



To Potential Offerors,

**SUBJECT: Strategic Communications Consulting Firm**

Prince George's County Office of Central Services is seeking proposals for a Contractor to provide the subject services in accordance with the Scope of Work. The details and instructions for this solicitation are as follows:

- Solicitation Name:** **Prince George's County Government Solicitation for STRATEGIC COMMUNICATIONS FIRM**
- Solicitation Number:** **S21-030 / 117266603**
- Solicitation Issue Date:** November 25, 2020
- Closing Date and Time:** **December 11, 2020 at 2:00 p.m. (EST)**
- Procurement Officer:** **John Anthony**  
**Procurement Officer III**  
Contract Administration & Procurement Division  
1400 McCormick Drive, Suite 200  
Largo, Maryland 20774  
Phone: (301) 883-6400 ~ Fax: (301) 883-6440
- Proposals must be submitted to SPEED:** For assistance with registering for SPEED or to access a listing of FAQ, please visit **SPEED** eProcurement Platform  
<https://www.princegeorgescountymd.gov/3702/Opportunities>
- Pre-Bid Conference:** Due to COVID-19, the County will not host a Pre-Proposal Conference for this solicitation.
- Submission of Questions:** FOR EMERGENCY PURPOSES, QUESTIONS WILL BE SUSPENDED
- Questions Due By:** FOR EMERGENCY PURPOSES, QUESTIONS WILL BE SUSPENDED
- Bid Bond Required:** No

## SECTION 1 - GENERAL INFORMATION

### **1.1 Summary Statement**

- 1.1.1 The Prince George's County Office of Central Services' Contract Administration and Procurement Division (CAP) is issuing this Letter Request for Proposal (RFP) to establish to establish a term contract with a Contractor(s) as a retainer that is highly skilled in strategic communication consultation.
- 1.1.2 This RFP is an emergency procurement and therefore is not subject to any mandatory supplier participation goal.
- 1.1.3 The County intends to award(s) to the responsive, responsible Offeror providing the Best Value to the County as defined in County Code Section 10A-101(a)(2.1). In determining responsibility, in addition to price, the qualifications listed in Paragraph 23 (a) thru (j) of the General Conditions and Instructions to Offerors, will be considered by the Purchasing Agent. (Please refer to Exhibit A).

### **1.2 Contract Type**

The Contract resulting from this solicitation shall retain firm/fixed pricing for the term of the Contract.

### **1.3 Contract Duration**

- 1.3.1 The Start Date contained in a Notice to Proceed is anticipated to be on or about December 15, 2020 through December 31, 2020. The Contractor shall perform all activities required by the Contract, including the requirements of this solicitation, for the compensation described in its Bid.
- 1.3.2 The County may, at its discretion, may elect to extend the term of this Contract for one (1) additional, six (6) month period.

### **1.4 Contractual Terms & Conditions**

By submitting a Proposal in response to this Letter RFP, an Offeror, if selected for award, shall review the terms and conditions of this RFP. Any exceptions to this RFP must be raised prior to Contract Award. See Appendix A, General Terms and Conditions and Appendix B, Sample Two Party Agreement.

The General Terms and Conditions can be found at:

<https://www.princegeorgescountymd.gov/DocumentCenter/View/16535/General-Terms-and-Conditions>

[All required forms can be found as an attachment in this SPEED posting.](#)

**SECTION 2- SUPPLIER CERTIFICATION PARTICIPATION, PREFERENCE POINTS AND COMPLIANCE**

The Supplier Certification Participation and Preference Point do not apply to this solicitation. This solicitation is exempt from Section 10a-114 (b) and Division Seven (7) of Section 10a of the Prince George's County Code pursuant to Section 10a-114 (a)(4)(d).

## SECTION 3- SCOPE OF WORK

### **3.1 Background and Purpose**

As part of an aid and relief initiative for the ongoing COVID-19 pandemic, Prince George’s County (“the County”) seeks a Contractor to support the Administration in its effort to develop, execute, and implement an effective COVID-19 messaging Campaign. The Price Georges County Government is seeing a strategic communications consulting firm that specializes in crisis communications to assist in developing a crisis communication plan for the County.

The County shall utilize the Contractor to provide services through December 31, 2020, with a six (6) month option to renew.

### **3.2 Scope of Work Requirements**

3.2.1 The Prince George’s County Government is seeking a strategic communication consulting firm the “Contractor” that specializes in crisis communications. The Contractor shall have the necessary background and expertise in crisis management, and capable of providing references.

3.2.2 The Contractor may have the proven capability that consist of the following categorical areas within the general scope of work to include, but are not limited to:

#### **A. Assessment:**

- a. Identification of the mission goal
- b. Identification of key stakeholders
- c. Creation of a hierarchy of information sharing
- d. Development of fact sheets
- e. Outline common scenarios and outcomes to consider
- f. Identification of common questions and answers
- g. Identification of potential risks associated with the campaign
- h. Identification of campaign responses on media platforms such as – social media, interviews, press conferences, interviews, ect.

#### **B. Impact Analysis:**

- a. The Contractor shall perform an assessment of the current County infrastructure to determine the strengths and weaknesses of current messaging protocol. Analysis to include an evaluation of current processes and protocols.

#### **C. Design and/or Recommendations:**

- a. Based off Assessment and Impact Analysis, the Contractor shall develop a messaging campaign to boost and best communicate the County’s campaign and ongoing positions
- b. The Contractor shall recommend changes to the County for improvement in operations and/or systems going forward based on their Assessment and Impact Analysis.

- c. The Contractor shall have the necessary background and expertise in crisis management and be able to demonstrate their ability through a work plan, references, and previous experience.

**D. Additional Responsibilities of the Contractor**

- a. As part of the work and services to be performed, the Contractor shall furnish monthly reports to the Agency Representative, or more frequently if requested by the Agency Representative, in such form and number as may be required by the Agency Representative, and shall make such final reports as may be required by the Agency Representative concerning the work and services performed under this Agreement.
- b. As part of the work and services to be performed, the Contractor shall meet with the Agency Representative or his designee from time to time as requested by the Administrator or designee to discuss progress on any item, project, or issue covered under this Agreement.
- c. At least 30 days after termination of the Agreement, the Contractor shall provide an itemized list of all actions directed by the Agency Representative to be performed pursuant to this Agreement, an accounting of the status and assessment of success.
- d. The County shall cooperate and assist the Contractor in performing under the provisions of this Agreement. Without limiting the foregoing, the County shall, to the extent the County sees fit, make available to the Contractor any information the County possesses relevant to services to be undertaken by the Contractor and appropriate members of the County's staff for assistance to and/or consultation with the Contractor.

The Contractor shall not recommend or pursue actions on behalf of the County without the prior approval of the Agency Representative and Procurement Officer or his designee.

<b>3.3 Insurance Requirements</b>
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3.3.1 General Insurance Requirements:

- (1) The Contractor shall not start work under this Contract until the Contractor has obtained at his own expense all the insurance required hereunder and such insurance has been approved by the County; nor shall the Contractor allow any subcontractor to start work on any subcontract until all insurance required of the subcontractor has been so obtained and approved by the Contractor. Approval of insurance required of the Contractor and subcontractors for Prince George's County will be granted only after submission to the Procurement Officer of original, signed certificates of insurance or, alternately, at the County's request, certified copies of the required insurance policies.

**SECTION 4 – BID SUBMITTALS AND EVALUATION**

**Two Volume Submission**

The selection procedure for this procurement requires that evaluation of the Technical Response be conducted before the Cost Proposal is distributed to the Evaluation and Selection Committee. Consequently, the technical proposal and the cost proposal must be submitted separately. Failure to comply may result in disqualification of an Offeror’s proposal.

**Technical Offer and Evaluation**

The Contract shall be awarded to the responsive and responsible Offeror, or Offerors in the case of multiple awards, that offers the Best Value to the County:

The Contract shall be awarded to the technically qualified Offeror with the lowest cost. The Technical Criteria for this solicitation is a follows:

- a) Project Approach and Methodology
- b) Qualifications and Previous Experience
- c) Contractor Management Team

Selection and award will be based on the following criteria:

**Criteria 1 - Project Approach and Methodology (0 - 35 points)**

The approach should describe the resources, activities and/or methodology that will be used to accomplish the work in a timely manner. Describe the capabilities of the organization and how they align with the requirements of the Scope of Work.

**Criteria 2 - Qualifications and Previous Experience (0 - 30 points)**

In accordance with the Scope of Work, demonstrate prior similar performance on at least two (2) projects of similar size and scope within the past five (5) years.

**Criteria 3 - Contractor Management Team (0-15 Points)**

Describe the project principals, project manager and/or key staff. Please address how well the individual’s qualifications and experience relate to the requirements of this project and demonstrate experience completed on projects of similar size and scope. Include a staffing plan.

Failure to submit the information outlined above may render such Bidder’s Bid non-responsive and such Bid may not be considered for award.

**Cost Proposal Evaluation (To submitted in a separate email)**

**Criteria 4 - Price (0 -20 Points)**

The price evaluation shall be objective. The Contractor with the lowest price shall receive the maximum price points. All other proposals shall receive a proportionately lower total score. All prices herein shall be on an F.O.B. destination basis; Prince George’s County, Maryland.

The following formula shall be used to determine each Contractor's evaluated price score:

$$\frac{\text{Lowest Price Proposal}}{\text{Price of Proposal Being Evaluated}} \times 20 = \text{Evaluated Price Score}$$

Technical Proposal (80 Points) + Cost Proposal (20 Points) = 100 Maximum Total Points

Thank you in advance for your interest.

John Anthony  
Procurement Officer III  
Office of Central Services  
Prince George's County, Maryland