

City of Compton

City Manager's Office



Request for Proposal: Communications and Media Relations

INTRODUCTION and PURPOSE

The City of Compton is seeking a qualified and experience consultant with experience in internal and external communications, brand management and strategic partnerships to develop new efforts for strategic communication and public information. The consultant will work with the entire City Council to develop a comprehensive, and unified look, feel and style for public communications material produced and distributed by the City.

BACKGROUND

The City of Compton is in need of a consultant to perform and provide input, feedback and development of the City's communication strategies and objectives by working with the City to 1) Assist with the development of a City External and Internal Communication Plan which will include the future and overall goal of unifying communication materials in the City and provide innovative and current information on City services; 2) serve as an additional public information officer for City messaging and new digital media communications (social media, online press interaction); 3) Assist in developing design for communication materials across a range of media including print, electronic web-based and more; 4) Develop content for external communication

including memos, press releases and general public information content; 5) Develop a City and employee newsletter.

CITY OF COMPTON OVERVIEW

The City of Compton is a vibrant suburban community with a growing population of approximately 100,000 residents. Located in the center of Los Angeles County, the City covers approximately 10.2 square miles and is centrally located within the boundaries of five freeways (SR-91, I-105, I-710, I-110, and I-405). Additionally, the City is served by the Metro Light Rail Blue Line with two rail stops, the Compton Station and the Artesia Station. Compton has a diversified economy, comprised of strong industrial and manufacturing sectors and thriving retail districts.

For more information about our great City, visit our website at www.comptoncity.org

SCOPE OF SERVICES

The purpose of this RFP is to solicit proposals to provide communications services as described below.

- Media/Presentation Training to include Message Development.
- Earned Media Strategies (News Media and other PR strategies) provide the City of Compton with monthly news media support that includes the development of news stories that will be submitted to local and regional news media designed to advance City projects and initiatives and educate and inform the residents of Compton. In addition, the chosen consulting firm will research, write and produce editorial content that will be submitted to local media for the same purpose. Other news media outreach includes the development of editorial board meetings and the writing and submission of opinion-editorial articles on behalf of city policymakers.
- Crisis Communications (Challenging News Media Coverage) provide crisis communications assistance to the City of Compton to manage challenging news media coverage.
- Digital Content Production (website, social media) produce digital content such as articles and photographs for publication on the City's digital platforms such as the website and social media outlets including video production.
- Strategic Communications Support – provide strategic support for any communications projects, initiatives and campaigns designed to advance the City's vision and mission.
- Assist as the point of contact for media inquiries
- Manage all social media accounts for the City and implement best practices
- Coordinate media attendance and management at events
- Press Conference coordination including press material, press releases and social media postings

- Write/place external media copy including radio, television, and/or newspaper
- Develop an external and internal newsletter

The Communications Consultant will report directly to City Manager or Assistant City Managers

Compensation

All interested parties desiring to submit a proposal in the City of Compton must incorporate the following provisions into their proposal to be considered.

1. **Experience**
2. **Client List and Type of work**
3. **Successful/Press Stories (Print and TV)**
4. **Proposed scope of work, deliverables and budget**

RFP SUBMITTAL REQUIREMENTS

Please submit one original and nine copies of your RFP by 5:00 pm on the due date November 15, 2016. A failure to comply with these or any other requirement listed in this notice may invalidate your RFP.

All RFP proposals shall include the following information:

1. Cover Letter
2. Resumes for key staff highlighting education, relevant past historic resource experience.
3. Provide a list of the names and contact information of at least two other cities or large governmental institutions where you or your organization has provided the scope of work listed above in the previous 5 years;
4. Provide a statement of any conflict of interest for any individual or firm may have regarding the proposed services.

DISQUALIFICATION OF RFP's

More than one (1) proposal for the same work from any individual, firm, partnership, corporation, or association, under the same or different names will not be accepted, and reasonable grounds for believing that any proposal has been prepared in collusion with

other RFP's, will likewise be sufficient cause for rejecting any or all RFP's, and the participants in such collusion may be barred from any future RFP.

RIGHT TO WAIVE INFORMALITIES

The City has the right to waive informalities or irregularities in any RFP proposal, provided said informalities or irregularities do not materially affect the RFP.

DEADLINE FOR SUBMISSION OF RFP DOCUMENTS

All RFP documents must be mailed or delivered, so as to be in the hands of the City Clerk of the City of Compton by the date and time stated in the Notice to RFP.

EVALUATION/SELECTION PROCESS

EVALUATION CRITERIA

The City of Compton is utilizing the RFP process to select a qualified firm to provide the services requested by this RFP. The City shall review the proposals submitted in reply to this RFP, and a limited number of organizations for interview or may make a selection based solely on the submitted RFP's. .

This solicitation has been developed in the "Request for Proposals" (RFP) format. Accordingly, organizations should take note that the City will consider multiple criteria in selecting the most qualified firm.

AGREEMENT

A contract between the City and the selected firm will be required and will define the extent of services to be rendered. The contract will be executed by the City Manager upon authorization of the City Council. Contract award, if any, will be made to the highest scoring proposer who provides all required documents. A formal contract incorporating this RFP, including all necessary attachments, and the selected proposal, will be executed by all parties.

The City reserves the right to reject any proposal for noncompliance with contract requirements and provisions, or to not award contract because of unforeseen circumstances or if it is determined to be in the best interest of the City.

REJECTION AND ACCEPTANCE OF RFPS

The City Council of the City of Compton reserves the right to reject any or all RFPS, and to accept the RFP most favorable to the City. Preparation of proposals in reply to this

RFP, and participation in any future presentation is at the sole expense of the organization responding to this RFP.

SUBMISSION DATE:

In order to be considered a proposal must be submitted to the City Clerk no later than 5:00 p.m. on Tuesday, November 15, 2016. Postmarks and copies sent via facsimile will not be considered. Please send nine copies of your firm's proposal and one original (one unbound) to:

Jerry G. Groomes, Interim City Manager
C/O City Clerk
205 S Willowbrook Avenue.
Compton, CA. 90220

If you have any questions regarding this RFP, please contact Alma Martinez at amartinez@comptoncity.org or call 310-761-1436.