

If you have printed this bid from the City of Quincy's Website or through an email, it is your responsibility to check for addenda at www.quincyma.gov before you turn in your proposal.

"Please send an acknowledgment that you have printed out this bid via email to;

kimtrillcott@quincyma.gov" The City of Quincy will not be responsible for any bids received omitting any addenda acknowledgement.

Thank you

Request for Proposals (RFP)

Consultant for Public Relations/Community Outreach

City of Quincy
Quincy, Massachusetts



Notice

In accordance MGL Chapter 30B and the City of Quincy, acting on behalf of all City Departments, are soliciting proposals for Professional Consulting Services to assist the City with public relations, et al.

Proposals will be received at the office of the Purchasing Department; City Hall; 1305 Hancock Street; Quincy, MA 02169, until **April 15, 2021 @ 2:00 p.m.**

Detailed specifications are available on-line at the City of Quincy's website, www.quincyma.gov and also available at the office of the Purchasing Agent, Quincy City Hall, 1305 Hancock Street, Quincy, Massachusetts, 02169, between the hours of 8:30^{AM} and 4:30^{PM}

The City of Quincy, Mayors Department shall determine the selected proposer(s). The City of Quincy reserves the right to withdraw the Request for Proposals; to reject any and all proposals; and to accept any proposal deemed to be in the best interest of the City of Quincy.

If you have received this RFP from the City of Quincy Website or through an email or picked it up, it is your responsibility to check for addenda (at www.quincyma.gov) please check before you turn in your proposal. The City of Quincy will not be responsible any Responses received omitting addenda acknowledgement.

Goods & Service (3/29/21)
Quincy Sun (04/01/21)

General Conditions

This section of the Request for Proposals contains the general conditions and restrictions covering the preparation, submission, and content of proposals as well as the Professional Consulting Contract.

Uniform Proposals: To enable the City to perform a fair comparative analysis and evaluation of proposals, it is essential that a uniform format be employed in structuring each proposal. The required proposal format is specified later in the RFP. The consultant's degree of compliance with the requirements of this Request for Proposals and their clarity in such proposal will be a significant factor in the subsequent evaluation of the proposal. Each proposer must comply with all submission requirements as directed herein. Any Proposals that are defective or irregular, or not in compliance will be rejected. Unnecessarily elaborate responses and excess material beyond that requested above will be considered unresponsive.

Proposers Examination of the Request for Proposals: Proposers shall examine all information and materials contained in and with this Request for Proposals. Failure to do so shall be at the proposer's risk. By submitting a proposal, all proposers certify that they have read and agree to comply with each provision of this RFP, and the award of contract (if applicable).

Date of Submission: All proposals must be received in the Purchasing Department; City Hall; (second floor) 1305 Hancock Street; Quincy, MA 02169, no later than April 15, 2021 @ 2:00 p.m.

Awarded Contractor(s): Multiple/individual Companies will be deemed as independent contractor and will not be entitled to any benefits provided to regular city employees. The consultant will be responsible for paying his or her own income and Social Security taxes, as well as any other employment benefits.

Compliance with Regulations: The successful proposer(s) must comply with all applicable federal, state, and local laws and regulations.

Withdrawal of Proposals: Proposals may be withdrawn by written or facsimile notice received by the City of Quincy Purchasing Department prior to the time specified for receipt of proposals.

Proposals Considered Firm: All proposals in response to this Request for Proposals will be considered "firm" and may not be withdrawn for a period of sixty (60) days after the time specified for receipt of proposals. Proposals must be unconditional.

Amendment of Proposals: Proposals may be amended by written notice received by the City of Quincy prior to the time specified for receipt of proposals. No proposer will be allowed to amend its proposal on or after that time. All amendments must be delivered to the Purchasing Department in an envelope or similar packaging, clearly marked "Amendment to Proposal for Consultant Review Services" indicating "**Price Proposal**" or "**Non-Price Proposal**" accordingly, and include the proposer's name and date of delivery of said amendment to the proposal.

Incurring Costs: The City shall not be liable for any costs incurred by proposers in preparing, submitting, or presenting proposals, or in satisfying and demonstrating requirements. The City shall not reimburse any costs incurred by proposers in anticipation of being awarded the contract under this Request for Proposals.

Assignment of Contract: The Consultant(s) who are awarded a contract shall not assign, transfer, convey, sublet or otherwise dispose of said contract, or his right, title, obligation, or interest in or to the same, or any part thereof, without previous consent in writing from the City of Quincy, endorsed on or attached to the contract.

Notice to Proceed and Availability of Funds: Services provided by the successful proposer shall be rendered through a Professional Services Contract based on the requirements and conditions provided in this Request for Proposals. After a contract is approved, it shall only become operative upon the delivery to the Consultant of a contract signed by the City of Quincy. No work shall begin until a Notice to Proceed is received City of Quincy or its designee.

Availability and Distance from Quincy: Proposers shall be available to meet with the City of Quincy and/or other City of Quincy Department within three business days of a request, and their principal place of business shall be located within twenty (20) road miles of Quincy City Hall.

Force Majeure: Neither party will be liable to the other for any failure or delay in rendering performance arising out of causes beyond its control and without its fault or negligence. Such causes may include, but not be limited to, acts of God or the public enemy, freight embargoes, and unusually severe weather, but the failure or delay must be beyond its control and without its fault or negligence. Dates or times of performance may be extended to the extent of delays excused by this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.

Requests for Clarification: Any questions regarding this Request for Proposals should be submitted in writing to the Purchasing Department, and received no later than **April 9th, 2021 @ 12:00 pm** Such questions should be directed to the City of Quincy's Chief Procurement Officer by emailed to: purchasing@quincyma.gov All responses will be provided by Quincy's Chief Procurement Officer in the form of an addendum. All firms who have requested a copy of this Request for Proposals from the City of Quincy will receive a copy of all questions raised (if any), and their answers. If it should become necessary to revise any part of this Request for Proposals or otherwise provide additional information, the Quincy Purchasing Department will issue an Addendum as well.

Proposal Format & Submission Requirements

Responses to this Request for Proposals shall be submitted to the Purchasing Department, City Hall; 1305 Hancock Street; Quincy, MA 02169. Bidder must provide (2) separate proposals replies; 1 marked "**Technical Proposal**" and the other marked "**Price Proposal**", one (1) set of unbound original materials (to allow copying if necessary) containing an original signature of the firm's principal, also one (1) copy. **A thumb drive with both Technical and Price Proposals must be submitted also** (to allow for making Contracts). Proposals must be submitted no later than **2:00 p.m. on April 15, 2021.** Postmarked submissions will not be accepted; late proposals will be deemed nonresponsive.

Technical Proposals must be in a sealed envelope and **Price Proposals** must be in a separate sealed envelope. The outside of the sealed envelopes are to be clearly marked "**RFP – TECHNICAL PROPOSAL ENCLOSED**" with time/date of RFP and "**RFP - PRICE PROPOSAL ENCLOSED**" with time/date of RFP.

Price Proposal

Cost information must be included with the proposal. It must be submitted in a separate, marked envelope. The inclusion of cost information with the non-price proposal may result in the consultant's disqualification. All Price Proposals shall be marked on the outside envelope "**Price Proposal for Public Relations Services**". The outside envelope shall also list the name of the proposer and the date of delivery of said proposal.

The best price for this proposal is the lowest price offered by a proposer deemed to have complied RESPONSIBLY with the requirements and Selection Criteria of this Request for Proposals. Price Proposals shall be submitted as a list of Standard Billing Rates and Employee Classifications, with the understanding that the selected proposer will complete each task on Time and Materials basis. Any costs the successful proposer incurs in fulfilling the contract are part of the price proposed.

The Proposer shall submit a listing of hourly billing rates for those staff and positions it anticipates assigning to the project(s). The billing rates shall include all charges to the City of Quincy including salary, overhead, indirect costs and profit. Identifiable expenses may be charged separately without markup - typical additional charges not included in the basic hourly rate may be travel time, mileage, copying, telephone, faxing, and the like. The rate of all technical personnel whose use is anticipated shall be specifically noted for each service on which a proposal is submitted.

Technical Proposals:

All **Technical proposals** shall be submitted marked on the outside envelope "**Technical Proposal for Public Relations Services**". The outside envelope shall also list the name of the proposer and the date of delivery of said proposal. The Non-Price Proposal shall follow the format identified below (see table), separated by tabbed dividers, labeled as indicated, and contain the information required in the sections where it is requested. If the information is not found in the appropriate section it will be considered as missing and therefore non-responsive. All proposals shall include the following elements within each section respectively:

Proposal Format

Tabbed Divider	Section Title & Contents
Section 1	General Proposals of the Firm *
	<p>A) Letter of Transmittal: Letter of introduction providing a narrative describing the practice areas, years of experience, and Proposals of the firm, the names and background of all personnel who will be working on the contract, including subcontractors. Identification of lead professionals and key personnel in each field of expertise.</p> <p>B) Resumes: Resumes of the principals and staff, lead professionals and key personnel in each field of expertise including any Sub consultants. Include resumes of all personnel who will be working directly on the activities listed in the scope or directly overseeing any of such work.</p> <p>C) References: A minimum of three (3) Firm or individual references including name, title, agency, address, phone, fax, and email (if applicable).</p> <p>D) Firm Interests: Names and addresses of all partners, if a partnership; of all officers, directors, and all persons with an ownership interest of more than five per cent in the proposer if not a partnership.</p> <p>E) Proposals and Experience: A narrative description of the Consultant’s experience and expertise in the following areas:</p> <ul style="list-style-type: none"> ➤ E-mail, print social and mass media campaigns in the areas of food and hospitality, tourism and promotion of unique community qualities (e.g., historic, waterfront, etc.). ➤ Public relations, promotions of the City of Quincy as a whole. ➤ Enhancement of tourism. ➤ Develop branding concepts relating to restaurant, hospitality, and tourism opportunities in Quincy.
Section 2	Review Approach & Scope of Work *
	<p>Description of Proposed Service: An outline of the method for providing and delivering services for the Scope of Work. Include method for coordinating the work of different staff and Subcontractors (Sub consultants) if applicable. Subcontracted services, for which the firm does not have in-house capabilities, expertise, or Proposals, should be clearly noted within the proposal.</p>

Section 3	Documentation *
	<p>A) All attached City of Quincy required forms.</p> <p>B) Documentation/Certificates of Workmen's Compensation Insurance and Professional Liability Insurance for the minimum amount as required by applicable state law.</p>

** If known, indicate subcontracted firm(s) and include applicable information accordingly.*

Ownership and Confidentiality of Proposals

Proposals are Public Records: All documents submitted in response to this Request for Proposals are deemed public records under Massachusetts General Laws, Chapter 30B, Section 3 and open to public inspection. Subject to the requirements of the Massachusetts Public Records Laws, all proposal materials are subject to disclosure upon request. However, pursuant to M.G.L. C.30B Section 3, all proposals shall remain confidential until the completion of all evaluations pursuant to this Request for Proposals. Notwithstanding the provisions of M.G.L Chapter 4, Section 7, proposals shall remain confidential until completion of the evaluation of all proposals, in accordance with M.G.L. Chapter 30B, Section 6(d).

Rights to Submitted Material: All proposals, responses, inquiries, or correspondence relating to or in reference to this Request for Proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by proposers shall become the property of the City of Quincy when received. All material submitted by consultants becomes the irrevocable and sole property of the City of Quincy unless otherwise specified in this RFP. The City of Quincy shall be under no obligation to return any proposals or material submitted by a consultant in response to this Request for Proposals unless specified in this document.

Selection Criteria

All proposers will receive consideration without regard to race, color, creed, age, sex, religion, or national origin.

Proposals will be ranked on the following scale of maximum benefit to the city: “Highly Advantageous” (3 points), “Advantageous” (2 points), “Not Advantageous” (1 point), or “Unacceptable” (0 points). In addition, references may be checked and applicants may be interviewed during the selection process. The proposal submitted should specifically address all evaluation criteria for each service item for which a proposal is submitted.

Proposals will be evaluated based on their responsiveness to the following criteria:

- 1) Overall Proposals of the Firm, its Sub consultants and applicable staff. Multidisciplinary nature and expertise.
- 2) Size and organizational stability of Firm and its principals. Proximity and availability of staff to complete tasks within the required deadlines.
- 3) Thorough knowledge and understanding of all elements of the required Scope of Work and proposed approach.
- 4) Prior successful experience and quality of past consulting services as evidenced by sample submissions and references.

- 5) Quality of proposal and presentation. Strong written and verbal communication skills; ability to explain and interpret technical information to a non-technical audience.
- 6) Ability to commence work immediately.
- 7) Any other criteria that the City of Quincy deems relevant for the review.

Award of Contract

The City of Quincy through a selection committee shall review all qualified proposals. This review shall include interviews with the lead firm and any firms that will receive work under this contract. The selection will determine the selected proposer (s) in review of the Technical Proposals, prior to opening the required Price-Proposals. The contract(s) will be awarded to the selected proposer(s) on completion of evaluation of proposals.

If the selection committee will rank first a Technical Proposal which is not the least expensive Price-Proposal, then the selection committee shall specify in writing why the added benefits of the proposal outweigh the higher fee being proposed by the vendor. The selection committee shall prepare, based on its ratings, rankings and written justification a recommendation to the Chief Procurement Officer for the execution of a contract (s). The recommendations shall include any conditions to the recommended award, which require successful negotiation or revisions to the Scope of Work identified by the selection committee and/or other Quincy officials during the evaluation of the proposal. The scope of these negotiations shall be limited to those areas authorized by M.G.L. Chapter 30B. The City of Quincy shall award any and all contracts authorized under this RFP. Following the procedures previously described, the City of Quincy will make a decision regarding selection of the consultant(s) with whom it wishes to enter into contract negotiations.

Execution of Contract

Upon the acceptance of a Consultant's proposal(s), the City with assistance from the Purchasing Department will prepare a contract. In the event that the successful Consultant(s) fails, neglects or refuses to execute the contract(s) within fourteen (14) days after receiving a letter of award from the City, the City may at its option terminate and cancel its action in awarding the contract and the selection of the consultant shall become null and void and of no effect. The City may then proceed to the next highest rated proposal(s) accordingly. The Consultants must provide insurance certificates to the City prior to award of the Contract.

Incorporated by reference into the Professional Services Contract which is to be entered into by the City and the successful Consultant pursuant to this RFP shall be:

1. All of the information presented in this RFP and the consultant's response thereto. Within the Professional Services Contract, the term "proposer" shall be synonymous with the term's "consultant" and "firm" for any and all provisions therein.
2. All written communications between the City and the consultant (s) whose proposal is accepted. An authorized official of the consultant(s) and the City of Quincy shall execute the contract(s).

Reservation of Rights

The City of Quincy reserves the right to cancel this Request for Proposals, to accept or reject in whole or in part any and all proposals, or to waive any informality in the proposing when it is determined that said cancellation or rejection serves the best interests of the City. Reasons for cancellation or rejection shall be stated in writing.

Scope

Project Description

The City of Quincy seeks a qualified firm(s) to assist with activities associated with the attached Community Engagement Plan of the City's Municipal Broadband Master Plan. The City of Quincy reserves the right to utilize the selected firm(s) for the aforementioned project along with any other project(s) which may arise with in the City of Quincy in which the City of Quincy seeks to services of said Public Relations Firm(s) over the duration of the contract period.

Minimum Criteria Proposals

The City will conduct a comparative review of proposals from consultants meeting all the following requirements:

- 1) Demonstrated ability to effectively communicate using various multi-media as well as social media outlets *and* the ability to communicate in a City with a diverse population.
- 2) Familiarity with the history of redevelopment in Quincy and a strong understanding of the Urban Renewal process in Massachusetts.
- 3) Experience in public relations business development.
- 4) A proposal that is complete and includes all required components specified in this RFP

Compliance with Federal, State and Local Laws, Statutes & Regulations

The selected proposer (s) will be required to review all plans for compliance with federal, state, and local laws, statues and regulations, and federal law and regulations. The Consultant (s) shall adhere at all times to the highest professional certifications, standards, and guidelines and all such laws, statues and regulations, as applicable to the profession(s).

Billing

All bills for services rendered shall be submitted to the City of Quincy for approval and payment, and shall state the date(s), hours, and product or matter worked upon. All bills shall be rendered within thirty (30) days of the service having been performed.

Length of Contract

The Contract awarded in response to these specifications shall be effective for a period of one year. Upon the satisfactory performances of the vendor, the City of Quincy may extend the contract for two (2) additional terms of one (1) year each. Contract may be terminated by either party without cause, upon 30-day prior notice, in writing.

Severability

The provisions of the Public Relations Services Contract shall be severable. If any provision is found by a court to be invalid, the remaining provisions shall remain fully effective.

Amendments

The Professional Services Contract may only be amended by the written consent of both the City of Quincy and the chosen consultant.

Comparative Evaluation Criteria (Selection Criteria)

Comparative Evaluation Criteria will be applied uniformly to all proposals. In accordance with the provisions of M.G.L. Chapter 30B, each criterion shall be rated as follows:

- **“Highly Advantageous”** (3 points - response excels on the specific criterion)
- **“Advantageous”** (2 points - response meets evaluation standard for the criterion)
- **“Not Advantageous”** (1 point - response does not fully meet the evaluation criterion or leaves a question or issue not fully addressed)
- **“Unacceptable”** (0 points - response does not address the elements of this criterion)

The purpose of this document is to clarify the ranking system used for all proposals pursuant to the Request for Proposals (RFP) and said M.G.L. Chapter 30B. Copies of firm rankings will be kept on file.

1: Overall Proposals

Overall Proposals of the Firm, its Sub consultants and applicable staff. Past experience working with municipalizes as Public Relations Consultants.

Points	Rating	Description
0	Unacceptable	The proposal indicates no evidence of “areas of expertise” outside of planning consulting necessary to complete this project.
1	Not Advantageous	The proposal indicates evidence of one “area of expertise” outside of planning consulting necessary to complete this project.
2	Advantageous	The proposal indicates evidence of more than one “area of expertise” outside of planning consulting necessary to complete this project.
3	Highly Advantageous	The proposal indicates evidence that the firm has substantial in-house “areas of expertise” outside of planning consulting necessary to complete this project or that the firm has made prior arrangements for Sub consultants in areas for which in-house services are unavailable.

2: Understanding Scope of Work

Thorough knowledge and understanding of all elements of the required Scope of Work and proposed approach to the project.

Points	Rating	Description
0	Unacceptable	The proposal indicates inadequate review or understanding of the required Scope of Work.
1	Not Advantageous	The proposal indicates incomplete review or a vague understanding of the required Scope of Work.
2	Advantageous	The proposal indicates sufficient review and understanding of the required Scope of Work, and documents the firm’s proposed approach.
3	Highly Advantageous	The proposal indicates a thorough review and full understanding of the required Scope of Work, and proposes a clear and comprehensive approach.

3: Quality of Written Proposal

Quality of proposal and presentation. Strong written and verbal communication skills; ability to explain and interpret technical information to a non-technical audience as well as a City with a diverse population.

Points	Rating	Description
0	Unacceptable	The written response submitted by the firm is both unclear and incomplete.
1	Not Advantageous	The written response submitted by the firm is either unclear or incomplete.
2	Advantageous	The written response submitted by the firm is clear and complete, and fully covers the relevant subject matter.
3	Highly Advantageous	The written response submitted by the firm is clear and complete, fully covers the relevant subject matter, and excels with respect to graphics, formats, and/or writing style.

4: Immediate Availability & Timeline for Project Completion

Ability to commence work immediately and proposed timeline for completion of the Scope of Work.

Points	Rating	Description
0	Unacceptable	The applicant has provided no evidence of immediate availability to begin work and/or ability to ensure project completion.
1	Not Advantageous	The applicant has indicated a vague or incomplete timeline for availability and/or project completion.
2	Advantageous	The applicant has provided adequate evidence of immediate availability and a proposed timeline for project completion.
3	Highly Advantageous	The applicant has provided evidence of immediate availability and has proposed a timeline for project completion which is ambitious and timely in nature.

**REQUEST FOR PROPOSAL
FEE PROPOSAL FORM**

**Public Relations Service
QUINCY, MASSACHUSETTS**

The City of Quincy reserves the right to hire from the list of eligible respondents as it sees fit depending upon the task at hand. If a consultant has been tasked with a particular project, a rate shall be negotiated at that time and monetary negotiations shall be based on the pricing listed below.

PROFESSIONAL SERVICES, Hourly Rates:

1. _____
Principal

2. _____
Principal

3. _____
Associate/Other essential personnel

4. _____
Associate/Other essential services

CONSULTANT INFORMATION

Company Name: _____ Contact Name: _____

Street Address: _____ Signature: _____

City/State/Zip: _____ Title: _____

Telephone: _____ Fax: _____ Date: _____

E-Mail Address: _____

Bidder acknowledges receipt of _____ Addendum (a).

(Signature)

ATTACHMENTS

- **COMMUNITY ENGAGEMENT PLAN OF THE CITY'S MUNICIPAL BROADBAND MASTER PLAN**
- **TAX COMPLIANCE FORM**
- **SIGNATURE AUTHORIZATION FORM**
- **NON-COLLUSION FORM**



CITY OF QUINCY
Purchasing Department
1305 Hancock Street, Quincy, MA 02169

Phone: (617) 376-1060

Fax: (617) 376-1074

CERTIFICATE OF NON – COLLUSION

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word “person” shall mean any natural person, business, partnership, corporation, union committee, club, or other organization, entity, or group of individuals.

(Name of person signing bid or proposal)
(Please print)

(Signature required)

(Name of business)



CITY OF QUINCY
Purchasing Department
1305 Hancock Street, Quincy, MA 02169

Phone: 376-1060

Fax: 376-1074

SIGNATURE AUTHORIZATION

At a duly authorized meeting of the Board of Directors of the

(NAME OF CORPORATION)

held on _____, at which all the Directors were present or waived notice, it was
(DATE)

VOTED, that:

(NAME)

(OFFICER)

of this company, be and he/she hereby is authorized to execute Contracts and Bonds in the name and behalf of said Company, and affix its Corporate Seal thereto, and such execution of any Contract or obligation in this Company's name on its behalf by such _____ under seal of the Company, shall be valid
(OFFICER)

and binding upon this Company. It was further voted that the City of Quincy may rely on such authorization of future Contracts until notified to the contrary.

A true copy,

ATTEST: _____
(CLERK'S SIGNATURE)

PLACE OF BUSINESS: _____

DATE OF THIS CONTRACT: _____

I hereby certify that I am the Clerk of the:

_____ that _____ is the
(COMPANY)

(NAME)

duly elected _____ of said Company, and that the above VOTE has not been
(TITLE)

amended or rescinded and remains in full force and effect as of the date of this Contract.

_____ CORPORATE SEAL



CITY OF QUINCY
Purchasing Department
1305 Hancock Street, Quincy, MA 02169

Phone: 376-1060

Fax: 376-1074

TAX COMPLIANCE CERTIFICATE

MASS. GENERAL LAWS, CH. 62C, S: 49A(b)

I hereby certify that I have complied with all laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding of child support.

Signed under the pains and penalties of perjury.

(1) Individual Contractor

(Contractor's Name and Signature)

Social Security Number

(2) Corporation, Association
or Partnership

(Contractor's Name)

Federal Tax ID Number, or
Social Security Number

By:

(Authorized Signature)

Note to Contractor: Please sign at (1) or (2), whichever applies.

CHAPTER 62C. ADMINISTRATIVE PROVISIONS RELATIVE TO STATE TAXATION

Chapter 62C: Section 49A Certification of compliance with tax laws as prerequisite to obtaining license or governmental contract

Section 49A. (a) Any person applying to any department, board, commission, division, authority, district or other agency of the commonwealth or any subdivision of the commonwealth, including a city, town or district, for a right or license to conduct a profession, trade or business, or for the renewal of such right or license, shall certify upon such application, under penalties of perjury, that he has complied with all laws of the commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support. Such right or license shall not be issued or renewed unless such certification is made.

(b) No contract or other agreement for the purposes of providing goods, services or real estate space to any of the foregoing agencies shall be entered into, renewed or extended with any person unless such person certifies in writing, under penalties of perjury, that he had complied with all laws of the commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

(c) Any such agency, which has been notified by the commissioner pursuant to section forty-seven A that a person who holds a license or certificate of authority issued by such agency or who has agreed to furnish goods, services or real estate space to such agency has neglected or refused to file any returns or to pay any tax required under this chapter and that such person has not filed in good faith a pending application for abatement of such tax or a pending petition before the appellate tax board contesting such tax or has been penalized pursuant to section 9 of chapter 62E for failure to comply with the provisions under said chapter 62E relating to reporting of employees and contractors, or has been penalized pursuant to paragraph (3) of subsection (f) of section 12 of chapter 119A for failure to comply with the provisions under said chapter 119A relating to withholding and remitting child support, shall refuse to reissue, renew or extend such license, certificate of authority, contract or agreement until the agency receives a certificate issued by the commissioner that the person is in good standing with respect to any and all returns due and taxes payable to the commissioner as of the date of issuance of said certificate, including all returns and taxes referenced in the initial notification or, if the licensee has been penalized for failure to comply with the provisions relating to reporting of employees and contractors under chapter 62E or withholding and remitting child support under chapter 119A, a certificate issued by the commissioner that the licensee is in compliance with said provisions.

(d) Any person who owns or leases a motor vehicle or trailer that is required to be registered in the commonwealth under chapter 90 and improperly registers the motor vehicle or trailer in another state or misrepresents the place of garaging of the motor vehicle or trailer in another city or town, shall be considered in violation of laws of the commonwealth relating to taxes under chapter 60A, chapter 64H or chapter 64I. The right, license or contract provided for in subsections (a) and (b) shall not be issued or renewed until the person or business entity has paid all taxes due at the time of application for such right, license or contract.

(e) Any person who, for the purpose of evading payment of a tax pursuant to chapters 59 to 64J, inclusive, willfully makes and subscribes any return, form, statement or other document pursuant to subsection (a), (b) or (d) that contains or is verified by a written declaration that is made under the penalties of perjury, and that contains information that he does not believe to be true and correct as to every matter material to his compliance with all laws of the commonwealth relating to taxes, shall be subject to section 73.



Broadband Master Plan

Community Engagement Plan

The sample Community Engagement Plan that follows is built on an assumption that Quincy will take the next step toward a City Sponsored project by aggregating demand through a Community Engagement process. It is our recommendation that Quincy consider hiring a professional Marketing / PR firm to help drive the Community Engagement efforts.

Goals & Objectives

The objective of a *Quincy Community Engagement Plan* is to achieve a minimum 40% take-rate for homes and businesses within Quincy City limits. Additionally, a scale of 2,500 subscribers is an important target for the project to be operationally sustainable. In the financial section later in this report, the financial models are built to a target of a 60% take-rate. The modeling can easily be adjusted to match actual take-rates.

Evaluation & Education

Document the current state of broadband and determine the level of interest among residential users and business owners.

Community Survey

A survey for residents and business owners is in place to determine the level of interest in a municipal fiber network. Education and promotion programs should be influenced by survey engagement and response.

Publish Educational Information

Leverage the website specific to the municipal fiber program to outline the core message of broadband as a utility that will support an environment of choice and subscriber control. Additionally, use customized videos to educate online visitors on the following:

- a. Functionality of the community fiber network
- b. Options for services
- c. Frequently Asked Questions (FAQ's)
- d. Inquiry Form where community members can submit questions to the municipality

Mapping Community Interest

Distribute an "I am interested" sign-up form with associated heat map where residential and business property owners can register as someone interested in municipal fiber.

Marketing & Promotion

Quincy can issue Press Releases and use inserts in monthly utility bills to promote the municipal fiber program, driving traffic to the fiber website with the goal of educating community members and generating interest and encouraging community participation.

Use all available social media platforms (Facebook, Twitter, etc.) to promote the fiber network.



Broadband Master Plan

Neighborhood Entrance and Yard Signs

As construction (fiber build) begins in a neighborhood, Quincy can post signs at neighborhood entrances announcing the construction and letting residents know they can still sign-up to get connected while crews are in the neighborhood.

As homes are connected in the neighborhood, yard signs are placed in the yards of subscribers indicating that the home now enjoys a fiber broadband connection.

Grassroots Engagement

Webinars & Open House Events

Quincy can use Webinars and Open House events to educate residents and business owners can hear an educational presentation about the fiber project, ask questions about the fiber project, become educated about the Quincy fiber plan, business model, etc.

Webinars and Open Houses are promoted using utility bill inserts, press releases, public service announcements, local news reports, city websites, social media platforms, etc.

Webinars and Open House events are intended to educate residents, promote the network, and identify Fiber Champions in the various neighborhoods (fiber zones). Fiber Champions are individuals that are committed to promoting the network within their neighborhood. Fiber Champions are also incentivized to be the first neighborhood to get connected (initial fiber zones are connected in order of take-rates – highest to lowest).

Fiber Champions

Fiber Champions assist sales efforts within their designated neighborhood (fiber zone). They organize and lead Cottage Meetings where neighbors come together to discuss the Quincy fiber program. Quincy leaders and employees provide support to the Fiber Champions in their efforts. Fiber Champions drive conversations and contractual commitments of neighbors via the Door-to-Door Sales and Education campaign.

Door-to-Door Campaign

Network sales agents (typically an independent group representing the network) contact residents and business operators within the planned network footprint to answer questions about the network and ascertain the potential subscribers' intentions regarding their participation in the network. [Yes (Opt-in) or No (Opt-out)].

This direct person-to-person contact gives everyone in the community an opportunity to ask questions, clarify their understanding and express their level of interest in participating.

To maximize the effectiveness of this process, prior to canvassing a neighborhood, door hangers are distributed to every home and business informing property owners that a representative will be stopping by to explain the value proposition, answer questions and the interest of individual property owners.

Door-to-Door Campaigns are very effective in giving people an opportunity to learn and ask questions in a personal interaction. The Covid pandemic impacts the timing of utilizing this tool.



Broadband Master Plan

It is important that Quincy support this effort through public notifications, press releases, mass emails, websites, social media sites, mobile applications, and other community outreach venues available to Quincy. This may include outside professional marketing and/or PR firms.

Please Note – The work outlined in the various Steps of this Community Engagement Plan, in whole or part, can be managed by internal Quincy personnel or can be outsourced to a professional marketing and promotions organization.

Quincy Broadband Survey Results



In October 2019, the City deployed a website to begin the process of educating the public regarding its evaluation of the feasibility of a City sponsored fiber optic network. The City distributed an initial survey to Quincy residents assessing current sentiment regarding existing services and the level of interest in a municipal network. The survey was not developed by professional survey administrators. To date key findings from the survey, include the following:

And the Survey Says...

Total Responses	1,920		
Support Network			
	38	No	2.05%
	310	Possibly	16.72%
	1,506	Yes	81.23%
	1,816	Yes/Possibly	97.95%
Internet Speed Importance			
	26	Not Important	1.40%
	348	Somewhat Important	18.79%
	1,478	Very Important	79.81%
	1,826	Important/Very Important	98.60%
Average Connection Speeds			
	1,920	Download	168 Mbps
	1,920	Upload	41 Mbps
Choice in ISP & Plans - Importance			
	65	Not Important	3.52%
	284	Somewhat Important	15.36%
	1,500	Very Important	81.12%
	1,784	Important/Very Important	96.48%
Rate Current ISP			
	532	Poor	27.71%
	733	Fair	38.18%
	474	Good	24.69%
	146	Very Good	7.60%
	35	Excellent	1.82%
	1,265	Poor/Fair	65.89%