

REQUEST FOR PROPOSALS
FOR
PROFESSIONAL PUBLIC RELATIONS AND OUTREACH
SERVICES

As Requested by

**THE SOUTHERN SANDOVAL COUNTY ARROYO
FLOOD CONTROL AUTHORITY**



RFP No. 2018-04

PROPOSAL DUE DATE: June 28, 2018

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Proposal Requirements and Submission Instructions to Offerors:

1. Proposal due date: June 28, 2018 at 3:00 p.m. local time. Proposals will be received by the Fiscal Services Department, Southern Sandoval County Arroyo Flood Control Authority, 1041 Commercial Dr. SE, Rio Rancho, New Mexico 87124. A non-mandatory pre-proposal conference will be held on June 14, 2018 at the SCAFCA Office Building.
2. Submit 1 Original and 3 copies of your Proposal in a sealed envelope or container.
3. This RFP is issued by the Southern Sandoval County Arroyo Flood Control Authority (SSCAFCA), Fiscal Services Department, which is the sole point of contact during the procurement process. Communications initiated by Offerors with members of the Governing Body or SCAFCA personnel, other than as coordinated by Fiscal Services Staff, shall be grounds for Offeror disqualification.
4. Proposals must be submitted in a sealed package or envelope listing the following information on the outside:

**Professional Public Relations and Outreach Services
RFP No. 2018-04**

5. **Point of Contact:** This Request for Proposals (RFP) is issued by SCAFCA, Fiscal Services Department, which is the sole point of contact during the procurement process (the “Point of Contact”). Communications initiated by a respondent to this RFP (the “Offeror”) with members of the Governing Body or SCAFCA personnel, other than as coordinated by the Point of Contact noted below, shall be grounds for Offeror disqualification. Any inquiries or requests during this procurement shall be submitted to the following Point of Contact:

**Southern Sandoval County Arroyo Flood Control Authority
Fiscal Services Department
Attention: Deborah Casaus, Fiscal Services Director
1041 Commercial Dr. SE
Rio Rancho, NM 87124
(505) 892-5266
dcasaus@sscafca.com**

Southern Sandoval County Arroyo Flood Control Authority (SSCAFCA)

PROFESSIONAL PUBLIC RELATIONS CONSULTING SERVICES REQUEST FOR PROPOSALS RFP No. 2018-04

1. INTRODUCTION

1.1. Overview. Southern Sandoval County Arroyo Flood Control Authority (SSCAFCA), a political subdivision of the State of New Mexico, requests qualification based competitive sealed proposals for On-Call **Professional Public Relations and Outreach Services**.

We are requesting proposals from qualified public relations/marketing firms to support our communication and outreach efforts. We are seeking an ongoing campaign that incorporates a wide range of marketing strategies that will effectively promote and increase awareness of SSCAFCA's existence and purpose in the communities we serve. We are interested in firms that have demonstrated experience in branding, marketing, media relations, social media strategy, creative material design, and public outreach. Services will be provided on an as-needed, on-call basis throughout the term of the Agreement. This service is to be provided on an on-call basis and SSCAFCA makes no guarantee as to the amount of work.

1.2. Scope of Work/Specifications. Offerors should demonstrate their ability to provide the following services and deliverables:

1.2.1 Conduct an assessment of SSCAFCA's current PR and Public Outreach efforts and make recommendations on ways to integrate these efforts into a comprehensive marketing and communications strategy.

1.2.2 Assist SSCAFCA with identifying which demographics to target for the Public Outreach Campaign.

1.2.3 Create both physical and digital outreach material/content necessary to deploy the integrated comprehensive marketing and communications strategy.

1.2.4 Extend the reach of SSCAFCA's overall communication efforts by implementing a proactive, ongoing social media plan for all of SSCAFCA's digital profiles, including but not limited to, Facebook and LinkedIn.

1.2.5 Identify metrics and assist SSCAFCA in assessing the effectiveness of both new and existing public outreach strategies, making recommendations for improvement as needed.

2. CONDITIONS GOVERNING PROCUREMENT

2.1. Overview. This section of the Request for Proposals (RFP) contains the schedule for the procurement, describes the major events and milestones and specifies general conditions governing the procurement.

2.2. Schedule of Events. SSCAFCA will make every effort to adhere to the following schedule:

Action	Responsibility	Date	Time
Issue RFP	SSCAFCA	June 3, 2018	NA
Non-Mandatory Pre-proposal Conference	SSCAFCA	June 14, 2018	10:00 AM
Deadline to Submit Written Questions	Potential Offerors	June 20, 2018	5:00 PM
Response to Written Questions	SSCAFCA	June 25, 2018	5:00 PM
RFP Addenda	SSCAFCA	If applicable, no later than June 25, 2018	5:00 PM
Submission of Proposals	Offerors	June 28, 2018	3:00 PM
Proposal Evaluation (Including time for Interviews and Best & Final Offers)*	Evaluation Committee	June 29-July 6, 2018	
Notify Offerors of Selection	SSCAFCA	July 6, 2018	
Finalize Contract (upon SSCAFCA Board approval)	SSCAFCA/Offeror	July 20, 2018	
Protest Deadline	Offerors	Submitted in writing within 15 calendar days after knowledge of the facts or occurrences giving rise to the protest.	

*Offerors will be notified by the Fiscal Services Department if and when to expect interview and Best and Final Offer dates.

2.2.1 Written Questions and RFP Amendments. Potential Offerors may submit written questions as to the intent or clarity of this RFP until the date and time specified in the schedule of events. All written questions must be sent by email and addressed to the Point of Contact. Written responses to written questions and any RFP amendments will be will be posted to SSCAFCA's website at the following address:

<http://www.sscafca.org>

It is the responsibility of all potential Offerors to check the website for questions and responses and to ensure that all addenda have been received before submitting their proposal.

2.2.2 Submission of Proposal. All Offeror proposals must be received by SSCAFCA no later than the date and time specified in the Schedule of Events. Proposals received

after this deadline will not be accepted. The date and time of receipt will be recorded on each proposal. Proposals must be hand delivered or mailed to:

**Southern Sandoval County Arroyo Flood Control Authority
Attention: Deborah Casaus, Fiscal Services Director
1041 Commercial Dr. SE
Rio Rancho, New Mexico 87124**

Proposals must be submitted in a sealed package or envelope listing the following information on the outside:

**Professional Public Relations and Outreach Services
RFP No. 2018-04**

SSCAFCA shall not be responsible for proposals that are mailed and not received by the time specified in this section. Receipts for hand delivered proposals may be issued by SCAFCA (upon request).

- 2.2.3 Proposal Evaluation.** The evaluation and ranking of proposals will be performed by the Evaluation Committee during the time period noted in the Schedule of Events.
- 2.2.4 Selection of Finalist.** The Evaluation Committee will select and the Point of Contact will notify the Finalist Offeror.
- 2.2.5 Oral Presentations and Interviews.** The Evaluation Committee may request oral presentations or interviews by the Offerors. If this is required, the requested action will take place at the SCAFCA office in Rio Rancho within the proposal evaluation timeframe specified the Schedule of Events.
- 2.2.6 Finalize Contract.** The Contract will be finalized with the most qualified Offeror. In the event that mutually agreeable terms cannot be reached, SCAFCA reserves the right to terminate negotiations with that Offeror. The Contract will be presented to the SCAFCA Board of Directors for its approval on the date specified in the Schedule of Events.
- 2.2.7 Protest Deadline.** Protests shall be submitted within 15 calendar days after knowledge of the facts or occurrences giving rise to the protest. Any person or business that has been sent written notification of any fact or occurrence is presumed to have knowledge of the fact or occurrence. Protests must be submitted in writing and must include the name and address of the protestant and the RFP number. It must also contain a statement of grounds for protest and be addressed and delivered to the Point of Contact.

2.3. General Requirements.

- 2.3.1** Offerors shall carefully read the information contained in this RFP and submit a complete response to all requirements and questions as directed. Incomplete proposals may be considered non-responsive and subject to rejection.

- 2.3.2** Proposals and any other information submitted by Offerors in response to this RFP shall become the property of SSCAFCA.
- 2.3.3** Proposals that are qualified with conditional clauses, alterations, or irregularities of any kind are subject to rejection by SSCAFCA, at its option.
- 2.3.4** It is incumbent upon each Offeror to carefully examine all specifications, terms, and conditions contained herein. Any inquiries, suggestions, or requests concerning interpretation, clarification or additional information shall be made in writing, (facsimile transmissions acceptable, email is preferred) through the Point of Contact named above. SSCAFCA will not be responsible for any oral representation(s) given by any employee, representative or others. The issuance of a written addendum is the only official method by which interpretation, clarification or additional information can be given. If it becomes necessary to revise or amend any part of this RFP, notice may be obtained by accessing our web site. Respondents in their proposal must acknowledge receipts of amendments. **Each Offeror should ensure that they have received all addenda and amendments to this RFP before submitting their proposal.**
- 2.3.5** A proposal may be amended or withdrawn in person at any time BEFORE the scheduled due date and time of proposals provided a receipt for the withdrawn proposal is signed by the Offeror's authorized representative. An amendment must be a complete replacement for a previously submitted proposal and must be clearly identified in a transmittal letter signed by the Offeror's authorized representative. SSCAFCA reserves the right to request proof of authorization to withdraw or amend a proposal.
- 2.3.6** All information, documentation, and other materials submitted in response to this RFP are considered non-confidential and/or non-proprietary and are subject to public disclosure after the procurement is completed.
- 2.3.7** SSCAFCA may evaluate the proposals based on the anticipated completion of all or any portion of the project. SSCAFCA reserves the right to divide the project into multiple parts, to reject any and all proposals and re-solicit for new proposals, or to reject any and all proposals and temporarily or permanently abandon the project when deemed to be in SSCAFCA's best interest. SSCAFCA makes no representations, written or oral, that it will enter into any form of agreement with any Offeror to this RFP for any project and no such representation is intended or should be construed by the issuance of this RFP.
- 2.3.8** SSCAFCA may, in the evaluation of proposals, request clarification from Offerors regarding their proposals, obtain additional material or literature, and pursue other avenues of research as necessary to ensure that a thorough evaluation is conducted.

- 2.3.9** By submitting a proposal in response to this RFP, the Offeror accepts the evaluation process and acknowledges and accepts that determination will require subjective judgments by SSCAFCA.
- 2.3.10** Offeror acknowledges and accepts that any expense incurred from the Offeror's participation in this RFP process shall be at the sole risk and responsibility of the Offeror.
- 2.3.11** SSCAFCA expects the highest level of ethical conduct from Offerors including adherence to all applicable laws regarding ethical behavior. The Procurement Code, NMSA 1978, Sections 13-1-28 through 13-1-199 (1984 as amended), imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.
- 2.3.12** After identifying the highest scoring Offeror, SSCAFCA will attempt to negotiate final terms of a Contract with such Offeror, on such terms as SSCAFCA deems in its best interest. SSCAFCA reserves the right to negotiate all elements of the Contract.
- 2.3.13** SSCAFCA shall evaluate any potential conflict of interests identified and determine if it is a direct conflict of interest. A direct conflict of interest shall be cause for disqualifying an Offeror from consideration. SSCAFCA's determination shall be final.

3. PROPOSAL FORMAT AND ORGANIZATION REQUIREMENTS

- 3.1. General Proposal Requirements.** Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's ability to meet the requirements of this RFP. Emphasis shall be placed on the quality, completeness, and clarity of content of the proposal.
- 3.2. Number of Copies.** Offeror must submit 1 original and 3 copies of its proposal in a sealed envelope or container.
- 3.3. Proposal Format.**
- 3.3.1** Proposals shall be limited to a maximum length of 15 numbered pages, not including the Cover Letter, Table of Contents, dividers, the front and back cover and any documentation listed in Section 4.2.2. Please use the section numbering in Section 4 in the proposals when responding to each item.
- 3.3.2** Proposals shall be clearly divided into unique sections, which shall include:
- a. Cover Letter

- b. Table of Contents
- c. Other Required Documents
- d. Response to Desirable Requirements

3.3.3 Proposals shall be printed on letter-size (8-1/2" x 11") paper and bound or assembled with spiral bindings, stapled or in 3-ring binders. Graphics incorporated into the proposal may exceed the paper-size requirement. Any 11" x 17" pages shall be numbered as two pages. Drawings on 24" x 36" sheets shall be numbered as four pages.

4. SUBMISSION REQUIREMENTS

4.1. Overview. This section contains the mandatory and desirable proposal submission requirements as well as related information. Offerors must respond to the mandatory requirements and should respond to the desirable requirements of this RFP providing the required responses, documentation and assurances. Failure to respond to a desirable requirement will result in zero (0) points being awarded for that requirement, except for Section 4.3.3.

4.2. Mandatory Proposal Submission Requirements. Failure to comply with a mandatory requirement will result in disqualification of the proposal.

4.2.1 Cover Letter. Offerors must submit a cover letter summarizing why the Offeror is interested in this project. A party authorized to bind the entity submitting the proposal must sign the cover letter. The cover letter should include the following items:

- a. Identity of Offeror including business address, telephone number, fax number, and email address.
- b. A statement that the proposal is effective for 60 days from proposal due date.
- c. A statement that the Offeror will comply with all terms and conditions as stated in this RFP; or identification of any exceptions taken to any of the RFP terms.

4.2.2 Other Required Documents. The following list of documents must be submitted with the proposal, but will not be counted towards the 15 page limit:

- a. **Disclosure of any Potential Conflicts of Interest.** Offeror shall either state they have no conflict of interest or disclose any potential conflict of interest. A potential conflict of interest includes, but is not limited to:
 - i. Accepting an assignment where duty to SSCAFCA would conflict with the Offeror's personal interest, or interest of another client.

- ii. Performing work for a client or having an interest which conflicts with this contract.
- b. Certification of general liability insurance of at least one million dollars (\$1,000,000) per incident.
- c. **Campaign Contribution Disclosure Form.** In accordance with the Procurement Code, Section 13-1-28, all prospective contractors who are seeking to enter into a contract with a state agency or local public body (SSCAFCA) are required to file the attached “Campaign Contribution Disclosure Form” with that state agency or local public body, in this case SSCAFCA. This form must be filled out in its entirety and submitted with the offer.

4.3. Desirable Requirements. As SSCAFCA shall evaluate all of the proposals on the same basis, it is required that your proposal conforms in all respects to the specifications outlined in this RFP.

4.3.1 Qualifications and Experience with Scope of Services. A description of the Offeror’s qualifications and experience with providing all of the services requested in this RFP.

4.3.2 Qualifications and Experience with Governmental Entities. A description of the Offeror’s qualifications and experience with local, state or federal governmental entities and the use of public funding.

4.3.3 Familiarity with SSCAFCA and entities within its boundaries. A description of the Offeror’s experience, knowledge of and/or familiarity with SSCAFCA, Sandoval County or the middle Rio Grande Valley.

4.3.4 Experience and knowledge of Project Team. A description or brief resume of individuals or subcontractors performing major duties and functions under the proposed

4.3.5 Proposed Approach. A description of how the Offeror plans to execute the Scope of Work given above including the approach that the Offeror will utilize in providing the necessary services.

4.3.6 References and/or Recommendations. References and/or recommendations on work of a directly related nature. Contact person, phone number and email must be included for each reference.

4.3.7 Quality and Content of Proposal. The proposal will be scored on the overall quality of the assembly and presentation of information.

4.3.8 Resident Contractor or Resident Veterans Contractor Preference. If applying for a resident contractor or resident veteran contractor preference for this RFP, Offeror

must submit certificate issued by the New Mexico Tax and Revenue Department preference to obtain points. Only one preference may be applied to RFP scoring. Please see NMSA 1978, Sections 13-1-21 and 13-1-22.

5. EVALUATION OF PROPOSALS

5.1. Evaluation Points Summary. The following is a summary of evaluation factors and the maximum point factors assigned to each. These will be used in the evaluation of each Offeror proposal submitted.

RFP Section	Factor	Points
	<u>Mandatory Requirements-Pass/Fail</u>	
4.2.1	Cover Letter	Pass/Fail
4.2.1 a.	Identity of Offeror	Pass/Fail
4.2.1 b.	Statement that the proposal is effective for 60 days	Pass/Fail
4.2.1 c.	Statement of compliance with all terms and conditions	Pass/Fail
4.2.1 d.	List of pending, settled, tried litigation	Pass/Fail
4.2.2	Other Required Documents	
4.2.2 a.	Disclosure of Conflicts of Interests	Pass/Fail
4.2.2 b.	Certification of Professional Liability Insurance	Pass/Fail
4.2.2 c.	Campaign Contribution Disclosure Form	Pass/Fail
4.3	<u>Desirable Requirements</u>	
4.3.1	Qualifications and Experience with Scope of Services	25
4.3.2	Qualifications and Experience with Governmental Entities	10
4.3.3	Familiarity with SSCAFCA and entities within its boundaries	5
4.3.4	Experience and knowledge of Project Team	25
4.3.5	Proposed Approach	15
4.3.6	References and/or Recommendations	10
4.3.7	Quality and content of the proposal	10
4.3.8	<u>Resident and Resident Veteran's Preferences:</u>	
	Resident Contractor Preference (See NMSA 1978, Section 13-1-22); OR	5
	Resident Veterans Contractor Preference (Up to 10 points, See NMSA 1978, Section 13-1-22)	10
	TOTAL POINTS (Up to 110 possible)	110

5.2. Desirable Requirements. Failure to respond to a Desirable Requirement will result in zero points being awarded for that requirement.

5.3. Creative Presentation/Interview. Offerors who submit a written proposal in response to this RFP may be selected to give a creative presentation. The presentation will provide an

opportunity for the Offeror to present its creative solutions to the Scope of Work. SSCAFCA reserves the right to award a contract on the basis of proposals only or may require selected Offerors to be interviewed or make a creative presentation.