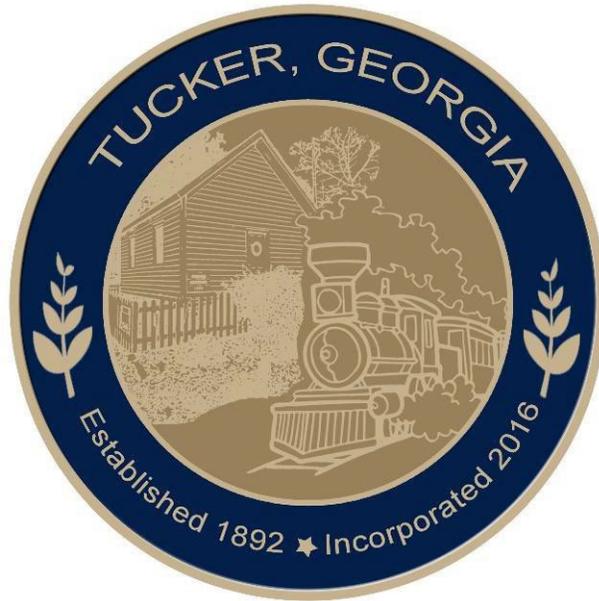


City of Tucker

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](mailto:procurement@tuckerga.gov).

<b>BID ACTIVITY SCHEDULE</b>	
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 [procurement@tuckerga.gov](mailto:procurement@tuckerga.gov) 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 [www.tuckerga.gov/bids](http://www.tuckerga.gov/bids). 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.

**SUBMITTAL REQUIREMENTS:** Vendor shall submit RFP Response electronically to [procurement@tuckerga.gov](mailto:procurement@tuckerga.gov) 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

**BID TABULATION:** A listing of submittals will be posted on the City website:  
[www.tuckerga.gov/bids](http://www.tuckerga.gov/bids).

**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.

**EXHIBIT A – SCOPE OF WORK**  
**City of Tucker Request for Proposal**  
**RFP #2024-008 City Communications Plan**

**Purpose**

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.





## 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.**

<b>Contractor Name:</b>	
<b>Solicitation/Bid number or Project Description:</b>	

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 City of Tucker, Georgia 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)

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
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)

\_\_\_\_\_  
Title (of Authorized Officer or Agent of Contractor)

\_\_\_\_\_  
Signature (of Authorized Officer or Agent)

\_\_\_\_\_  
Date Signed

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE

\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Notary Public

[NOTARY SEAL]

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

# 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): \_\_\_\_\_