

## Table of Contents

Introduction .....	2
Scope of Services.....	2
City Resources .....	3
Submission Requirements .....	3
Application Review & Selection .....	4
Notification.....	5
Award of Contract for Successful Consultant Firm/Agency.....	5
Special Matters & Requirements.....	5
Reservation of Rights.....	6
Questions or Technical Assistance .....	6
Delivery of Proposals.....	6
Timeline ( <i>dates subject to change</i> ).....	7

## Introduction

The City of Port Washington is accepting proposals from qualified consultants to conduct a comprehensive City-wide communications audit and create an ongoing strategy. The communications audit and strategy will serve as a guide for current and future communications efforts. Official proposals must be received by the City no later than 4:30 PM CST on November 18, 2022.

Port Washington is known for offering “a touch of New England charm combined with Midwestern friendliness” and has been named by Midwest Living to their Top 100 Best Midwest Small Town Getaways. Port Washington, today, is a tourist destination with a vibrant downtown and community events.

The City’s population of 12,853 resides within seven square miles including 4 miles of waterfront. The city offers superior housing choices, excellent education provided by the Port Washington-Saukville School District, abundant tourism and community event offerings, and award-winning health care throughout the county. A growing and vibrant community located in the greater Milwaukee area, Port Washington has experienced considerable residential, commercial and employment growth in the last two decades. In fact, its growth rate is the highest of any community in Ozaukee County and outstrips population growth in most of the county.

The City provides full-city services including Public Safety (Police, Fire, EMS), Engineering, Public Works, Water and Sewer utilities, Building Inspections, Community Development, Parks and Recreation, Marina, Senior Center, Library, Finance, Clerk and Administration. The City has 85 FTEs plus a robust part-time and seasonal employment, and a \$25 million budget.

## Scope of Services

The study shall evaluate the City’s current communications structure and design/implement a comprehensive communications strategy to effectively engage and inform internal and external audiences about City of Port Washington activities and initiatives as well as promote the City to local and regional audiences. The consultant firm/agency shall perform or provide the following:

1. Conduct project information meetings to explain scope and methodology of the study to employees, as needed. Conduct interviews with employees and management personnel, as appropriate and required. Conduct progress review meetings with the City Administrator, Assistant City Administrator, City Clerk, and Administration/Personnel Committee at determined intervals.
2. Prepare a final report for review with City staff and present to Administration/Personnel Committee and City Council for approval; provide implementation support and change management training with staff.

### **Part One (1): Audit**

Review and assess the City’s current communications programs and practices including but not limited to:

- A. Use of electronic communications including City website(s) and social media (to minimally include Facebook, Instagram, Twitter, and LinkedIn).
- B. Use of printed materials, including newsletters and press releases, and other means of communicating with internal and external stakeholders.
- C. Holistic evaluation of current communication methods with current communication perceptions, expectations and needs of the community.
- D. Evaluation of what is working well and what needs attention with current communication processes both externally and internally.
- E. A comparison of best communications practices and resources used in comparable cities.

- F. Evaluation of the organizational capacity for maintaining and enhancing communications efforts.

The audit should provide recommendations on desirable practices for implementation, cost-effective actions to promote improved overall communications, as well as the creation of an overall communications plan based on the results of the audit.

### **Part Two (2): Strategy**

Include a strategy for the long-term management of effective internal and external communications:

- A. Make recommendations regarding any changes required to communications' processes and polices.
  - a. Create policies and procedures for public relations and media releases.
- B. Identify and/or create the City's brand presence and "voice" for communications; identify marketing and promotional opportunities.
- C. Create a social media strategy for the City to minimally include Facebook, Twitter, Instagram, and LinkedIn.
- D. Create templates and standards for City communications both internally and externally, and develop an annual communications calendar.
  - a. Examples of templates to create include press releases, PowerPoint presentation slide deck; annual department reports, annual budget documents, meeting agendas, employee newsletters, City newsletters, etc....
- E. Make best practice recommendations to connect with internal and external stakeholders and identify benchmarks for measuring success.
- F. Determine staffing needs and/or other resources to support the strategy's success.

## **City Resources**

The City of Port Washington will provide the successful consultant with access to employees currently involved in communications; current templates; current policies and procedures; and any other available in-house information that may be required to complete the analysis.

## **Submission Requirements**

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point. Proposals should not exceed twenty (20) pages in length. Resumes, licenses, references, and work examples will not count against this page limit. The proposal should be in the order below:

### **Section One: Introductory Letter**

All proposals shall be accompanied by a transmittal letter addressed to Emily Blakeslee, Assistant City Administrator, signed by an officer authorized to commit firm resources. The letter shall include the following:

- A. The name of the proposing firm, the primary contact, mailing and physical address, telephone number and email address.
- B. Certification that (1) all information submitted in the proposal is true and correct, (2) the person signing the proposal has the full authority to do so on behalf of the firm, (3) the fees proposed have not been knowingly disclosed, directly or indirectly, to any other firm responding to this RFP, and (4) no attempt has been made by the proposing firm to induce any other company to submit or not submit a response to this RFP for the purpose of restricting competition.

## **Section Two: Experience and Qualifications**

All proposals shall include a brief discussion of the proposing firm, its history, and its general approach to developing municipal communications strategies that demonstrates the proper understanding of the needs of the City of Port Washington and the proposer's ability to address them.

## **Section Three: Approach and Methodology**

All proposals shall include a detailed description of the services and methods by which the work set forth in the RFP will be performed. The description shall include the consultant firm/agency's understanding of the services to be performed, methodology to be used in benchmarking and determining best practices, and the estimated time the project will take from contract date to completion date.

## **Section Four: References**

All proposals shall include a minimum of three client references, with at least one reference being a recent municipal client. References should include the client name, contact person, mailing address, telephone number, and email address.

## **Section Five: Fee Proposal**

All proposals shall include a detailed explanation of the fees and costs to be charged to the City for the services described in this RFP. This should include the total not-to-exceed cost as well as an itemized breakdown of the cost associated with major or important components, as determined by the consultant firm/agency. Each major or important component should detail the estimated length of time necessary to complete and feasibility to finish by April 2023.

## **Section Six: Additional Services**

Please identify any "special" services the proposing consultant firm/agency can provide and whether such services would be subject to additional costs to the City.

## **Application Review & Selection**

Proposals will be evaluated for specificity, completeness, qualifications of personnel, demonstrated knowledge and experience, breadth and depth of services contemplated to be provided as described in the section entitled Scope of Services. The consultant firm/agency will be selected based on qualifications and demonstrated competence, professional qualifications necessary for the satisfactory performance of the services required, and the agreement may not necessarily be awarded to the lowest responsible proposer. When selecting the consultant firm/agency, the skill and ability of the entity or person performing the services is a key component of the selection criteria. The following criteria will be considered in the application review process:

- A. Qualifications of the proposed team members.
- B. Ability to communicate effectively both verbally and in concise written form.
- C. Ability to work effectively with management, council, and staff.
- D. Cost and availability of services and project completion timeline.
- E. The overall quality of the response and conformance with RFP requirements for content and clear understanding of City of Port Washington needs.
- F. References.

The City Administrator, Assistant City Administrator, and other designated individuals will review and score submitted proposals, and a group of proposals may be elevated for additional review. Additional review may include one or more interviews, in person or by phone. A reference check will be conducted with the finalists.

The City reserves the right to evaluate other service providers based on its needs, the level of cooperation displayed by proposers, including in the negotiation of contract terms, at any time and without notice. Ultimate acceptance or rejection of the recommended proposal and execution of a contract agreement is the independent sole legal prerogative of the City.

## Notification

All consultant firms/agencies will be notified of the decision of award within ten (10) business days of the action. The City reserves the right to reject any and all proposals and to waive informalities and irregularities.

## Award of Contract for Successful Consultant Firm/Agency

Upon confirmation, the successful consultant firm/agency will be required to enter into a contractual agreement with the City of Port Washington.

The City reserves the right to negotiate the final terms and conditions of the contract to be executed. Should the City and the successful consultant firm/agency be unable to mutually agree upon the entire contract, the City reserves the right to discontinue negotiations, select another consultant firm/agency or reject all the proposals. Upon completion of negotiations agreeable to the City and the successful consultant firm/agency, a contract shall be executed.

## Special Matters & Requirements

### **Representations**

Proposers are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, proposer represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that proposer has conducted such additional investigation as it deems necessary and convenient, that proposer can provide the services requested by the City in a manner that meets the City's objectives and specifications as outlined in this RFP, and that proposer has reviewed and inspected all materials submitted in response to this RFP. Once the consultant firm/agency has been selected, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for proposer to request additional compensation.

### **Non-Discrimination**

By submitting a proposal, the proposer represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of race, religion, sex, color, national origin, sexual orientation, gender identity or gender expression, ancestry, marital status, physical condition, pregnancy or pregnancy-related conditions, political affiliations or opinion, age, or medical condition.

### **Conditions of Acceptance**

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this RFP, or to procure or contract for any services. The City reserves the right to waive any minor irregularities or informalities contained within this RFP, and/or reject any or all proposals received as a result of this request; negotiate with any qualified source or to cancel the RFP in part or whole. The City of Port Washington reserves the right to award in whole or in part, by item or group of items, by section or geographic area, when such action serves the best interest of the City.

### **Non-Liability**

By participating in the RFP process, each respondent agrees to hold the City and its and their officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this RFP.

### **No Conflict of Interest**

Selected consultant firm/agency shall not employ any City employee or City official in the work performed pursuant to this RFP. No officer or employee of the City shall have any financial interest in the proposed RFP.

### **Insurance Requirements and Responsibilities**

Consultant shall provide a description and pertinent information regarding general liability, auto liability, worker's comp, and professional liability insurance, including the amount of coverage.

## **Reservation of Rights**

The City of Port Washington reserves the right to accept any Proposal or alternative Proposal proposed in whole or in part, to reject any or all Proposals or alternatives Proposals in whole or in part, to waive irregularity and/or informalities in any Proposal, and to make the award in any manner deemed in the best interest of the City.

The City reserves the right not to consider any Proposal which it determines to be unresponsive and deficient in any of the information requested within the RFP.

The City reserves the right to determine whether the scope of the project will be entirely as described in the RFP, a portion of the scope, or that a revised scope be implemented.

## **Questions or Technical Assistance**

All questions and requests for technical assistance concerning this RFP are to be directed to the official contact person via email and shall be submitted no later than October 31, 2022 at 4:30 PM (CST).

Email: [ebakeslee@portwashingtonwi.gov](mailto:ebakeslee@portwashingtonwi.gov)

From the date this RFP is issued until a consultant/firm is selected and selection is announced, consultant firms/agencies are not allowed to communicate outside the process set forth in this RFP with any City employee other than the contracting officer listed above regarding this RFP. The City reserves the right to reject any proposal for violation of this provision. No questions other than written via email will be accepted, and no response other than written via email will be binding upon the City.

## **Delivery of Proposals**

Proposals must be received via email no later than November 18, 2022 by 4:30 PM (CST). Late proposals will not be accepted or considered. Proposals file name and email subject shall be labeled as follows: Communications Study – [Name of Consultant Firm/Agency]

Email delivery of proposals to:

Emily Blakeslee, Assistant City Administrator

[ebakeslee@portwashingtonwi.gov](mailto:ebakeslee@portwashingtonwi.gov)

## Timeline *(dates subject to change)*

October 21, 2022	Issuance of RFP
October 31, 2022	Questions Due
November 7, 2022	Response to Questions Due
November 18, 2022	Proposals due by 4:30 PM (CST)
November 21-30, 2022	Evaluation of Proposals and Interview of Candidates, if needed
December 6, 2022	Confirmation, Contract Award, and Execution
December 7, 2022	Project Commences
April 2023	Target Completion