



THE SCHOOL DISTRICT OF UNIVERSITY CITY
7700 Olive Blvd
St. Louis, MO 63130
(314) 290-4000

REQUEST FOR PROPOSAL (RFP)
PUBLIC ENGAGEMENT/EDUCATION & COMMUNICATIONS

I. BACKGROUND

The School District of University City in St. Louis, MO, hereinafter referred to as “District,” is seeking a firm to facilitate a community-wide Public Engagement/Education and Communications program. The district is accepting proposals from qualified firms to provide community engagement consulting services. Proposals and qualifications are being accepted for services that would encompass duties ranging from consultation, meeting facilitation, development of informational materials, creation and implementation of surveys, compiling feedback, messaging key priorities and overall development of a solid community engagement/information plan which may lead to a possible referendum effort in the spring of 2024.

The School District of University City is located in central St. Louis County, Missouri and serves over 2,500 students.

II. RECEIPT OF PROPOSALS

Three copies of your proposal must be submitted in a sealed envelope clearly marked “RFP – University City Chief of Staff” and the company name and address. Proposals must be received no later than 4 p.m. on Thursday, July 20, 2023, at the following address or electronically via email:

The School District of University City
Attn: Mr. Joe Miller, District Chief of Staff
7700 Olive Blvd.
St. Louis, MO 63130
joemiller@ucityschools.org

For additional information, please contact Joe Miller at joemiller@ucityschools.org or (314) 290-4007.

The Proposal submitted is the document upon which the District will make its initial judgment regarding a Company's qualifications, understanding of the District's scope and objectives, methodology, and ability to complete services under the contract.

Those submitting Proposals do so entirely at their own expense. There is no expressed or implied obligation by the District to reimburse any firm or individual for any costs incurred in preparing or submitting Proposals, preparing or submitting additional information requested by the District, or for participating in any selection interviews.

Submission of any Proposal indicates acceptance of the conditions contained in the RFP, unless clearly and specifically noted otherwise in the Proposal.

- The District reserves the right to reject any and all Proposals, in whole or in part, submitted in response to its RFP.
- The District reserves the right to waive any and all informalities and to disregard all non-conforming, non-responsive or conditional Proposals.
- The District may, at any time, by written notification to all vendors, change any portion of the RFP described and detailed herein.

During the evaluation of Proposals, the District may require clarification of information or may invite vendors to an oral presentation to amplify and or validate Proposal contents.

The District will select the proposal that is determined to be the best value to The School District of University City. Selection will be based on a variety of criteria, including: comprehensiveness and completeness of proposal; proposed products and services; qualifications and experience of the company; references; and cost.

The District may reject any proposal from a consultant that it deems is not qualified (responsible), and the District reserves the right to cancel this solicitation if it deems that the proposals are not in the best interest of the District.

DESCRIPTON OF PROJECT WORK

- Along with key staff members, under the auspices of the District's Board of Education and the Superintendent, develop information communications guided by the district's mission statement and the findings of the district's strategic planning initiatives.
- The organization or individual hired by the Board to assist in providing information communications will be responsible for:
- Creating a plan and timeline with measurable goals, as well as a possible referendum schedule that would accomplish these goals.
- Determining the referendum audience and explaining how the referendum audience will be reached by the information communications.

- Creating print materials to inform the referendum audience.
- Creating a social media or electronic plan for the referendum audience.
- Developing messaging and collateral support (video and/or screen presentations) for informational group presentations.
- Training the Board and staff on their roles and responsibilities in information communications.
- Establishing the frequency and timing of research polling, if necessary.
- Providing monthly evaluations of information activities and introducing adaptations to plan where appropriate.
- Meeting/communicating with the Board and key staff (in-person, via phone and e-mail).

SCHEDULE

Thursday, July 20, 2023: RFP submissions due to The School District of University City.

QUESTIONS AND CLARIFICATIONS

Questions or requested clarifications regarding the requirements of this RFP must be emailed to Joe Miller, District Chief of Staff (joemiller@ucityschools.org) no later than Monday, July 17, 2023. The district will provide a written email response that identifies every question submitted by Tuesday, July 18, 2023. No clarification questions received after Monday, July 17, 2023 at 1 p.m. will receive a response.

PROPOSAL FORMAT AND REQUIREMENTS

Respondents must furnish one electronic version of their proposal. Proposals shall be limited to 20 pages (not including staff resumes). Please address the following areas in your proposal:

a) Execution

- a. Provide a detailed narrative description of how the firm proposes to execute the project, including a timeline (the possible tax referendum will be placed on the ballot in April 2024).
- b. Describe your experiences with similar projects that demonstrate effective work. Other materials can be included which would help evaluate your firm.
- c. Submit a statement on why you believe your firm is the best qualified to carry out the project.

- d. What other factors are relevant to an information communications project?
- e. What role with Board members, administrators, staff and volunteers play in an information communications project?
- f. What training would be required to fill leadership positions and committee selections? How would you ensure tax dollars are not used for advocacy-related efforts?
- g. How would you test potential themes and messages?

b) Description of the firm

- a. Please provide structure, areas of expertise, time in business, number of employees and other data that helps to characterize the firm, addresses of the main office and the office that will manage the project.
- b. If all services mentioned in the Description of Project Work are not available in-house, specify from whom they will be obtained.
- c. Provide any vendor relationships you plan to include as part of this proposal.

c) Experience

- a. Describe how familiar your firm is with The School District of University City demographics? Describe any work you have done with an organization with a similar demographic.
- b. Briefly describe three recent projects executed by the firm to demonstrate experience relevant to the proposal. Limit the responses to engagement involved property tax increases and not sales tax measures.
- c. List public school district clients for whom you have performed similar work in the past five years. If you have not performed work for school districts, list non-profit or municipal clients.
- d. For each project listed, provide the name, address, and a contact name of the client's representative who can be contacted regarding your performance.
- e. What is the success rate of projects/organizations for which you have conducted information communications? Why do you think the measure was not successful? Provide at least one related reference.

d) Personnel

- a. Provide professional resumes for the key people to be assigned.
- b. Describe proposed responsibilities of key people.
- c. Identify the person who would be the primary contact point for the District.
- d. Provide an organizational chart of the project team.

e) Required District Resources

- a. What resources would you require from the District and what involvement would you expect from the District staff?

f) Cost

- a. An itemized cost of your services. Identification of any and all additional costs not included in the proposal associated with managing an information communications project.
- b. Please provide details of your fee structure and a range of anticipated costs based on the projected scope of work.
- c. Do you charge agency fees?
- d. Do you charge separate fees for graphic designers and/or other professional services?

CONSULTANT SELECTION

Proposals will be evaluated by the Superintendent and related members of the Administrative Team in its sole discretion based on the following criteria:

- Understanding of the work required by District as evidenced by the proposal.
- The qualifications of the Consultant and the team assigned to District.
- The scope of services offered and to the extent to which they meet or exceed the requirements of the District to successfully conduct an information communications project
- Compatibility with the district's values and operations
- The total cost of the services offered to District

The District shall not be obligated to explain the results of the evaluation process to any vendor.

The successful candidate will be interviewed by telephone, online or in person. Upon selection of a finalist, the district will enter into contract negotiations. If these negotiations fail, District will proceed with contract negotiations with the next firm and so on. Unsuccessful respondents will be notified after the Board awards a contract.

RFP SUBMISSION INFORMATION

Sealed responses to the RFP must be received by 4 p.m. on Thursday, July 20, 2023 and should be directed to The School District of University City, Attn: Joe Miller, District Chief of Staff, 7700 Olive Blvd., St. Louis, MO 63130 – or sent electronically to joemiller@ucityschools.org. Please provide either an original or electronic version of the proposal (or both).

ADDITIONAL INFORMATION & CONDITIONS

- **No Obligation to Award**

This RFP solicitation does not oblige the district to award a contract to any respondent. District may, at its discretion, revise the selection process, the schedule of events or anticipated date of award, may request further information from any respondent or may withdraw the RFP in part or in its entirety.
- **Proposal Participation**

Any entity that has received this RFP directly from District or indirectly through a third party is eligible to submit a proposal for the required services.
- **Withdrawal**

A respondent may withdraw its proposal without prejudice to itself, by submitting a written request for its withdrawal to Joe Miller at any time during the entire selection process.
- **Acceptance/Rejection of Proposal**

District reserves the right to accept any proposal, to reject any and all proposals, waive any and all requirements of the RFP, or to waive any informality in proposals received when such acceptance, rejection or waiver is considered to be in the best interest of District and its employees. This request does not obligate District to pay any cost incurred by vendors related to submission of proposals in response to this RFP.
- **Confidentiality**

All vendor-supplies materials, including response to the RFP, become the property of the District. The District will respect the confidentiality of the information provided under each proposal and will work with all vendors to meet their confidentiality requirements, provided they are within reason. Proposals are subject to the Freedom of Information Act.
- **Contract Termination**

The District, in its discretion, may terminate the agreement in whole or in part at any time, whenever it is determined that the successful Consultant has failed to comply with or breached one or more of the terms and conditions of the agreement or specifications incorporated therein. In the event of the partial or total termination of the agreement, it is hereby agreed that District shall only be obligated to pay in accordance with the terms of the agreement for materials and services, which have been accepted by District.

PERSON COMPLETING PROPOSAL

Signature

Printed Name

Date

Company Name and Address

Telephone Number

Email Address

References

