

CITY OF TUSCALOOSA, ALABAMA

**REQUEST FOR PROPOSALS
A20-0308**

**Request for Proposals for Professional Communications Consulting Services
(Advertising, Marketing, Public Relations)**

DATE: March 3, 2020

DUE DATE: PROPOSALS are due by close of business before 5:00 p.m. CST on March 17, 2020

Section 1. Introduction.

This is a Request for Proposals (“RFP”) containing information concerning the above-referenced matter, an abbreviated scope of work, and evaluation items. Firms expressing interest should be fully capable of providing the end results requested.

This is a procurement of professional services as more particularly described herein. This procurement will be conducted in a manner providing full and open competition consistent with the standards of 2 CFR Part 200. To wit:

- a. Each firm’s experience and proposals will be evaluated primarily as they relate to the firm’s ability to provide professional communications consulting services (advertising, marketing, and public relations.)
- b. The City will make awards only to responsible firms possessing the ability to perform successfully under the terms and conditions of the procurement. Consideration will be given to such matters as firm integrity, compliance with public policy, record of past performance, and financial and technical resources. The City will require firms to execute a “Disbarment and Suspension Statement” certifying / verifying that the firm is not suspended or disbarred or otherwise excluded under 2 CFR Section 408.220 of the government-wide non-procurement, disbursement and suspension list. This is a PROPOSALS-based procurement of professional services whereby competitors’ PROPOSALS will be evaluated and the most qualified firm will be selected, subject to negotiation of fair and reasonable compensation.

- c. Written responses to this Request for Proposals will be reviewed and rated by a panel of qualified City employees. The rating system will consist of a numerical grading system and a pass/fail grading system, as set forth in Section 3. The City may or may not elect to interview any of the responding firms.
- d. The City has exclusive and sole discretion to determine the firm whose services will be most advantageous to the City, and reserves the right to reject all firms.
- e. The firm must comply with all applicable state, local, and federal regulations related to the services provided to the City. The City reserves the right, subject to negotiation and agreement in writing with the selected firm, to either expand or limit the scope of services as needed.

Section 2. General Scope of Services

The City of Tuscaloosa seeks the services of a professional firm which has the knowledge, experience and expertise to perform the services as requested. **The project of interest is as follows:**

The Tuscaloosa Farmers Market Expansion Program will create (5) five mobile Farmers Markets to reach every district in the city throughout the growing season. These neighborhood Farmers Markets will provide locally sourced produce and goods for people that cannot or do not have access to the main, year-round Farmers Market in the Tuscaloosa River Market. This program will also increase access to healthy food options for economic disadvantaged neighborhoods by increasing access to Farmers markets that will also serve as CSA pickup locations throughout the city where people can pick-up online produce purchases. This project will directly support seventy (70) direct vendors and help expand the Farmers Markets to locations throughout the city.

Scope of Work: The following tasks are anticipated to be completed within *thirty (30)* calendar days from the time of the execution of the contract:

Develop the following essential deliverables (working files that are fully editable) for Tuscaloosa Farmers Market Expansion Program:

Brand
Logo
Strategy
Ad campaign
Graphics

Optional deliverables:

Designed wraps on trucks
Social media posts
Designed ads
Photo/video

Section 3. Firm Qualification and Proposal Requirements

The following information must be submitted with the proposal on the date indicated above and can be delivered by electronic files:

1. Experience and Qualifications. A statement of the firm's qualifications to perform the work and years in business. The statement should include the following:
 - a. The general experience of the firm. (20 points possible)
 - b. The specific experience of the personnel proposed to work on this project and availability to perform the work and services to be provided within thirty (30) days from the time of execution of the contract. (10 points possible)
2. Recently Completed Projects by the Firm. Samples of at least three (3) recently (within the last three years) completed projects of the type indicated in the scope of work for this project. (30 points possible)
3. A statement as to whether the firm or any subcontractors are a minority, disadvantaged or woman owned business enterprise. (5 points possible)
4. A statement current or threatened litigation, mediation, arbitration ongoing and/or during the past three years. A statement as to professional standing including any pending controversies outstanding. If none exists, such a statement should be made. (pass/fail)
5. Please include a statement as to potential general conflicts of interest that would prevent the City of Tuscaloosa from entering into an agreement with your firm pursuant to this RFQ. If none exists, such a statement should be made. (pass/fail)
7. Firm must be registered and/or licensed for work in the State of Alabama; please include a statement to this effect. (pass/fail)

8. Budget. Cost will be an important evaluation criterion. Proposals may offer a fixed rate or hourly rate, as long as charges are clearly explained and estimated cost will not exceed the project budget. Any per hour rates over the initial proposal must be included. Please break down cost estimates for both the listed essential deliverables and optional deliverables listed in Section 2 above. (35 points possible)

Section 4. Questions and Due Dates

a. Any questions by the firm related to this RFP should be submitted in writing no later than March 12, 2020 to:

Richard Rush

Communications Director
Office of the Mayor | City of Tuscaloosa
rrush@Tuscaloosa.com

b. The City reserves the right to interview a firm or multiple firms as it sees fit. There is no guarantee that a contract award will be made pursuant to this RFP. This RFP may be modified or amended at any time and for any reason, in the discretion of the City.

c. **Firm PROPOSALS are due by close of business before 5:00 p.m. CST on March 17, 2020**

d. All proposals should be submitted either in electronic form or in 8 ½" x 11" paper size, with directions as follows:

Provide electronic files or three (3) bound copies to:

Kristen Miller, Associate City Attorney
Office of the City Attorney
City of Tuscaloosa
Post Office Box 2089
Tuscaloosa, Alabama 35403-2089
(205) 248-5140
kmiller@tuscaloosa.com

Courier address:
Office of the City Attorney
2201 University Blvd.
Tuscaloosa, Alabama 35401

END RFQ.