

**REQUEST FOR PROPOSALS**

**CITY OF FOND DU LAC**

**COMMUNICATION CONSULTANT FOR PUBLIC SAFETY STAFFING REFERENDUM**

**December 10, 2020**

**Introduction:**

On December 9, 2020 the Fond du Lac City Council approved Resolution No. 8914 which authorizes placing a referendum question on the April 6, 2021 ballot to ask the electorate for approval to exceed the state levy limit for the purpose of adding 6 police officers and 6 firefighter/paramedics (and all necessary equipment to support those additions) to allow those departments to meet the growing demand for their services.

This referendum will require significant outreach and education efforts within the community. The City is issuing this RFP for the purpose of selecting the most qualified and competent communication consultant to ensure that the messaging and information sharing with the public is done professionally resulting in a well-informed electorate ahead of the ballot.

The City of Fond du Lac specifically reserves the right to reject any or all proposals, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or to proceed to have the service provided in any way the City of Fond du Lac deems appropriate.

**Deadline for proposal submission is 8:00 a.m., Wednesday, December 23, 2020.** Please submit four (4) copies of your proposal to:

City of Fond du Lac

Purchasing Manager

P.O. Box 150

160 South Macy Street

Fond du Lac, WI 54936-0150

Questions and requests for additional information may be submitted to Josh Musack at [jmusack@fdl.wi.gov](mailto:jmusack@fdl.wi.gov) phone (920) 322-3453. Email questions are preferred and questions will be responded to by email to all potential consultants. The last day to submit questions is December 18, 2020.

The Selection Committee will review all proposals and intends to enter an agreement with the selected firm by December 31, 2020

**Scope of Work & Deliverables:**

The City of Fond du Lac is seeking the services of an experienced firm to proceed with outreach and educational efforts to inform the electorate of the needs for additional staffing for their public safety departments. City staff has already compiled a considerable amount of data, and presented that data and information to the City Council to demonstrate the need for additional employees.

Interested firms are invited to watch the presentation that was made to the City Council at the 12/9/2020 meeting at the following link and then search by date. The meeting is indexed so that you can select the referendum presentation: <https://www.fdl.wi.gov/city-council/webcasts/>.

The proposing firms must demonstrate significant experience, and successful outcomes in prior efforts they have undertaken specifically for public safety staffing referenda. The City has identified the following items as a scope of work, but interested consultants are invited to make recommendations for any alternative or additional activities that in their professional opinion are necessary for a successful outcome.

* Work with city staff to compile information and create marketing materials that effectively convey the need for additional staff. These materials will be published on the city website and shared with the community possibly through direct mail.
* Develop, administer, and promote a community survey that engages the community and provides options for the community to provide input. After completion a report on the results of the survey will also be provided and promoted.
* Develop and implement a significant outreach and educational effort within the community including presentations, media outreach, direct mail, social media, information session(s), and any other efforts to ensure the education of the electorate on the subject prior to the April 6, 2021 election.

**Proposal Format:**

Proposals are to follow the format and contain information listed in this section:

1. Letter of Transmittal introducing the firm and nature of proposal.
2. Narrative Items
   1. Resumes of principal-in-charge and key technical/professional personnel to be assigned to the project.
   2. Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Include a proposed schedule for each task/scope item.
3. Past project work on similar projects that your firm has completed; highlighting experience and qualifications. For submitted similar past project proposers should include the outcome of the referenda.
4. Scheduling, describe self-monitoring progress and meeting schedule milestones.
5. Supply name, phone number, and/or email for 3 references who will attest to your firm’s ability to undertake and complete projects similar to this on time and within budget.

**Cost Proposal:**

The cost of proposed services shall be submitted in a **SEPARATE SEALED ENVELOPE** with a not to exceed lump sum amount for completing the efforts, including meetings you anticipate needing with involved parties.

**Evaluation and Selection Process:**

The Selection Committee will review the qualifications of the respondents and uniformly evaluate them. Under the terms of this RFP, the services shall be provided only by organizations or individuals who are properly qualified to perform the work. A copy of the scoring form is attached for reference.

Scoring criteria are:

1. Staff strength
2. Similarity of past projects, including achieving the desired outcome.
3. Program of work and overall approach to this project.
4. The capacity to perform the work within the time limitations contained within this proposal. If there are foreseen issues with the completion date of April 6th, 2021 please indicate an alternative deadline.
5. What sets you apart from other consultants?

After the qualifications of the firms have been evaluated, pricing proposals will be reviewed and considered. Interviews will be scheduled if necessary.