

TOWN OF CLINTON, CONNECTICUT

REQUEST FOR PROPOSALS

COMMUNICATIONS AND PUBLIC RELATIONS SERVICES

The Town of Clinton, acting through its Department of Human Services (CHS) in partnership with Partners in Community (PiC), a coalition of Clinton community organizations, is seeking proposals from qualified consulting firms and/or qualified individual consultants wishing to provide communication and outreach services to assist CHS and PiC in their efforts to reduce underage drinking, vaping and marijuana use among the young people of Clinton and to improve the mental health, post pandemic. Interested parties should submit a proposal in accordance with the requirements and directions described herein.

SCOPE OF WORK:

Clinton Human Services and Partners in Community are the community's a long-standing drug and alcohol abuse prevention coalition. Through a grant from the U.S. Department of Substance and Mental Health Services Administration, CHS and PiC are looking to improve and increase their efforts to address substance-related and mental health issues in our community. The scope of work for the selected consultant will be funded by the federal grant.

The intent of this engagement is to allow PiC and CHS to increase their visibility, optimize their reach and build capacity for the coalition's work, as it relates to both the community and youth coalition. The Coalition needs to enhance the user experience on its website, making information easy to access and engage with. The consultant will work with CHS and PiC to redefine, as needed, their communication with the people they serve, including at a minimum;

- Develop a communication plan that reaches their target audiences. Creating and implementing a plan for regularly scheduled updates and resources with the community through an email platform (including setup, management and content writing for the period of one year. This will include interactive components to social media platforms and website.
- Develop messaging that is consistent with the current science and involves target populations in the development of those messages. The Coalition lacks a staff member with communications/marketing support which makes it difficult to promote available/accessible services to the community. Consultant support is sought to help build awareness, create engagement tools, and identify impact measures that will allow the Coalition to adjust communications/marketing strategy to maximize effectiveness.
- Provides website refinement that maintains consistency both with messaging and visuals across all of the organization's outlets – website, social media, email, etc.

- Provides support to CHS staff in order to maintain relevance of platforms, and up-to-date information as it pertains to best practices and trends in both the marketing and prevention space.
- Provides templates (for example, Canva) for the staff at CHS to work with to provide access to consistent design and messaging. These templates will be accessible to staff at CHS and, in particular, the youth we are hoping to empower. These materials would allow staff to create social media graphics that are consistent and get attention for services/events that are being promoted.
- The Consultant must also develop specialized communication plans to meet the of underserved populations, specifically, but not limited to: sexual minority and Spanish-speaking youth.

MINIMUM QUALIFICATIONS:

1. Must have a minimum of five years' experience in public relations consulting, with three of those years consulting with a municipality or non-profit organization.
2. Prior experience successfully consulting for drug and alcohol abuse prevention organizations.
3. Prior experience consulting in successful outreach to at-risk population.
4. Proven expertise with Outbound Communications.
5. Proven expertise with Message Management. Experience with Word Press is required.
6. Proven expertise with design of social media support graphics.
7. Proven expertise with Communications/Design Support.

PROPOSAL FORMAT:

In order to facilitate the analysis of responses to this RFP, Respondents are required to prepare their proposals in accordance with the instructions outlined in this section. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Respondent's capabilities to satisfy the requirements of the RFP. The proposal should be organized into the following major sections:

1. Submittal Letter. Respondents shall submit a cover letter addressed to Karl Kilduff, Town Manager, signed by an authorized principal or agent of the Respondent which provides an overview of the Respondent's offer, as well as the name, title, and telephone number of the person to whom the Town may direct questions concerning the proposal. The letter shall include a statement by the Respondent accepting all terms and conditions contained in this

RFP, signed by an officer or other individual with authority to negotiate and contractually bind the firm.

2. Table of Contents

3. Requested Information. In order to be considered each Respondent shall, at a minimum, submit the following information:

- Brief background statement as to the Respondent's particular capabilities, history, qualifications and other general introductory information on the Respondent.
- Resumes of key personnel who would be assigned to Clinton.
- A detailed description of all areas of expertise and experience, including the types of services supplied to past and present clients.
- A detailed description of how the Respondent proposes to provide consulting services.
- List of municipalities and non-profit organizations in Connecticut for which the Respondent has provided similar services in the last five years. Please also include the type of service, name and contact information for these references.
- Additional information or documentation that may be useful and applicable to this project.

4. Executive Summary. This part of the response to the RFP shall contain the body of the Respondent's proposal. It shall limit technical jargon as much as possible and shall be oriented toward technical and non-technical personnel.

5. Non-collusion and Ethics Affidavit. Respondents shall complete the Appendix A.

6. Fee Proposal Summary. Respondents shall summarize costs for consulting services based on either a flat fee for each aspect of the scope of work or at an hourly rate with a not-to-exceed number of hours to be assigned to each task.

INSURANCE REQUIREMENTS:

Respondents shall agree to maintain in force at all times during which services are to be performed the following coverages and shall endorse the Town of Clinton as an Additional Insured on a primary and non-contributory basis. **These requirements shall be clearly stated in the remarks section on the Certificate of Insurance.** Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum Best's Rating of A-. In addition, all Carriers are subject to approval by the Town of Clinton.

		(Minimum Limits)
General	Each Occurrence	\$1,000,000
	General Aggregate	\$2,000,000
	Products/Completed Operations Aggregate	\$2,000,000

A Waiver of Subrogation shall be provided

Auto Liability:	Combined Single Limit	\$1,000,000
	Each Accident	\$1,000,000
Umbrella:	Each Occurrence	\$2,000,000
(Excess Liability)	Aggregate	\$2,000,000

Employers'	EL Each Accident	\$500,000
	EL Disease Each Employee	\$500,000
	EL Disease Policy Limit	\$500,000

Exclusions to the Policy: A statement of exclusions to all policies will be submitted prior to the award of contract

EVALUATION CRITERIA:

The Clinton Human Services and PiC intend to use the following criteria to evaluate Respondent proposals:

- a) Depth and breadth of experience and expertise in messaging, communication and Public Relations most specifically in the not-for-profit, municipal areas for which proposals are submitted;
- b) Capability to perform services promptly and in a manner that permits CHS and PiC to meet established deadlines and to operate in an effective and efficient manner;
- c) Communication skills;
- d) Understanding of not-for-profit agencies, substance abuse and outreach to at-risk populations;
- e) Cost of services;
- f) Other requirements/criteria as deemed appropriate by CHS and PiC.

CHS and PiC will interview finalists if deemed necessary to determining the best candidate.

SUBMITTAL INSTRUCTIONS:

Interested firms or individuals should submit one (1) original statement of qualifications with two (2) printed copies and one (1) electronic copy on or before 12:00 p.m. on **Friday, August 18, 2023** to:

Town of Clinton
Attn: Karl Kilduff, Town Manager
54 East Main Street
Clinton, CT 06413

Proposals will be opened and recorded at this time. No proposals submitted after this time will be accepted. Proposals should be labeled "Town of Clinton Communications and Public Relations Services." Faxed or electronically mailed (e-mailed) proposals will be deemed non-responsive and will not be accepted.

All inquiries shall be in writing and directed, to the individual noted above, no later than one (1) week prior to the submission date listed above. Inquires can be made via e-mail (kkilduff@clintonct.org). Any clarifications made in response to the questions of any one potential firm will be communicated in writing to all other known, potential firms.

An electronic copy of this request for proposals, along with any changes, will be posted on the Town web page (www.clintonct.org). The town may issue Addenda to the RFP. When issued, addenda will be posted on the Town's website under the "Bid Opportunities" link located on the home page. It is the Respondent's responsibility to check for and address any Addenda to this RFP.

GENERAL INFORMATION:

1. The Town of Clinton reserves the right to accept or reject any and all proposals and reserves the right to waive technicalities where such action best serves the interest of the Town. The Town of Clinton reserves the right to withdraw its RFP at any time prior to final selection, in its sole discretion.
2. The Town of Clinton will be the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP. The Town reserves the right to award the contract in any manner it deems to be in the best interest of the Town of Clinton.
3. All responses provided should be as detailed as possible to provide the proposal evaluators with enough information to make a fair assessment of the proposer's qualifications and approach.
4. The Town will not be liable for any costs associated with the preparation or submittal of this RFP or subsequent presentations.

5. The Town of Clinton will review and evaluate all proposals that have been received by the submission deadline. Evaluation of the proposals will be based on the information provided in the Respondent's submission in accordance with the submission requirements of this RFP and any interviews, references, and additional information requested by the Town of Clinton.
6. In submitting the proposal, the Respondent agrees that the proposal will remain valid for a period of one hundred twenty (120) days after the closing date for submission, and may be extended beyond that time by mutual agreement. Fees quoted must be firm, for acceptance by the Town of Clinton, for a period of one hundred twenty (120) days.
7. No contract may be assigned or transferred without the consent of the Town of Clinton.
8. Each Respondent is responsible for having read and understood each document in this RFP and any addenda issued by the Town. A Respondent's failure to have reviewed all information that is part of or applicable to the RFP, including but not limited to any addenda posted on the Town's website, shall in no way relieve it from any aspect of its proposal or the obligations related thereto.

Each Respondent is deemed to be familiar with and is required to comply with all federal, state and local laws, regulations, ordinances, codes and orders that in any manner relate to this RFP or the provision of goods or performance of the work described herein.

By submitting a proposal, each Respondent represents that it has thoroughly examined and become familiar with the scope of work outlined described in the RFP, and it is capable of performing the work to achieve the Town's objectives.

9. A respondent filing a proposal thereby certifies that no officer, agent or employee of the Town who has a pecuniary interest in this request for proposal neither has nor shall participate in the contract negotiations on the part of the Town, that the proposal is made in good faith without fraud, collusion or connection of any kind with any other Respondent of the same call for proposals, and that the Respondent is competing solely in its own behalf without connection with or obligation to, any undisclosed person or firm.

Respondents must fully disclose, in writing to the Town on or before the closing date of this RFP, the circumstances of any possible conflict of interest of what could be perceived as a possible conflict of interest if the Respondent were to become a contracting party pursuant to this RFP. The Town shall review any submissions by Respondents under this provision and may reject any Proposals where, in the sole opinion of the Town, the Respondent could be in a conflict of interest or could be perceived to be in a possible conflict of interest position if the Respondent were to become a contracting part pursuant to the RFP.

APPENDIX A

REQUEST FOR PROPOSALS

STRATEGIC PLANNING AND MESSAGING CONSULTANT

NON COLLUSION AFFIDAVIT FORM

The undersigned proposer, having fully informed himself/herself/itself regarding the accuracy of the statements made herein, certifies that:

- (1) the proposal is genuine; it is not a collusive or sham proposal;
- (2) the proposer developed the proposal independently and submitted it without collusion with, and without any agreement, understanding, communication or planned common course of action with, any other person or entity designed to limit independent competition;
- (3) the proposer, its employees and agents have not communicated the contents of the proposal to any person not an employee or agent of the proposer and will not communicate the proposal to any such person prior to the official opening of the proposal; and
- (4) no elected or appointed official or other officer or employee of the Town of Clinton is directly or indirectly interested in the proposer's proposal, or in the supplies, materials, equipment, work or labor to which it relates, or in any of the profits thereof.

The undersigned proposer further certifies that this affidavit is executed for the purpose of inducing the Town of Clinton to consider its proposal and make an award in accordance therewith.

Legal Name of Proposer

(signature)
Proposer's Representative, Duly Authorized

Name of Proposer's Authorized Representative

Title of Proposer's Authorized Representative

Date

Subscribed and sworn to before me this _____ day of _____, 202__.

Notary Public
My Commission Expires: