

REQUEST FOR PROPOSAL



Marketing and Communications Services

Date Issued: November 21, 2022

Proposal Submission Deadline
December 14, 2022, at 4:00 p.m.

I. Request

The City of Puyallup, Washington (City) is requesting proposals for the following services.

The City of Puyallup regularly performs marketing and outreach to the community through various means such as social media, newsletters, websites, print materials, mailings, and other tactics. In addition, City staff is tasked with creating outreach plans for special projects. Staff time and resources are often limited, and therefore the City relies on consulting services to provide additional support and expertise to help elevate these materials to a professional level.

The City is seeking a qualified marketing and design services consultant, who can provide on-call services for various public relations and marketing projects as needed. This consultant must be able to create and deliver various marketing and PR tasks as assigned by the City team, working under the direction of the Public Affairs Officer (PAO). The selected firm will sign a two-year agreement, which will expire on December 31, 2024.

Services may include strategic, research-based creative concepts, multi-media creative asset production, media planning, and buying. Please see the Scope of Work section for details.

II. Background

The City of Puyallup is the third-largest city in Pierce County with a population of 43,260. Situated at the foot of scenic Mt Rainier, it is perfectly positioned in the beautiful South Sound Region. Just ten miles east of Tacoma and 35 miles south of Seattle, Puyallup is a growing area with new housing and business opportunities on the horizon. It is home to the Washington State Fairgrounds, Good Samaritan Hospital, Pierce College, and the South Hill Mall. The City has two Regional Growth Centers (Downtown and South Hill), as designated by the Puget Sound Regional Council.

The City of Puyallup was founded by Ezra Meeker, a hop farmer with a dream to transform the Puyallup valley into an agricultural wonderland. Puyallup, which translates to “generous people,” was home to hops, berries, and daffodils farms as far as the eye could see. Although times have changed, that agricultural spirit remains alive through our renowned Farmers Market, the Daffodil Festival, Meeker Days, and the various farm-to-table restaurants that are peppered throughout downtown.

III. Desired Services for Scope of Work

The final scope of work will be developed by the City and the selected agency. Desired services are anticipated to include but not be limited to:

- **Marketing and PR Strategy:** This can include hosting strategic meetings, brainstorming sessions, Creative Briefs, and other consulting services.
- **Copy Writing**
- **Creative Development and Implementation**
- **Graphic Design Services**
- **Social Media Strategy**
- **Communications Consulting**
- **Print Collateral Development**

Within the proposal, applicants should include:

1. A cover letter or executive summary describing interest and commitment towards providing professional services to the City of Puyallup.
2. A description of their company and team profile.
3. Qualifications and experience of the company, with an emphasis on local government work.
4. Current rate schedule that includes rates for all applicable staff.
5. Minimum of three professional references for recent or similar work completed.
6. Examples of previous work completed that demonstrates the company's ability to accomplish items within the Scope of Work.
7. A description detailing how the company will address and complete the items within the Scope of Work.

IV. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. ***Experience and Qualifications.*** Proposals must specify how long the company/individual has been in the business of providing services like those requested within this RFP. A summary of qualifications, work experience, education, skills, etc. which emphasizes previous experience in this area, must be provided. List any similar contracts that have been successfully completed within the last five years. Special consideration will be given to companies that have local government experience.
2. ***Ability to Provide Service.*** Proposals must include a Work Plan and a description of the methodologies used to respond to the needs of the City of Puyallup for marketing and public relations work. Respondents must demonstrate that the individual and/or company will be available to dedicate hours and resources to the successful completion of the project.
3. ***Completeness of Proposals.*** All documents as expressly required within this RFP are included in the proposal. The City reserves the right to reject any incomplete proposals.

V. Budget

The budget for this proposal is approximately \$50,000 in total across two budget years, 2023 and 2024. This figure includes all labor and expenses for the services requested, including creative development, production, and implementation.

Include within the proposal a general scope and budget for what can be accomplished within the planned budget. Additional options may be proposed that exceed the budget if they add benefit to the City. Options may or may not be awarded by the City. A rate schedule and itemized budget will be required prior to the contract award.

VI. Submission Requirements and Schedule

All documents submitted in response to this request should be directed via email to Eric Johnson at ejohnson@puyallupwa.gov. The email title shall include "Marketing and Communications Services."

It is the sole responsibility of the entity submitting responses to ensure the email is received no later than the established due date and time provided herein. For questions about the RFP, please email Eric Johnson. No phone calls, please.

Responses must be submitted no later than **December 14, 2022, by 4 pm. Submit electronically to Eric Johnson, Public Affairs Officer, ejohnson@puyallupwa.gov.**

The RFP schedule is as follows:

RFP issued by the City	November 21, 2022
Deadline for RFP submission	December 14, 2022, at 4 pm
Interview Candidates	December 2022 – January 2023
Selection	January 2023

VII. Content of Responses

To be considered for selection, at a minimum, an entity must include the requested items herein. Elaborate responses are not requested. Limit the response to 10 pages including all items.

- A. A cover letter/statement of interest indicating the company's interest in performing its qualifications relative to the Desired Services for Scope of Work outlined in Section III herein.
- B. A brief overview of the company's history and organizational structure. This overview shall include the capacity of the company to begin work upon contract signing. within 14 business days.
- C. Describe the general approach, organization, and staffing required to provide the services requested herein.
- D. Provide experience and specific examples of how the company has provided similar marketing and communications services.
- E. Provide three past or current clients for whom similar services have been or are being performed. Include the reference entity's name, contact person, mailing address, email address, and telephone number.
- F. Provide the name, title, and experience of the person who will be managing this project for the company, and any staff that will be working on this project, if the City were to select the company to provide a marketing campaign.
- G. Provide the company's unified business identifier (UBI) number from the Washington State Secretary of State.
- H. A statement verifying the company's ability to execute a contract upon award.
- I. A statement verifying that your company has not been suspended or disbarred from Federal/Government work.
- J. Provide a brief proposed scope of work.

VIII. General Terms, Conditions, and Criteria

General terms, conditions, and criteria to evaluate proposals are as follows:

- A. A company submitting a proposal must be a registered corporation in the State of Washington.
- B. The City reserves the right to reject all submissions and waive any irregularities and informalities in the information provided.
- C. The City reserves the right to award any contract to the next most qualified company if the successful company does not execute a contract in a timely manner.
- D. The contract resulting from the acceptance of a proposal by the City shall be in a form supplied or approved by the City.
- E. The City shall not be responsible for the costs incurred by a company in preparing, submitting, or presenting its proposal.
- F. In submitting qualifications, the respondent agrees to comply with all applicable Federal, State, and City laws in the conduct of the work specified herein. The consultant selected to work on this project will be required to obtain a City business license.
- G. The City fully complies with Title VI of the Civil Rights Act of 1964 and related statutes in all programs and activities. Those requiring disability accommodations and/or materials made available in an alternate format, please contact the City Clerk.
- H. All materials submitted in response to this request for proposal are subject to the Public Records Act (Chapter 42.56 RCW) and may be subject to dissemination to the public.
- I. The criteria used to evaluate proposals submitted in response to this RFP are as follows:
 - a. Qualifications of the company and assigned personnel.
 - b. Knowledge of Puyallup and its businesses preferred.
 - c. Experience working with local municipalities.
 - d. Capacity to complete the campaign in the timeframe outlined in Section IV herein.
 - e. Relevant similar experience on marketing campaigns across different communication channels
 - f. Demonstrated effectiveness in marketing campaigns; and
 - g. Quality, completeness, and thoroughness of the documents as submitted.

For questions related to this request, please contact the Public Affairs Officer, Eric Johnson

City of Puyallup – Attn: Eric Johnson
333 S. Meridian
Puyallup, WA 98371

Direct: (253) 770-3370
Email: ejohnson@puyallupwa.gov

The City of Puyallup in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

The City of Puyallup in accordance with Section 504 of the Rehabilitation Act (Section 504) and the Americans with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability, in all of its program's activities.