

TOWN OF PARADISE
REQUEST FOR PROPOSALS
For
PROFESSIONAL COMMUNICATION
SERVICES



Colette Curtis
Recovery and Economic
Development Director
Town of Paradise
5555 Skyway
Paradise, CA 95969

**TOWN OF PARADISE
REQUEST FOR PROPOSALS
PROFESSIONAL COMMUNICATION
SERVICES**

I. INTRODUCTION

The Town of Paradise (Town) is requesting proposals from marketing or communication firms for professional communication and marketing services for the Town of Paradise for a three (3) year contract period from April 13, 2022 to April 13, 2025.

There is no expressed or implied obligation for the Town of Paradise to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code Sec. 6250 et seq.), unless exempt.

To be considered, the Town Clerk at 5555 Skyway, Paradise, CA 95969 by 5:00 P.M. on March 28, 2022, must receive three (3) copies of the proposal. The outside of the envelope should be marked: "COMMUNICATION SERVICES PROPOSAL" and if possible, please include a CD with a PDF document of the proposal. The Town reserves the right to reject any or all proposals submitted.

During the evaluation process, the Town of Paradise reserves the right, where it may serve the Town's best interest, to request additional information or clarification from proposers, or to allow corrections of errors or omissions. At the discretion of the Town of Paradise, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

The Town reserves the right to retain all proposals submitted and to use any idea(s) in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Town of Paradise and the firm selected.

It is anticipated the selection of a firm will be completed by April 5, 2022. Following the notification of the selected firm, a recommendation and proposed contract will be prepared for review and approval by the Town Council at its **April 12, 2022** meeting. The Town reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any proposal, and to accept or reject any items or combination of items.

II. NATURE OF SERVICES REQUIRED

A. Scope of the Work to be performed

1. The communications or marketing firm will work to coordinate information and messaging through the Town's Recovery and Economic Development Department to Paradise citizens, local media, community stakeholders, local public agencies, along with State and Federal organizations, legislators and legislative staff, and other interested parties. Tasks may include, but not be limited to the following:
 - a) Designing marketing strategies and plans for recovery activities, and resident/business attraction for the Town of Paradise, aimed at a dispersed population within Paradise, Butte County, the State and beyond.
 - b) Developing community education campaigns to support community recovery and public safety projects aimed at residents within Paradise as well as those who are displaced. A deep understanding of the local community and an established relationship with local media is strongly preferred.
 - c) Coordinating promotion of community meetings, small focus groups, public agency presentations, communication of actions by the Paradise Town Council, and other affiliated public bodies, news media briefings, press releases, updating related website information, social media, and other communication paths;
 - d) Organizing events such as tours, press conferences, media briefings, event announcements, and related press releases and notifications;
 - e) Supporting daily conventional and social media monitoring and analysis of news reports related to the Paradise recovery effort;
 - f) Undertaking and maintaining a Paradise communication archive folder including photos, news articles, promotional and informational material;
 - g) Updating related websites, Facebook page, and other informational alternatives, as applicable;
 - h) Regular coordination with the Recovery and Economic Development Director.

III. General Information

A. Background Information

The Town of Paradise is located in beautiful northern California, in Butte County, approximately 90 miles north of Sacramento. The Town of Paradise is a full service Town with over 6,000 residents. Incorporated in 1979, the Town provides a wide range of municipal services, including police and fire protection, community planning, building and safety, street maintenance, and onsite wastewater monitoring services. The Town is managed under the Council/Town Manager form of government. The annual operating and capital budgets total approximately \$66 million, including \$15 million in the General Fund. It has a work force of 71 full-time and 12 part-time employees. The Town's fiscal year begins on July 1 and ends on June 30.

IV. PROPOSAL REQUIREMENTS

A. General Requirements

1. Inquiries concerning the Request for Proposals and the subject of the Request for Proposals must be made to:
Colette Curtis
Recovery and Economic
Development Director
5555 Skyway
Paradise, CA 95969
(530) 872-6291 x 112
ccurtis@townofparadise.com
2. Three (3) copies of the Proposal shall be received by the office of the Town Clerk of the Town of Paradise by 5:00 p.m. on March 28, 2022 for a proposal to be considered. The Proposal should address the items listed in sections B below.

The Proposal should be addressed as follows:

**“Communication Services
Proposal”
Town of Paradise
Attn: Town Clerk
5555 Skyway
Paradise, CA 95969**

B. Proposal Content

Consultants are required to submit a comprehensive proposal for all services. You may assemble sub-consultants to cover all services, but the lead consultant shall be accountable to the Town for all work elements including those done by sub-consultants. All proposals shall comply with the following requirements. Failure to comply with the requirements shall be grounds for the rejection of a proposal.

1. A brief history and summary of qualifications of consultant sub-consultants.
2. Experience working with local government and news media forms.
3. Describe personnel experience and availability. Include resumes of the personnel who would be assigned to perform the services described and their availability.
4. Hourly fee schedule.

C. Insurance

The firm to whom a contract is awarded will be required to furnish Town with evidence of insurance coverage's, including general liability, professional liability, and workers compensation, as appropriate. The Town will keep this information on file.

D. Selection Process

The Town will review the proposals based on the following consultant selection criteria:

- Quality of the proposal
- General firm and individual experience
- Specific public relations and communication experience
- Capacity to perform the specific tasks outlined in the scope of work
- Staff availability
- Fee schedule