

**REQUEST FOR PROPOSAL
PUBLIC RELATIONS CONSULTING
CITY OF PEEKSKILL, NEW YORK
JULY 20, 2018**

The City of Peekskill is soliciting proposals from interested parties to provide Public Relations services for the balance of calendar year 2018. Parties submitting an RFP shall adhere to all requirements set forth in this document. Missing or incomplete information will be deemed invalid and the response will be disqualified from further consideration.

STATEMENT OF INTENT

The City of Peekskill in collaboration with the Peekskill Industrial Development Agency (PIDA) is seeking to engage an individual or firm as the Public Relations Consultant for the City of Peekskill and PIDA. The Consultant shall work to achieve the City and PIDA's vision for the continued economic revival and redevelopment of the City of Peekskill. The Consultant's response to the RFP shall be defined by the Scope of Work.

SCOPE OF WORK

The Consultant will provide public relation services in accordance with the Scope of Work, as further defined by the City Manager or his designee. Throughout the term of this contract, the City Manager shall determine administrative direction and policy for the Consultant. The Consultant carries out public relations and marketing initiatives to further shape the positive perception of the City of Peekskill.

The Scope of Work shall consist of and include the following:

1. Assist staff in addressing current issues within the City through coordination and facilitation of press conferences, city-wide events, interviews, articles and the cultivation of relationships with reporters from local, regional and national media.
2. Assist staff in coordinating management of public information involving planning , preparing and distributing written or broadcast information designed to promote understanding or general knowledge about activities, services, policies and objectives in the City of Peekskill.
3. Assist staff in fielding media inquiries, drafting press statements and serve as chief spokesperson with media. Maintain a media record of outreach, public statement and comments and cultivate relationships with reporters and editors from print and electronic media.
4. The Consultant will carry out public relations, media, community and external affairs services; that includes but not limited to:
 - a) Mainstream media outlets: One of the retained contractor's primary jobs will be to develop media coverage pertaining to various events for the City of Peekskill and PIDA.

- b) Responsibilities will include the following actions:
 - 1. Assist in developing a media plan, community outreach and press interviews;
 - 2. Elicit media attendance and coverage;
 - 3. Assist in managing overall media relations including developing relationship with key contacts;
 - 4. Use social media and assist staff with respect to same, including Facebook, Twitter and LinkedIn to communicate City attributes and opportunities in a clear and concise manner;
 - 5. Implement a communications program to reach and engage Peekskill's growing Hispanic population. Deliverables will include the development of materials in English and/or Spanish.
 - 6. Assist in developing all supporting materials and media kits;
 - 7. Respond to and maximize all press inquiries;
 - 8. Develop and distribute advisories to media contacts; and
 - 9. Provide copies of all press releases monthly.
- 5. Assist the City Manager and PIDA in the preparation of marketing materials for distribution, and the generation of media activity.
- 6. Assist the City of Peekskill and PIDA in the creation of a brand to enhance its marketing identity reflecting the mission, objectives and vision of the community.
- 7. The Consultant will coordinate media activity and work with the video consultant for strategic programming on the City's Government Channel.
- 8. Assist the City of Peekskill and PIDA in identifying branding opportunities, including but not limited to the development of marketing materials and a distinctive and representative City logo.
- 9. In conjunction with the City of Peekskill and PIDA, the agency of record will establish success metrics at the onset of the program. A comprehensive report detailing the performance of all communication activities will be provided on a monthly basis.

MIMINUM REQUIREMENTS FOR THE PUBLIC AFFAIRS

The Consultant must have a proven track record in the public relations/ intergovernmental affairs area in the New York Metropolitan region. The minimum requirements include:

-) Five (5) years' experience in public relations and marketing;
-) Demonstrated skill in message development, ability to effectively communicate in writing and oral presentations;
-) Experience and ability to carry out a defined Scope of Work. Although the consultant can be an individual or firm, the expectation is that the Scope of Work will be fully carried out without significant subcontracting;
-) Description of the firm or individual company including resume information of principals, professionals and individual(s) who will be assigned to this purpose, and present staffing and management of the firm;
-) Description of experience in assignments of similar type and scope for firm;
-) Description of experience in assignments of similar type and scope of the individuals(s) to be assigned; and
-) A one-page narrative explaining the firm's interest, particular abilities and qualifications related to the assignment is required.

Please direct Scope of Work questions to City Manager, Richard A. Leins, at rleins@cityofpeekskill.com.

INSURANCE REQUIREMENTS

The Consultant shall secure and maintain such insurance from an insurance company authorized to write casualty insurance in the State of New York, as will protect Consultant, its subcontractors, and the City of Peekskill and PIDA from claims for bodily injury, death or property damage which may arise from the operations under this Contractor. The City of Peekskill shall not execute this Contract until the Consultant has obtained all insurance required under this Section and shall have filed with the City an endorsement to Consultant's Commercial General Liability Insurance policy naming the City of Peekskill and PIDA as an unrestricted additional insured, or a certified copy of Consultant's insurance naming the City of Peekskill and PIDA as an unrestricted additional insured.

The kinds and amounts of insurance required are as follows:

- I. Notwithstanding any terms, conditions or provisions in any other writing between the parties, the Consultant hereby agrees to designate The City of Peekskill and PIDA as an unrestricted additional insured on Consultant's insurance policies, with the exception of workers' compensation. The coverage afforded under the Consultant's policies shall be primary to, and non-contributing with, any other insurance, whether primary, excess, or umbrella, available to the City.
- II. The policies naming the municipality as an additional insured shall:
 -) Be an insurance policy from an A.M. Best rated "secured" admitted New York State licensed insurer;
 -) Contain a 30-day notice of cancellation;
 -) State that the organization's coverage shall be primary and non-contributory coverage for the City, its Boards, Commissions, employees and volunteers; and
 -) The City of Peekskill and PIDA shall be listed as an additional insured by using endorsement CG 2010 10 85 or broader. If another endorsement is used, a copy shall be included with the certificate of insurance.
- III. The Consultant agrees to indemnify the City of Peekskill and PIDA for any applicable deductibles.

IV. Required Insurance:

Commercial General Liability Insurance

\$1,000,000 per occurrence/\$ 2,000,000 aggregate.

General aggregate to apply on a per project basis.

Workers' Compensation and N.Y.S. Disability

Statutory Workers' Compensation, Employers Liability and N.Y.S. Disability Benefits Insurance for all employees. The Consultant acknowledges that failure to obtain such insurance shall constitute a material breach of this contract. The failure of the City to object to the contents of the endorsement or the certified copy of Contractor's insurance policies shall not be deemed a waiver of any and all rights held by the City to do so. If the Contractor fails to procure the required insurance for the City, damages incurred by the City shall not be limited to the cost of premiums for such additional insurances but shall include all sums expended and damages incurred by the City, and their insurers, which would have otherwise been paid by the Consultant's required insurance.

INDEMNIFICATION

To the fullest extent permitted by law, the Consultant agrees to indemnify, defend and hold the City of Peekskill and PIDA harmless from and against any and all suits, actions, liabilities, damages, professional fees, including attorney's fees, cost, court costs, expenses disbursements or claims of any kind or nature for injury to, or death of, any person or damage to any property (including loss of use thereof) arising out of or in connection with the performance of the work of the Consultant, it's agents, servants, subcontractors or employees, or the use by the Consultant, it's agents, servants, subcontractors or employees of any premises or facilities or part thereof, of the City of Peekskill and/or PIDA. This agreement to indemnify specifically includes full indemnity in the event of liability imposed against the City of Peekskill and/or PIDA without any negligence or fault on the part of the City of Peekskill and/or PIDA and solely by reason of a statute, operation of law or otherwise. In the event that any negligence or fault is assigned or apportioned to the City of Peekskill and/or PIDA, this agreement specifically includes partial indemnity of the City of Peekskill and/or PIDA, but limited to any liability imposed over and above that percentage attributed to the City of Peekskill and/or PIDA.

KEY ACTION DATES

<u>DATE</u>	<u>ACTION</u>
July 20, 2018	RFP Available to prospective firms
August 17, 2018	Final Date for Proposal Submissions
September, 2018	Prospective Firms for City Council and PIDA Interviews, as requested, and Proposed Award

BUDGET AND TIMEFRAME

Applicant's submission shall set forth monthly and annual proposed charges. The initial contract shall be for the balance of 2018. The contract may be extended in subsequent years, subject to the satisfactory performance of the Consultant, and budget appropriations.

EVALUATION CRITERIA

The City will use a "best value" method of selecting the most advantageous contractor for providing these services. All proposals submitted to the City will be evaluated on, but not limited to the following criteria:

1. Applicable Experience – Evaluation of past projects similar to this initiative
2. Approach to Project – Methods of identifying, understanding and addressing project.
3. Cost Saving Innovations – Presentation of cost saving ideas for the project.
4. Technical Expertise - Expertise in dealing with the technical issues related to the project.
5. Adequate Resources - Sufficient staff, equipment and systems in place to complete proposed work within proposed time frame.
6. Project Innovations - Ideas or suggestions to improve the quality/schedule of project.
7. Project Proximity - Physical location of firm(s) in order to maximize attention to this project.
8. Performance on Past Projects - Success on previous projects of a similar nature.
9. Familiarity of Project - Knowledge of project background, needs, goals, limitations and special considerations.
10. Proposal Quality - Readability, completeness, brevity and organization of written proposal and quality of oral presentation

The City encourages submission of proposals by certified Minority Owned and Women Business Enterprises and Disadvantaged Business Enterprise (DBE).

REFERENCES

Prospective firms shall submit three references, (clients) to which you have provided similar services within the last five years. Please provide contact address and telephone numbers for each contractual client

REQUEST FOR PROPOSAL COMPLETENESS

It is the opinion of the City of Peekskill; that this Request for Proposal is deemed complete without need of explanation. Please provide 3 originals and 7 copies with your submission.

Proposals should be marked: **PUBLIC RELATIONS CONSULTING.**

All submittals must be received on or before August 17, 2018 at 11:00 am, Eastern Daylight Savings Time to:

**Office of the City Manager
City of Peekskill
840 Main Street
Peekskill, New York 10566**

Information in each submittal shall be considered public information by the City of Peekskill. Any information considered to be trade secrets, privileged or confidential should not be revealed in the proposals.

Contents of the proposals could be made public after the contract has been awarded and executed. The City of Peekskill retains the right to reject any and all submittals with or without cause. The City also reserves the right to consider and rely upon factors other than pricing in its selection process.

Faxed or email submittals will not be accepted and late submittals will not be accepted.

Any cost incurred by the respondents in preparing or submitting a Request for Proposal or interviewing for this project shall be the respondents' sole responsibility.

The City requires affirmative action, and, therefore, the individual or firm will not discriminate under the agreement against any person in accordance with federal, state and local laws and regulations.