

CITY OF SAN PABLO, CALIFORNIA

Legistar

FINAL DRAFT FOR COUNCIL AUTHORIZATION



CITY OF SAN PABLO
City of New Directions



REQUEST FOR PROPOSAL (RFP)

Contract Services for enhanced social media network services for all City informational, marketing and promotional programs

Submission Deadline and Location:

Tuesday, April 30, 2019 @ 5:30p.m.

**City Clerk's Office
City of San Pablo
13831 San Pablo Ave, Bldg. 1
San Pablo, CA 94806**

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APPENDIX

- (A) FY 2019-20 Adopted City Council Priority Workplan (Effective March 1, 2019)
- (B) Master Consultant Agreement
- (C) San Pablo Local Economic Opportunity Policy

I. ABOUT SAN PABLO

San Pablo is located in West Contra Costa County off Interstate 80, minutes away from the Bay Area cultural centers of Berkeley, Oakland and San Francisco. Interstate 80 is the principal arterial route between the Bay Area and Sacramento. The City of San Pablo is nestled between the cities of Pinole and Richmond and by the neighboring cities of El Cerrito and Hercules. Historically one of the oldest Spanish settlements in the region, San Pablo has become a thriving residential and business community with a population of about 30,000 in an area of approximately two and one-half (2.5) square miles.



San Pablo is located less than 40 minutes away from international airports in Oakland and San Francisco. Access to the Bay Area Rapid Transit (BART) system and Amtrak passenger train service are closely located in the vicinity. AC Transit bus line service includes San Pablo in its route from Fremont to Pinole. Containerized shipping, ports and railway access are located in Richmond and Oakland. The City's Rumrill Boulevard serves as a major commercial/light industrial corridor and San Pablo Avenue is a major regional arterial in the East Bay region. Both corridors are both designated as major Priority Development Areas (PDAs) undergoing significant infrastructure and traffic improvement planning.

More importantly, San Pablo's diverse and multi-cultural community, housing affordability, and access to the entire Bay Area region are noted highlights of this small, urbanized Bay Area community. Currently, according to 2010 U.S. Census figures data, San Pablo has a population of nearly 63% between the ages of 18 and 64 years, with a significant population of nearly 28.3% under the age of 18 years. (Source: <http://www.bayareacensus.ca.gov/cities/SanPablo.htm>).

City Council Adopted Priority Workplan

On March 1, 2019, the City Council Adopted a Priority Workplan (Workplan) document for the FY 2019-21 period which contains a number of adopted policies and programs and supports five (5) major policy goals areas: **(1) Focus on Economic Development and Diversification; (2) Expand Housing Options, (3) Enhance Community Resilience, (4) Build a Healthy Community, and (5) Improve Public Safety.** Civic engagement is an adopted policy area related to the City Council's Workplan; and, therefore, community outreach programs on all City information, programs, projects and services are critically emphasized to inform and serve San Pablo's diverse, multi-cultural population (See Exhibit A)

II. INTRODUCTION

The City Manager is soliciting professional services from qualified individuals or firms to expand the City of San Pablo's (City) community outreach programs through the effective use of enhanced social media marketing and communications services on behalf of the City using the versatility of all current available social media network platforms. The successful candidate will propose a community outreach model that will maximize engagement and interaction with constituents throughout the community by employing multiple social media platforms; including the ability to measure engagement across all social media platforms.

III. SCOPE OF SERVICES BEING SOLICITED

At a minimum, the proposed community outreach model must be designed to enhance the City's current community outreach efforts, as follows:

- (i) Consolidate and use the City's infrastructure to disseminate information to the public to ensure that the messaging and implementation is effective to achieve desired outcome or set of outcomes; and
- (ii) Assist with content development for the City's website, City eNews, and all current City social media networks and platforms designed to inform San Pablo residents of important City initiatives and programs; and
- (iii) Allow for the creation of effective public information campaigns that focus exclusively upon a given outcome or set of outcomes; and
- (iv) Includes community outreach approaches to reach San Pablo's diverse and multi-cultural population.

Successful candidates should have a demonstrative record of accomplishment with community outreach programs geared toward local municipalities or similar public agencies in using creative development content of advertising and promotional programs via various mediums, including but not limited to the following: radio, television, print, digital; branding; marketing; promotions; video, and media support services.

IV. PROJECT BUDGET

Responders to the City's RFP should propose an annual cost that will encompass all annual costs and fees associated with providing the City with all said contracts services described

under Article III. *Scope of Services Being Solicited* under this RFP document. All contract costs should include meetings with all City officials, and to conduct and present at scheduled City Council meetings or community meetings/workshops to achieve and complete necessary tasks at direction of the City Manager. Once selected, the final professional services agreement will be executed in accordance with the City's Purchasing Ordinance requirements.

V. CONTRACT TERM DESIRED

It is the desire of the City to begin contract services by July 1, 2019. The City's attached Consulting Services Agreement contemplates, at the City's sole direction, the City Manager may exercise up to four (4) additional one-year options subject to funding availability authorized by the City Council in the applicable fiscal year, but in no event shall the term be longer than five (5) years from the original effective date.

VI. QUALIFICATIONS

Proposals will be accepted from individuals, organizations (for-profit or non-profit), or other collaborative arrangements that:

1. Are qualified to conduct business in the State of California, and the City of San Pablo. (A City issued business license will be required from the contract services provider selected prior to execution of services, effective July 1, 2019).
2. Are in a corporation or a limited liability corporation (LLC) that is in good standing with the State of California Secretary of State.

Proposers shall have substantial experience, including but not limited to, the following areas of professional expertise:

- Providing professional, effective communication services to a diverse, multi-cultural population
- Producing quality graphic design and/or copywriting
- Devising, implementing and coordinating social media networks marketing campaigns and promotions
- Developing, implementing, monitoring and adjusting media strategies while working within a modest budget to promote promotional programs, events, and facilities
- Coordinating with multiple parties to meet deadlines

VII. CONTENT AND FORMAT OF PROPOSALS

The proposal must contain the following information, at a minimum, in order to be formally considered:

A. Cover Letter: A one page cover letter containing the following:

- Name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
- Entity name and address;
- Phone, website and email address; and
- State certification number, if any, as a minority-owned, women-owned, disadvantaged, or emerging small business.

B. Staffing: Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size and population to San Pablo.

C. Approach/Work Plan: Describe how you approach marketing and communications projects using social media platforms. How do you assist clients in using existing resources and leveraging the work you provide for them?

D. Experience/Work Samples: Provide previous work examples that demonstrate how you meet the experience requirements listed in Scope of Services. Submit one (1) or two (2) projects undertaken in the past three years (preferably for governmental clients of a size similar to the City) that involved services similar to the services listed in Scope of Services of this RFP. For each example, provide the following information:

- The scope and goals of the project and how success was measured
- A description of your role in the project or contractors if available
- Identify individuals who you identified under “Staffing” and who worked on the project and describe their role
- Provide a reference for the project – client’s name, title, email address and telephone number. If applicable, attach relevant work samples or a visual representation of the work (for example: a marketing publication; a URL for a website; a printed screenshot, etc.).

- E. **Cost/Budget:** Provide hourly rates or other fee structures for all said proposed services listed in Article III. *Scope of Services Being Solicited*, of this RFP.
- F. **Capacity:** Explain workload capacity and commensurate with the level of service required by the City.
- G. **Facilities:** Explain your facilities and availability of support staff.
- H. **Consulting Services Agreement including Insurance requirements:** Consultants must meet all contract and insurance requirements if selected to provide said services to City and will have deemed to have waived any exception to those terms if not raised with the written proposal, including but not limited to proof of \$2 million comprehensive and automobile liability insurance, as well as proof of coverage by Workers' Compensation Insurance or exemption, as described in greater detail in the attached Consulting Services Agreement.
- I. **Subconsultants:** A list of the tasks, responsibilities, and qualifications of any subconsultants proposed to be used on a routine basis.
- J. **Non-discrimination:** Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drug-free workplace policy.
- K. **Local Resources:** On February 20, 2018, the City Council of the City of San Pablo adopted a San Pablo Local Economic Opportunity Policy that encourages all contractors/consultants/grantees to consider local hiring and local contracting in the San Pablo community when spending City public funds. Describe your proposed use of local businesses in and around San Pablo to support local business and promote community involvement as well as the steps you would take if selected for this project.

VIII. INSTRUCTION'S FOR SUBMITTING PROPOSALS

- A. **Delivery of Proposals:** All proposals shall be typewritten and legibly in conformance with the "Instruction for Submitting Proposals", in accordance with above Content and Format of Proposals aforementioned. All proposals shall be submitted in a sealed envelope plainly marked on the outside: **"SEALED PROPOSAL FOR SAN PABLO-ENHANCED SOCIAL MEDIA SERVICES FOR CITY COMMUNITY OUTREACH PROGRAMS FOR FY 2019/20 – DO NOT OPEN WITH REGULAR MAIL"**

1. The Proposal shall be signed by an authorized agent of the Proposer; and
2. Electronic submittals are NOT accepted.

- B. Proposal Documents:** The Proposal Documents must comply with this RFP and must respond to all requested information. The Proposer shall be responsible for the prompt delivery of the proposal and must comply with the specific due date.
- C. Interpretation of the RFP:** The City shall not be responsible for any explanation of interpretation of the RFP other than by written notice. No oral interpretations of any provision in the RFP shall be binding upon the City.
- D. Review of Proposals:** After all proposals are received and opened by the City Clerk's Office, all proposals shall be reviewed and evaluated for responsiveness to the RFP in order to determine whether the Proposer possesses the professional qualifications necessary for the satisfactory performance of the services required. Qualifications of all Proposers to whom the contract services is contemplated will be investigated. An internal selection committee as determined by the City Manager will review all eligible proposals. Interviews may be scheduled for additional evaluation and review but NOT required for this process. It is anticipated that this review period will last approximately seven (7) to ten (10) business days.

In reviewing the proposals the City will consider the following Evaluation criteria, but are not limited to, to the understanding of the proposed requirements as evidenced by the quality of the proposal response; Proposer's timely completion of similar projects within budget; qualifications of staff to be assigned; project understanding; compliance with the local economic opportunity policy, and proposal costs. The City may not necessarily select the lowest cost proposer.

Upon completion of the review period, Proposer's whose proposals will be considered for further evaluation will be notified. All Proposer's notified may be required to make presentations and negotiate in good faith.

The City reserves the right to reject any or all proposals, and to waive any irregularities. The award of the PSA, if made by the City, will be based upon a total review and analysis of each proposal and projected costs.

E. Award of Consulting Service Agreement (CSA):

1. Once a Proposer has been selected, the City will negotiate a final scope of services to include in the City's master consultant services agreement (Appendix B). The City

shall not be contractually obligated to any Proposer until duly authorized representatives of both the Proposer and the City sign an agreement.

IX. CONTACT INFORMATION

For additional questions on scope of services and proposal being solicited, please contact Mr. Matt Rodriguez, San Pablo City Manager at email: MattR@SanPabloCa.gov

X. PROPOSALS DUE

All proposals must be received by **5:30 p.m., Tuesday, April 30, 2019.**

***Office of the City Clerk
City of San Pablo
13831 San Pablo Ave. Bldg. #1
San Pablo, CA 94806***

XI. REQUEST FOR PROPOSAL TIMELINE

The City anticipates the following general timeline for its selection process. The City reserves the right to change this schedule at any time to meet operational deadlines as determined by the City Manager.

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| • RFP Advertised: | Week of April 15, 2019 |
| • Proposal Due Date (must be received by): | Tuesday, April 30, 2019 (by 5:30 p.m.) |
| • Selection Committee Evaluation Week: | May 1 - 14, 2019 |
| • Consultant Interviews (if needed): | Week of May 20, 2019 |
| • Contract Approval Date: | Monday, June 3, 2019 |
| • Commencement of Contract: | Monday, July 1, 2019 |
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APPENDIX

- (A) FY 2019-21 Adopted City Council Priority Workplan (Effective March 1, 2019)
- (B) Master Consultant Services Agreement
- (C) San Pablo Local Economic Opportunity Policy (Adopted 02/20/18)