



## **REQUEST FOR PROPOSALS**

Item #L-42

Public Relations Strategist

**Note:** Proposal Submissions will only be accepted via the City's online platform. Refer to 8.0 Receipt of Proposals for further information.

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Contents

1.0	BACKGROUND.....	1
2.0	SCOPE OF WORK .....	1
3.0	SCHEDULE OF WORK.....	2
4.0	PROPOSAL SUBMISSION REQUIREMENTS .....	3
5.0	ENQUIRIES.....	3
6.0	EVALUATION CRITERIA.....	4
7.0	MISCELLANEOUS .....	5
8.0	RECEIPT OF PROPOSALS.....	6

BID FORM

## **1.0 BACKGROUND**

The City of Brandon (the City) is the second largest community in the Province of Manitoba experiencing continuous development and urban sprawl. The City's population in the 2021 Census was 51,313, which was a reasonable increase ( $\pm 5\%$ ) from 48,883 people in the 2016 Census. According to the 2021 Census, the City's land mass is approximately 79 square kilometres.

The City has a Corporate Communications Officer who is responsible for corporate communications internally and externally as well as assisting Mayor, Council and the City Manager with communications related needs. The City is looking for a Consultant to assist the communications team in the area of public relations strategy. The desire is for the Consultant to have a diverse background in working in public relations with both government and non-government entities.

The City is looking to procure consulting expertise in the area of public relations strategy to assist on specific projects and issues that arise from time to time.

The City's organization structure includes four (4) divisions, City Manager, Development Services, Operational Services and Corporate Services and employs approximately 700 employees both permanent and seasonal. The City's organization chart can be reviewed [here](#).

The City has a Vision, Mission, Values, and Slogan approved by City Council which can be reviewed [here](#).

Communications are released daily through various means and on a variety of topics. Media releases are posted to [brandon.ca/public-notice](http://brandon.ca/public-notice) and relevant City information is shared on [Facebook](#), [Twitter](#), and [Instagram](#).

Examples of recent situations where the successful consultant would have been asked to advise

- [Southwest Brandon Wastewater Servicing Project](#)
- [Southeast Brandon Drainage Improvements Project](#)
- [Brandon City Plan](#)

## **2.0 SCOPE OF WORK**

### **2.1 Overview**

The City requires the consulting services of a public relations strategist to assist the City with addressing key issues and projects. The services will be required on an as needed basis over the course of the contract. The City does not guarantee any minimum or maximum tasks/projects during the duration of the contract.

As part of this contract, the Consultant will work with the City's Corporate Communications Officer to meet the City's Public Relations needs.

The City requires a Consultant who will be able to engage with the City quickly on requests. The preference is to have initial meetings on new items in 2-3 business days. Meetings can occur using online means such as Microsoft Teams.

## 2.2 Services

Below is a summary of the anticipated needs and are seeking submissions on the service and delivery methods which could be provided.

The consulting services **MUST** include the following mandatory services:

1. Strategy
  - a. Provide public relations strategy advice on key projects and issues for the Mayor and City Manager with a focus on getting the proper messages widely distributed to the public

The consulting services **may** include but are not limited to the following preferred services:

1. Strategy
  - a. Work with and mentor the City's Corporate Communication Officer
  - b. Provide proactive issues identification and management
2. Communications
  - a. Provide guidance, training and media advice to Mayor and Council on social media sites
  - b. Align project-related communications to the broader strategic plan of the City of Brandon Council (where possible)
  - c. Provide speech writing, white papers for the Mayor and City Manager on specific projects
  - d. Monitor media coverage and maintain a log of related news coverage over the course of a project or issue

The consulting services **may** include but are not limited to the following nice to have services:

1. Other Levels of Government
  - a. Assist with public relations with other levels of government (Provincial and Federal)
  - b. Ensure the City is well represented in press initiatives by the Federal or Provincial governments

**The City is open to submissions, based on your experience related to the areas above.**

## 3.0 SCHEDULE OF WORK

The City anticipates making the award within four (4) weeks of the Proposal closing date.

The term of this Agreement shall be until December 31, 2023, with the option for renewal of for 2024 and 2025 at the sole discretion of the City.

#### **4.0 PROPOSAL SUBMISSION REQUIREMENTS**

Reply to this Request for Proposals (RFP) with one (1) copy as indicated in Section XX, Receipt of Proposals. Limit the submittal to ten (10) - 8½"x11" pages printed double sided [for a total of twenty (20) pages]. Submittals that exceed the page limitation will not be considered. A cover letter and the Bid Form shall not be counted in the total number of allowed pages.

Additional information may be submitted in the form of an appendix or a separate document but all requirements of the submission must be included in the ten (10)-page Proposal document. The appended or separate document will be considered as a source of secondary or supplementary information and may or may not be used in the Proposal review.

Address the following in the ten (10)-page Proposal document:

##### **1. Proponent Information**

- a. Company profile including area(s) of expertise
- b. Summary of experience (if any) with public sector entities or levels of government
- c. Identification and contact information for project team member(s) including sub-consultants (if any)
- d. Team member(s) education, experience and areas of expertise

##### **2. Project Approach**

- a. Demonstrate understanding of the project scope and the City's objectives. Identify the project team's approach, methodology and techniques for collaboration, strategies and pitfalls in order to be successful if awarded this project.
- b. Identify any issues or constraints which may be encountered if awarded
- b. Describe how adherence to City's timelines will be accommodated.

##### **3. Relevant Experience**

- a. Describe two (2) similar projects the project team has completed with similar attributes to this project. Include team members roles, project timeline/dates and lessons learned. Include project reference contact details.

##### **4. Fee Schedule**

- a. Complete and include the City of Brandon Bid Form.
- b. Submit pricing based on an hourly rate and a daily (8 hours) rate.

##### **5. Disclosure Requirements**

- a. Disclosure of actual or potential conflict of interest.

#### **5.0 ENQUIRIES**

This RFP may be amended only by written addenda. If the City, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated to all respondents by addenda. Each addendum shall form an integral part of this RFP. Such addenda may contain important information, including significant changes to this RFP.

Questions shall be submitted in written form up to seven (7) days before the closing date to:

Ms. Lindsay Loree, SCMP  
Procurement Manager  
E-mail to: [purchasing@brandon.ca](mailto:purchasing@brandon.ca)

Ms. Loree will arrange for the appropriate staff person to provide a written response to the questions. The City will make reasonable efforts to forward addenda to all registered recipients of the Proposal documents; however, the Proponent is responsible for ensuring that he has received all addenda. Addenda will be available on the City website <https://purchasing.brandon.ca>.

## **6.0 EVALUATION CRITERIA**

The City reserves the right to award to the Proposal which best meets the City's requirements. The City reserves the right to accept or reject any or all Proposals and the issuance of the RFP in no way obligates the City to enter into a contract with any of the respondents. The City reserves the right to cancel this RFP at any time.

All Proposals will be evaluated in the following manner:

### **Phase I**

Submissions will first be reviewed for completeness and inclusion of all components specified in the RFP documents. Submissions will be excluded from further analysis which are clearly non-responsive to the stated requirements.

The evaluation committee will evaluate submissions and establish a competitive range for the procurement. The evaluation committee may request additional information or interviews from Proponents in the competitive range.

The following criteria will be used in evaluating responses:

<b>Category</b>	<b>Value</b>	<b>Description</b>
Technical	35	Clear understanding of project objectives Approach to this contract Services capable of providing Timelines/availability
Personnel & Relevant Experience	25	Number of personnel available Qualifications of team Referenced work from similar engagements
Proposal	10	Professional submission, free of errors.
Cost	20	Cost to the City of Brandon
Total	100	

The City reserves the right to short list and to contact any or all Proponents to clarify their Proposal. The City reserves the right to contact references to corroborate previous work.

### **Phase II**

Shortlisted bidders from Phase I will be required to complete and submit a written assignment (case study) based on a specific scenario. The intent is to review and analyze the Consultants approach, methodology, and work product. The assignment will be evaluated based on the following criteria:

Category	Value	Description
Overall PR Plan	10	Clear Understanding of Scenario Approach to scenario Clear layout of plan
Key Messages	10	Assessment of key messages relating to scenario
Press Releases	10	Key messaging for local media
Briefing Notes	10	Clear messaging for Mayor Clear messaging for City Manager Includes key messages
Social Media Campaigns	5	Clear messaging for Facebook Clear messaging for Instagram Clear messaging for Twitter
Other	5	Any other suggested strategic communications
Total	50	

## 7.0 MISCELLANEOUS

The successful Consultant is an independent Consultant and is not an employee of the City.

The fee quoted shall be in Canadian Funds. Pricing must remain firm for sixty (60) days after the submission closing date. The fee quoted for the 2023 work shall be fixed fee and shall be the total remuneration for all work performed including site visits during the work, travel, meals, telephone, printing, etc. The fee quoted must include all applicable taxes; the Goods and Services Tax must be clearly shown and added separately. Disbursements for additional site visits or additional work, if requested by the City, will be paid for at an hourly rate plus disbursements only when authorized in writing in advance by the City.

The Consultant will be required to enter into a written agreement with the City for the services provided.

All data, reports and plans provided by the Consultant to the City will become the property of the City free of all copyright restrictions. The City shall have the right to utilize the Work Product for its benefit in connection with any future City business.

The Consultant acknowledges that in performing the Services required under this Agreement, it will acquire information about certain matters which is confidential to the City, and the information is the exclusive property of the City.

## **8.0 RECEIPT OF PROPOSALS**

The Proposal must be received by one of the methods specified below before 5:00:00 p.m. local Brandon time on **Wednesday, May 24, 2023** to be accepted as a bona fide Proposal Submission.

Proposal Submissions must be received by the City before the stipulated closing time. Late Proposal Submissions will not be accepted.

The Proposal shall be delivered by the following method:

### **Via Online Bidding Platform (E-submission) ONLY**

One (1) copy of an electronic Proposal Submission in .PDF format shall be submitted via the "Submit Online Bid" link for the associated Proposal on the City of Brandon Purchasing & Tenders website: <https://purchasing.brandon.ca>.

The City utilizes an online bidding platform where electronic Proposal Submissions may be submitted until the closing time indicated herein for Receipt of Proposals.

The procedure for submitting electronic Proposal Submissions can be viewed on the City's Purchasing & Tenders website or by clicking [here](#). Failure to follow the procedure as indicated may result in a Proposal Submission not being received. Any failure or delay in the transmission or storage of electronic Proposal Submission is the sole responsibility of the Bidder and not of the City.

The City will ONLY accept electronic Proposal Submissions uploaded to the City's online bidding platform. Electronic Proposal Submission sent via e-mail will not be accepted. If a Bidder encounters issues uploading an electronic Proposal Submission, contact the City's Procurement Services Department at 204-729-2251.

A Proposal Submission will only be considered to have been submitted once it has been received by the City in its online bidding platform. The time the Proposal Submission is received shall be determined by the City's server time, which is linked to National Institute of Standards & Technology time. Bidders are advised the time the electronic Proposal Submission is received is based on when the Bid Submission is received by the City's server.

A confirmation webpage will display advising the Proposal Submission was submitted successfully and a confirmation email will be sent. Bidders should not consider their Proposal Submission to have been submitted if the confirmation webpage does not display and a confirmation e-mail is not received.

Proposal Submissions received via the online bidding platform are held securely and are inaccessible by Procurement Services staff until after the stipulated closing date and time.

**Mailed, Hand-Delivered, Couriered, Fax or Email Proposal Submissions Are Not Accepted**



