



REQUEST FOR QUALIFICATIONS & PROPOSALS
FOR
COMMUNICATIONS CONSULTANT SERVICES

ISSUED: MARCH 15, 2019

MT. LEBANON MUNICIPALITY
710 WASHINGTON ROAD
PITTSBURGH, PA 15228

COMMUNICATIONS CONSULTANT

I. SCOPE OF SERVICES

a. PURPOSE

The Municipality of Mt. Lebanon desires to engage a communications consultant to identify the best practices for the municipality to use in communicating with all its residents. Mt. Lebanon is in the process of hiring a new Public Information Officer (PIO). The consultant will work in tandem with the Commission, Municipal Manager, and new PIO to create and implement a comprehensive communications strategy. The consultant will develop an overall communications strategy for the Municipality and present decision points and an implementation plan to the Commission to be considered for immediate implementation or as part of the 2020 budgeting process.

b. PROJECT SCOPE/DUTIES OF CONSULTANT

The selected consultant will develop a holistic plan that enhances the way in which the Municipality distributes information and receives feedback from its residents. The consultant must have an understanding of current best practices in public information communication, including methods of reaching different demographics. Mt. Lebanon has approximately 33,000 residents with 24% under the age of 18 and 20% over the age of 65. The consultant will also evaluate the Municipality's current internal and external communications to determine their usefulness in effective, timely communication with the public. The PIO will be responsible for communications activities on behalf of the Municipality. The consultant will serve a support function to municipal staff 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:

- i. Construct a comprehensive communications strategy to be implemented by the municipality to best reach all members of the community in the manner they want to be reached and at the time they want to be reached.
- ii. Analyze each of the current mediums used by the municipality to communicate both internally between the Public Information Office and municipal departments and externally between the Municipality and its citizens and the general public. Determine which means are effective and which need to be improved. Provide statistical data to support the determination.

- iii. Present the overall communications strategy to the Mt. Lebanon Commission and identify key decision points for the Commission. Devise an implementation plan for the communications strategy.
- iv. Develop and assist in executing the strategy to improve all forms of communication available to the Municipality including but not limited to the Mt. Lebanon Magazine, e-newsletter, website, Facebook, Twitter and other forms of communication as recommended by the consultant.
- v. Make recommendations to the Municipality for more timely, transparent and effective communication with residents, businesses, and property owners of the Municipality.
- vi. If the strategy and analysis identifies means of information distribution to the general public beyond those which the Municipality currently utilizes, the consultant should provide a marketing plan to inform the public of these new means of information distribution with associated costs.

II. **PROPOSAL TO BE SUBMITTED**

The proposal shall be organized and submitted with the following elements:

a. Executive Summary

Provide a brief summary describing the proposer's ability to perform the work requested, a history of the proposer's background and experience providing services, the qualifications of the proposer's personnel to be assigned to this project, and any other information called for by this scope of services which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

b. Response to Project Scope and Duties

Proposer shall provide an analysis of how they intend to complete each of the items listed in the Project Scope. Additionally, provide a general timeline for each step in the process and an estimated project completion date.

c. Cost Estimate

Proposer shall provide an itemized breakdown of costs associated with the general contract for services and any potential additions during the process.

d. Attachments

- i. Proposer shall provide a list of three references of providing services similar to those requested as part of this proposal. Special consideration may be given to those who have performed this work for public-sector or local government entities.
- ii. Proposer shall provide the names, resumes, and description of project roles of all of the firm's employees expected to work on this project.

Please submit one original and seven (7) copies of the requested information **no later than 11:00am, April 5, 2019**. Proposals shall be submitted in sealed envelopes and delivered to: Keith McGill, Municipal Manager, Mt Lebanon Municipality, 710 Washington Road, Pittsburgh, PA 15228.

III. EVALUATION OF PROPOSALS

While the successful firm must submit a competitive fee, price alone will not be the sole criteria in selection. The Communications Consultant will be selected based on the following criteria:

- Team personnel's experience and qualifications on similar projects
- Understanding and prior experience with municipal projects and requirements
- Understanding of Project scope/intent
- Approach/Methods/Project Plan
- Fee and Staffing Cost

Interviews may be scheduled with selected prospective consultants as soon as possible after the scoring and ranking, to permit further evaluation and to allow the municipality to inquire further into the consultant's experience on similar projects, thorough understanding of the various aspects of the services to be provided, scheduling, budget and other pertinent matters.

Proposals must remain open as an irrevocable offer to provide service as described in the RFQ for a period of 90 days after April 5, 2019.

The final decision regarding this proposal rests with the Mt. Lebanon Commission.

The award decision is expected to be made on or before May 14, 2019.

The Municipality may add to, modify or change the process or any requirements set forth herein at any time in its discretion.

Nothing contained in this RFQ will be deemed to (i) create any right (whether property or other) in any party to have a contract awarded or (ii) create or require any standard for award other than what the Municipality deems to be in its best interest. The award of a contract will be made in the discretion of the Municipality, and may be made on factors other than cost and on factors that may not appear in this RFQ.

Notwithstanding anything to the contrary contained herein, no bidder, whether successful or not, will acquire any legally binding rights against any party including the Municipality unless and until the bidder and the Municipality formally execute an agreement that is satisfactory to the Municipality, in its discretion. The submission of a bid, including the execution of the agreement that is part of this package, will not guarantee a contract award, nor will it guarantee that the Municipality will not request modifications or deletion of terms before entering into the contract. The Municipality reserves the right to reject any or all proposals, and the right at its discretion to accept the proposal the Municipality deems to be most favorable to its interests.