City of Tucker

Request for Proposal RFP # 2024-008

CITY COMMUNICATIONS PLAN



# **BID MANUAL**

City of Tucker 1975 Lakeside Parkway, Suite 350 Tucker, Georgia 30084

## City of Tucker Request for Proposal RFP #2024-008 City Communications Plan

**INVITATION:** The City of Tucker is seeking proposals from interested and qualified communications consultants to research, create and develop strategies for implementing a communications plan, with an emphasis on a strategic plan for: 1) crisis communications, 2) effectively utilizing various media platforms, 3) branding strategies for the City overall, as well as the Parks and Recreation Department. Responding firms should be experienced in assessing and developing proven, effective strategies for strengthening communication and marketing programs.

Proposals will be accepted until the date and time listed below and will be awarded to the most responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the City. Addenda and updates to this bid manual will be posted on the City of Tucker website, http://tuckerga.gov/bids, or may be requested by email to procurement@tuckerga.gov.

DID ACTIVITY COUPDINE

BID ACTIVITY SCHEDULE		
RFP Issued	April 9, 2024	
Pre-Bid Conference	N/A	
Deadline for Questions	April 23, 2024, at 1:00 p.m. (EST)	
Responses to Questions Posted (Addenda)	April 25, 2024	
Proposal Deadline	May 9, 2024, at 1:00 p.m. (EST)	
Scoring by Evaluation Committee	May 10 - 17, 2024	
Award at Council Meeting	June 10, 2024 (Tentative)	

#### **SCOPE OF WORK:** Refer to Exhibit A.

**PRE-BID CONFERENCE:** A pre-bid conference will not be scheduled for this project.

**QUESTIONS:** Submit all questions in writing to <u>procurement@tuckerga.gov</u> with the subject line "Questions: RFP #2024-008".

**ADDENDA:** Responses to the questions received will be by addenda and will be posted on the City website <u>www.tuckerga.gov/bids</u>. The signed acknowledgement issued with each addendum must be submitted with the proposal. It is the vendors responsibility to verify if any addenda were created.

<u>SUBMITTAL REQUIREMENTS:</u> Vendor shall submit RFP Response electronically to <u>procurement@tuckerga.gov</u> no later than May 9, 2024 at 1:00 p.m. (EST) with the subject line "Submittal: RFP #2024-008". The email must contain the vendor's contact information. Submittals should be one PDF file and named <Company Name>.RFP 2024-008.Bid Submittal.pdf

**<u>BID TABULATION:</u>** A listing of submittals will be posted on the City website: <u>www.tuckerga.gov/bids</u>.

### **DOCUMENT SUBMITTAL REQUIREMENTS:**

- 1. Proposal, including understanding and approach, related experience and references, personnel qualifications, and cost proposal.
- 2. W-9 Form (provided)
- 3. Certificate of Insurance
- 4. E-Verify Affidavit Form (provided)
- 5. Contact Information Form (provided)
- 6. Acknowledgement of Addendum issued with each Addendum.

All responses must be received electronically by the proposal deadline. (Addenda will show any schedule updates). No proposals will be received orally or by phone. Late proposals will not be considered. Proposals received after the deadline will be filed unopened. The City of Tucker reserves the right to reject any and all proposals or any part, to waive any formalities to make an award and to re-advertise in the best interest of the City.

The city reserves the right to negotiate pricing with the top scoring bidder.

The city, in its discretion, may award a contract to the most responsible and responsive bidder submitting the proposal which is deemed to be the most advantageous to the city, price and other factors being considered, as described in the selection criteria.

### <u>EXHIBIT A – SCOPE OF WORK</u> City of Tucker Request for Proposal RFP #2024-008 City Communications Plan

#### <u>Purpose</u>

The City of Tucker is requesting proposals for the creation of a City Communications Plan, the goal of which is to develop and implement a comprehensive and modern communications program with the primary goal of efficiently and effectively communicating City matters to the public. This effort might be using traditional news media, social media and/or other communications tools. The plan will become the intellectual property of the City upon project completion.

#### **Background**

The City of Tucker is approximately 20.4 square miles and is located in the northeastern portion of DeKalb County. The city is one of the largest incorporated areas land wise within DeKalb County and has a population of approximately 38,417. Tucker has grown since incorporating in 2016, and there is a need to adjust and improve communications practices. The standards set forth in the requested plans and policies will be implemented within the City Communications Department and the Parks and Recreation Department.

#### **Project Objectives (include but are not limited to):**

The scope of services presented below is an example of what meets the City's goals and objectives. This scope is not final until a consultant is selected, and negotiations are completed. Upon selection, the firm will be expected to propose additions and modifications to the scope of work as is deemed necessary or advisable and to incorporate their expertise in the final scope. The proposal should also include a projected timeline.

General Communication

- Assess, inventory, and evaluate the City's existing communications practices.
- Identify scenarios with need for crisis communications and create a plan for implementation.
- Identify key target audiences.
- Review current use of traditional methods of communication and establish their effectiveness, benchmark these methods with other local/regional/national jurisdictions' practices.
- Recommend a unified communication strategy that promotes the essence of Tucker in ways that are positive, personally relevant and targeted to key audiences.
- Propose criteria for evaluating communication and provide an action plan for moving forward.

Social Media

• Assessment of online tools and social media platforms that should be considered by the City. Identify programmatic needs for, market reach, and recommendations of usage guidelines by City staff.

- Devise a long-term plan to 1) create and sustain a cohesive digital brand for the City of Tucker and 2) maximize the digital presence of the City via websites and social media.
- Develop and implement processes to promote the City of Tucker and Parks and Recreation related activities by optimizing use of social media (trends, hashtags, etc.)
- Create training material for community/organizational leaders to keep people engaged with the community online.
- Analyze (qualitatively and quantitatively) the effectiveness of online engagement campaigns and provide training and tools for the City to do so going forward.

Branding/Marketing

- Expand and assist implementation of the overall branding and marketing strategy to help create a sense of connection/place for the community.
- Assess and evaluate the City's current brand and position within the local markets.
- Devise a long-term plan to 1) create and sustain a cohesive digital brand for the City of Tucker and 2) maximize the digital presence of the City via websites and social media.
- Develop a comprehensive brand strategy for multi-faceted relationships between departments, programs and public-private partnerships and utilization of the logos.
- Work closely with the City Parks and Recreation staff to formulate a detailed list of recommendations on specific new marketing tactics to implement within the given budget and recommendations on any current marketing tactics which should be discontinued in favor of new recommendations.
- Provide recommendations on how to efficiently measure ROI for marketing tactics.
- Provide a written and graphical marketing plan that would be used to execute the City's strategic marketing plan.
- Conduct additional market research and analysis as needed.
- The plan should address branding for the City overall as well as individual departments, if recommended.

### **Resources**

In addition to the usual methods of communication, the City communicates messages through:

- City website
- Weekly and monthly eblasts
- Monthly Magazine
- Quarterly Parks and Recreation Program
- Facebook pages (Both City and Parks and Recreation)
- Threads
- Instagram (Both City and Parks and Recreation)
- Nextdoor
- LinkedIn
- X (formerly Twitter)
- City YouTube Channel
- Special meetings including Citywide education and special neighborhood meetings.
- Live streamed and archived City Council meetings
- Existing brand guidelines for the heart logo

#### Public Engagement/Meetings

- Community feedback survey to assess better communications practices.
- One in-person community meetings (can be part of a community wide event or festival)

#### **Deliverables**

- Communications Strategic Plan, including Crisis Communications
- Social Media Policy
- Branding Policy

OPTIONAL

• Media Training Guidelines for Elected Officials

#### **Evaluation and Selection Criteria**

An Evaluation Committee will evaluate all proposals submitted prior to the submittal deadline. The city, in its discretion, may award the Contract to the responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the city, price and other factors being considered. The following are the evaluation criteria the committee will consider in determining which proposal is most advantageous to the city:

#### Project Understanding and Approach – 40 points

Successful proposers will demonstrate an understanding of the magnitude of the task, the constraints, and the desired outcomes for the project.

#### Similar Experience – 30 points

Successful proposers will have experience completing similar projects which shall be demonstrated by providing case studies (of no more than two pages each) describing three projects that best match the scope and desired outcomes for this project. Each case study should highlight any similarities to the proposed Tucker project. For each case study, a reference and contact information should be provided. The city may request samples of the comparative works during the proposal review process.

#### **Project Personnel – 20 points**

Successful proposers will provide information on personnel to be assigned to this project. Personnel should have experience of similar projects and/or in fields necessary to complete the proposed scope of work.

#### Pricing – 10 points

Successful proposers will provide their most competitive pricing.

#### **Bonding Requirements**

No proposal may be withdrawn for a period of forty-five (45) days after the proposal deadline.

#### Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Name (as shown on your income tax return	<ul> <li>Name is required on this</li> </ul>	s line: do not leave this lin	e blank.

	2 Business name/disregarded entity name, if different from above				
Print or type. c Instructions on page 3.	<ul> <li>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Che following seven boxes.</li> <li>Individual/sole proprietor or C Corporation S Corporation Partnership single-member LLC</li> <li>Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partner Note: Check the appropriate box in the line above for the tax classification of the single-member ov</li> </ul>	□ Trust/estate	Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):     Exempt payee code (if any)     Exemption from FATCA reporting		
Print Specific Inst	LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.		code (if any)		
be	5 Address (number, street, and apt. or suite no.) See instructions.	and address (optional)			
See S	S Address (number, sireet, and apt. of suite no.) see instructions.	nequester s name a			
	6 City, state, and ZIP code				
	7 List account number(s) here (optional)				
Part I Taxpayer Identification Number (TIN)					
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid Social security number					
hacku	in withholding. For individuals, this is generally your social security number (SSN), However, for	ora			

backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

#### Part II Certification

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- 3. I am a U.S. citizen or other U.S. person (defined below); and
- 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign	Signature of
Here	U.S. person

#### **General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9.* 

#### **Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns, include, but are not limited to, the following.

• Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)

Employer identification number

• Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)

· Form 1099-S (proceeds from real estate transactions)

Date <

- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest),
- 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property) Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



#### GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

GEORGIA E-Verify and Public Contracts: The Georgia E-Verify law requires contractors and all sub-contractors on Georgia public contract (contracts with a government agency) for the physical performance of services over \$2,499 in value to enroll in E-Verify, regardless of the number of employees.

Contractor Name:	
Solicitation/Bid number or Project Description:	

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, entity or corporation which is engaged in the physical performance of services under a contract on behalf of the <u>City of Tucker, Georgia</u> has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period as required by O.C.G.A. § 13-10-91(b) and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present and affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number (EEV/E-Verify Company Identification Number)

Name of Contractor

I hereby declare under penalty of perjury that the foregoing is true and correct

Printed Name (of Authorized Officer or Agent of Contractor)

Signature (of Authorized Officer or Agent)

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE

\_\_\_\_\_DAY OF \_\_\_\_\_\_, 20\_\_\_\_\_

Title (of Authorized Officer or Agent of Contractor)

Date of Authorization

Date Signed

Notary Public

My Commission Expires: \_\_\_\_\_

[NOTARY SEAL]

## **Contact Information Form**

Please fill out this form with the appropriate contact information for your company.

Full Legal Name of Company:			
Date:			
Contractor Information:			
Primary Contact Person:			
Title:	Telephone Number:		
E-mail Address:			
Secondary Contact Person:			
Title:	Telephone Number:		
E-mail Address:			
Preferred Contact for Administration: (i.e. Document Processing) (Choose one)			
Primary Contact	Secondary Contact		
Address:			
City / State / Zip:			
Mailing Address (If different than above):			
City / State / Zip:			
Federal Employee ID Number (FEIN):			