

REQUEST FOR PROPOSALS (RFP) TO PROVIDE PUBLIC/MEDIA  
RELATIONS AND MARKETING SERVICES TO THE  
HOUSING AUTHORITY OF THE CITY OF FORT MYERS (HACFM)

SCOPE OF WORK:

The vendor shall provide all administrative services and support necessary to manage the workload in order to complete assignments. This includes office facilities, support staff, research options, supplies and equipment. The HACFM anticipates the proposals will identify a primary contact Public/Media Relations firm who completes all matters and maintains the centralized responsibility for coordinating other support staff. The scope may include, but is not limited to the following:

1. Develop a comprehensive rolling two year marketing plan with HACFM staff to include written educational and informational program with tasks, time frames and related cost estimates.
2. Develop marketing and communication strategies utilizing traditional public/media relations, social media and other communication formats promoting the HACFM. This would include media alerts, press releases, radio and television and web coverage.
3. Implement special events in the area which will promote the HACFM objectives.
4. Prepare and present monthly reports to the Executive Director outlining all activities as well as billing hours associated with each task.
5. Any other HACFM matter as requested by the Executive Director.

Any firm submitting a proposal to RFP must adhere to the Department of Labor and State of Florida labor wage and hour and comply with HUD Section 3 requirements.

The HACFM may terminate the Contract with the Service with or without cause subject to a thirty day written notice of termination.

RFP Response Requirements:

- Firm name
  - a. Areas of specialty
  - b. Years in business
- Offices
  - a. Office location where the majority of the work will be performed.
  - b. Name and address of parent firm
- Personnel
  - a. Principal contact (name, phone number, e-mail) of the firm.
  - b. Proposed personnel for media services to HACFM. Please provide the specific name of the individual and attach a current resume.
  - c. Other key personnel names who will be used for HACFM business.

- Does firm have adequate staff to handle another public body or will staff need to be hired?
- Experience – provide a short narrative detailing experience and areas of expertise.
- List specific reasons why your firm should be considered by the HACFM for media representation.
- Provide three (3) or more municipal references from prior or current clients, including contact name and telephone number or email address.
- Provide a list of all work your firm presently has in progress to the local area of Fort Myers/Lee County.
- Disclose any clients or interests (including immediate relatives) that may reasonably be foreseen to constitute a conflict of interest when representing the HACFM (such as other local governments, developers, bidders, etc.)
- Describe how your firm will handle the day to day of this contract. This is particularly important if you do not have a local Fort Myers office.
- Provide evidence of a comprehensive liability and workers compensation insurance policy for all staff assigned to work for the HACFM.
- Note any exceptions or deviations to the required scope of services outlines.
- Has the firm or officers been in bankruptcy, reorganization or receivership in the last (5) years? Have you or the firm been disbarred from doing business with a Public Housing Agency?
- Has the firm been terminated by any municipal client in the last (5) years? If so, please explain.
- Define the standard time frames for response to inquiries.
- Describe how your firm would familiarize yourself with the current issues facing the HACFM.
- Fee Schedules: HACFM will consider an annual retainer with additional scope of work performed on a project and/or hourly basis as needed, but will consider all pricing structures submitted.

**INTERVIEWS:**

Proposers who submit a response may be invited to make an oral presentation to the evaluation committee.

**SELECTION CRITERIA:**

The HACFM will select the best proposal based on a combination of factors. The HACFM’s evaluation committee, utilizing the following criteria and weight, will evaluate each proposal:

<u>CRITERIA</u>	<u>WEIGHT</u>
Experience and Expertise	30%
Media/Public Relations approach (including adequacy of staff and procedures)	30%
Local Vendor	10%
Cost	20%
Section 3, MBE, WBE, and DBE participation.	10%

**SUBMISSION:**

Please enclose three (3) copies of your response in a sealed envelope labeled with your Company name and the statement "Request for Proposals for Public/Media Relations and Marketing Services".

The package must be delivered by 4:00 pm, Tuesday, January 22, 2019 to the attention of: Jeanne S. Dufresne, Procurement Officer, HOUSING AUTHORITY of the City of Fort Myers, 4224 Renaissance Preserve Way, Fort Myers, Florida 33916. Fax or e-mail copies will not be accepted.

The Housing Authority of the City of Fort Myers reserves the right to waive formalities in any proposal: to reject any and all bids with or without cause. The HACFM reserves the right to select the proposal that, in its judgment, will be in HACFM's best interest.

1/8/2019