

CITY OF HAWAIIAN GARDENS

OFFICE OF THE CITY MANAGER



REQUEST FOR PROPOSALS

FOR

PUBLIC AFFAIRS AND MEDIA RELATIONS SERVICES

PROPOSAL SUBMITTAL DEADLINE:

MARCH 27, 2018 at 11: 00 A.M.

CITY OF HAWAIIAN GARDENS
ATTN: CITY MANAGER'S OFFICE
21815 Pioneer Blvd.
Hawaiian Gardens, CA 90716
www.hgcity.org

I. SUMMARY

The City of Hawaiian Gardens, CA (the "City") is issuing this Request for Proposals ("RFP") to firms, individuals, or consultants interested who are qualified and experienced in providing internal and external communications, public information, social media strategic communication, brand management, media development and management. Consultant must have experience with government related subject matter and target marketing.

II. INFORMATION ABOUT THE CITY

The City of Hawaiian Gardens is a small City, located in the southeastern section of Los Angeles County, just east of the San Gabriel (I-605) Freeway. Adjacent cities include Lakewood to the north and northwest, Cypress to the east, and Long Beach and Los Alamitos to the west and south. The City covers slightly less than one square mile of land just west of the Los Angeles-Orange County boundary. The intersection of Carson Street and Norwalk Boulevard represents the approximate geographic center of the City, while also encompassing the major commercial corridors. The current population is 14,926, with 3,712 households, and approximately 400 businesses located in the City.

Hawaiian Gardens has approximately 14,400 residents. This population base offers a skilled, diverse workforce. Over half of the City's 14,400 residents are 18 to 64 years old. Incorporated on April 9, 1964, Hawaiian Gardens is a full-service, general-law City, providing police and fire services, as well as, street maintenance and repair, building and engineering, planning, and parks and recreational activities. The City Council appoints the City Manager who oversees all services and the functioning of the City on a daily basis in accordance with policies established by the City Council.

For further information about Hawaiian Gardens, please visit the City's website:
<http://www.hgcity.org>

III. INSTRUCTIONS TO SUBMIT PROPOSALS

1. In order for proposals to be examined and evaluated by the City Manager's Office, the City is requesting two (2) copies of any and all supportive materials.
Submittals must be received by the City no later than 11:00 A.M., March 27, 2018. Proposals must be marked as listed below in Section 2.

**CITY OF HAWAIIAN GARDENS,
CITY CLERK'S OFFICE
ATTENTION: LUCIE COLOMBO
21815 PIONEER BLVD.,
HAWAIIAN GARDENS, CA 90716**

2. The person, firm or corporation making a proposal shall submit in sealed envelope on or before the hour and the date stated above. The words as specified herein shall appear on the front, bottom-left, outside of the sealed envelope:

PROPOSAL - PUBLIC AFFAIRS & MEDIA RELATIONS SERVICE.

3. The consultant shall include the following attachments as part of the proposal:
 - *Attachment A - Consultant's response to the RFP*
 - *Attachment B - Consultant's Information Form (listed in Section 5)*
 - *Attachment C - Provide Samples of previous work (at least 3)*
 - *Attachment E - Certificate of Worker's Compensation (if applicable)*
 - *Attachment F - List of at least 3 references with contact information*
4. Each consultant shall insert the cost, and supply all the information, as indicated in the RFP. The cost inserted shall be net and shall be the full cost for the services specified, including all factors whatsoever.
5. Each consultant shall include an attachment with the following information:
 - The attachment will have a page title stating "Consultant's Information"

- The attachment will include an overview of the company, including the year founded, office locations and the number of years it has provided the services requested in the RFP.
 - The attachment will include a description of the firm's current staffing, and details as to the experience and educational qualifications of the individuals that would be primarily responsible and assigned to perform the services.
 - The attachment will include the Consultant's financial stability and length of time in business.
6. Each consultant shall affirm that no official or employee of the City of Hawaiian Gardens is directly or indirectly interested in this proposal for any reason of personal gain.
 7. The City of Hawaiian Gardens reserves the right to reject any and all proposals and to waive any informalities or technicalities in the proposal process. Any proposal submitted will be binding for sixty (60) days after the due date of the proposals.
 8. All proposals become property of the City and once opened are public records. All documents will be inspected, copied, and/or distributed without any notice to the consultant.
 9. During the evaluation process, the City reserves the right to request additional information or clarification from those submitting proposals and to allow corrections of errors or omissions.
 10. There is no expressed or implied obligation for the City of Hawaiian Gardens to reimburse responding companies or individuals for any expenses incurred in preparing proposals in response to the Request for Proposals.
 11. These instructions are to be considered an integral part of any proposal.

IV. **ADDITIONAL INFORMATION PERTAINING TO SUBMITTAL OF PROPOSALS**

- A. **Consultant's Certification:** By submitting a proposal, the consultant certifies that he/she has fully read and understands the proposal method and has full knowledge of the scope and nature and quality of work to be performed.
- B. **Non-Reimbursable Costs:** The City shall not be liable for any pre-contractual expenses incurred by any consultant submitting a proposal or by any selected consultant. Any and all research, preparation and/or submittal related to this RFP shall not be reimbursable at all or in part. The City shall not reimburse consultant for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the consultant. Proposed fee should not include or consider the costs incurred in preparation of the proposal. Each proposer shall protect, defend, indemnify, and hold harmless the City from any and all liability, claims, or expenses whosoever incurred by, or on behalf of, the entity(ies) participating in the preparation of its response to this RFP, in part or whole.
- C. **City Retains Right To Refuse, Waive, Rejection or Modify RFP At All Times:** Submittal and acceptance of this RFP does not guarantee that an agreement will be awarded. The City retains any and all rights to amend, refuse, cancel and/or reject any and all proposals of the RFP, in part or whole, at any part of the request, review and/or evaluation process.
- D. **Non-exclusive Agreement:** The agreement resulting from this RFP shall be a non-exclusive contract, and the City reserves the right to purchase same or like services from other sources the City deems necessary and appropriate.
- E. **Liability Insurance Requirements:** As a condition of awarding an agreement, the consultant will be required to have professional liability insurance including liability at a minimum of one million per occurrence, worker's compensation at state-mandated minimums (as required), and vehicle coverage including comprehensive and collision insurance naming the City of Hawaiian Gardens as additional insured. The proposal shall state whether such insurances are currently in force or will be at time of execution of the agreement.
- F. **Exceptions:** If the consultant desires to take exception to any terms, conditions and requirements of the RFP, the consultant must clearly state those exceptions on the Affidavit of Compliance.

- G. **Late proposals:** Proposals received by the City after the time specified for receipt will not be considered. Consultant shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The City of Hawaiian Gardens is not responsible for the U.S. Mail or private couriers in regards to mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection.
- H. **Completeness:** All information required by the Request for Proposal must be supplied to constitute a legitimate proposal. The City of Hawaiian Gardens reserves the right to use any and all information presented in any response to the Request for Proposal. Acceptance or rejection of the RFP does not affect this right.
- I. **News Releases and Advertisements:** The Consultant will not use the name of the City nor reference any endorsement from the City in any advertisement or otherwise for any purpose without the express prior written consent and approval of the City. As a matter of policy, the City does not endorse the products or services of any consultant. The Consultant will not make issue news releases concerning any resulting contract from this solicitation without the prior written approval of the City.
- J. **Privacy and Ownership of Information:** The City is responsible for information collection and will retain the authority to restrict access to all or parts of the data. The Consultant does not have any ownership over the data at any time. Privacy policies set by the City, State, or Federal law will be enforced.
- K. **Execution of Agreement:** The successful consultant shall, within thirty (30) calendar days after agreement is approved by the City of Hawaiian Gardens, shall immediately and simultaneously provide any required indemnities and insurance certificates and required City of Hawaiian Gardens business license(s). Failure to comply within the established deadline for submittal of required documents may be grounds for immediate cancellation of the agreement.

V. QUALIFICATIONS AND SCOPE OF SERVICES

A. KEY DATES

5/06/2018 RFP Release Date

5/27/2018 Proposal Due Date no later than 11:00 a.m. PST

B. PRELIMINARY SCOPE OF SERVICES

RFP - Public Affairs and Media Relations

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The following shall act only as a preliminary Scope of Services to generally communicate the City's expectations. The City wants to keep residents, businesses, investors, and visitors, informed of local regular and special events, projects, programs, activities, and resources.

The purpose of this RFP is to solicit proposals that are responsive to the services requested, as described below:

1. Enhance the City's public media outlets; to include, providing strategic support for communications projects, initiatives, and campaigns designed to advance the City's vision, mission, image and branding.
2. Consultant should maintain timely and regular communication with the City during the development of news worthy media support and information development.
3. Provide recommendations regarding web page content and other social media content, such as articles, photographs for publication, video production, etc.,
4. Assist the City to manage and address any crisis or challenging news or social media coverage, in an immediate and on-going basis as required by the event or developing news information.
5. Be available to provide immediate crisis assistance 24 hours a day/ 7 days a week.
6. Assist as the point of contact for media and news inquiries, including written, visual, and/or related to social media sites.
7. Recommend and implement improvements to all City related social media accounts.
8. Coordinate and manage media, news, and social media.
9. Press Conference coordination including press material, press releases, social media postings, etc.
10. Prepare, write, place, distribute external media including radio, television, newspaper, and/or social media.
11. Draft and edit news releases, media advisories, informational matter and distributing to designated media outlets upon direction and approval by the City Manager or designee.

12. Develop public relations strategies to raise public and community awareness of City matters upon direction and approval by the City Manager or designee.
13. Assist with public affairs strategies and involvement with various agencies, government associations and entities, as needed.
14. Act as City's spokesperson, as needed, upon direction and approval by the City Manager or designee.
15. Tracking and responding to stories, events, crisis, in the media that may benefit the City from a response on behalf of the City, upon direction and approval by the City Manager or designee.
16. Identifying and collecting press hits/placements, maintain and provide media report to the City Manager or designee.
17. Assist to identify, prioritize, and develop specific public affairs matters and public policies, as approved by the City Manager or designee.
18. Attendance at City meetings and/or events may be scheduled and/or requested by the City Manager or designee.
19. Scheduling and coordinating media interviews, broadcast appearances, phone/radio/ social media interviews, as needed and/or requested by the City Manager or designee.
20. Any additional features the consultant deems would improve the City's image, branding, and that would enhance the City and the information provided and/or published to the following: surrounding communities, residents, businesses (current and future), and visitors. Consultant may provide options for additional services not specifically listed or included in this proposal.

VI. OTHER REQUIREMENTS

A. Qualifications

Selection of a proposal for contract will be at the sole judgment and discretion of the City. Only those consultants that meet the requirements as outlined in the RFP, including all of the required attachments at the time of submittal and bid opening, will be considered.

B. Fee and Award of Agreement

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include major fee categories.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award of the contract. In the event the selected consultant and the City fail to agree to an agreement, the City may choose from remaining consultants or put out another Request for Proposals.

The City reserves the right to request additional information from any consultant after submission of a proposal that may be required for additional information or clarification of submitted materials, and/or interviews, or to allow for corrections of misinformation or omitted information.

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification to all consultants who have requested the RFP or have been listed as they have expressed to the City the intent to submit a proposal.

It is the goal of the City to approve a consultant that best meets the needs of residents, businesses, visitors, staff, and other stakeholders. Improvements or suggestions to any conditions in the RFP are welcome and should be explained in the submitted proposal. Requirements may be altered given a better idea or method.

VII. CLARIFICATIONS

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to the Lucie Colombo, Assistant City Clerk via email at LColombo@hgcity.org.

Any clarifications made in response to questions received will be emailed to all Expected consultants providing contact information and requesting the City do so, as appropriate and as judged necessary at the discretion of the City. Anyone planning to submit a proposal should contact the City contact listed above to convey such intent.

VII. SELECTION PROCESS

Selection of proposals will be at the sole judgment of the City. The City will consider all parts of each proposal collectively.

The City will select the consultant that best satisfies the requirements in the RFP and the expectations of the City at the best value to the City. Selection may not be the proposal with the lowest cost. Consultants may not contest the selection of the City.

For ease of communication and project development, preference will be given to vendors utilizing their own development staff rather than subcontracting pieces of the project development to additional vendors. Subcontractors or vendor-utilized third-party developers who assist in part or in whole in the services shall be fully disclosed, in writing, at the time the proposal is submitted.

//end.//

**CITY OF HAWAIIAN GARDENS
OFFICE OF THE CITY MANAGER**

**REQUEST FOR PROPOSALS
FOR
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ADDENDUM NO. 1

This Addendum is part of the documents for the above-identified RFP and modifies the original document as noted below. Portions of the RFP not specifically mentioned in this Addendum shall remain in full force and effect. Any proposal not incorporating this Addendum shall be considered incomplete.

AMENDMENT #1:

- Amended Page 6:10 - Dates were listed incorrectly and have been changed from 5/06/2018 to 3/06/2018 and 5/27/2018 to 3/27/2018.



LUCIE COLOMBO
ASSISTANT CITY CLERK

3/9/2018

DATE

I acknowledge receipt of this Addendum No. 1 and accept the
aforementioned.

CONSULTANT

DATE

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