

City of Downey

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Public Relations & Communications Services

REMAINING
21 days

Bid Information

Documents

Bid Detail

Addenda/Emails

Prospective Bidders

Project Title

Public Relations & Communications Services

Bid Results

Awards

Invitation #

Bid Posting Date

04/08/2021 4:49 PM (PDT)

Project Stage

Bidding

Bid Due Date

04/30/2021 5:00 PM (PDT)

Response Format

Electronic and Paper

Project Type

RFP (Request for Proposal)

Response Types

Cost File

Response File

General Attachment (required)

Type of Award

Lump Sum

Categories

541820 - Public Relations Agencies

License Requirements

Department

Finance - Purchasing

Address

11111 Brookshire Ave.

Downey, California

County

Los Angeles

Place eBid

City of Downey

Project Duration

Bid Bond

Bid Bond

0.00%

Payment Bond

0.00%

Performance Bond

0.00%

Pre-Bid Meeting Information

Pre-Bid Meeting

No

Online Q&A

Online Q&A

No

Contact Information

Contact Info

Juddy Montenegro 562-904-7284

jmontenegro@downeyca.org

Bids to

Owner's Agent

Description

Scope of Services

The City seeks to retain a PR firm to develop and implement a comprehensive communications and public relations program for the City of Downey. The City wishes to proactively share clear and timely communication of city services, programs and events to its residents, as well as re-evaluate its branding strategy. Services may include communications in both English and Spanish languages.

Place eBid

City of Downey

- Design appropriate print and electronic imagery/graphics, and develop implementation plan and schedule;
- Develop crisp and concise project messaging; and
- Consult with City staff, as well as other interested parties, as needed.

TASK #2 – Program Implementation

- Develop appropriate information and marketing materials such as brochures, mailers and web content; provide advice as to the strategic use of different distribution, media outreach and technology/social media platforms;
- Develop, maintain and implement a weekly/monthly calendar or plan of communications tasks representing the needs of all City departments and programs;
- Continuously evaluate current status of each city department's communication needs and propose communications improvements related thereto;
- Coordinate frequently with the City Manager's Office and project team to provide timely updates, and ensure continuity;
- Attend a minimum of two Council meetings to present and receive direction on the proposed plan;
- All documents, messages, artwork, graphics, data analysis and presentation and any other physical, verbal and electronic communications created under a contract with the City become property of the City of Downey;
- Give advice on additional recommended steps in the process; and
- Coordinate with additional consultants as necessary.

TASK #3 – COMMUNICATIONS TASKS

- Draft news articles/posts for City website and social media (Facebook, Twitter, Instagram);
- Draft press releases/city statements for review and distribution as needed;
- Provide graphic design/clip art images as needed for messaging purposes;
- Routinely translate English language communications material into Spanish;
- Coordinate City communication efforts with external agencies; and
- Produce a monthly City E-newsletter in consultation with the City Manager's Office.

Other Details

Submittal. One original and three (3) copies, as well as an electronic copy must be submitted on or before the Submittal Deadline. Proposers shall submit one (1) original proposal marked "ORIGINAL" and all required identical copies. If discrepancies are found between the copies, or between the original and copy or copies, the ORIGINAL will provide the basis for resolving such discrepancies. If no document can be identified as original bearing original signatures, Proposer's proposal may be rejected at the discretion of the City.

Notes

Special Notices

Local Programs & Policies

Place eBid

