



CITY COUNCIL AGENDA ITEM

June 15, 2011

To: John Szerlag, City Manager

From: Mark F. Miller, Director of Economic & Community Development
Susan A. Leirstein, Purchasing Director
Cindy Stewart, Community Affairs Director

Subject: Approval of a Communications Strategy RFP

The foregoing is based upon direction of City Council to City Management on June 6, 2011.

Background

City Council adopted their Vision Statement and Goals on February 7, 2011. City Council then directed City management to work on a process to achieve the approved goals. (Resolution #2011-02-023)

Phase I was a statistically significant citizen survey and scheduled community conversations. The survey results and community conversations indicated Troy residents feel a separation between themselves and elected officials. Subsequently, Council recognized the need to develop a comprehensive communications strategy. On June 6, 2011, City Council directed management and staff to develop a formal statement of qualifications / request for proposals in order to meet the City's vision statement and goals.

The purpose of the proposed communication strategy is to provide all stakeholders – City Council, administration, employees, residents, business, educational and other interest groups – with a clear, consistent message emulating Council's Vision. The scope of work includes assistance in: implementing the Vision and Goals; development and implementation of an overall media outreach; categorization and development of concise communication tools; website evaluation; ongoing research; implementation of social media strategy; collaboration and expansion of stakeholder coalition.

Options

City management presents three options:

- 1) Approve the attached RFP document as presented at an estimated total cost of \$50,000.
- 2) Modify the RFP document and proceed with the process at an estimated total cost of \$100,000.
- 3) Do nothing.

Fund Availability

Funds are available in various salary accounts as a result of employee turnover and reductions in staff that have vacated budgeted positions; or fund balance; or a combination thereof.



June 20, 2011

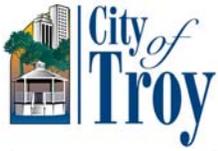
TO: All Prospective Bidders
FROM: The City of Troy Purchasing Department
RE: Request for Qualifications/ Proposal
RFQ / RFP 11-13 Communications Strategy

The City of Troy Purchasing Department invites firms to review the attached Request for Qualifications (RFQ) and Request for Proposal (RFP) documents for the development of a Communications Strategy. The attached documents will be used to determine the most qualified vendor with the ability to provide these services.

The effective date of the resulting contract will be upon City Council approval. A Committee consisting of the Director of Economic and Community Development, the Community Affairs Director, and the Community Relations Director from Sterling Heights will evaluate the proposals and recommend the most qualified vendor for City Council approval. Their decision will be deemed in the City of Troy's best interest and will be final. The City of Troy urges all interested parties to submit the enclosed Request for Qualifications and Request for Proposal documents.

Sincerely,

Susan Leirstein, CPPO, CPPB
Purchasing Director



Communications Strategy

SECTION 1: Request for Qualifications / Request for Proposal – Section Guide

COMMUNICATIONS STRATEGY

Section 1: Section Guide –
Section 2: Request for Qualifications / Request for Proposal Content – 2 Pages
Section 3: Criteria for Selection – 1 Page
Section 4: Instructions To Bidders – 3 Pages
Section 5: Vendor Questionnaire – 4 Pages
Section 6: Insurance and Indemnification Requirements – 2 Pages
Section 7: Cost Proposal – 1 Page
Section 8: Proposal Terms and Conditions – 3 Pages
Section 9: Scope of Work and Specifications – 3 Pages
Section 10: Vision Statement and Goals – 1 Page
Section 11: Attachments Attachment 1: Legal Status of Bidder – 1 Page Attachment 2: Non-Collusion Affidavit – 1 Page Attachment 3: Contract Form – 1 Page Attachment 4: Sample Insurance Certificate – 1 Page Attachment 5: Statement of No Interest – 1 Page



The City of Troy is requesting that all bidders complete the Request for Qualifications and Proposal documents attached for a Citywide Communications Strategy. Bidders must pass the Request for Qualifications Phase of the process in order to have their proposal considered. Please read the Background, General Information and Scope of Work sections of this Request for Proposal document.

1. QUALIFYING CONDITIONS OF THE CONSULTING FIRM WHO WILL BE RESPONSIBLE FOR THE CITYWIDE COMMUNICATIONS STRATEGY:

A. YEARS IN BUSINESS

The firm will be required to be an established business with a minimum of five (5) years public sector experience in the marketing / public relations business.

B. EXPERIENCE IN PUBLIC SECTOR COMMUNICATIONS STRATEGY DEVELOPMENT

The firm submitting a Request for Proposal is required to enclose with their proposal at least three (3) comparable communication strategy examples detailing the type of project involved and services provided within the last five (5) years. The firm should have verifiable marketing experience. A sample document should be included with the submitted proposal.

C. POSITIVE REFERENCES FOR THE FIRM

The firm will be required to have verifiable positive references, which may include but are not limited to ability, performance of previous contracts and services, integrity, character, reputation, judgment, experience, efficiency, delivery, professionalism of product, and timeliness. Each firm submitting a RFQ / RFP will be required to submit a complete list of similar projects for the last five years which shall include a minimum of three (3) similar projects.

D. QUALIFICATIONS OF FIRM TO PERFORM PROJECT AS SPECIFIED

Each firm submitting a RFQ / RFP will be required to submit a list of personnel, including project manager, to be assigned to the project including resumes, experience and responsibilities. Firms must include joint venture and/or subcontractor information including a list of the team members that may partner/participate on this project. Each firm will be required to describe capabilities specific to the scope of work as specified.

E. WORK PLAN AND METHODOLOGY PROPOSED

The firm will be required to provide a work plan and methodology that outlines how the firm intends to create and complete the plan with particular emphasis on strategies for development of a plan, understanding of the project, communication methods and completion schedule.

F. RESPONSE TO ATTACHED QUESTIONNAIRE

The firm will be required to provide detailed responses to questions asked in the enclosed vendor questionnaire.

2. FINANCIAL INFORMATION

The City of Troy reserves the right to require a bidder to show to the complete satisfaction of City staff that it has the necessary facilities, abilities, and financial resources to provide the service specified herein. The bidder may also be required to give a past history in order to satisfy the City of Troy in regard to the bidder's qualifications. The City of Troy may make a reasonable investigation deemed necessary and proper to determine the ability of the bidder to perform the work, and the bidder shall furnish to the City of Troy all information for this purpose that may be requested.



PROCEDURAL INFORMATION

1. PUBLIC INFORMATION

All submitted RFQ / RFP documents and information submitted as part of this proposal will become a public record upon their delivery to the City Clerk.

2. RESPONSES TO QUESTIONS

A firm may submit written questions in order to clarify any matters relating to this RFP. The firm's question(s) and the City's answer(s) will become part of the public record and will be shared with all other firms to whom the RFQ / RFP has been provided. *Questions will only be accepted until seven (7) business days prior to opening the proposals.*



SELECTION PROCESS

CRITERIA FOR SELECTION

The identified Committee will review the proposals. The City of Troy reserves the right to award this proposal to the firm considered the most qualified based upon a combination of factors including but not limited to the following:

- A. Compliance with qualifications criteria
- B. Completeness of the proposal
- C. Financial strength and capacity of the firm
- D. Correlation of the proposals submitted to the needs of the City of Troy
- E. Any other factors which may be deemed to be in the City's best interest
- F. Evaluation Process

Phase 1: Minimum Qualifications Evaluation

Firms will be required to meet minimum established criteria in order to go to the second phase of the process.

Phase 2: Evaluation of Proposals

Each Committee member will independently use a weighted score sheet to evaluate the proposals; each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each firm for this phase of the process.

Phase 3: Interview Score

The City will invite the top rated firms to participate in an interview. Each Committee Member will independently use a weighted score sheet to evaluate the Interview; each Committee Member will calculate a weighted score. The scores of the Committee Members will be averaged into one score for each firm for this phase of the process. Those being interviewed may be supplied with further instructions and requests prior to the interview. Persons representing the firm at the interview must be the personnel who will be assigned to this project.

Phase 4: Final Scoring and Selection

The firm with the highest final weighted score will be recommended to the Troy City Council for Award.

60% Proposal Score (100 point base)
40% Interview Score (100 point base)
100%

Note: The City of Troy reserves the right to change the order or eliminate an evaluation phase if deemed in the City's best interest to do so.



INSTRUCTIONS TO BIDDERS

1. The following pages include a questionnaire and proposal pricing section to be completed by each vendor submitting a proposal. Each item must be completed with a response. Vendors not responding to the questions may be classified as unresponsive. The bidder must initial any corrections. The questionnaire and proposal are to be completed in legible form, preferably typewritten.
2. The response must follow this format. Supplemental information should be provided in additional sections following the same numbering scheme. The response should be concise and complete.
3. Completed forms may be duplicated as required. **Four (4) copies of the complete package shall be submitted at the time of proposal submission.**
4. Any additional written material such as professional records, certifications, etc. your firm may think important should be attached and submitted to augment the data included in the questionnaire and proposal. It is not necessary to include expensive custom binders, displays, or other materials unless the firm believes such materials are necessary to the proposal. All costs incurred in the preparation and presentation of the proposal shall be wholly borne by the prospective bidder.
5. Sealed proposals for **A COMMUNICATIONS STRATEGY** will be received by the City of Troy at the office of the City Clerk, 500 W. Big Beaver Road, Troy, MI 48084 until **JULY 13, 2011** at **10:00 AM E.D.T.**, after which time they will be publicly opened and read in the Troy City Offices.
6. PLEASE MARK YOUR ENVELOPES: **RFQ/ RFP-COT 11-13 COMMUNICATIONS STRATEGY** on the lower left-hand corner.
7. **NO FAXED DOCUMENTS WILL BE ACCEPTED EXCEPT AS NOTED** (Insurance Certificate)
8. **TIMELY SUBMITTALS:** Late submittals will not be accepted.
9. All information requested herein shall be submitted with the Request for Qualifications (RFQ) and Request for Proposal (RFP); failure to do so may result in rejection of the RFQ and/ or RFP as non-responsive and/or incomplete.
10. The City of Troy reserves the right to reject any and all RFQ/ RFP's, to waive any informality in any RFQ/ RFP received, and to accept any RFQ/RFP or part thereof, which shall be deemed to be most favorable to the interests of the City of Troy.
11. Any and all proposals submitted must be on the City of Troy request for proposal forms. If more than one proposal is submitted, a separate proposal form must be used for each. Forms are enclosed or obtainable at the City of Troy Purchasing Department or on the Michigan Intergovernmental Trade Network website at www.mitn.info.
12. Municipalities are exempt from Michigan State Sales and Federal Excise taxes. Do not include such taxes in the proposal figure. The City will furnish the successful bidder with tax exemption certificates when requested.
13. If further information regarding this proposal is required, please contact the Purchasing Department at (248) 524-3338 or (248) 680-7291.



14. VENDOR CHANGES OR ALTERATIONS TO RFP DOCUMENTS INCLUDING SPECIFICATIONS MAY RESULT IN A RFP BEING CONSIDERED NON-RESPONSIVE. The only authorized vendor changes to a RFP document will be in the areas provided for a bidder's response, including the "Exceptions" section of the proposal. If a change or alteration to the documents is undetected and the bidder is awarded a contract, the original terms, conditions, and specifications in the Authorized Version of the RFP document will be applicable during the term of the contract. The City of Troy shall accept NO CHANGES to the RFP document made by the Vendor unless those changes are set out in the "Exceptions" provision of the Authorized Version of the RFP document. It is the Vendor's responsibility to acquire knowledge of any changes, modifications or additions to the Authorized Version of the RFP document. Any Vendor who submits a proposal and later claims it had no knowledge of any changes, modifications or additions made by the City of Troy to the Authorized Version of the RFP document, shall be bound by the proposal, including any changes, modifications or additions to the Authorized Version.

If a proposal is awarded to a Vendor who claims that it had no knowledge of any changes, modifications or additions made by the City of Troy to the Authorized Version of the RFP, and that Vendor fails to accept the award, the City of Troy may pursue costs and expenses to re-bid the item from that Vendor. The Authorized Version of the RFP document shall be that document appearing on the MITN System with any amendments and updates.

The City of Troy officially distributes RFP documents from the Purchasing Department or through the Michigan Intergovernmental Trade Network (MITN). Copies of RFP documents obtained from any other source are not considered official copies. Only those vendors who obtain RFP documents from either the Purchasing Department or the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the sources indicated, it is recommended that you register on the MITN site, www.mitn.info, and obtain an official copy.

15. A successful bidder furnishing labor on City/public premises does agree to have his workers covered by Worker's Compensation, General Liability, Automobile Liability and be bonded and to furnish a certification of insurance showing coverage to Mr. Stephen Cooperrider, Risk Manager within (5) five business days of a verbal / electronic request. The "Company Representative" does warrant that by signing the RFP document, the "additional insured endorsement" will be included in the Insurance Coverage supplied to the City as part of the specified requirements.
16. To the fullest extent permitted by law, the successful bidder agrees to defend, pay on behalf of, indemnify, and hold harmless the City of Troy, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Troy against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Troy, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Troy, by reason of personal injury, including bodily injury or death and/ or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this contract.
17. To the extent permitted by law, the City of Troy and the successful bidder waive all rights against each other and any of their subcontractors, sub-subcontractors, agents and employees, and the architect, architect's consultants, separate contractors, if any, and any of their subcontracts, subcontractors, sub-subcontractors, agents and employees, for damages caused by fire or other perils to the extent covered by property insurance obtained pursuant to this agreement or other property insurance applicable to the work. The policies shall provide such waivers of subrogation by endorsement or otherwise. A waiver of subrogation shall be effective as to a person or entity even though that person or entity would otherwise have a duty of indemnification, contractual or otherwise, did not pay the insurance premium directly or indirectly, and whether or not the person or entity had an insurable interest in the property damaged for this contract.



Request for Qualifications and Proposal
Communications Strategy – Instructions to Bidders continued
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SPECIAL INSTRUCTIONS

- All bidders are held to stated prices, as accepted by the City, for 60 days or proposal award, whichever comes first, except the successful firm whose prices shall remain firm through project completion.
- Final bid results will be posted on the MITN website after award. Please register to see results – www.mitn.info.



3. If a joint venture or association of firms is proposed, how will the work on this project be handled? Please be specific. Include a list of team members that may partner/participate on this project including their resumes, stating experience and qualifications. Please also indicate your firm’s experience working with these professionals.

4. List all other public sector agencies with whom your firm has worked including contact information.

5. Personnel of the firm who would be assigned to this account.
Please provide resumes, copies of certifications, degrees, and/or list any additional training classes taken to increase expertise in this field for the people listed in this section who will be assigned to the City of Troy account along with project responsibilities. Firm must identify Project Manager that will be assigned to the account.

TITLE	NAME	DEGREE/ CERTIFICATION	EXPERIENCE/ YEARS	ROLE

6. What services are provided in-house and what services are subcontracted to outside firms as it relates to this project. If outside firms will be used, include their resumes, stating experience and qualifications. Please also indicate your firm’s experience working with these professionals.

COMPANY NAME: _____



7. Delineate your firm’s time frame to complete the scope of work as specified (pages 17 - 19) for the Communications Strategy Plan. Provide a project timeline including specific milestones of the major elements of the plan.

8. Describe the methodology for creation of the Communications Strategy Plan, with particular emphasis on the strategies for development of the Plan. Include communication methods that will be employed to keep the City updated during the project.

9. Describe your firm’s relationships with media partners including television, radio, print and internet.

10. Provide evidence of your firm’s ability to secure financial sponsorships.

COMPANY NAME: _____



11. Professional References – please list at least three (3) clients with whom you have completed communications strategy plans for within the past five (5) years that are similar in scope to the type of work described in this proposal. Contact names and the listed information are to be provided.

Entity Name	Address	Contact Name	Phone Number	E-Mail

12. Moving forward, what ongoing services / strategies would you recommend in order to sustain the overall Communications Plan?

13. List all contract commitments your firm has been engaged to perform for 2011/2012. Give organization name, name of contract and value of contract.

ORGANIZATION	CONTRACT	VALUE

14. SAMPLE DOCUMENT - A sample communications strategy plan document must be included with your submitted proposal. This document needs to be a plan completed by your firm with a similar project scope. This document will be reviewed as part of the evaluation process and will become the property of the City of Troy

() Attached to the proposal and marked _____ for identification.

THE FOREGOING QUESTIONNAIRE IS A TRUE STATEMENT OF FACTS:

Signature of Authorized Firm Representative: _____

Representative's Name: _____
(print)

Firm Name: _____

Address: _____

Phone Number: _____

Fax Number: _____

E-mail: _____

Date: _____



INSURANCE:

Insurance Requirements shall be in accordance with the attached **SAMPLE INSURANCE CERTIFICATE**. At time of award, the required Insurance Certificate must be submitted to Mr. Stephen Cooperrider, Risk Manager, within five (5) business days of the verbal/ electronic request. The RFP cannot be completely awarded without this Insurance Certificate. The Insurance Certificate may be faxed **(248) 524-3328** to the City Offices, and is the only document accepted in this format.

In addition, proposals must include a letter or insurance certificate from the proposer's insurance agent or carrier that the insurance to be supplied will meet specifications. See paragraph titled IMPORTANT below.

- () We can meet the specified insurance requirements.
- () We cannot meet the specified insurance requirements.
- () We do not carry the specified limits but can obtain the additional insurance coverage of \$ _____ at the cost of \$ _____ .
Note: Please note the amendments on a sample insurance certificate and attach it to your proposal.
- () Our proposal is reduced by \$ _____ if we lower the requirements to \$ _____ .
Note: Please note the amendments on a sample insurance certificate and attach it to your proposal.

NOTE: Failure on the part of any bidder to contact his/her insurance carrier to verify that the insurance carried by the bidder meets City of Troy specifications shall result in this proposal being completed incorrectly.

OTHER: Sole proprietors must execute a certificate of exemption from Worker's Compensation requirements or provide proof of Worker's Compensation Insurance. All coverage shall be with insurance carriers licensed and admitted to do business in Michigan, and acceptable to the City of Troy.

INSURANCE VERIFICATION: A bidder shall complete the above portion that details additional costs that may be incurred for specified coverage without purchasing the additional coverage prior to proposal submission.

IMPORTANT: A bidder **must** submit with their proposal on the designated opening date and time a letter or insurance certificate from their insurance agent or carrier that the insurance to be supplied will meet specifications. A bidder will be considered non-qualified if an acceptable letter is not received with the proposal documents.

_____ being duly authorized to execute contracts for _____
(Print Full Name) (Company Name)

hereby acknowledges that once accepted by the Risk Manager, the specified insurance certificate for RFP-COT 11-13 shall remain in full force and effect during the life of the contract.

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE: _____

COMPANY NAME: _____



SECTION 6: INSURANCE AND INDEMNIFICATION REQUIREMENTS - continued

CITY OF TROY
INDEMNIFICATION (Hold Harmless) CLAUSE

To the fullest extent permitted by law,

_____ agrees to defend, pay on
(Name of Contractor / Organization)

behalf of, indemnify, and hold harmless the City of Troy, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Troy against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Troy, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Troy, by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this contract/agreement.

Contract / Agreement

Contractor/Vendor representative signature/date

Witness

City of Troy representative signature/date

Witness

(Please complete and return at time of proposal submittal)



**PROPOSAL
COST PROPOSAL / SCHEDULE OF VALUES**

FEE COMPUTATIONS: DEVELOP A COMPREHENSIVE COMMUNICATIONS STRATEGY

The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

Estimated Number of Hours _____ Estimated Total Annual Budget: **\$50,000.00 or \$100,000**

Plus reimbursable estimated expenses (attach a schedule of reimbursable expenses)

Reimbursables Not-to-Exceed: \$ _____

NOTE: All items necessary to complete the project as specified including items incidental to the work but not specifically noted in the proposal shall be included in the Not-to-Exceed price above. (i.e. items such as travel, clerical, copy, and miscellaneous charges)

SCHEDULE OF VALUES:

A Schedule of Values of hourly rates for personnel that will be involved in the project and reimbursables must be included below. These rates will be used to determine the costs for any services rendered.

RATE PER JOB CLASSIFICATION:	UNIT PRICE
	\$ /hour
	\$ /hour
	\$ /hour
POTENTIAL ADDITIONAL SERVICES:	
	\$
	\$
	\$
REIMBURSEABLES:	
	\$
	\$

Note: If more space is required, attach additional sheets as necessary but use the format established above.

Please include prices for additional services such as any clerical charges, copy charges, etc. necessary if additional work results from a change to the Scope of Work. Services with a Minimum Charge Also Need To Be Noted As Such.

COMPANY NAME: _____



PROPOSAL TERMS AND CONDITIONS

SIGNATURE:

Each authorized representative of the firm must sign the proposal with their usual signature and shall give their full business address. Proposals submitted by partnerships shall be signed with the partnership name by one of the members or by an authorized representative. Proposals by corporations shall be signed with the name of the corporation followed by the signature and designation of the President, Secretary, or other person authorized to bind it in the matter.

RETAIN PROPOSALS:

The City reserves the right to retain all proposals submitted and to use any ideas in the proposals regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFQ/RFP, unless clearly and specifically noted in the proposal submitted and confirmed between the City of Troy and the firm selected.

LAWS:

All applicable State of Michigan and Federal laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the award throughout and incorporated herein by reference.

ADDITIONAL INFORMATION:

For additional information or questions concerning this project, please contact Ms. Cindy Stewart, Community Affairs Director, at (248) 524-1147.

AWARD OF CONTRACT:

The evaluation and award of this proposal shall be a combination of factors including, but not limited to: the completion of all information requested and detailed in the RFQ / RFP, professional competence, references that include evidence of completion of at least three (3) communications strategy plans, project comprehension, and the correlation of the proposal submitted to the needs of the City of Troy and any other factors considered to be in the best interest of the City of Troy.

The City of Troy reserves the right to award to the firm providing the best value proposal, in whatever manner is deemed to be in the City's best interest; to award the proposal to the most effective total package which matches the City's needs; to reject a proposal which contains major deviations from specifications; to accept a proposal which has only minor deviations from specifications; whatever is deemed to be in the City's best interest.

DOWN PAYMENTS OR PRE-PAYMENTS:

All proposals submitted with terms or any provisions in the proposal, which requires a down payment or pre-payment of any kind will not be considered for an award. The designated City representative will make payment approval of all items upon acceptance of the work being invoiced.

CONTRACT FORMS: Bidders should complete the Legal Status of Bidder and Non-Collusion forms and return with your proposal documents. The contract form will be completed after award.

COMPANY NAME: _____



PROPOSAL TERMS AND CONDITIONS (continued)

INVOICING AND PAYMENT:

The City of Troy reserves the right to select the invoicing option deemed to be in its best interest at the time of implementation of the contract. No additional costs will be incurred for the invoicing option selected. Detailed billing will be required which minimally includes the project name, service(s) provided, hours worked, cost per hour, and a detailed breakdown of additional allowable expenses.

Termination of service will be unacceptable for non-payment of a bill without the successful bidder contacting the designated City representative to resolve the problem. The City will have 45 days to resolve any billing problem from written notice to terminate services.

PURCHASE ORDER:

After the Troy City Council has approved the award, the City of Troy Purchasing Department will fax an award letter to the successful bidder. The successful bidder once notified, will be required to sign the Contract Form. The purchase order issued in conjunction with the Contract Form from the City of Troy will create a bilateral contract between the parties, and the successful bidder shall commit to perform the contract in accordance with specifications.

PROGRESS PAYMENTS:

Partial payments shall be made at the discretion of the designated City Representative. The City of Troy reserves the right to withhold payments until acceptance for that portion of work completed which is being invoiced.

RIGHT TO REQUEST ADDITIONAL INFORMATION:

The City reserves the right to request any additional information it deems necessary from any firm responding to this RFQ / RFP after the documents have been received.

QUALIFICATIONS OF BIDDERS:

The bidder may be required before the award of any contract to show to the complete satisfaction of the City of Troy that it has the necessary facilities, abilities, and financial resources to provide the services specified herein. The bidder may also be required to give a past history in order to satisfy the City of Troy in regard to the bidder's qualifications. The City of Troy may make reasonable investigations deemed necessary and proper to determine the ability of the bidder to perform the work, and the bidder shall furnish to the City of Troy all information for this purpose that may be requested.

TERMINATION FOR CONVENIENCE:

The City may cancel the contract for its convenience, in whole or in part, by giving the company written notice 30-days prior to the date of cancellation. If the City chooses to cancel this contract in part, the charges payable under this contract shall be equitably adjusted to reflect those services that are canceled.

COMPANY NAME: _____



SIGNATURE PAGE

PRICES

Price quoted shall remain firm for 60 days or bid award, whichever comes first, except the successful bidder whose prices shall remain firm until successful completion of all specified requirements for this project.

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE: _____

NOTE: The undersigned has checked carefully the bid figures and understands that he/she shall be responsible for any error or omission in this offer and is in receipt of all addenda as issued.

TAX ID# _____

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER (____) _____ FAX NUMBER (____) _____

REPRESENTATIVE'S NAME _____

(Print)

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE: _____

PAYMENT TERMS: _____ EMAIL: _____

COMPLETION: AS SPECIFIED

EXCEPTIONS:

Any exceptions, substitutions, deviations, etc. from City specifications and this proposal must be stated below. The reason(s) for the exception, substitution, and/or deviation are an integral part of this proposal offer:

ACKNOWLEDGEMENT: I, _____, certify that I have read the **Instructions to Bidders** (3 Pages) and that the proposal documents contained herein were obtained directly from the City's Purchasing Department or MITN website, www.mitn.info and is an official copy of the Authorized Version.

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE: _____

IMPORTANT: All City of Troy purchases require a **MATERIAL SAFETY DATA SHEET**, where applicable, in compliance with the **MIOSHA "Right to Know" Law**.

NOTE: The City of Troy, at their discretion, may require the bidder(s) to supply a Financial Report from an impartial Financial Credit Reporting Service before award of contract.

U.S. FUNDS: PRICES QUOTED SHALL BE IN U.S. CURRENCY.



CITY OF TROY REQUEST FOR PROPOSAL CITYWIDE COMMUNICATIONS STRATEGY

OBJECTIVE:

The City of Troy is soliciting the services of an experienced and qualified firm to assist the City with the development and implementation of communications strategies, including but not limited to: the dissemination of the City Council's Vision Statement and Goals (see Section 10) and development of ideas regarding how to achieve those goals; the development and implementation of overall media outreach; ongoing research data; website review and modification; the development and implementation of coalitions between the City's stakeholders such as residents, City Council, administration, employees, businesses, schools and other interest groups; and the establishment of clear lines of communication between the City and the public.

BACKGROUND:

According to the 2010 U.S. Census results, the City of Troy has an increasingly aging population, as well as a decline in the numbers of younger working families. This combined with the current ongoing economic decline in the state and nation has impacted the City's tax base and revenue stream. Property values have dropped and the local business climate is hurting.

This proposal seeks to address the immediate request by the Troy City Council pertaining to the implementation of a strategic communications plan that will address the core issues facing the City of Troy and create a foundation from which the City can continue its forward progress. A communications strategy will help build a proactive open government that will engage, educate and collaborate with its citizens. The aim of the proposal is to help the City achieve the results outlined in the "Vision Statement and Goals" adopted by the City Council of Troy on Monday, February 7, 2011, to ensure the vision becomes reality and the goals are reached.

GENERAL INFORMATION:

The principal firm's responsibilities will be to develop the strategic communications plan which will incorporate the City Council's Vision Statement and Goals.

The primary goals of the Strategic Communications Plan are to:

1. Guide the development, management, and operations of existing and future communications with all stakeholders (residents, business interests, employees, associations, educational and community groups, senior citizens, ethnic/racial and religious groups, parents and local youth, etc.).
2. Support, reinforce and reflect the vision and goals of the Troy City Council.
3. Ensure the City Council, administration, and employees are an active and integral part of the overall communications plan.
4. Improve City communication to and from Troy citizens, businesses and organizations.
5. Improve two-way communication within the City organization.
6. Enhance and improve community and media relations.
7. Increase awareness, interest and participation of the citizens of Troy in government goals and activities.



GENERAL INFORMATION

Primary goals – continued

8. Break down feelings of "us vs. them" between the City government and the residents of Troy and between elected officials and staff.
9. Increase awareness, interest and participation of City employees in the goals and activities of the City.
10. Build organizational pride among employees and positive identification with the City government as a whole.
11. Retain residents and businesses, attract new families and businesses, and develop areas for growth.

SCOPE OF WORK:

Based on an annual budget of **\$50,000.00 (\$100,000)**, the selected firm or team will develop a scope of work and provide a citywide communications strategy in order to realize the City's vision statement and goals. Include as many of the following elements as practicable. The list is not all inclusive. It will be up to the submitting firm to decide what elements best fit the communications strategy they propose to complete.

- Execute a strategic communications plan that supports the City Council's Vision Statement and Goals.
- Assist with key messages to tie-in with the City Council's Vision and Goals.
- Engage with key print and electronic reporters to generate media coverage about initiative activities and research, which is intended to achieve the goals and enhance the City's image.
- Develop multiple channels and tools to disseminate Troy's information to targeted audiences and stakeholders.
- Work with all City department directors and staff to understand the key messages related to the vision and goals and assist in the ability to communicate the vision and goals to citizens.
- Assess the current communication structure, process activities and efforts.
- Assist Troy's communication staff with categorization and development of concise communication tools.
- Provide research data to aid in message development.
- Evaluate the City of Troy's website and recommend enhancements to improve the delivery of information.
- Develop a social media strategy. Include a strategy for an online news center that automatically updates website, Facebook, and Twitter accounts whenever a press release is posted.
- Assist City management with an earned media campaign to sustain Troy's information and communication efforts and increase its media presence.
- Develop metrics to track ongoing communication plan effectiveness.
- Develop methods to promote doing business in an open, professional and easy manner.
- Collaborate with and expand the effort of City management to create and enhance stakeholder coalitions.
- Administer a communication plan to keep stakeholders informed, active and supportive.



Consultant shall:

1. Prepare a document indicating strategy, stakeholders, messages, tactics, general timeframes, benchmarks, required approvals and meetings.
2. Review existing information which may be pertinent to the development of this plan.
3. Compile data, which may be available from other sources, that pertains to the development of this communications plan.
4. Identify sensitive areas and concerns that may have an impact on this plan and its implementation.
5. Provide monthly status reports to the Community Affairs Director.
6. Assist in securing media partnerships (print, tv, radio, internet).



**Troy City Council
Monday, February 7, 2011
Vision Statement and Goals**

Vision:

To honor the legacy of the past and build a strong, vibrant future and be an attractive place to live, work, and grow a business.

Goals:

Provide a safe, clean, and livable city

- Practice good stewardship of infrastructure
- Maintain high quality professional community oriented police and fire protection
- Conserve resources in an environmentally responsible manner
- Encourage development toward a walkable, livable community

Provide effective and efficient local government

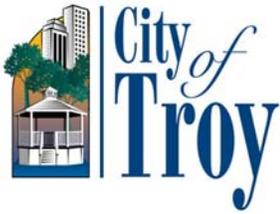
- Demonstrate excellence in community services
- Maintain fiscally sustainable government
- Attract and support a committed and innovative workforce
- Develop and maintain efficiencies with internal and external partners
- Conduct city business and engage in public policy formation in a clear and transparent manner

Build a sense of community

- Communicate internally and externally in a timely and accurate manner
- Develop platforms for transparent, deliberative and meaningful community conversations
- Involve all stakeholders in communication and engagement activities
- Encourage volunteerism and new methods for community involvement
- Implement the connectedness of community outlines in the Master Plan 2008

Attract and retain business investment

- Clearly articulate an economic development plan
- Create an inclusive, entrepreneurial culture internally and externally
- Clarify, reduce and streamline investment hurdles
- Consistently enhance the synergy between existing businesses and growing economic sectors
- Market the advantages of living and working in Troy through partnerships



Legal Status of Bidder:

The Bidder shall fill out the appropriate form and strike out the other two:

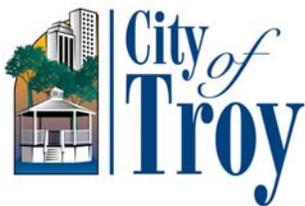
A **corporation** duly organized and doing business under the laws of the State of _____ for whom
_____, bearing the office title of _____, whose
signature is affixed to this proposal, is duly authorized to execute contracts.

A **partnership**, all members of which, with addresses, is:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

AN **INDIVIDUAL**, WHOSE SIGNATURE IS AFFIXED TO THE PROPOSAL:

_____	_____
-------	-------



**CITY OF TROY
OAKLAND COUNTY, MICHIGAN
NON-COLLUSION AFFIDAVIT**

TO WHOM IT MAY CONCERN:

_____, being duly sworn deposed, says that he
(Print Full Name)

is _____. The party making the foregoing proposal or bid,
(State Official Capacity in Firm)

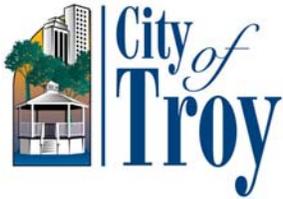
that such bid is genuine and not collusion or sham; that said bidder has not colluded, conspired, connived, or agree, directly or indirectly, with any bidder or person, to put in a sham bid or to refrain from bidding and has not in any manner directly or indirectly sought by agreement or collusion, or communication or conference, with any person to fix the bid price or affiant or any other bidder, or to fix any overhead, profit, or cost element of said bid price, or that of any other bidder, or to secure the advantage against the City of Troy or any person interested in the proposed contract; and that all statements contained in said proposal or bid are true.

SIGNATURE OF PERSON SUBMITTING BID

NOTARY'S SIGNATURE

Subscribed and sworn to before me this
_____ day of _____, 20__ in
and for _____ County.

My commission expires:



**City of Troy
Oakland County, Michigan
Contract Form**

ATTACHMENT 3

ARTICLES OF AGREEMENT, made and entered into this _____ day of _____

20____ by and between _____ of _____
(Name) (City and State)

herein after called the Contractor and the City of Troy, Troy, Michigan hereinafter called the Owner,

WITNESSETH, that the Contractor and the Owner for the considerations hereinafter named, agree as follows:

1. That all Contract Documents hereto attached or herein referred to shall be and are hereby made a part of the agreement and contract.
2. The Contractor shall furnish all labor, materials, and equipment necessary and perform all of the work as set forth in this Proposal in strict accordance with the scope of work and other documents which have been made a part of this contract in the manner, time, and place as therein set forth.
3. In consideration whereof, the Owner agrees to pay to the Contractor the amounts provided in the attached Proposal, being the product of the unit prices therein set forth all in the time and manner as set forth in the Contract Documents.
4. IN WITNESS whereof said parties have hereunto set their hands and seals, the day and year first above written.

WITNESS:

1. _____
(Contractor)

2. _____
(Title)

APPROVED: BY: _____
(Mayor)

City Manager or Designee CITY OF TROY
(Owner)

RESOLUTION NUMER: _____

APPROVED AS TO FORM AND LEGALITY:
BY: _____

City Attorney ATTEST: _____
(City Clerk)

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YY)

PRODUCER Complete <u>ATTACHMENT 4</u> <u>Sample Certificate</u>	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
INSURERS AFFORDING COVERAGE	
INSURED Complete	INSURER A: <u>XYZ Company</u> INSURER B: <u>ABC Company</u> INSURER C: _____ INSURER D: _____ INSURER E: _____

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> see additional insured language below <input checked="" type="checkbox"/> Annual Contract Aggregate Limit GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC	0001	XX-XX-XX	XX-XX-XX	EACH OCCURRENCE \$ 1,000,000 FIRE DAMAGE (Any one fire) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 1,000,000 PRODUCTS - COMP/OP AGG. \$ 1,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	0002	XX-XX-XX	XX-XX-XX	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
	EXCESS LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	0003	XX-XX-XX	XX-XX-XX	<input checked="" type="checkbox"/> WC STATUTORY LIMITS OTHER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	OTHER Professional Liability (E&O)	0004	xx-xx-xx	xx-xx-xx	Limits \$1,000,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS

Additional Insured: City of Troy including Architects and Engineers, all elected and appointed officials, all employees and volunteers, boards, commissions and/or authorities and their board members, employees, and volunteers additional insured on ISO form B or broader.

CERTIFICATE HOLDER <input checked="" type="checkbox"/> y ADDITIONAL INSURED; INSURER LETTER: City of Troy 500 W. Big Beaver Rd. Troy, MI 48084	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. AUTHORIZED REPRESENTATIVE
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STATEMENT OF NO BID
CITY OF TROY

ATTACHMENT 5

BID NUMBER: RFP-COT 11-13
TITLE: *Communications Strategy*

Please Send or Fax To:
City of Troy Purchasing Department
500 W. Big Beaver Rd.
Troy, MI 48084

FAX NUMBER: (248) 619-7608

We, the undersigned, have declined to bid on the subject bid for the following reasons:

Check All That Apply	REASON
	Our firm does not handle the type of product / service
	We cannot meet the specifications nor provide an approved alternate – please explain below
	Our firm is not interested in bidding at this time
	Job is too small
	Job is too large
	Cannot be competitive
	Liability Issues such as insurance, bonding, indemnification, hold harmless
	Insufficient time to respond – please explain below
	Our firm's schedule would not permit performance of the specifications
	Other – describe below

REMARKS: _____

COMPANY INFORMATION:

Please retain _____ on the bid list for the item described above.
 (COMPANY NAME)

SIGNATURE OF AUTHORIZED COMPANY REPRESENTATIVE: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

FAX NUMBER: _____ TELEPHONE NUMBER: _____

IMPORTANT NOTE:

To qualify as a respondent to the proposal, the vendor must submit a proposal or return this completed form.

VENDOR REGISTRATION: The City of Troy uses the MITN website for vendor registration, bid and tabulation posting, award information and other processes. Final bid results will be posted on the MITN website after award. Please register to see results – www.mitn.info.