



GARLAND

TEXAS MADE HERE

CITY OF GARLAND - NOTICE TO BIDDERS DOCUMENT

Procurement and Contracts Division

CITY OF GARLAND | 200 N. FIFTH ST., GARLAND, TX 75040



GARLAND

PURCHASING

NOTICE TO BIDDERS

**Bid 1060-22
Request for Proposal
Image Management Initiative – Progress Research and Analysis**

Submission:

All **Proposals to this (RFP)** should be submitted electronically through Ion Wave using the following link <https://garlandtx.ionwave.net>. Acknowledgment to the City of Garland’s standard terms and conditions and completion of related forms such as but not limited to the Bidder’s Qualification, References and Conflict of Interest (CIQ) will be done electronically via Ion Wave at <https://garlandtx.ionwave.net>.

FACSIMILE OR EMAIL PROPOSALS WILL NOT BE ACCEPTED

Closing Date: 8/23/2022

Closing Time: 3:00 p.m. Local Time

Mailing/Delivering Proposals:

In addition to submitting your bid online, you may also submit a hard copy. Please use the following instructions to do so. Please note that at least one of your responses needs to be submitted online via Ion Wave.

Mailing Address	Physical Address
City of Garland Purchasing	City of Garland Purchasing
PO Box 469002	200 North Fifth Street, Second Floor
Garland, TX 75046-9002	Garland, TX 75046

Mark Outside of Envelope:

RFP# 1060-22 Image Management Initiative – Progress Research and Analysis. Closing 8/23/2022 @3:00 p.m.

Late Responses:

Responses must be received by the due date and time established in this solicitation. If a response is received after this published date and time, it is considered a late response. Late responses will not be opened and the Bidder will be notified that the response was rejected because it was not timely

received. The City will either return the unopened response to the Bidder at the Bidder's expense or dispose of the response.

Withdrawal of Response:

A Bidder may withdraw its response at any time prior to the closing date and time for the solicitation. The Bidder's request to withdraw its response must be made in writing on company letterhead.

Questions and Answer Period:

Any questions pertaining to this request must be submitted through <https://garlandtx.ionwave.net> no later than **August 18, 2022 at 12:00 p.m.** The City is not obligated to and may at its own discretion choose not to accept or answer questions received after that date.

Bid Award and Evaluation:

The City has established the award basis for this solicitation as the vendor providing the "Best Value" to the City. Best Value can be defined as the vendor providing the highest level of competency based on a pre-determined evaluation criteria. The firm with the most favorable proposal in each category will receive the highest possible score. Other responsible proposals will receive a percentage of allowable points. The evaluation criteria for this proposal is as follows:

Criteria:

Methodology/Deliverables: Evaluates the firm's approach to the Statement of Work and the form and content of proposed deliverables.

Maximum allowable points **30 points**

Experience: Evaluates the firm's level of past experience with engagements of this type and may include an evaluation of the experience of specifically proposed team members. (Required references of 3-5 current similar projects and 3-5 previous similar projects. resumes of all assigned associates must be included).

Maximum allowable points **25 points**

Commitment: Evaluates the priority that Garland's project will take within the firm's overall work portfolio; this may be evidenced by the mix of individuals assigned to work on Garland's project. (Must include names and resumes of dedicated associates that will be assigned to this project).

Maximum allowable points **25 points**

Timeline: Evaluates the firm's ability to deliver the project within a timely manner, as well as the feasibility of the timeline proposed to deliver upon Garland's expected deliverables and due diligence. An Estimated schedule / timeline must be submitted with proposal. The firm with the most favorable schedule and timeline will receive the highest score in this category. Other responsible proposals will receive a percentage of allowable points.

Maximum allowable points **10 points**

Price: Evaluates the affordability and value of the firm's proposed price. The competitive range for this project is anticipated not to exceed \$225,000.

Maximum allowable points **10 points**

Total Available Evaluation Points **100 points**

Terms and Conditions:

The following terms and conditions are hereby incorporated by reference as if attached hereunto.

[http://garlandtx.gov/DocumentCenter/View/10666/City-of-Garland-Terms-and-Conditions-
?bidId=](http://garlandtx.gov/DocumentCenter/View/10666/City-of-Garland-Terms-and-Conditions-?bidId=)

Solicitation Statute:

This Solicitation is made in accordance with the following Section 252, 2269 and/or 2254 of Local Government Code as applicable.

The remainder of this page was intentionally left blank.

REQUEST FOR PROPOSAL
RFP 1060-22
FOR
IMAGE MANAGEMENT INITIATIVE PROGRESS RESEARCH AND ANALYSIS

CITY OF GARLAND

Date of Issuance: August 8, 2022

INTRODUCTION

The City of Garland has issued a Request for Proposal (RFP) for research and analysis of progress made since the implementation of the City's Image Management Initiative (IMI) in 2016.

The City is seeking a firm to review the City's IMI activities and conduct market research and analysis to measure what kind of progress these efforts have made since the original research was conducted in 2016.

I. **CONFIDENTIALITY**

This RFP process and content are strictly confidential and proprietary and cannot be disclosed or used for any purpose other than to respond to this RFP. Information is to be shared within your company on a strict need-to-know basis. By participating in this RFP, you agree to not duplicate, distribute or otherwise disseminate or make available this document or any information, discussed or contained herein, without the prior written consent of the city of Garland. All information provided to you by the City of Garland will remain the property of the City of Garland. Information submitted in direct response to this RFP will be considered confidential and City of Garland will use reasonable efforts to prevent disclosure. However, firm should know that all responses are subject to disclosure to anyone filing an open records request. Please do not change the RFP format.

II. **CITY OF GARLAND CONTEXT**

Garland is the second most populous city in Dallas County, Texas and the fifth largest in the DFW Metroplex. The community has strong and deep roots, but as a first ring suburb, has seen development energy migrate to other parts of the region. Many exciting opportunities exist in Garland; however, knowledge about what and where they might be has sometimes eluded valued audiences. Garland has recently worked to establish clear goals and has a defined vision for the future of the city. That vision prioritizes "growing" the city's economic base and eradicating any negative perceptions that currently exist. Positioning Garland to better realize these goals and creating a solid map to better manage those relationships are major objectives of our IMI. More information about Garland can be found at: <http://www.garlandtx.gov/>.

STATEMENT OF WORK CITY OF GARLAND MARKET ANALYSIS

1. DESIRED PERIOD OF PERFORMANCE

The desired duration for completion of this project is from three to six months after award of contract.

2. LOCATION

Work may be performed onsite and/or offsite as necessary.

3. SCOPE

The successful firm will conduct a comprehensive investigative analysis of the City of Garland, its image and brand, institutions, residents, visitors, businesses and external stakeholders. The successful firm will have access to previous research outcomes to use as a baseline to measure success of marketing/promotional efforts. Further, the successful firm will use the results of the analysis to identify specific areas of success as well as areas for continued improvement and focus.

4. STATEMENT OF WORK

The successful firm shall furnish all the necessary services, qualified personnel, material, equipment, and facilities, not otherwise provided by the City, as needed to perform the Statement of Work as stated herein. Specifically, the firm shall:

- Analyze the current image and perception of the Garland community (both negative and positive) and how those might have been impacted by IMI activities since 2016.
- Identify key influencers and key ongoing issues, both negative and positive.
- Analyze direct vs. indirect impressions of the City (i.e., those conveyed by real estate professionals, site selectors, former residents, developers, retailers, etc.).
- Determine what is required of the City to continue to change negative perceptions of both internal and external stakeholders.
- Identify which strategies and priorities have been beneficial to the City's IMI efforts and which have not been beneficial.
- Assess effectiveness of existing marketing campaigns from the City and other entities.
- Assess existing target audiences for strategic value and recommend possible shifts in focus.
- Identify major influencers and stakeholder groups in Garland and determine how to best influence their perceptions and enlist their participation as champions for Garland's effort in improving its image.
- Assess residents, non-residents, major institutions (such as realtors, schools, site selectors) and other groups for insight into what attracted to or dissuaded them from Garland.
- Detail specific recommendations for target audiences, activities and projects that will continue to enhance the City's image

5. DELIVERABLES:

Strategic Planning Meeting: The successful firm shall schedule and hold a strategic planning meeting with the City of Garland within seven (7) business days of award of contract. Firm shall provide a detailed draft project plan within seven (7) business days following the strategic meeting.

Project Deliverables: The City recognizes that a rather unique and customized approach will be required to best implement and fully execute this project. To that end, the City invites respondents to prepare and submit an initial list of proposed deliverables. The City understands that this list may be subject to adjustment as both the successful respondent and the City work to identify a final scope of work that will be undertaken with this project.

7. GENERAL REQUIREMENTS

- The successful firm shall use the most cost-effective solution available to meet the City's requirements.
- Firm and its primary contact must be available to the City of Garland for the duration of the project, which is estimated to be three to six months.
- Response should include the complete bio of primary contact and senior team members and a profile of firm.
- All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.
- The City desires an aggressive schedule for completion. Performance period presented above represent the desired goals. However, firm's proposals will not be eliminated from consideration if this schedule cannot be met. Firms shall include a proposed schedule for completion which should be based on reasonably attainable plans and assumptions and should identify expectations of availability of City resources and participation levels.

8. EXPECTATION OF FIRMS

City of Garland expects that each of its firms will:

- Have solid and verifiable experience in the identified subject area.
- Deliver uncompromising quality and consistent high quality service.
- Demonstrate maximum responsiveness and flexibility.
- Be financially stable.
- Maintain strong technical support.
- Be willing to accept orders and submit invoices electronically.
- Proactively offer price discounts where warranted.
- Conduct business ethically.
- Follow generally accepted accounting practices.
- Comply and conform to all applicable laws, acts and regulations, including but not limited to those pertaining to employment.
- Have policies and practices in place requiring its employees, agents and firms to conduct themselves accordingly.

- Follow all City of Garland security rules when firm's employees, agents and firms are onsite at a City of Garland location.

10. SPECIAL CONDITIONS

By submitting a response to this RFP, the firm understands and agrees to the following:

- Responding to this RFP does not constitute a promise or an offer of business to any firm, nor will city of Garland be obligated to award a contract to any firm responding to this RFP.
- All costs related to responding to this RFP are the responsibility of the firm.
- City of Garland reserves the right to withdraw the RFP or terminate the RFP process at any time prior to award.
- Award to the successful firm is contingent upon the successful qualification and approval of the firm, by the City of Garland, which potentially include evidence satisfactory to the City of firm's financial soundness, experience, commitment, methodology, timeline, price, and capability to undertake the project.
- **Firms agree to abide by their proposal submission including pricing for a period of 120 days from the date of submission of proposal.**

In addition, City of Garland reserves the right, in its sole discretion, to:

- Request additional information, clarification, or more detailed information on any proposal submitted.
- Request interviews with any (but not necessarily all) firms and their proposed personnel.
- Negotiate on any aspect of the proposals received, or on various terms and conditions of business, with selected firm.
- Contact any firm to obtain corrections or clarifications to a submitted proposal as deemed necessary by City of Garland to make a fair comparison of all proposals submitted.
- Require firms to provide the names and access to former and current customers.
- Have the successful firm, when eventually selected, enter into a contract with the City.

11. PROTOCOL FOR PREPARING RESPONSES

Respondents to this RFP are required to provide answers to all questions in this section, in order for the response to be considered responsive. For efficient evaluation of proposals, please provide responses in the order and manner described below:

1. Is your firm a corporation or sole proprietorship?
2. How long has your firm been providing image management services? In Texas? In DFW Metroplex?
3. How long has your firm been providing promotional services? In Texas? In the DFW Metroplex?
4. Has your firm ever provided image management or promotional services for public entities?

5. Describe your firm's key capabilities, capacities, technologies, and qualifications that enable you to provide the requested scope of services.
6. Will your company contract with third-party firms to either assist or to take responsibility for the services required and identified in this RFP? If so, provide a list of all third party firms including name, contact information, and what work they would provide.
7. What is your approach to image management and brand ownership, and what evaluation measures are imposed during your process to ensure that the thinking generated and solutions presented can best serve the interests of the client?
8. Does your company have a process for changing services or products at the client's request? If so, how do you process requests for change? Please provide examples of how your company would deal with a request to change the services or products requested in this RFP.
9. Identify and describe the company's past performance and experience within the last five (5) years that is most relevant to the requested scope of services. What types of services were provided?
10. How long has your company been in business? How many clients does your company currently serve?
11. Please describe the processes and tools your firm employs to evaluate and measure results of your marketing communications efforts.
12. Has your company conducted business with the City of Garland in the last five (5) years?
13. Please describe your account management structure.
14. Describe in detail your approach and process for image/brand management.
15. How would you propose to involve external stakeholders and influencers?

12. REFERENCES

- The submission shall include information for a minimum of three (3), but no more than five (5) references for which the firm is currently providing services most similar to Garland's requirements.
- The submission shall also include information for a minimum of three (3), but no more than five (5) references for which the firm has previously provided services most similar to Garland's requirements.

The information provided for each reference shall include:

- Name of client
- Mailing address
- Contact phone number
- Duration of firm's relationship with client
- Description of service provided, including (if applicable) number of surveys, approach, methods used, analysis done, and frequency of work provided
- Name and role of any third party firms listed to provide the service (should also include samples of work the firm has provided to the client. The samples should be similar to the deliverables outlined by the city of Garland).

13. IMPLEMENTATION PLAN

In order to initiate implementation as soon as possible, the City of Garland would like to have an implementable strategy presented by the end of Quarter 4, 2022.

Submit a detailed draft of your Implementation Plan including noted milestones.



GARLAND

PURCHASING

1060-22

IMAGE MANAGEMENT INITIATIVE PROGRESS RESEARCH AND ANALYSIS

Issue Date: 8/8/2022

Questions Deadline: 8/18/2022 12:00 PM (CT)

Response Deadline: 8/23/2022 03:00 PM (CT)

Purchasing

Contact Information

Contact: Teresa Dabney Buyer

Address: Purchasing & Contract Administration

City of Garland City Hall

2nd Floor

200 N. 5th Street

Garland, TX 75040

Phone: 1 (972) 205-2418

Fax: 1 (972) 205-2495

Email: tdabney@garlandtx.gov

Event Information

Number: 1060-22
Title: IMAGE MANAGEMENT INITIATIVE PROGRESS RESEARCH AND ANALYSIS
Type: Request for Proposal
Issue Date: 8/8/2022
Question Deadline: 8/18/2022 12:00 PM (CT)
Response Deadline: 8/23/2022 03:00 PM (CT)

Ship To Information

Contact: Dorothy White
Address: Public & Media Relations
City of Garland City Hall
4th Floor
200 N. Fifth Street
Garland, TX 75040
Phone: (972) 205-2879
Email: DWhite@garlandtx.gov

Billing Information

Contact: Dorothy White
Address: Public & Media Relations
City of Garland City Hall
4th Floor
200 N. Fifth Street
Garland, TX 75040
Phone: (972) 205-2879
Email: DWhite@garlandtx.gov

Bid Attachments

Notice to Bidders and specifications.pdf

Notice to bidders and Specifications

[Download](#)

Bidders Qualifications Statement.pdf

Bidders Qualifications Statement.pdf

[Download](#)

City of Garland Terms Conditions V4.pdf

City of Garland Terms Conditions V4.pdf

[Download](#)

Performance Bond Example.pdf

Performance Bond Example.pdf

[Download](#)

Payment Bond Example.pdf

Payment Bond Example.pdf

[Download](#)

Requested Attachments

Experience

(Attachment required)

Must submit a complete Bio / resume of primary contact, senior team members and a profile of the firm.

Schedule for completion/timeline

(Attachment required)

Proposal must include an estimated timeline / schedule for completion.

References

(Attachment required)

Proposal must include 3-5 references for current similar projects and 3-5 references for past similar projects. Must include project name, contact information, dates, project description etc.

Price

(Attachment required)

Price sheet

Commitment

(Attachment required)

Name /title and resume of all dedicated associates for this project

Protocol For Preparing Responses

(Attachment required)

Must submit answers to all questions listed under Section 11 Protocol for Preparing responses

Bid Attributes

1	<p>A&I Company Profile</p> <p>Name of Business: Business Address: Contact Name: Phone#: Fax#: Email#: Name(s) Title of Authorized Company Officers: Federal ID #: DUN #: Remit Address: If different than your physical address:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 4000 characters allowed)</i></p>
----------	---

2	<p>A&I Info (HUB)</p> <p>Are you a (HUB) Historically Underutilized Business Vendor?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Choose a response.</p> <p><i>(Required: Check only one)</i></p>
----------	--

3	<p>Exceptions to Terms and Conditions Document</p> <p>Do you take exception to the City's standard terms and conditions document? If so, please detail below. If your response is greater than 4000 characters please detail your exceptions in a separate document and upload with your bid.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 4000 characters allowed)</i></p>
----------	--

4	<p>Subcontractors</p> <p>State the business name of all subcontractors and the type of work they will be performing under this contract. If you are fully qualified to self perform the entire contract, please respond with "N/A".</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 4000 characters allowed)</i></p>
----------	--

5 Non Resident Bidders

The appropriate blanks must be filled out by all nonresident bidders in order for your bid to meet specifications. The failure of a nonresident bidder to do so will automatically disqualify that bidder. Non Resident vendors need to copy and paste the following in the space provided with the appropriate answers:

Non-resident vendors in _____ (give state), our principal place of business, are required to be _____ percent lower than resident bidders by state law. A copy of the statute is attached. Non-resident vendors in _____ (give state), our principal place of business, are not required to underbid resident bidders.

Type "N/A" if it does not apply.

(Required: Maximum 1000 characters allowed)

6 Conflict of Interest Form CIQ (1)

Do you have a conflict of interest to report outlined in Chapter 176 of the Local Government Code? If yes please complete Form CIQ via the following link and upload with your bid response:

<https://www.ethics.state.tx.us/forms/CIQ.pdf> Local Government Code § 176.006(a) and (a-1) (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and: (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A); (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or (3) has a family relationship with a local government officer of that local governmental entity. (a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of: (1) the date that the vendor: (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or (2) the date the vendor becomes aware: (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a); (B) that the vendor has given one or more gifts described by Subsection (a); or (C) of a family relationship with a local government officer.

Yes No

(Required: Check only one)

7 Please list how many days your bid pricing will be good for.

The number of days listed is expected to be from the close of the bid up to the specified number of calendar days.

(Required: Maximum 1000 characters allowed)

8 Payment & Performance Bond Requirements

Sec. 2253.021.(1) & (2) of the Local Government Code states that all public works contract in excess of \$50,000.00 require a Payment Bond and all public works contracts above \$100,000.00 require a Performance Bond. Your bid must include any and all cost associated with applicable bonds.

I acknowledge this statement.

(Required: Check if applicable)

9 Bid Bonds

A copy of the prospective vendors Bid Bond in the amount not less than five percent (5%) of the maximum bid price payable with recourse to the City of Garland, from a reliable surety company as a guarantee that the bidder will enter into a contract and execute the Performance Bond, Payment Bond and Maintenance Bond within ten (10) days after notice of award of contract, should be uploaded with this bid.

I acknowledge this statement.

(Required: Check if applicable)

1 0 Equal Employment Opportunity

All contracts shall contain a provision requiring compliance with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

I acknowledge this statement.

(Required: Check if applicable)

1 1 Copeland "Anti-Kickback" Act (18 U.S.C. 874 and 40U.S.C. 276c)

All contracts and sub-grants in excess of \$2000 for construction or repair awarded by recipients and sub-recipients shall include a provision for compliance with the Copeland "Anti-Kickback" Act (18 U.S.C. 874), as supplemented by Department of Labor regulations (29 CFR part 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States"). The Act provides that each contractor or sub-recipient shall be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he is otherwise entitled. The recipient shall report all suspected or reported violations to HUD.

I acknowledge this statement.

(Required: Check if applicable)

1 2 Prevailing Wage Rates

Contractors are required to comply with Texas Government Code Chapter 2258, Prevailing Wage Rates. For the purposes of work performed pursuant to public works contracts, contractors are required to pay not less than the prevailing wage rates as determined by the United States Department of Labor in accordance with the Davis-Bacon Act (40 U.S.C. Section 276a et seq.), and its subsequent amendments. The City of Garland has adopted the general prevailing rate of per diem wages for Dallas County, Texas as set by the United States Department of Labor Davis and Bacon Wage Determination, which are reported and updated from time-to-time at and at the Wage Determinations website <http://beta.sam.gov/>.

I acknowledge this statement.

(Required: Check if applicable)

1 3 Debarment and Suspension (E.O.s 12549 and 12689)

No contract shall be made to parties listed on the General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement Programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension," as set forth at 24 CFR part 24. This list contains the names of parties debarred, suspended, or otherwise excluded by agencies, and contractors declared ineligible under statutory or regulatory authority other than E.O. 12549. Contractors with awards that exceed the small purchase threshold shall provide the required certification regarding its exclusion status and that of its principal employees.

I acknowledge this statement.

(Required: Check if applicable)

1 4 Drug-Free Workplace Requirements

The Drug-Free Workplace Act of 1988 (41 U.S.C. 701) requires grantees (including individuals) of federal agencies, as a prior condition of being awarded a grant, to certify that they will provide drug-free workplaces. Each potential recipient must certify that it will comply with drug-free workplace requirements in accordance with the Act and with HUD's rules at 24 CFR Part 21.

I acknowledge this statement.

(Required: Check if applicable)

1 **Section 3 of the HUD Act of 1968 (12 USC 1701u)**

5

The Section 3 of the HUD Act of 1968 requires that employment and other economic opportunities generated by certain HUD financial assistance shall, to the greatest extent feasible, be directed to low-and very low-income persons, particularly those who are recipients of government assistance for housing, and to business concerns which provide economic opportunities to low-and very low-income persons.

I acknowledge this statement.

(Required: Check if applicable)

Bid Lines

1 **Total Proposal Price**

(Response required)

Quantity: 1 UOM: EA Unit Price: \$ Total: \$

Supplier Notes: _____

- No bid
- Additional notes
(Attach separate sheet)

Supplier Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature