

**Request for Qualifications (RFQ):
Norwalk Redevelopment Agency
Marketing and Communication Services**

Issue Date: 04/10/2020

Response Date/Time: May 4th at 4:00pm EST

Response Location:

Brian Bidolli, Executive Director

3 Belden Avenue

Norwalk CT 06851

Introduction: The Norwalk Redevelopment Agency is soliciting responses from qualified and experienced firms or teams (hereto referred to as consultants) that have successfully performed services relevant to tasks outlined in the attached Scope of Services (Schedule A). The intent of this RFQ is to solicit sealed responses for on-call assistance for Norwalk Redevelopment Agency projects in the area of marketing and communication services. Consultants selected through this RFQ process will qualify to be retained on an on-call basis by the Norwalk Redevelopment Agency.

Preparing a Response

By submitting a response, the consultant team represents that they have thoroughly examined and become familiar with all terms and conditions, minimum requirements and the Scope of Service summaries outlined in Schedule A and are capable of performing the work to achieve the objectives of these services:

Critical Dates:

All questions shall be submitted in writing to bbidolli@norwalkct.org no later than April 24th at 4:00pm EST

RFQ Response Deadline: Monday, May 4th at 4:00pm EST.

Minimum Requirements

- The consultant shall demonstrate sufficient staff resources, with appropriate qualifications/accreditations, either in-house or through sub-consultants that would be available to assist the Norwalk Redevelopment Agency with limited notice.

Submission Contents: Prospective consultants are asked to submit responses in two parts: Letter of Interest and Technical Response.

The Letter of Interest must specify the following:

- The name and address of the Consultant(s).
- General Information on the firm and any proposed sub-consultants. Provide a description of experience in the industry, number of years providing marketing and communication services similar to those as outlined in the scope of services, primary client type, and a summary of services offered.
- Name, title, e-mail and telephone number of the individuals within the firm authorized to commit the company to this contract.
- The name, title, e-mail and telephone number of the individual the Norwalk Redevelopment Agency should contact regarding questions and clarifications.
- A statement that the Consultant's offer will remain in effect for ninety (90) days after acceptance of the Consultant's proposal by the Norwalk Redevelopment Agency.

The Technical Response must contain a description of the consultant's proposed approach with specific reference to:

- Understanding of program and approach to scope of services (Schedule A). Provide a detailed description of each of the services your company/team offers relevant to the scope of services, along with related marketing materials.
- Any recommendations to improve/support the program and any thoughts your firm may have on efficient delivery of Agency projects.
- Description of any special services required.
- Name and required services of any subcontractors with a description of the level of previous working relationship.

- Resumes of key personnel proposed to work on the assignment with emphasis on relevant experience.
- A detailed organization chart.
- A description and status of comparable experience and pertinent examples of related work prepared by the consultant.
- Three references from comparable types of projects completed over the last five years. Include project names and locations, name of primary client contacts and their contact information including e-mail addresses and telephone numbers. Indicate the role of your firm in each project and each project's cost and date of completion.

Submission Requirements: Sealed responses must be received no later than 4:00 pm on **Monday, May 4th at 4:00pm EST**. Responses should be addressed to Mr. Brian Bidolli, Executive Director, and delivered to the following address:

Norwalk Redevelopment Agency
3 Belden Avenue, Norwalk CT 06851

All submissions should be clearly marked "Marketing and Communication Services." Each consultant must submit **four paper** copies and **one digital** copy of their proposal in a sealed envelope bearing on the outside the name of each firm, full address, name of the project for which the proposal is submitted, and the date and time proposal is due. If forwarded by mail, the sealed envelope containing the proposal must be enclosed in another envelope.

Any responses received after this date and time will not be considered. No partial submittals will be accepted.

Inquiries

General questions regarding this RFQ should be directed to Mr. Brian Bidolli in writing at the address noted above, or via e-mail to bbidolli@norwalkct.org no later than 4:00 pm on **Friday, April 24th**. Inquiries and responses will be posted on the DAS website **no later than Wednesday, April 29th, 2020**.

No oral interpretations shall be made to any respondent as to the meaning of any of the documents. Agency staff will arrange an addendum, which shall be made a part of this RFQ and any resulting contracts, including all questions received as above provided and the decisions regarding each. Please note that it is the Agency's policy to respond only to technical questions. Under no circumstances will the Agency provide interpretive guidance. **It shall be the responsibility of interested firms to determine whether any addenda have been issued, periodically check the Agency website and download copies directly from the website.**

Written approval of the Agency is required prior to any public disclosure of the cost proposal submitted in response to this RFQ or any other subsequent awards.

Evaluation & Award

Responses shall be evaluated by the Norwalk Redevelopment Agency after the response deadline. All information will remain confidential until consultant selections are finalized.

The Agency will follow a Qualifications Based Selection (QBS) process for selecting the preferred Consultant(s). All responses will be evaluated for completeness and the respondent's ability to meet all terms and conditions. Consultants or consortia of consultants will be asked to demonstrate expertise and experience in all skill areas outlined in the Scope of Services. All submissions received by the Agency will be reviewed and evaluated by a selection committee comprised of representatives of Agency staff, commissioners and other project stakeholders as appropriate.

Multiple prospective consultants will be selected for a short list and each will be requested to participate in an interview and presentation with the selection committee. Additional technical information may be requested from any respondent by the selection committee prior, during, or after interviews for clarification purposes, however, provided information will in no way revise original submitted responses.

The proposals and Consultant interviews will be evaluated based on the following criteria:

- Corporate experience and capacity:
- Understanding of work to be performed and overall approach to providing the services requested.
- Successful performance of similar work efforts.
- Demonstrated ability to respond to requests for assistance in a timely manner.
- Project organization and staff commitment.
- The qualifications and experience of the firm, the designated project manager and other key personnel to be assigned to work tasks.
- Completeness, feasibility and quality of scope of services.
- Clarity and conciseness of presentation.

The selection committee shall determine in its sole discretion which respondents are fully qualified, or that one respondent is clearly more highly qualified than the others under consideration, and select the respondent(s) to appear on the on-call list. The Agency will notify the selected consultants in writing within 14 days of the decision by the selection committee. Fee schedule negotiations will commence immediately upon notification. A 60-day negotiation period will be provided for the selected consultants and the Agency to finalize fees, scope of service and agreement. At the end of the 60 day negotiation period, the on-call list will be established. If a negotiated fee cannot be mutually agreed to by both parties, the Agency will terminate negotiation and begin negotiation with the next highest rated firm.

It is anticipated that fee schedules will be based on job titles, certified payroll, burden, fringe and overhead (BF&O) rates, a determined profit margin and provisions for pay rate escalation. These fee schedules will be utilized in determining compensation for all work performed directly related to
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this RFQ, including for any estimating of lump sum task proposals. The fee schedules will be available to the Agency prior to contracting with any on-call firm.

The selected consultant(s) will be required to prepare project documents in a timely manner and submit status reports with invoices indicating work completed to date and any problems that have affected the project schedule. To this end, the consultant will be expected to assign sufficient staff to complete the scope of services within the established and agreed to schedule.

Schedule A: Scope of Services

The Norwalk Redevelopment Agency receives financial support for projects from the City of Norwalk, State of Connecticut and federal resources. The consultant must exhibit experience working with and complying with each of these funding sources.

Marketing and Communications Services

The Agency anticipates selecting one consultant to perform these services. The selected consultant will be available to perform comprehensive marketing and communications services (advertising/marketing, public relations, social media, website development and maintenance, account management and reporting) that in collaboration with the Norwalk Redevelopment Agency, will:

1. Promote awareness of the Norwalk Redevelopment Agency, and its projects and programs, throughout Norwalk and Fairfield County which includes:
 - o Community outreach
 - o Communication campaigns
 - o Identification of key target audiences and tactics for each
2. Increase awareness of Norwalk's urban neighborhoods as a prime location for redevelopment, business relocation and business expansion.
3. Increase local awareness of Agency led programs including Community Development Block Grant program, Residential Rehabilitation Loan Program, Historic Façade Improvement Program, Small Business Loan Program (TBD), Design and sign review programs.
4. Increase Agency financial supporters.
5. Support Agency online presence.
6. Account management and reporting

Terms & Conditions

Freedom of Information

Respondents are advised that any and all materials submitted in response to this RFQ shall become the sole property of the Norwalk Redevelopment Agency and shall be subject to the provisions of Section 1-210 of the Connecticut General Statutes (re: Freedom of Information).

Incurred Costs

This request for qualifications does not commit the Norwalk Redevelopment Agency to award a contract or to pay any costs incurred in the preparation of a response to this request.

The Norwalk Redevelopment Agency will not be liable in any way for any costs incurred by respondents in replying to this RFQ.

Severability

If any terms or provisions of this Request for Qualifications shall be found to be illegal or unenforceable, then such term or provision shall be deemed stricken and the remaining portions of this document shall remain in full force and effect.

Acceptance or Rejection by the Norwalk Redevelopment Agency

The Norwalk Redevelopment Agency reserves the right to accept and or reject any or all responses submitted for consideration or to negotiate separately in any manner necessary to serve the best interests of the Agency. Respondents whose responses are not accepted shall be notified in writing.

Amending or Canceling Request

The Norwalk Redevelopment Agency reserves the right to amend or cancel this RFQ, prior to the due date and time, if it is deemed to be in its best interest to do so.

Waiver of Informalities

The Norwalk Redevelopment Agency reserves the right to accept or reject any and all responses to this RFQ, or any part thereof, and to waive any informalities and/or technicalities that are deemed to be in its best interest.

Collusion

By submitting, the consultant implicitly states: that his/her response has not been made in connection with any other competing firm submitting a separate response to this RFQ; is in all respects fair; and has been submitted without collusion or fraud. It is further implied that the firm did not participate in the RFQ development process, had no knowledge of the specific contents of

the RFQ before its issuance, and that no employee of the Norwalk Redevelopment Agency either directly or indirectly assisted in the consultant's response preparation.

Work Products

All drawings, reports, data, and other documents prepared by the consultant shall be submitted to the Norwalk Redevelopment Agency for review and approval. Resulting work products of the Consultant pursuant to this solicitation shall be provided in both print and digital format and shall become the property of the Norwalk Redevelopment Agency.

No such approval shall in any way be construed to relieve the consultant of responsibility for technical adequacy or operate as a waiver of the Norwalk Redevelopment Agency's rights. The consultant shall remain liable according to applicable laws and practices for all damages to the Norwalk Redevelopment Agency caused by the Consultants negligent performance of any of services furnished relative to any agreements resulting from this solicitation.

Personnel

The Contractor shall provide the professional services identified in this scope of services and requested by the Norwalk Redevelopment agency. The proposal must identify the person or persons who will be responsible for conducting the work as listed in this scope of services, and include a copy of each person's resume, experiences with municipal/government clients and listing of references. Norwalk Redevelopment Agency is requesting that a senior experienced person be the primary representative for your firm in actually performing the services.

Subcontracting

Consultants may team as they deem necessary to respond to this RFQ. In their response, the prime consultant and all subconsultants should be clearly identified along with the responsibilities of each. The successful respondents may utilize the services of specialty, currently unidentified subconsultants on those unforeseen portions of the work that under normal practices are performed by specialty firms. In this event, the Consultant shall obtain and make available fee proposals from qualified sub-consultants for those services. Based on funding source, additional procurement requirements may apply.

The successful respondent shall not award any portion of the work to a firm that is not on the selected project team without **prior written approval** of the Norwalk Redevelopment Agency. The acceptance of any and all subconsultants shall reside with the entity the consultant is contracted with, and their decision shall be final. The successful respondent shall be fully responsible for the performance, finished products, acts, and omissions of his subcontractors and persons directly or indirectly employed thereby.

Compliance with Local, State, and Federal Law

The consultant agrees to perform work as specified in the scope of services and accepts the terms

and conditions set forth in the contract. The consultant agrees to comply with any additional terms and conditions required by the Norwalk Redevelopment Agency not contained herein. All delivery of services shall comply in every respect with all applicable laws of the Federal Government and/or the State of Connecticut.

Assigning/Transferring of Agreement

Any successful firm is prohibited from assigning, transferring, conveying, subletting or otherwise disposing of the resulting agreement or its rights, title, or interest therein or its power to execute such an agreement to any other person, company or corporation without prior consent and approval in writing from the Norwalk Redevelopment Agency.

Termination

The Norwalk Redevelopment agency may terminate a consultant's status on the on-call list due to cause, default or negligence on the part of the consultant; or if the consultant fails, in the opinion of the Norwalk Redevelopment Agency, to meet the general terms and conditions of any resulting contract or to provide a level of service that is deemed to be in the best interest of the Norwalk Redevelopment Agency.

Affirmative Action

The consultant must meet all Municipal, State and Federal affirmative action and equal employment opportunity practices. This will include 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."

Disadvantaged Business Enterprise (DBE)/Small Business Enterprise (SBE)

It is the policy of the Norwalk Redevelopment Agency to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit. Award of this contract will be conditioned upon satisfying the requirements described in this RFQ. These requirements apply to all bidders/offerors, including those who qualify as a DBE or SBE. Contracts will not be subject to DBE or SBE requirements.

Issued Purchase Order Required Before Work

No delivery of services shall start without a written contract/work task issued by the Norwalk Redevelopment Agency in accordance with their own policies and procedures. Such work tasks will contain the Detailed Scope of Work, Reimbursement Provisions, approximate date for completion of the work, anticipated length of time needed to complete the work and individual Norwalk Redevelopment Agency required information, and other important data. It is expected and required that the work covered by this scope of services shall be completed in expeditious manner.

Billing

Applications for payment shall be submitted to Norwalk Redevelopment Agency according to the terms set forth in each purchase order. It is understood and agreed by the consultant that Norwalk Redevelopment Agency shall have no liability whatsoever to the consultant for any work to be performed under a contract/work task issued by a member municipality to the consultant.

Insurance

Norwalk Redevelopment Agency requires Consultants provide and maintain adequate professional liability for errors and omissions in the minimum amount of Two Million Dollars (\$2,000,000) and automobile liability insurance in the minimum amount of One Million Dollars (\$1,000,000). The Consultant(s) and subcontractors shall carry workman's compensation insurance. Proof of adequate insurance must be included in the bid application.

Additional Services

If you believe that additional services to those requested in the specifications are necessary, please identify those services and your reasons for recommending such services.