



City of Ketchum

REQUEST FOR PROPOSAL Communications Consulting Services

This Request for Proposal (RFP) has been prepared by the City of Ketchum in order to retain the services of a communications consultant to provide service and support to the City of Ketchum.

For the purpose of this RFP, "City" means the City of Ketchum, and "Services" means communications consulting services, as described in this RFP.

The selected firm will be invited to enter into a one-year consultant agreement with the City, in a form provided by the City ("Agreement"). The City Council has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

KEY DATES

Release of RFP:	Wednesday, November 2, 2016
Questions Due:	Friday, November 18, 2016
Issuance of Response to Questions:	Tuesday, November 22, 2016
RFP Due Date:	Friday, December 2, 2016
Selection of Firm:	Monday, December 19, 2016
Expected Effective Date of Consultant Agreement:	Tuesday, January 3, 2017

COMMUNITY OVERVIEW

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.

PROJECT SCOPE

The City of Ketchum is seeking proposals from communications professionals to provide service and guidance to the City in order to increase the level and quality of effective communication to the public.

Although no specific goals have been established at this time relating to performance measures for communication initiatives, the City has an interest in enhancing the communication modes that are currently utilized within the City which include, but are not limited to, the City's bi-weekly e-newsletter, as well as the website, press/media releases, Facebook and Twitter.

To review the City's current communications methods, visit the following:

www.ketchumidaho.org/enews
www.ketchumidaho.org/pressreleases
www.facebook.com/CityofKetchum
www.twitter.com/Ketchum_Idaho

DUTIES OF COMMUNICATIONS CONSULTANT

The selected consultant will analyze the City's current external communications guidelines and its usefulness in effective, timely communication with the public. The Assistant City Administrator will be responsible for communications activities on behalf of the City. The consultant will serve a support function to this position and is expected to provide service in a uniform, non-discriminatory manner.

The work of the consultant shall include, but not be limited to, the following:

1. Review existing policies and draft new communication and media policies relating to City communications if necessary, ensuring they provide for consistent, informative communication from the City to the public regarding actions of the City Council and staff and regarding City programs, services and initiatives. The consultant should initiate ideas on when and how to inform the public, and assist in carrying out the tasks as directed by the Assistant City Administrator.
2. Develop and assist in executing a strategy to improve all forms of communication available to the City with the public which includes the City's e-newsletter, website, Facebook, Twitter and other forms of communication as recommended by the consultant.
3. Provide guidance and talking points to City representatives in advance of public appearance and media coverage events, as directed by the City.
4. Prepare press releases as directed by the City.
5. Assist in development of educational materials, news stories, and other documents on current issues as well as long-term matters, to ensure the quality and consistency of information provided to the public. This will include writing technical information in easily readable and understandable form and developing press releases. Projects would be assigned with specific objectives and goals outlined.
6. Make recommendations to the City for more timely, transparent and effective communication with residents, businesses, second homeowners and guests of the City.
7. Improve, maintain and expand the use of social media programs and providing efficient internet marketing tools to help get news and information out as soon as possible (Facebook, Twitter, E-blasts).
8. Establish and maintain positive and strong connections with print and television news providers.
9. Consultant may be requested to attend a Ketchum City Council or community meeting on sensitive topics to stay informed on issues.

QUALIFICATIONS/EXPERIENCE

Bachelor's Degree in Communications, Journalism, Public Administration, English or Political Science is preferred.

CONTENTS OF PROPOSAL

The proposal should include the following components:

1. A concise but detailed narrative indicating the proposed approach to providing the required services. The consultant should identify what will be included in the billing to the City. Include a description of the types of services to be provided and a budget for a typical month.
2. The proposal should include an hourly cost of service. Assume that the consultant will work a minimum of 10 hours per week pursuant to the Agreement, with additional hours as approved by the City. In the event of an emergency, the consultant may be contacted at any time of day. Include if there would be an additional cost to "emergency response" and at what rate that service would be provided.
3. Describe your experience in assisting organizations or individuals with external communications, developing communication strategies and different approaches for public communications.
4. Not more than five samples of work done by the individuals who would be assigned to the City under the Agreement, including printed public information materials and related work plan(s) for typical project(s).
5. Identification of the method by which progress reports and performance measurements will be provided to the City.
6. The consultant's proposed budget should assume that the printing and distribution of printed documents will be performed at the cost of the City; those costs need not be included.
7. A minimum of three references from agencies to whom the consultant has provided services comparable to the services identified and described in this RFP.

EVALUATION CRITERIA

City staff will evaluate all properly submitted proposals and will grade and rank all proposals with respect to the Project Scope and the requirements set forth in this Request for Proposals, including without limitation the consultant fee and responsiveness of the proposal. The criteria for evaluation are set forth as follows:

1. Responsiveness to this RFP.
2. Experience of the professional personnel with local governments/agencies, particularly in Blaine County.
3. Quality of work samples presented.
4. Scope and appropriateness of services proposed; clear understanding by the applicant of work to be performed.
5. Capability of providing consistent, timely responses as determined by the availability of "back up" staff if principals are unavailable, and by information requested from references.
6. Billing proposal.

The City will then select the top preferred firm, with whom an Agreement will be executed on a form to be provided by the City. The City Council has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

The City reserves the right to make clarifications, corrections or changes in this Request for Proposals at any time prior to the deadline for the submission of proposals. All proposers or prospective proposers will be informed of said clarifications, corrections or changes so long as the proposers and prospective proposers are registered with the City via e-mail to lenourato@ketchumidaho.org prior to the due date for proposals.

PROPOSAL PROCESS

Questions regarding this Request for Proposals should be emailed no later than 5 p.m. MST on Friday, November 18, 2016. Questions may be sent to the following:

Lisa Enourato
Assistant City Administrator
lenourato@ketchumidaho.org

An electronic copy of the proposal, plus samples of work products as detailed herein, must be received by the City no later than 5 p.m. MST, on Friday, December 2, 2016. Proposals will be reviewed by City staff. Proposals must be sent to the following contact:

Lisa Enourato
Assistant City Administrator
lenourato@ketchumidaho.org

The report of City staff will be provided to the City Council. City staff may interview one or more of the respondents. It is anticipated that the selection process will be completed by December 19, 2016.

STANDARD TERMS AND CONDITIONS

Proposals submitted are offers only and the decision to accept or reject is a function of quality, reliability, capability, reputation and expertise of the firms submitting proposals. Issuance of this RFP does not obligate the City to pay any costs incurred by a respondent in its submission of a proposal, or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP.

The City reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of the City and to the public, to reject the proposal with the lowest consultant fee, to accept any item of any proposal and to reject any and all proposals.