer's Signature

Proposer's typed name and title

**(2) If Proposer is *PARTNERSHIP* or
JOINT VENTURE, at least (2) Partners
or each of the Joint Venturers
shall sign here:**

Partnership or Joint Venture Name
(type or print)

Date: _____

Member of the Partnership or Joint Venture
signature

Date: _____

Member of the Partnership or Joint Venture
signature

(3) If Proposer is a CORPORATION, the duly authorized officer(s) shall sign as follows:

The undersigned certify that they are respectively:

_____ (Title) and

_____ (Title) of the corporation named below; that they are designated to sign the Proposal Cost Form by resolution (attach a certified copy, with corporate seal, if applicable, notarized as to its authenticity or Secretary's certificate of authorization) for and on behalf of the below named CORPORATION, and that they are authorized to execute same for and on behalf of said CORPORATION.

Corporation Name (type or print)

By: _____

Title: _____

Dated: _____

By: _____

Title: _____

Dated: _____

ATTACHMENT D

Sample Fee Schedule

Fee schedule shall include the Respondent Firm's rates and fees, detailing all billing amounts and costs as follows (if applicable), such as:

- Fee schedule effective date;
- Hourly billing rates for each Staff position/level;
- Minimum billing hours;
- Charges for equipment by day/week/month;
- Travel time and costs;
- Per Diem expenses;
- Expendable material or new parts costs;
- Outside services costs; and,
- Overtime costs and terms
- Fees for Sub-consultants to be used in conjunction with this Scope of Service

ATTACHMENT E

Proposer's Response Template

In order to meet the minimum qualifications for this RFQ, the following sections must be included in the Proposer's packet:

1. Executive Summary
2. Description of Firm demonstrating the firm's capacity, resources and expertise
3. Prior Project Descriptions: Respondents must submit no more and no fewer than two (2) Prior Project Descriptions for which demonstrate experience and expertise in public affairs/media relations within local government
4. Fully Executed Attachments:
 - Attachment B – Proposers Information Form
 - Attachment C – Certification of Nondiscrimination
 - Attachment D – Fee Schedule