

City Of Orangeburg

REQUEST FOR PROPOSAL (RFP)

Government Public Information Services



PUBLIC INFORMATION SERVICES

City Of Orangeburg  
979 Middleton Street  
Orangeburg, South Carolina 29115  
Phone: 803-533-6000 | Fax: 803-533-6007

**Prepared By: Theresa Williams**

**Date: August 12, 2024**

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REQUEST FOR PROPOSAL  
PUBLIC INFORMATION SERVICES  
Orangeburg – South Carolina

**SUBMISSION DEADLINE:** September 13, 2024, 5:00pm, close of business  
**QUESTION SUBMISSION DEADLINE:** August 26, 2024

Questions may be submitted in written form no later than August 16, 2024, to:

RFP Contact Name: Theresa Williams  
Contact Address: 979 Middleton Street  
Telephone Number: 803.533.6000  
Email Address: [Theresa.williams@orangeburg.sc.us](mailto:Theresa.williams@orangeburg.sc.us)

**INTRODUCTION**

The City Of Orangeburg invites and welcomes proposals for their Public Information Services. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified above the “SUBMISSION DEADLINE.”

*BIDDERS SHOULD NOT THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIES BY BACKGROUND MATERIAL AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S)—NO EXCEPTIONS.*

**PROJECT AND LOCATION**

The bid proposal is being requested for Public Information Services which is to shall be located at 979 Middleton Street, Orangeburg, South Carolina 29115.

**PROJECT MANAGER CONTACT INFORMATION**

The following individual(s) are the assigned contacts for the following:

For questions or information regarding Project Scope, Areas of Focus, etc., contact:

Name: Theresa Williams  
Title: Assistant City Administrator  
Phone: 803.533.6000  
Fax: None  
Email: Theresa.wiliams@orangeburg.sc.us

## **PROJECT OBJECTIVE**

To plan, coordinate and deliver public information and related services to media and the public regarding activities, events and breaking news related to the City Of Orangeburg. Delivery channels are to include (but not limited to) print, television, radio and social media outlets.

## **PROJECT SCOPE AND SPECIFICATIONS**

### *Marketing & Public Relations Duties*

Performs marketing and public relations duties for the city, to include all city officials: writes speeches as needed and coordinates the publication and distribution of marketing, promotional and educational materials for city department initiatives and activities, including newspaper articles and advertisements, press releases, brochures, fliers, web and social media content, etc.

- Consults with department managers and administrators regarding program goals and to gather information.
- Creates artwork, design and layout of materials; edits draft and approves final designs.
- Manages, post and submit materials to website and media outlets.

### *Media & Public Relations Services*

Create and implement a comprehensive media & public relations plan that aligns with the city's communication strategies and standard operating procedures.

Build and maintain relationships with media, arrange executive speaking opportunities, and thought-leadership positioning.

Develop and maintain a targeted media list.

Cultivate and maintain relationships with reporters, editors and bookers at key media publications, outlets and programs.

Proactively pursue positive stories and respond to inquiries across all forms of media: broadcast, digital, podcasts, print, etc.

Develop and implement a crisis communication plan to support the city's global crisis communications strategy.

Provide medical training for executives and senior staff, as needed.

### Primary Media Spokesperson

Serves as primary media spokesperson for the city, interacting directly with media and advising staff on interactions.

Creates positive output and responses to negative media content to tell the city's story in a positive manner.

### Administrative and Overhead Duties

Provide written weekly, monthly, quarterly, and annual reports to show status and/or results as compared to goals.

- Develop a SWOT analysis for key initiatives and campaigns.
- Provide detailed back-up and appropriate receipts for all monthly expenses related to billable services and out-of-pocket purchases.
- Store and maintain an adequate inventory of promotional items meeting all requirements as established by the city.

### Onsite and Meeting Requirements

Works on onsite at City Hall approximately 4 days per month or as needed. Must attend City Council Meetings (in person or virtual).

(Schedule adjustment may be required at the beginning of the contract period.)

### Metrics, Reporting and Evaluation

Provide monthly reports by the 5<sup>th</sup> of the succeeding month; reporting is to include a bi-monthly progress report to City Council.

- Submit quarterly reports by the 10<sup>th</sup> of the first month in the next quarter.
- Provide an annual report by January 31, including a competitive analysis of the state of the industry, the city's position in the market, and issues that could affect the city's strategic position going forward.
- Deliver campaign-specific reports by the last day of the following month.

## **SCHEDULED TIMELINE**

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline should be subject to change when deemed necessary by management.

<b>MILESTONE</b>	<b>DATE</b>
RFP Begin Date:	August 12, 2024
RFP Ending Date:	September 13, 2024
RFP Respondent Reviews & Selection	September 16-20, 2024
Start of Project:	October 1, 2024

## **PROPOSAL BIDDING REQUIREMENTS**

The City Of Orangeburg shall award the contract to the proposal that best accommodates the various public information requirements. The City Of Orangeburg reserves the right to award any contract prior to the proposal deadline stated within the “Scheduled Timeline” or prior to the receipt of all proposals or refuse any proposal or contract without obligation to either City Of Orangeburg or to any Bidder offering or submitting a proposal.

## **INTENT TO SUBMIT PROPOSAL**

A required onsite meeting (virtual or in-person) will be held August 22, 2024, at 10:30 am for all interested Bidders. After which, all invited Bidders are required to submit a ‘Proposal Intent Form’ (attached) no later than 5pm August 26, 2024, informing the City Of Orangeburg of their intent to either submit or decline to submit a proposal.

## **DEADLINE TO SUBMIT PROPOSAL**

All proposals must be received by the City Of Orangeburg no later than 5:00pm, close of business on September 13, 2024, for consideration in the project proposal selection process.

## **PROPOSAL SELECTION CRITERIA**

Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projection. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format.
- Bidder's alleged performance effectiveness of their proposal's solution regarding the Project Objective of the City Of Orangeburg.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to execute proposed services effectively and efficiently.
- Overall cost effectiveness of the proposal.

The City Of Orangeburg shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor.

## **PROPOSAL SUBMISSION FORMAT**

The following is a list of information that the Bidder should include in their proposal submission:

### **Summary of Bidder Background**

- Bidder's Names(s)
- Bidder's Address
- Bidder's Contact Information (and preferred method of communication)
- Legal Form of Bidder (e.g., sole proprietor, partnership, corporation)
- Date Bidder's Company Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principal officers (e.g., President, Chairman, Vice President (s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
- Bidder's Federal Employee Identification Number (FEIN).
- Evidence of legal authority to conduct business in South Carolina (e.g., business license number).
- Evidence of established track record for providing services and or deliverables that are the subject of this proposal.
- Organizational chart showing key personnel that would provide services to the City OF Orangeburg.

**Financial Information**

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of reorganization under the Bankruptcy Code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or government body.

**Proposed Outcome**

- Summary of timeline and work to be completed.

**Equipment or Service**

- List any equipment or services required of the bidder or subcontractor, along with a brief explanation.
- List any accommodation, services, or space required from the City Of Orangeburg, along with a brief explanation.

**Cost Proposal Summary and Breakdown**

- A detailed list of all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.

**Licensing and Bonding**

- Provide details of licenses and bonds (if any) for any proposed services that the bidder/contractor may plan to provide for this project.

**Insurance**

- Details of any liability or other insurance provided regarding the staff or project.

**References**

- Provide 3 references

Bidder agrees that the City Of Orangeburg may contact all submitted references to obtain all information regarding Bidder's performance.





**PROPOSAL INTENT RESPONSE FORM**

RFP Title: \_\_\_\_\_

Please review the Request for Proposal (RFP). Furnish the information requested below and return this page to the City of Orangeburg contact listed on page 3 by **5:00pm on August 26, 2024.**

Your expression of intent is not binding but will greatly assist us in planning for proposal evaluation.

Choose one of the following options:

\_\_\_\_\_ Do intend to submit a proposal

\_\_\_\_\_ Do Not intend to submit a proposal

If you are not responding to this RFP, please provide your reason(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please provide the following contact information:*

Name (First, Middle, Last): \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_