

UNITED NEIGHBORHOOD ORGANIZATION

REQUEST FOR PROPOSALS (RFP)

FOR PUBLIC RELATIONS AND COMMUNICATIONS SERVICES



UNO

United Neighborhood Organization

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SECTION 1 GENERAL INFORMATION

1.1 Background

The United Neighborhood Organization of Chicago (“UNO”) is organized as a charitable corporation within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986.

UNO Mission Statement – UNO leads the transformation of the Hispanic Community toward an educated, powerful, and prosperous citizenry by engaging and challenging it to redefine its potential and its legacy in metropolitan Chicago and The United States of America.

UNO accomplishes its mission by developing and setting educational programs and policies through its charter schools, through grass-roots advocacy and outreach campaigns and a schedule of community-based programs in areas including, but not limited to, immigration, parental involvement, economic development and health care; projects in survey research and policy advocacy.

1.2 Purpose of the Request for Proposal

UNO invites the submission of written proposals for public relations and communications services that include the following components:

- a. Development and execution of a strategic communications plan for UNO in relation to both internal and external stakeholders including community members, families, staff, government, donors and business and civic entities. This will include, without limitation, coordination and development of all content relative to press releases, governmental relations and/or governmental communications and all media communications.
- b. Development and execution of a strategic media relations plan for the IMD and serve as primary media interface. This will include, without limitation, development and preparation of monthly press releases, media guides, podcasts, and other such materials or multimedia presentations.
- c. Develop and create both short and long term strategic plans to assist the organization in accomplishing its mission.

For purposes of this RFP, “Respondents” mean the companies or individuals that submit Proposals in response to this RFP. The documents submitted will be referred to as “Proposals”.

The selected Respondent shall perform all services and functions required in this RFP. The Services contemplated are professional in nature. It is understood that the Respondent, acting as an individual, partnership, corporation or other legal entity, must be of professional status, licensed for all applicable professional discipline(s) and governed by professional ethics in its

relationship to UNO. It is also understood that all reports, information, or data prepared or assembled by the selected Respondent under a contract awarded pursuant to this RFP are confidential in nature and will not be made available to any individual or organization without the prior written approval of UNO.

The Respondent and each of its members, employees, agents, or subcontractors must be financially solvent and competent to perform the services required under this RFP document. Sub-contractors utilized by Respondent will be subject to the same standards, duties, and disclosures as the Respondent.

In this document the UNO will be referred to as “we” or “us”. The person or entity submitting a Proposal will be referred to as “Respondent”, “Vendor” or “You”. “We” is used appropriate to the context.

1.3 Internet Access to this RFP

Respondents may download the RFP and any future addenda from the UNO website at the following URL address: www.uno-online.org/Procurement

Under no circumstances shall the failure to obtain clarifications and/or addenda relieve a Respondent from being bound by any additional terms and conditions in the clarifications and/or addenda, or from considering additional information contained therein in preparing a Proposal. Furthermore, failure to obtain any clarification and/or addendum shall not be valid grounds for a protest against award(s) made under this RFP.

1.4 Project Contact

If you have a question you should notify the Project Contact identified in this section. Do not discuss the solicitation or your proposal, directly or indirectly, with any UNO officer, director or employee other than the Project Contact. Questions regarding this RFP must be sent in writing via email to the Project Contact. Telephone calls regarding the solicitation are not permitted. Only written answers to questions shall be binding on UNO. Any and all questions pertaining to the RFP must be submitted in writing and emailed to the Project Contact specified below. Questions and answers to regarding this RFP will be posted to the UNO website at www.uno-online.org/Procurement. All questions must be received no later than 4:00 p.m., Central Time, on May 8, 2014 for posting on May 9, 2014.

Rigoberto Barajas, Project Manager, Compliance
UNO
954 W Washington Boulevard, 3rd Floor
Chicago, Illinois 60607

Phone: (312) 432-6301, x1003
Email: rbarajas@uno-online.org

1.5 Quiet Period

The Quiet Period is intended to establish guidelines by which Directors and UNO staff and contractors will communicate with prospective vendors during the pendency of a solicitation.

The objectives of such a Quiet Period are to ensure that prospective vendors competing for contracts with UNO have equal access to information regarding selection parameters, communications related to selection are consistent and accurate and the process of selecting vendors is transparent, efficient, diligent and fair. The following guidelines will be instituted during the pendency of solicitations issued by UNO:

1. A quiet period will commence upon the issuance of a solicitation by UNO and/or UNO staff or contractors and end upon award of any resulting contracts from the subject solicitation.
2. Initiation, continuation and conclusion of the quiet period shall be publicly communicated to prevent inadvertent violations.
3. All Directors, UNO staff and contractors not directly involved in the solicitation process shall refrain from communicating with potential vendors regarding any product or service related to any pending solicitation throughout the quiet period and shall refrain from accepting meals, travel, hotel or other value from the potential vendors.
4. Throughout the quiet period, if any Director is contacted by a potential vendor, the Director shall refer the vendor to the General Counsel or Project Contact identified in this solicitation.
5. The quiet period does not prevent UNO approved due diligence or communications with an existing vendor that happens to be a competing vendor in the ordinary course of services provided by such vendor; however, discussions related to the pending selection shall be avoided during such activities.
6. A potential vendor may be disqualified from consideration under the solicitation for a knowing violation of this quiet period policy.

1.6 Pre-Submission Conference.

A pre-submission conference will not be held in relation to this RFP. If there are specific questions please direct questions to the Project Contact specified in Section 1.4 of this RFP.

1.7 Proposal Due Date, Time and Email Submission Address

Due Date: May 16, 2014, 2:00 PM Central Time

Email Proposals To: Unobidresponse@uno-online.org

We will open Proposals at the due date, time and email delivery location specified above. Prior to the due date, you may email, modifications, and withdrawals to the email address specified above. No other methods of delivery will be accepted. We must receive submissions as specified; it is not sufficient to show you mailed or commenced delivery before the due date and time. We will not consider Proposals, modifications or withdrawals submitted after the due date and time. All times are Central Time.

1.8 Proposal Firm Time

Your Proposal must remain firm for 180 days from opening (the “Proposal Firm Time”).

1.9 Award

We will post a notice to the UNO website identifying the apparent awardee(s). The notice extends the Proposal Firm Time until we sign a contract or determine not to sign a contract. We may accept or reject your Proposal as submitted, or may require contract negotiations. If negotiations do not result in an acceptable agreement, we may reject your Proposal and begin negotiations with another Respondent to the RFP.

1.10 Confidentiality

Respondent may designate those portions of the Proposal, which contain trade secrets or other proprietary data that must remain confidential. If a Respondent includes data that is not to be disclosed to the public for any purpose or used by UNO for anything other than evaluation purposes, the Respondent must:

(1) Mark the title page as follows: “This RFP Proposal includes trade secrets or other proprietary data (“data”) that may not be disclosed outside UNO and may not be duplicated, used or disclosed in whole or in part for any purpose other than to evaluate this Proposal. The data subject to this restriction are contained in sheets (insert page numbers or other identification).” UNO, for purposes of this provision, includes any consultants assisting in the evaluation of Proposals. If, however, a contract is awarded to this Respondent as a result of or in connection with the submission of this data, UNO has the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit UNO’s right to use information contained in the data if it is obtained from another source without restriction.

(2) Mark each sheet or data to be restricted with the following legend: “Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this Proposal.”

To the extent that Proposals received as a result of the RFP are subject to disclosures required by law, including disclosures under the Freedom of Information Act, the Proposals will be open to the public unless the Respondent requests in its Proposal that the state treat certain information as confidential. A request for confidential treatment will not supersede the legal obligations imposed by state or federal laws.

Any Respondent requesting confidential treatment must include in their Proposal a request for such treatment and clearly mark the information in the Proposal to receive such treatment. UNO will not honor requests to keep the entire Proposal confidential, and the Respondent must show specific grounds or rules that support confidential treatment. If a Respondent requests confidential treatment, the Respondent must submit one (1) additional copy of the Proposal with the confidential information redacted. Respondents shall include in the redacted copy a description of the information redacted. By separate attachment to the un-redacted Proposal, Respondent must list the information to receive confidential treatment and the section and page number of the Proposal on which it appears. Nothing herein shall obligate UNO to withhold information subject to disclosures required by law. A Respondent must hold harmless and

indemnify UNO for all costs or damages associated with UNO defending Respondent's request for confidential treatment. Respondent further agrees that UNO may copy the Proposal for the purpose of evaluating the Proposal or in responding to requests for public records.

1.11 Governing Law and Forum

Illinois law and rule govern this solicitation and any resulting contract. You must bring any action relating to this solicitation or any resulting contract in the appropriate court in Illinois.

SECTION 2 EVALUATION OF PROPOSALS

2.1 Evaluation Criteria

We evaluate the following categories of information: Qualifications, Related Experience and References, Team Composition, Financial Condition, Approach and Price. We will consider the information you supply or do not supply, and the quality of that information when evaluating your Proposal. If we find a failure or deficiency, we may reject the Proposal or reflect that in the evaluation.

2.2 Respondent Qualifications

Qualifications: A brief description of the Respondent, including its location, principal place of business, years in business, and history. Include a list of the Respondent's ownership, officers and executive management. Please include a narrative describing the Respondent's capabilities and unique qualifications as they pertain to the specified services of this RFP.

Related Experience and References: Please provide a listing and description of at least five projects completed in the previous five years that demonstrate the Respondent's experience in providing public relations and strategic communications services. Please note any relevant experience working with UNO, charter schools or similar entities. Please provide three (3) references and current contact information for the representatives for each of the projects listed.

Team Composition: Please provide a description of the Respondent's proposed team. Respondent shall identify all key personnel and owners as well as anticipated affiliate firms. Please identify Respondent's key contact personnel for communicating with UNO on all project related matters. Provide resumes for all key personnel including experience and educational background

Financial Information: Please provide certified financial statements and annual reports. Respondents that are comprised of more than one entity must include financial statements for each entity. UNO reserves the right to accept or reject any financial documentation other than the financial statements requested by this section. If Respondent is unable to provide audited financial statements, state the reasons in your Proposal response and provide financial documentation in sufficient detail to enable UNO to assess the financial condition of your company.

Approach: Please provide a written description of how the services specified in this RFP will be implemented by Respondent.

Price: Proposed hourly rate or a flat fee arrangement for the subject services.

2.3 Evaluation Committee

An Evaluation Committee ("EC"), which may include UNO staff, will review and evaluate the Proposals. UNO reserves the right to enlist independent consultants to assist with the evaluation of all or any portion of a Proposal, as it deems necessary. The EC will first assess the Respondent's compliance with and adherence to the requirements of the solicitation. Any Proposal which is incomplete and missing key components necessary to fully evaluate the response may, at the sole discretion of UNO, be rejected from further consideration due to "non-responsiveness" and rated Non-Responsive.

The EC will then evaluate the extent to which a Proposal meets the project requirements set forth in the solicitation. The focus of the evaluations will be on the Respondent's understanding and approach, qualifications, experience, and other factors based on the evaluation criteria outlined in Section 2 of this RFP. Price will also be a significant evaluation factor. The EC may also review any other information that is available to it, including but not limited to information gained by checking references and by investigating the Respondent's financial condition. UNO reserves the right to seek clarification of any information that is submitted by any Respondent in any portion of its Proposal or to request additional information at any time during the evaluation process. Any material misrepresentation made by a Respondent may void the Proposal and eliminate the Respondent from further consideration.

In the sole discretion of UNO, Respondents may be subject to a site visit and/or be invited to appear before the EC for an interview, to clarify in more detail information submitted in a Proposal and/or to ask Respondents to respond to additional questions.

Conflict of Interest: The EC will consider any information regarding Respondents, including information contained in Respondent's Proposal, that may indicate any conflicts (or potential conflicts) of interest which might compromise Respondent's ability to successfully perform the proposed services or undermine the integrity of the competitive procurement process.

Respondents are required to disclose any facts or circumstances that would lead to or create the appearance of a "Conflicted Transaction" which is defined for the purposes of the solicitation as any transaction in which any of UNO's officers, directors, agents, employees and family members use their position for a purpose that is, or gives the appearance of, being motivated by a desire for private gain, financial or nonfinancial, for themselves or others, particularly those with whom they have family business or other ties. Accordingly, Respondents must identify any professional or business relationships it has or has had with UNO, any of its employees or its Board members.

If any Respondent submitting a Proposal has provided any services to UNO in researching, consulting, advising, drafting or reviewing this solicitation or any other services related to the

preparation of this solicitation, such Respondent will be disqualified from further consideration.

All Respondents must execute and deliver Attachment A to this RFP as part of their Proposal.

Final Approval: The UNO Board of Directors, in its sole and absolute discretion, may award to the Respondent(s) whose Proposals are considered the best of those submitted and with whom UNO is able to negotiate fair and reasonable terms. UNO also reserves the right to make no selection as a result of this solicitation.

SECTION 3 SCOPE OF SERVICES

3.1 Description of Services

Communications Plan: Development and execution of a strategic communications plan for UNO in relation to both internal and external stakeholders including community members, families, staff, government, donors and business and civic entities. This will include, without limitation, coordination and development of all content relative to press releases, governmental relations and/or governmental communications and all media communications.

Media Relations Plan: Development and execution of a strategic media relations plan for UNO and serve as primary media interface. This will include, without limitation, development and preparation of press releases, statements, media guides, podcasts, and other such materials or multimedia presentations.

Crisis Communications: Establish crisis communications plans and protocols to enhance and guide responses to the media and various stakeholders.

Resource and Media Review: Review and analysis of all existing UNO marketing materials, collateral and communications. Collateral may include news releases, facts sheets, background materials and visuals. Preparation of new pieces once messaging is approved by UNO.

Message Development: Review and analyze all current messaging and talking points for UNO in relation to various internal and external stakeholders, community members, families, staff, government and various private entities. Develop updated message and talking points for consideration by UNO that are consistent with overall strategic goals.

Stakeholder Assessment: Assess current stakeholders and identify additional potential stakeholders. Develop a plan for outreach and engagement of stakeholders.

SECTION 4 PREPARING PROPOSALS: REQUIRED INFORMATION

Each Proposal must contain all of the following documents and must conform to the following requirements:

A. Format of Proposals

Sections should be separated by labeled tabs and organized in accordance with subject matter sequence as set for the below. Each page of the Proposal must be numbered in a manner so as to be uniquely identified. Proposals must be clear, concise, and well organized.

B. Submittal Requirements

Respondents are advised to adhere to the submittal requirements of the RFP. Failure to comply with the instructions of this RFP may be cause for rejection of the non-compliant Proposal in the sole discretion of UNO. By submitting a response to this RFP, you are acknowledging that if your Proposal is accepted by UNO, your Proposal and related submittals may become part of the contract.

Proposals must include the following items:

Cover Letter

Respondent(s) must submit a cover letter signed by an authorized representative of the entity committing Respondent to provide the Services as described in this RFP. The cover letter must:

- (a) Indicate the number of years the entity has been in business, and provide an overview of the experience and background of the entity and its Team Members committed to the UNO account.
- (b) Identify the legal name of the entity, its headquarters address, its principal place of business, its legal form (i.e., corporation, joint venture, limited partnership, etc.), and the names of its principals or partners and authority to do business in Illinois.
- (c) Federal Tax ID.
- (d) Indicate the name and telephone number(s) of the principal contact for negotiations.
- (e) Acknowledge receipt of Addendum issued by UNO, if any.

Executive Summary

Respondent must provide an executive summary which explains its understanding of UNO's intent and objectives and how their Proposal would achieve these objectives. The summary must discuss Respondent's strategy and methodology for successfully implementing and monitoring the Services, approach to project management; performance of all required Services and any additional factors for UNO's consideration.

Company References

Respondent must provide a minimum of three (3) references, preferably at least one from an educational institution or non-profit organization related to a contract of similar scope and magnitude.

Business License/Authority to do Business in Illinois

Respondent must provide copies of appropriate licenses or certifications required of any

individual or entity performing services described in this RFP in the City of Chicago, County of Cook, and State and Illinois, for itself, its partners and its subcontractors, including evidence that Respondent is authorized by the Secretary of State to do business in the State of Illinois. Provide copies with Proposal submission.

Key Personnel and Organization

Provide the names of key individuals for this effort, as well as an organization chart representing project responsibilities. For each key individual identified, provide the following information: title and reporting responsibilities, proposed role in this engagement, including the functions and tasks for which they will have primary responsibility, pertinent areas of expertise and past experience, and resumes or corporate personnel profiles which describe overall experience and expertise

Implementation Plan

Respondent must provide a comprehensive and detailed plan for implementing the Scope of Services outlined this RFP. Each Respondent will be evaluated on its overall strategy, methodology, timetable, and approach to service delivery and meeting UNO's requirements.

The plan must address your approach to implementing and managing the Services described in this RFP. Describe your policies and procedures for implementing services for clients, quality control checks, and project management.

The plan must identify the resources dedicated to the project. Please describe the facilities, personnel, communication technologies, and other resources available for implementing the proposed Services.

Price Proposal

Provide information regarding the proposed hourly rates for the Services required. Respondent is responsible for disclosing any charges or fees that UNO would incur with the Respondent before, during, and after the implementation. Proposals that fail to include complete price information will be deemed non-responsive and rejected.

UNO reserves the right to negotiate a final fixed price, terms, and conditions with the selected Respondent.

Minority and Women Owned Business Enterprise Commitment

UNO encourages Respondents to use best efforts to use minority and women-owned businesses in relation to the services to be provided under this solicitation. Please state if your firm is certified as a MBE, WBE, or DBE and provide any and all supporting documentation.

Financial Statements

Respondents must provide certified financial statements and annual reports. Respondents that are comprised of more than one entity must include financial statements for each entity. UNO reserves the right to accept or reject any financial documentation other than the financial statements requested by this section.

If Respondent is unable to provide audited financial statements, state the reasons in your Proposal response and provide financial documentation in sufficient detail to enable UNO to assess the financial condition of your company.

Completion of Exhibit A to this RFP

Respondent must execute and include this document as part of their proposal

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EXHIBIT A

UNITED NEIGHBORHOOD ORGANIZATION OF CHICAGO RESPONDENT DISCLOSURES AND CERTIFICATIONS

By submitting a Proposal in response to this RFP, the undersigned acknowledges and agrees that compliance with the terms of this document is required before the Respondent will be identified as the Selected Respondent. Respondent acknowledges that compliance with the terms shall also be a material requirement and condition for the entire term of any resulting contract. Respondent agrees to execute this Exhibit and return it to UNO by attachment to their Proposal. Respondent acknowledges that the certifications and disclosures in this exhibit shall apply to any subcontractor or lower tier participant used to perform services on Respondent's behalf if Respondent's Proposal is selected. All subcontractors or lower tier participants used to perform services will be required to disclose and certify to the same extent as required by the Respondent at the time of entering into an agreement to provide goods or services with the Respondent. Respondent acknowledges that it shall be responsible for ensuring such disclosures and certifications are made.

Respondent acknowledges and agrees that any party that provides false information relating to or failing to comply with the disclosures and certifications below may be subject to denial of payment, suspension, or debarment.

1. If the Respondent plans to use subcontractors, the Respondent shall include by attachment the names of all subcontractors, their addresses, descriptions of work to be performed by the subcontractors, and anticipated amounts of payments to subcontractors.
2. Respondent certifies that no director, officer, or employee of the United Neighborhood Organization has a direct or indirect financial interest in Respondent, defined as an ownership or investment interest in or compensation arrangement with or potential ownership or investment interest in or compensation arrangement with the Respondent or its affiliates. If such an interest exists, Respondent certifies that it will disclose, by attachment, the nature of the financial interest, including the identity of the director, officer, or employee, and all material facts so that UNO can determine if a conflict of interest exists in accordance with their established policies.
3. Respondent certifies that it will disclose any familial relationship— meaning, whether by blood or adoption, parent, child, sibling, aunt or uncle, niece or nephew, grandparent, grandchild, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepfather or stepmother, stepson or stepdaughter, stepbrother or stepsister that exists between itself, its directors, or officers and any director, officer, or employee of UNO.
4. Respondent certifies that it, its principals and its employees:
 - a. Are competent to perform the services described in Respondent's proposal;

- b. Are not presently declared ineligible, debarred, suspended, proposed for debarment, or voluntarily excluded from contracting with any Federal or State department or agency;
- c. Have not within a five year period preceding the submittal of the Proposal been convicted of any felony, been convicted of a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; had a civil judgment rendered against them for the commission of fraud; been found in violation of Federal or State antitrust statutes; or been convicted of embezzlement, theft, larceny, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; and
- d. Are not presently indicted, under investigation, or otherwise charged by a government entity (Federal, State, or local) with commission of any of the offenses listed above.

5. Respondent certifies that it shall comply with any and all federal, state and local laws, statutes, ordinances, rules, regulations and executive orders that are now or may be in effect during the term of an agreement between the Respondent and UNO resulting from this RFP.

6. Respondent certifies that neither it nor any agents nor affiliated entities have colluded with other bidders or prospective bidders, or been a party to any such agreement to collude, or been convicted or adjudged guilty of agreement or collusion among bidders or prospective bidders, in restraint of freedom of competition by agreement to bid a fixed price or otherwise.

7. Respondent certifies that neither it nor any agents nor affiliated entity nor any employee, official, agent or partner, is barred from contracting with any unit of state or local government as a result of engaging in or being convicted of bid-rigging in violation of 720 ILCS 5/33E-3 or bid-rotating in violation of 720 ILCS 5/33E-4.

8. Respondent certifies that it will not knowingly enter into any contract to perform services relating to this RFP with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from entering into transactions with any State or Federal Government department or agency.

9. Respondent certifies that it will provide immediate written notice to UNO if, at any time, it learns that its certifications or the certifications of any subcontractor or other lower tier participant were erroneous or misleading when submitted or has become erroneous or misleading by reason of changed circumstance.

10. Respondent acknowledges that the disclosures and certifications herein are a material representation of fact upon which reliance will be placed when entering into an agreement with the Selected Respondent.

11. Respondent certifies that it is not barred from entering into a contract that results from the selection of its Proposal as a result of providing assistance to UNO in identifying a need for the goods or services described in the Description of Services in the RFP.

12. To the extent that a contract awarded as a result of this RFP uses public funds, Respondent certifies that it will comply with the federal and state laws relating to discrimination, including without limitation the Illinois Department of Human Rights Act and rules applicable to public contracts, which include providing equal employment opportunity, refraining from unlawful discrimination, and having written sexual harassment policies.

By signing below, Respondent certifies, to the best of his or her knowledge and belief, that the foregoing statements are true and accurate as of the date affixed to the signature below.

RESPONDENT

Signature

Date

Name

Title

Organization

