

# CITY OF WEST COLUMBIA, SOUTH CAROLINA

## REQUEST FOR PROPOSAL

Requestor: City of West Columbia  
Post Office Box 4044  
200 N. 12<sup>th</sup> Street  
West Columbia, South Carolina 29171-4044  
Contact: Brian E. Carter, City Administrator  
BCarter@westcolumbiasc.gov  
Tel: (803) 939-8600

The City of West Columbia is requesting sealed proposals for:

### **Public Affairs and Communication Consulting Services**

**1. Sealed Proposals:** All proposals shall be made on the “Proposal Response Form” provided along with supporting documents requested in Exhibit “A”, Minimum Standards of Service. Proposers must mail or submit twelve (12) complete copies and one (1) original of the forms and supporting documents to the Purchasing office. All proposals must be signed and sealed. Unsealed proposals, including faxed proposals will not be considered. Retain a copy for your file. A maximum of ten pages (both sides of the page may be used) shall be submitted with soft cover binding. No hard cover binders will be accepted. Covers are excluded from page count.

**2. Due Date and Time:** Proposals for furnishing commodities or services described above will be received and publicly opened and read out loud at the City of West Columbia by Brian E. Carter, City Administrator of the City of West Columbia, at the West Columbia City Hall located at 200 N. 12<sup>th</sup> St. West Columbia SC 29169-6458, on May 20, 2016, at 10:00 a.m. Any proposals received after the above stated time will not be considered. *It is the responsibility of the person/firm submitting a proposal to ensure that it is received at the physical address of the City of West Columbia, Room 213, West Columbia, prior to the stated deadline.* Proposals received after the deadline will not be considered under any circumstances, and will be returned unopened after the proposal award is made. Unsealed proposals, including facsimile proposals, will not be considered.

**3. Tax Exemption:** The City of West Columbia is exempt from all Federal and State tax. Do not include tax in your proposal.

**4. Clarifications:** Any explanation desired by an offeror regarding the meaning or interpretation of this Request for Proposal (RFP) must be requested in writing and with sufficient time allowed, but not less than ten (10) working days prior to the date and time specified for the receipt of proposals, for a reply to reach proposer before the submission of their proposals. All inquiries should be directed to, Brian E. Carter, City Administrator, by e-mail at

[BCarter@westcolumbiasc.gov](mailto:BCarter@westcolumbiasc.gov). Any information given to a prospective proposer concerning this RFP will be furnished to all known prospective proposers as an amendment to this RFP, if such information is necessary to proposers in submitting proposals on this RFP, or if the lack of such information would be prejudicial to uninformed proposers. Oral explanations or instructions given prior to award are not binding. Contact may not be made with other City Staff or City Council Members regarding this project.

**5. Acknowledgement of Amendments:** Receipt of any amendment to this RFP must be acknowledged, in writing, prior to the stated submission deadline. Such acknowledgement may be submitted with the offer.

**6. RFP not an Order:** This Request for Proposal is not to be considered as an order by the City of West Columbia. This request for proposals will neither commit the City to commence any project, nor in any way limit the discretion of the City in selecting a company or in making any future modifications to the scope of work under this proposal, before or during the life of the project, should it be undertaken.

**7. Award:** If a contract is awarded, it will be awarded to the responsive and responsible proposer whose offer conforms to the RFP and will be the most advantageous to the City as set forth in the evaluation criteria. *Price shall not be the sole consideration in awarding the contract.*

**8. Public Records:** Any information contained in this proposal is subject to public disclosure upon final award.

The City of West Columbia is an equal opportunity owner/employer and will not discriminate against any vendor because of race, creed, color, religion, sex, national origin, or ADA disability status.

**Notice:** All items must meet or exceed specifications as stated by the City of West Columbia. The City of West Columbia reserves the right to waive any technicalities and to reject or accept any proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower costs, better service, final satisfaction or is otherwise determined to be in the best interest of the City of West Columbia. Proposal may be awarded by item number or in total. Determination of best response to proposal will be the sole judgment of the City of West Columbia. *Proposal terms shall remain valid for one hundred and fifty (150) days from the date of the proposal opening*

**EXHIBIT “A”**  
**City of West Columbia**  
**Public Affairs and Communication Consulting Services**  
**MINIMUM STANDARDS OF SERVICE**

**1) Overview**

(A) The Contractor agrees to provide public affairs and communication consulting services to the City on a part-time consulting basis, to aid the City in promoting the City’s image and visibility to its citizens and the general public.

**2) Scope of Work**

(A) As coordinated through the City Administrator, provide public affairs and communication consulting services to the City Council, Departments and Staff to include the following: press releases, crisis media management (as needed), communication support in the form of letters, newsletters and talking points for Staff, all media relations, promotion of all City events, preparation and implementation of a comprehensive marketing plan for the City and monitoring of legislative items that effect the City including any funding opportunities.

**3) Proposal Requirements**

(A) The proposal should focus on addressing the vendor’s ability to provide the services outlined in the Scope of Work. Please provide the following:

- (a) Brief history of the firm and its experience;
- (b) Resumes of key personnel;
- (c) A minimum of three examples of similar assessments or completed work by the firm with brief descriptions; and
- (d) Three references from similar projects.

**4) Project Cost**

(A) Provide a detailed costs for the services to be performed by the vendor based on the Scope of Work.

**5) Method of Award**

(A) A committee will review all proposals received by the City based on the selection criteria previously mentioned and the responsiveness to the RFP. If directed by the City Council, selected proposals will be short-listed and chosen to advance to a second round consisting of presentations and an interview before City Council. Based on those presentations and interviews, the short-listed firms will be ranked and the City Administrator will enter into negotiations with the top selected company. If negotiations with the first company are unsuccessful, the City Administrator may elect to enter negotiations with the second ranked company. The award of a contract to the selected provider will be made by a vote of the City Council.

The City reserves the right to reject any or all firms at its discretion and to waive any formalities or irregularities.

Vendors not awarded the work outlined here will be notified by mail or email. The successful vendor will be required to sign a contract with the City of West Columbia.

**6) Proposal Evaluation**

- (A) The proposals will be evaluated based on the following criteria:
  - (a) Qualifications and range of experience of project staff
  - (b) Knowledge of project requirements as demonstrated under “Approach to Scope of Work”
  - (c) Written presentation
  - (d) Project Costs