



The Housing Authority of the City of Shreveport

**Request for Proposals
For Media and Public Relations
Services
for the
HOUSING AUTHORITY OF THE CITY OF
SHREVEPORT**

SUBMISSION DEADLINE:

Friday, October 13, 2017

Request for Proposals for Media and Public Relations Services

1.0 PURPOSE

The Housing Authority of the City of Shreveport (herein after called "HACS"), a Public Housing Authority, is soliciting proposals from interested and qualified professional companies and individuals with the appropriate experience and expertise to provide media and public relations services to market, develop, and implement strategies and tools to increase the public's awareness of HACS's programs, activities, services, and initiatives, as more particularly outlined in the Scope of Work in this Request for Proposals.

1.1 BACKGROUND

The Housing Authority of the City of Shreveport provides subsidized housing to over 2,500 low-and-moderate income individuals and families.

The Housing Choice Voucher (HCV) Program provides rental assistance to approximately 1,900 low income, disabled, or elderly individuals in the city of Shreveport. The HCV Program allows low-and-moderate income families to choose and lease affordable, privately-owned rental properties.

HACS owns and manages public housing developments throughout the city of Shreveport, which provides affordable housing to 675 families. Public Housing units are available to those applicants who meet income and program eligibility requirements.

1.2 SCOPE OF SERVICES

HACS will require media and public relations services in connection with the operation, management, administration and execution of activities, programs and projects undertaken at various locations. The services required are described in Section 1.3 below.

1.3 SCOPE OF WORK

The selected firm shall provide media and public relation services to HACS to include, but not be limited to, the following:

1. Manage and coordinate media relationships to facilitate positive media coverage to include press releases, advisories, media pitching, coordinating media interviews, media inquiries and similar activities for HACS.
2. Develop news stories or announcements that generate quantifiable media value.
3. Provide guidance, training, and professional development to HACS for improving media communication skills, use of social media, and emerging media.
4. Design, develop, and produce creative informational materials as needed, such as newsletters, videos, brochures, ads, flyers, annual reports, and mailing pieces.
5. Plan and execute special events, press conferences, etc. plans and procedures, and execute crisis management in situations where such is deemed appropriate or necessary.

6. Assist in development of communication plans for all HACS programs.
7. Identify opportunities to establish meaningful rapport between HACS and community partners.
8. Develop HACS social media platforms such as Twitter and Facebook.
9. Coordinate writing and distributing press releases in a timely manner.
10. Attend local events and presentations to capture HACS's activities to include print photography, and video.
11. Assist with redevelopment of the HACS website.

Deliverables shall include weekly reports, press release, media scheduling of agency interviews, media follow-up discussions, and public relations outreach. Monthly invoices shall be sent to HACS's documenting work performed and amount billed.

1.4 PERIOD OF PERFORMANCE

The period of performance shall be for two (2) years with a provision to extend, at HACS's sole and absolute discretion. This contract may be renewed by exercising additional one-year or shorter options. Written notice of HACS's intention to renew shall be given approximately sixty (60) days prior to expiration date of each contract period.

1.5 FORMAT REQUIRED

The proposal is required to include all information specified within the body of the proposal. The proposal shall be presented in tabbed sections as described below. Responses of a boilerplate nature, or which merely provide a review of vendor qualifications will not be accepted as responsive. To be considered, the proposal shall respond to all requirements of this part of the Request for Proposal and shall be signed by an individual authorized to bind the firm. Any other information thought to be relevant, but not applicable to the categories below, may be provided as a separately bound appendix to the proposal. The proposal should be concise and to the point. The proposal should include the following:

1. Title Page - Show RFP subject, name of firm, address, telephone number, name of contact person, and date.
2. Table of Contents.
3. Letter of Transmittal - Shall include an affirmative statement of your understanding of and interest in this RFP, the name of the firm, the location of the principal place of business, the type of business entity (i.e., corporation, partnership, etc.) and the state of incorporation. The letter shall be signed by an authorized representative of the firm.

4. Qualifications and Experience of Firm – Demonstrate the firm's understanding and qualifications for completing the necessary work, evidence of firm's ability to perform this type of work, and any record of past experience including similar projects relative to municipal, governmental, redevelopment and housing authorities, or other political entities. Indicate length of time the firm has been in operation and describe the firm's core competencies. Include profile of firm's principals, staff, and facilities. Describe any qualities that your firm possesses that will enhance, provide continuity, and contribute to the efficiency of providing this service. Demonstrate firm's capability to work statewide, within the state of Louisiana. (Evaluation Criteria A)
5. Qualifications and Experience of Key Personnel – Identify the individual(s) that will be assigned to this project, their qualifications, training, responsibilities, and resumes. Be specific as to their level of experience with local governments and Public Housing Authorities, particularly as it relates to this scope of services. List any contractors or third-parties which will be potentially involved in providing services to HACS, to include the same information above. (Evaluation Criteria B)
6. Licensing/Certified Statements – Evidence that the firm meets all licensing requirements. (Evaluation Criteria F) Include a certified statement that the firm is not debarred from entering into contracts with HUD-funded agencies or other Federal and/or State agencies. (Evaluation Criteria E)
7. Approach and General Understanding – Describe your firm's philosophy and strategy for developing media and public relations programs. Provide a description of successful media and public relations programs that the firm has developed that have relevancy to the objectives of HACS. Include innovative approaches that were successful in achieving the client's public relations objectives. Describe the firm's expertise in developing alternative media, including social networking program development. Provide the firm's training capabilities in connection with preparing HACS staff to be interviewed and field questions from the media. Describe the firm's approach to cultivating opportunities for speaking engagements for identified spokespeople at HACS. Include samples, case studies, program summaries and/or other communications that exemplify the firm's capabilities and successes. Include samples from crisis management, public relations, and marketing. Note if past experience included work relative to municipal, governmental, redevelopment and housing authorities, or other political entities. Indicate your firm's willingness to respond to media and public relations services in a timely manner. (Evaluation Criteria C)
8. References - Supply three (3) current references. Provide names, contact number, date of service and description of the work performed. (Evaluation Criteria D)
9. Price – Include the firm's proposed budget and fees for contract year. Provide a detailed list specific to the objectives provided herein. Indicate the firm's willingness to consider flexible fee arrangements. (Evaluation Criteria G)

1.6 SUBMITTAL SPECIFICATIONS

All proposals must be submitted in accordance with the specifications of this proposal. No requirement and/or specification should be construed as an attempt on the part of HACS to limit competition.

1.7 WITHDRAWAL OF PROPOSAL

Proposals may be withdrawn by written or faxed request dispatched by the firm in time for delivery in the normal course of business and prior to the time fixed for receipt of proposals. However, requests that are

faxed must be followed up by a written confirmation, signed by the firm. The same person signing the proposal must sign the withdrawal request.

1.8 RECEIPT AND OPENING OF PROPOSAL

One (1) original and three (3) copies of the proposal should be forwarded to Ms. Janique Rogers, Housing Manager, Housing Authority of the City of Shreveport, 2500 Line Avenue, Shreveport, Louisiana 71104, clearly marked "Proposal for Media and Public Relations Services," **no later than 4:00 P.M. on Friday, October 13, 2017.** Electronic transmissions will not be accepted. Proposals received prior to the due date will be securely kept, unopened. No proposals will be received after the designated time and date.

Should HACS close earlier than normal hours due to uncontrolled events such as fire, snow, ice, wind, or building evacuation, proposals will be accepted on the next business day of HACS.

At the designated time and date, HACS Evaluation Committee will open and list the proposals for the record. This is not a public opening.

1.9 CONTACT INFORMATION

Questions concerning this RFP shall be directed to **Janique Rogers**, Housing Manager, and shall be e-mailed to jrogers@shvhousauth.com and shall be the responsibility of the sender to verify receipt of all emails. HACS shall not be responsible for missed emails. **All questions must be submitted by Noon on September 22, 2017,** and both the question(s) and answer(s) will be shared with everyone HACS knows is interested in responding to this RFP.

1.10 EVALUATION CRITERIA

The following criteria will be used in the evaluation of proposals:

- A. Demonstration of the firm's understanding and qualifications for completing the scope of the work. Possible Points: 15
- B. Evidence of the firm's ability to perform the work as indicated by profiles of the principals and staff's professional and technical competence and experience and their facilities. Possible Points: 25
- C. Evidence of firm's approach and general understanding for developing media and public relations program. Firm's willingness to respond to media and public relations services in a timely manner. Possible Points: 30
- D. Evidence of firm's past performance as demonstrated by current references. Possible Points: 15
- E. Certified statement that the firm is not debarred, suspended, or otherwise prohibited from professional practice by any Federal, State, or Local Agency. (Note: This is a yes or no criterion; if the answer is no, the firm is disqualified, not point scored.)
- F. Evidence that firm is properly organized and licensed to provide media and public relations services in Louisiana.
- G. Proposed budget and fees. Possible Points: 15

1.11 EVALUATION AND SELECTION PROCESS

During the evaluation phase, proposals are reviewed by the HACS Evaluation Committee to determine which addresses all the requirements of the RFP and to technically review the proposals. Proposals determined to be non-responsive will be eliminated at this point. Once the qualified firms have been determined, the committee shall rank all responsive proposals.

HACS reserves the right in its sole discretion to award a contract related to this RFP based upon the written proposals received by HACS without interviews or prior discussion or negotiation with respect to those proposals. However, each firm choosing to submit a proposal should be willing to attend a conference, if necessary, at its own expense, for negotiations. HACS reserves the right to request additional information from any or all respondents as necessary to clarify any information which is contained in the proposals. Negotiations shall be conducted with the firm ranked first. If a contract satisfactory and advantageous to HACS cannot be negotiated with the firm ranked first, then negotiations may be conducted with the firm ranked second, and so on until a contract has been negotiated or all proposals are rejected. Based upon HACS's proposal review and conference, the firm's contract will be forwarded along with a recommendation for contract approval to the Executive Director. Upon that approval, a contract will then be executed.

All portions of this RFP may be considered to be part of the contract and may be incorporated by reference. HACS does not discriminate against faith-based organizations nor any person on the basis of race, color, sex, religion, national origin, age, familial status, or handicap.

1.12 CONFLICTS OF INTEREST

Firms submitting proposals must identify and disclose any real or apparent conflicts of interest with HACS.

1.13 INSURANCE

The firm selected for award shall maintain, at its own expense, insurance coverage for their operations, with terms and limits agreeable to HACS, and shall name HACS as an additional insured with respect to the work performed for HACS, and shall provide HACS a Certificate of Insurance prior to execution of a contract. See below:

Professional Liability	Required Limits
<p>HACS must be named as an Additional Insured and be a Certificate Holder.</p> <p>This is required for vendors who render observational services to HACS such as appraisers, inspectors, attorneys, engineers or consultants.</p>	\$500,000
Business Automobile Liability	Required Limits
<p>HACS and its affiliates must be named as an additional insured and as the certificate holder.</p> <p>This is required for any vendor that will be using their vehicle to do work on HACS properties.</p>	\$500,000 combined single limit, per occurrence
Workers Compensation and Employer's Liability	Required Limits
<p>Workers' Compensation coverage is Statutory and has no pre-set limits. Employer's Liability limit is \$500,000. Workers' Compensation is required for any vendor made up of more than one person. A Waiver of Subrogation in favor of HACS must be included in the Workers' Compensation policy. HACS and its affiliates must be a Certificate Holder.</p>	Statutory - \$500,000
Commercial General Liability	Required Limits
<p>This is required for any vendor who will be doing hands on work at HACS properties.</p> <p>HACS must be named as an Additional Insured and as the Certificate Holder.</p>	<p>\$500,000 per accident</p> <p>\$500,000 aggregate</p>