



**REQUEST FOR PROPOSALS (RFP)**  
**CITY OF PEEKSKILL, NEW YORK**

**COMMUNICATIONS CONSULTANT**  
**January 26, 2021**

The City of Peekskill is soliciting proposals from interested parties to provide Communications services for calendar year 2021. Parties submitting an RFP shall adhere to all requirements set forth in this document. Missing or incomplete information will be deemed invalid and the response will be disqualified from further consideration.

**STATEMENT OF INTENT**

The City of Peekskill is seeking to engage an individual or firm as the Communications Consultant for the City of Peekskill. The Consultant's response to the RFP shall be defined by the Scope of Work.

Summary:

The **City of Peekskill** seeks to contract with a person or firm to perform diverse communications tasks related to city operations. The City expects to pay the approximate equivalent of \$25-\$35/hour for about 20 hours a week. The ideal contractor will be highly motivated to serve City of Peekskill government and the community by providing accurate and attractive informational messages about City operations and events in various media, and have skills such as: writing, basic graphic design, Facebook, Microsoft Office (Word, Powerpoint, Excel), basic website editing, and local knowledge of Peekskill. Spanish language translation capability required routinely. This is an independent contractor job, but does not require an extensive portfolio of previous clients.

**SCOPE OF WORK**

The Consultant will provide communications services in accordance with the Scope of Work, as further defined by the City Manager or his designee. Throughout the term of this contract, the City Manager shall determine administrative direction and policy for the Consultant. The Consultant carries out communications activities to insure clear and timely communication of city services, programs and events to residents via various media.

The Scope of Work shall consist of and include the following:

### **Project Management**

1. Develop, maintain and implement a weekly, monthly and annual calendar or plan of communications tasks representing the needs of all City departments and programs
2. Continuously evaluate current status of each city department's communication needs and propose communications improvements related thereto
3. Video/phone meetings several times per week with City Manager and Dept Heads as needed
4. Respond to texts quickly regarding urgent matters, such as severe weather or interruptions in City services, for posting to City Facebook page
5. Provide a weekly activity log and periodic reports on tasks completed for the City and hours expended – approximately 15-20 hours a week expected
6. Develop new communications tools and activities as time permits.

### **Communications Tasks**

The following is a list of typical tasks falling within this scope of work that would be refined and prioritized with the selected consultant:

1. Routinely translate English language communications materials into Spanish.
2. Maintain a custom media list for distribution of press releases and distribute press releases as needed.

Includes local and regional media (print, radio, TV, Government TV Channel, online, blogs and social media).

3. Draft press releases for review and distribution as needed.

Representative news items include: city-wide events, new services/initiatives, new hires, urgent incident communications (storms, road closures, etc.), downtown revitalization, capital projects, other matters related to public awareness of City services, personnel or projects.

4. Draft and post urgent messages via City media (Facebook, Website, Email List, Gov Channel TV, CodeRed)

Position requires agility and responsiveness for urgent matters. Representative items include: storms and other emergency incidents, street closures, public health information.

5. Draft and post planned messages via City media (Facebook, Website, Gov Channel)

Representative items include: seasonal greetings, seasonal program notices from various departments, meeting and event announcements. Work with Department heads to photograph and promote City department activities we believe our residents should share our pride in, such

as street paving, park facilities improvements, and COVID safe operations across all departments.

6. Provide limited graphic design/clip art images as needed for messaging purposes

Representative items include: clickable image for social media promotion of certain special events or projects, or reminders about city services such as bulk pickup days, winter parking regulations. Occasional event flyer design.

7. Coordinate City communications efforts with external agencies

Representative items include: promote economic development activities such as construction projects (Industrial Development Agency); support downtown revitalization (Business Improvement District); promote public health messages (County Department of Health); community event promotion (School District); promote work of city videographer contractor to local audience (MJM Television and Video Productions).

8. Coordinate media coverage of City affairs

Handle media inquiries and refer them to departments as appropriate. Obtain Mayor, Council, City Manager and Department Head quotes for news items as needed.

9. Update City website

Representative tasks include: assist staff in identifying obsolete program information and making updates as needed. Post timely messages.

10. Provide editorial and design support for reports, presentations and publications

Representative items include providing design and editorial guidance for: annual budget presentation; capital projects presentation; annual DPW/City Services program brochure; City police reform plan and related presentations.

11. Weekly City email blast, Twitter, Instagram or other communications tools

The City does not currently produce a weekly email blast or use Twitter or Instagram. Consultant would format a weekly City email blast, build and maintain an email list, plan routine and special news items in consultation with City Manager, Council and Department Heads. Explore feasibility of related new communications tools.

## **HOW TO RESPOND TO THIS RFP**

The Consultant must present documents showing experience in communications and/or governmental affairs in the New York Metropolitan region, preferably with Peekskill involvement. The minimum requirements include:

- Cover letter explaining your interest, particular abilities and qualifications related to the RFP;

- Resume of the individual who will be assigned to this purpose, if an employee of a firm, and present staffing and management of the firm. Resume should cover the following topics:
  - o One (1) year experience in communications and/or public relations and/or marketing;
  - o Demonstrated skill in message development, ability to effectively communicate in writing and oral presentations;
  - o Experience and ability to carry out a defined Scope of Work. Although the consultant can be an individual or firm, the expectation is that the Scope of Work will be fully carried out without significant subcontracting;
  - o Description of experience in assignments of similar type and scope;
- Fee proposal - Applicant's submission shall set forth monthly and annual proposed charges. The initial contract shall be for the balance of 2021. The contract may be extended in subsequent years, subject to the satisfactory performance of the Consultant, and budget appropriations.

Please email all materials in the order described above as a single PDF document attached to an email with the words "Response to RFP Peekskill Communications Consultant" in the email subject line to: Debra Petrosky, City Clerk, at [dpetrosky@cityofpeekskill.com](mailto:dpetrosky@cityofpeekskill.com).

**Deadline: February 15, 2021.**

**Please direct Scope of Work questions to City Manager, Andy Stewart, at [astewart@cityofpeekskill.com](mailto:astewart@cityofpeekskill.com).**

#### **INSURANCE REQUIREMENTS**

Insurance required: TBD. The City of Peekskill shall not execute this Contract until the Consultant has obtained all insurance required under this Section and shall have filed with the City an endorsement to Consultant's Commercial General Liability Insurance policy naming the City of Peekskill as an unrestricted additional insured, or a certified copy of Consultant's insurance naming the City of Peekskill as an unrestricted additional insured.

**The kinds and amounts of insurance required are as follows:**

- l. Notwithstanding any terms, conditions or provisions in any other writing between the parties, the Consultant hereby agrees to designate The City of Peekskill as an

unrestricted additional insured on Consultant's insurance policies, with the exception of workers' compensation. The coverage afforded under the Consultant's policies shall be primary to, and non-contributing with, any other insurance, whether primary, excess, or umbrella, available to the City.

II. The policies naming the municipality as an additional insured shall:

- Be an insurance policy from an A.M. Best rated "secured" admitted New York State licensed insurer;
- Contain a 30-day notice of cancellation;
- State that the organization's coverage shall be primary and noncontributory coverage for the City, its Boards, Commissions, employees and volunteers; and
- The City of Peekskill shall be listed as an additional insured by using endorsement CG 2010 10 85 or broader. If another endorsement is used, a copy shall be included with the certificate of insurance.

III. The Consultant agrees to indemnify the City of Peekskill for any applicable deductibles.

IV. Required Insurance:

**Commercial General Liability Insurance**

\$1,000,000 per occurrence/\$ 2,000,000 aggregate.

General aggregate to apply on a per project basis.

**Workers' Compensation and N.Y.S. Disability**

Statutory Workers' Compensation, Employers Liability and N.Y.S. Disability Benefits Insurance for all employees. The Consultant acknowledges that failure to obtain such insurance shall constitute a material breach of this contract. The failure of the City to object to the contents of the endorsement or the certified copy of Contractor's insurance policies shall not be deemed a waiver of any and all rights held by the City to do so. If the Contractor fails to procure the required insurance for the City, damages incurred by the City shall not be limited to the cost of premiums for such additional insurances but shall include all sums expended and damages incurred by the City, and their insurers, which would have otherwise been paid by the Consultant's required insurance.

**INDEMNIFICATION**

To the fullest extent permitted by law, the Consultant agrees to indemnify, defend and hold the City of Peekskill harmless from and against any and all suits, actions, liabilities, damages, professional fees, including attorney's fees, cost, court costs, expenses disbursements or claims of any kind or nature for injury to, or death of, any person or damage to any property (including loss of use thereof) arising out of or in connection with the performance of the work of the Consultant, it's agents, servants, subcontractors or employees, or the use by the Consultant, it's agents, servants, subcontractors or

employees of any premises or facilities or part thereof, of the City of Peekskill. This agreement to indemnify specifically includes full indemnity in the event of liability imposed against the City of Peekskill without any negligence or fault on the part of the City of Peekskill and solely by reason of a statute, operation of law or otherwise. In the event that any negligence or fault is assigned or apportioned to the City of Peekskill this agreement specifically includes partial indemnity of the City of Peekskill but limited to any liability imposed over and above that percentage attributed to the City of Peekskill.

**KEY ACTION DATES**

<u>DATE</u>	<u>ACTION</u>
January 27, 2021	RFP Available to prospective firms
February 15, 2021	Final Date for Proposal Submissions
February 15-22, 2021	Prospective Firms for Interviews, as requested
March 1, 2021	Proposed Award Date

**EVALUATION CRITERIA**

The City will use a “best value” method of selecting the most advantageous contractor for providing these services. All proposals submitted to the City will be evaluated on, but not limited to the following criteria:

1. Applicable Experience – Evaluation of past projects similar to this initiative
2. Approach to Project – Methods of identifying, understanding and addressing project.
3. Cost Saving Innovations – Presentation of cost saving ideas for the project.
4. Technical Expertise - Expertise in dealing with the technical issues related to the project.
5. Adequate Resources - Sufficient staff, equipment and systems in place to complete proposed work within proposed time frame.
6. Project Innovations - Ideas or suggestions to improve the quality/schedule of project.
7. Project Proximity - Physical location of firm(s) in order to maximize attention to this project.
8. Performance on Past Projects - Success on previous projects of a similar nature.
9. Familiarity of Project - Knowledge of project background, needs, goals, limitations and special considerations.
10. Proposal Quality - Readability, completeness, brevity and organization of written proposal and quality of oral presentation

The City encourages submission of proposals by certified Minority Owned and Women Business Enterprises and Disadvantaged Business Enterprise (DBE).

## **REFERENCES**

Prospective firms shall submit three references, (clients) to which you have provided similar services within the last five years. Please provide contact address and telephone numbers for each contractual client

## **REQUEST FOR PROPOSAL COMPLETENESS**

It is the opinion of the City of Peekskill; that this Request for Proposal is deemed complete without need of explanation.

Proposals should be marked: **COMMUNICATIONS CONSULTING.**

**All submittals must be received on or before February 15, 2021 at 11:00 am, Eastern Daylight Savings Time to:**

**dpetrosky@cityofpeekskill.com  
Office of the City Clerk  
City of Peekskill  
840 Main Street  
Peekskill, New York 10566**

Information in each submittal shall be considered public information by the City of Peekskill. Any information considered to be trade secrets, privileged or confidential should not be revealed in the proposals.

Contents of the proposals could be made public after the contract has been awarded and executed. The City of Peekskill retains the right to reject any and all submittals with or without cause. The City also reserves the right to consider and rely upon factors other than pricing in its selection process.

**Faxed submittals will not be accepted.**

Any cost incurred by the respondents in preparing or submitting a Request for Proposal or interviewing for this project shall be the respondents' sole responsibility.

The City requires affirmative action, and, therefore, the individual or firm will not discriminate under the agreement against any person in accordance with federal, state and local laws and regulations.