

# TOWN OF PITTSFORD

SETTLED 1789

11 SOUTH MAIN STREET, PITTSFORD, NY 14534  
TEL. 585-248-6200 FAX 585-248-6247

December 2017

## REQUEST FOR QUALIFICATIONS

### Communications Support Services Town of Pittsford

#### SECTION 1 - INVITATION TO PARTICIPATE

##### 1.1 Purpose

The Town of Pittsford is soliciting qualifications from consultants for on-going communications support services. The selected Consultant, or Consultants, may provide an array of services related to communications for the Town.

Prospective Proposers must offer a proposal that will meet the scope of services, qualifications and general description of work activities identified in Section 2 of this Request for Qualifications ("RFQ").

##### 1.2 Staff Contact

Pursuant to State Finance Law §§ 139-j and 139-k, this Request for Qualifications includes and imposes certain restrictions on communications between the Town of Pittsford and the Bidder/Offeror during the procurement process. The Staff Contact identified below is the sole point of contact regarding this RFQ from the date of issuance until the selection of the successful Proposer.

Elizabeth Mehlrose  
Pittsford Town Hall  
11 South Main Street  
Pittsford, NY 14534  
[bmehlrose@townofpittsford.org](mailto:bmehlrose@townofpittsford.org)

##### 1.3 Presentation and Clarification of Town of Pittsford's Rights and Intentions

The Town seeks a provider to supply the services described in Section 2. This does not commit

the Town to award a contract to any responding Proposer, or to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for any services.

The Town reserves the right, in its sole discretion, to (a) accept or reject in part or in its entirety any proposal received as a result of this RFQ if it is in the best interest of the Town to do so; (b) award one or more contracts to one or more qualified Proposers if necessary to achieve the objectives of this RFQ if deemed to be in the best interest of the Town to do so).

#### **1.4 Schedule**

RFQ submissions must be received by 2:30 p.m. on December 20, 2017 at the address shown in Section 3.1.

At the Town's option, a "short-list" of the best qualified Proposers may be established by the Town administration for interviews, which will occur after submittal of the Statements of Qualifications.

### **SECTION 2 –SCOPE OF WORK**

#### **2.1 Scope of Work**

The selected Consultant will provide ongoing communications counseling on public, and internal, communications issues as they arise. This may include the development of messaging, media strategies, audiences, communication vehicles and timelines. Potential issues include:

- Crisis Communications and emergency event support for Communications Director
- Overseeing external communication for the Town, including social and traditional media.
- Working with Town departments to facilitate and improve their communications with residents as it relates to Town services, recreation programs, etc.
- Work with the Town Administration to publicize meetings and events
- Assist in developing strategic communications plans.
- Assist in updating website content.
- Special projects from time to time, such as press releases, educational programs, educational videos, ground breaking / ribbon cutting ceremonies and other events

### **SECTION 3 - SPECIFIC PROPOSAL REQUIREMENTS**

#### **3.1 Submission of Proposer's Statement of Qualifications and Proposal**

(a) Acceptance Period and Location: To be considered, Proposers must submit a complete response to this RFQ. Proposers not responding to all information requested in this RFQ or indicating exceptions to those items not responded to may have their proposals rejected.

The Statement of Qualifications must be received at the address below on or before **2:30 p.m. on December 20, 2017**. No extensions will be granted.

The designated Staff Contact for this RFQ is:

Elizabeth Mehlorose  
Office of the Supervisor  
Town of Pittsford  
11 South Main Street  
Pittsford, NY 14534  
bmehlorose@townofpittsford.org

(b) Required Copies: Proposers must submit one (1) signed original Qualifications Statement and one (1) copy. They should be clearly marked as "Communications Support Services". The Proposer will make no other distribution of proposals. An officer of the Proposer with authority to bind the Proposer to the provisions of its proposal shall sign proposals.

### **3.3 Clarification of RFQ and Questions**

Questions that arise prior to or during proposal preparation must be submitted in writing or by email to the Staff Contact, no later than **2:30pm on Monday, December 18, 2017**. Questions and answers will be provided to all Proposers who have received RFQ's and must be acknowledged in the RFQ response. No contact will be permitted between the Proposer and any employee of the Town other than the Staff Contact with regard to this RFQ during the RFQ process. Prohibited contact may be grounds for Proposer disqualification.

### **3.4 Organization of Qualifications and Proposal Statements**

This section outlines the information that must be included in your Qualifications and Proposal Statement. Please respond with your information in the same order as the items in the section.

- A. Company Information: Provide a brief history of your company, and any sub-consultants.
- B. Experience with similar work. Describe in detail your experience in providing communications materials and consulting service for state and local government units, including communications management, constituent communications, crisis communications, web site and social media work, strategic communications and special project work.
- C. Familiarity with the Town of Pittsford. Describe your familiarity with the Town of Pittsford.
- D. Team Members: Provide a description of the team's organization and roles. List the specific Support Contract team members, including resumes. Please note, the Town places great importance on the individual team members. Those proposed should be available if selected. If in doubt, listing "alternatives" is acceptable. If you plan to hire to accommodate the town of Pittsford, describe the qualifications you would seek in a new employee.
- E. References: Provide a minimum of three clients for whom your company has provided similar services. Include the following information for each client: a. Name and address of the client; b. Name and telephone number of contact person; c. Summary of the services provided.
- F. Cost Proposal: Individual work order budget amounts will be established under the Master

Agreement for Public Relations Support Services. With this submittal the Consultant is to provide hourly rates for each probable job classification and present the proposed mark-up for out-of-pocket expenses. These rates shall be presented for work potentially performed in 2018 and 2019.

G. Procurement Certification: Attached a fully executed Disclosure Statement and Affirmation / Certification of compliance with NYS Finance Law.

### **3.6 Method of Evaluation**

All properly prepared and submitted Qualifications Statements shall be subject to evaluation by the Town Supervisor and other members of the Town administration. Evaluation will consider several factors, each of which has an impact on the relative success of the Proposer to provide the services as outlined in Section 2. Responses to this RFQ will be evaluated according to the following criteria:

- Experience doing similar work for state or local government
- Qualifications of the firm and team members.
- Approach to the contract.
- Value added services & benefits.
- References.
- Proximity of key staff

Proposers must be aware that any contract resulting from this request for qualifications is subject to approval by the Town Board.

## **SECTION 4 - GENERAL INFORMATION FOR THE PROPOSER**

### **4.1 Reservation of Rights**

The Town reserves the right to refuse any and all proposals, in part, or in their entirety, or select certain products from various Proposer proposals, or to waive any informality or defect in any proposal should it be deemed to be in the best interest of the Town. The Town is not committed, by virtue of this RFQ, to award a contract or to procure or contract for services. The proposals submitted in response to this request become the property of the Town. If it is in its best interest to do so, the Town reserves the right to:

- A. Make selections based solely on the proposals or negotiate further with one or more Proposers. The Proposer selected will be chosen on the basis of greatest benefit to the Town as determined by an evaluation committee.
- B. Negotiate contracts with the selected Proposers.
- C. Award a contract to more than one Proposer.

### **4.2 Contract Negotiation**

Negotiations may be undertaken with those Proposers whose proposals prove them to be qualified, responsible, and capable of fulfilling the requirements of this RFQ. The contract that may be entered into will be the most advantageous to the Town, price and other factors

considered. The Town reserves the right to consider proposals or modifications thereof received at any time before a contract is awarded, if such action is in the best interest of the Town.

#### **4.3 Indemnification**

The successful Proposer shall defend, indemnify and save harmless the Town, its officers, agents, servants and employees from and against all liability, damages, costs or expenses, causes of actions, suits, judgments, losses, and claims of every name not described, including attorneys' fees and disbursements, brought against the Town which may arise, be sustained, or occasioned directly or indirectly by any person, firm or corporation arising out of or resulting from the performance of the services by the Proposer, its agents or employees, the provision of any products by the Proposer, its agents or employees, arising from any act, omission or negligence of the Proposer, its agents or employees, or arising from any breach or default by the Proposer, its agents or employees under the Agreement resulting from this RFQ. Nothing herein is intended to relieve the Town from its own negligence or misfeasance or to assume any such liability for the Town by the Proposer.

#### **4.4 Insurance Requirements**

The successful Proposer shall procure and maintain at its own expense until final completion of the Work covered by the contract, insurance for liability for damages imposed by law of the kinds and in the amounts hereinafter provided, issued by insurance companies authorized to do business in the State of New York, covering all operations under the contract whether performed by the Proposer or by their subcontractors.

The successful Proposer shall furnish to the Town a certificate or certificates of insurance in a form satisfactory to Town Attorney, showing that it has complied with all insurance requirements set forth in the contract for services, and certificate or certificates shall provide that the policies shall not be changed or canceled until thirty (30) days written notice has been given to the Town. Except for Worker's Compensation Insurance, no insurance required herein shall contain any exclusion of municipal operations performed in connection with the contract resulting from this proposal solicitation. The kinds and amounts of insurance are as follows:

A. **WORKER'S COMPENSATION AND DISABILITY INSURANCE:** A policy covering the operations of the Proposer in accordance with the provisions of Chapter 41 of the Laws of 1914, as amended, known as the Workers' Compensation Law, covering all operations under contract, whether performed by him or by his subcontractors. The contract shall be void and of no effect unless the person or corporation making or executing same shall secure compensation coverage for the benefits of, and keep insured during the life of said contract, such employees in compliance with the provisions of the Worker's Compensation Law known as the Disability Benefits Law (Chapter 600 of the Laws of 1949) and amendments hereto.

B. **LIABILITY AND PROPERTY DAMAGE INSURANCE** issued to the Proposer naming the Town as an additional insured, and covering liability with respect to all work performed by him under the contract. The minimum limits for this policy for property damage and personal injury shall be \$1,000,000 per occurrence, \$3,000,000 aggregate covered under liability and damage property. All of the following coverage shall be included:

Comprehensive Form  
Premises-Operations  
Products/Completed Operations Contractual Insurance Covering the Hold Harmless Provision  
Broad Form Property Damage  
Independent Proposers  
Personal Injury

#### **4.5 Proposal Certification**

The Proposer must certify that all material, supervision, and personnel will be provided as proposed, at no additional cost above the proposal price. Any costs not identified and subsequently incurred by the Town must be borne by the Proposer. This certification is accomplished by having the Proposal signed by an individual who has the authority to bind the Proposer.

#### **4.6 Procurement Policy**

Pursuant to State Finance Law §§ 139-j and 139-k, this Request for Qualifications includes and imposes certain restrictions on communications between a Governmental Entity (including the Town) and Bidder/Offerer during the procurement process. A Bidder/Offerer is restricted from making contacts from the earliest notice of intent to solicit offers through final award and approval of the Procurement Process by the Town to other than the Staff Contact, unless it is a contact that is included among certain statutory exceptions set forth in State Finance Law § 139-j(3)(a). The Town's Staff Contact for this Governmental Procurement, as of the date hereof, is identified herein. Town employees are also required to obtain certain information when contacted during the restricted period and make a determination of the responsibility of the Bidder/Offerer pursuant to these two statutes. Certain findings of non-responsibility can result in rejection for contract award and in the event of two findings within a four (4) year period, the Bidder/Offerer is debarred from obtaining government Procurement Contracts. Further information about these requirements may be obtained from the Procurement Officers.

The Town reserves the right to terminate any contract resulting from this RFQ in the event it is found that the certification filed by the Bidder/Offerer in accordance with State Finance Law § 139-k(5) was intentionally false or intentionally incomplete. Upon such finding, the Town may exercise its termination right by providing written notification to the Bidder/Offerer in accordance with the written notice terms of this contract.

#### **OFFERER/BIDDER DISCLOSURE OF PRIOR NON-RESPONSIBILITY DETERMINATION AND AFFIRMATION/CERTIFICATION IN ACCORDANCE WITH NYS FINANCE LAW §§ 139-J AND 139-K**

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

Address:

Name and Title of Person Submitting this Form:

1. Has any Government Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years?

(Circle one):

Yes No

If yes, answer the next questions:

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law § 139-j?

(Circle one):

Yes No

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity?

(Circle one):

Yes No

4. If you answered yes to any of the above questions, provide details regarding the finding of non-responsibility below.

Governmental Entity:

Date of Finding of Non-Responsibility:

Basis of Finding of Non-Responsibility:

(Add additional pages as necessary.)

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information?

(Circle one):

Yes No

6. If yes, provide details below:

Governmental Entity:

Date of Termination:

Basis of Determination or Withholding:

(Add additional pages as necessary.)

By signing below, Bidder/Offerer affirms that it understands and agrees to comply with the Town's Procurement Disclosure Policy, Code of Ethics Policy and Conflict of Interest Policy as required by State Finance Law § 139-j(3) and § 139-j(6)(b) and certifies that all information provided to the Town with respect to State Finance Law § 139-k and § 139-j is complete, true

and accurate.

By:

Date:

(Signature of Person Certifying)

Print Name:

Print Title:

Bidder/Offerer Name:

(Company Name)

Bidder/Offerer Address:

Bidder/Offerer Phone Number: