

City of Redlands

Police Department

1270 Park Avenue

Redlands, CA 92373

Phone: 909-798-7613

Email: ccatren@redlandspolice.org

www.cityofredlands.org

INFORMAL REQUEST FOR PROPOSAL (iRFP)
20160202CC FOR:

Social Media Management Services

Date Issued: January 19, 2016

Date Due: February 2, 2016@ 4:00 p.m. P.S.T.

Responses received and opened at:

Redlands Police Department

1270 Park Avenue

Redlands, CA 92373

By Fax: 909-798-7648

By Email: ccatren@redlandspolice.org



CALENDAR OF EVENTS / IRFP TIMELINE

Listed below are the important dates and times by which the actions noted must be completed. All dates are subject to change by the Purchasing Manager. If the Purchasing Division finds it necessary to change any of these dates or times prior to the proposal due date, the change will be accomplished by addendum.

| <u>ACTION</u> | <u>COMPLETION DATE</u> |
|--|-------------------------------|
| Issue RFP | <u>January 19, 2016</u> |
| Last Day for Questions | <u>January 28, 2016 @12pm</u> |
| Published response to questions | <u>January 28, 2016</u> |
| Proposals Due | <u>February 2, 2016 @ 4pm</u> |
| Selection Committee Meeting | <u>February, 2016 (TBD)</u> |

1. BACKGROUND AND SCOPE OF SERVICES

The City is seeking qualified vendors to provide social media management services to monitor, respond to, and develop appropriate responses and material for the Police Department's social media accounts. The successful vendor will work at the direction of designated Department members and with the City's Public Information Officer to perform the scope of services listed below.

- A. Manage the Department's Facebook, Twitter and other social media accounts
- B. Respond to inquiries in a manner consistent with the Police Department's philosophy, values, perspective and goals
- C. Develop and distribute informational items, profiles, educational articles and crime prevention information
- D. Post up to 7 days per week (events, comments, dialogue stimulating posts and referrals)
- E. Acknowledge posts
- F. Develop and/or maintain social networking links with appropriate organizations
- G. Grow "Fan" contacts through interaction from "Friend" page(s), existing fans and site-provided network mechanisms
- H. Promote the Department and events
- I. Provide quarterly progress reports to designated Department personnel
- J. Meet with Department personnel and the Public Information Officer, as necessary, to accomplish the items listed above
- K. Experience working with police agencies and/or the Redlands Police Department is preferred, but not required

2. CONTRACT TERM

The initial contract/agreement period will be for one (1) year; The city will have an option to extend services for up to 2 additional one (1) year extensions with the same terms and conditions.

3. PROPOSAL FORMAT GUIDELINES

Interested firms should provide the City with the following information:

A. Cover Page.

This is to be used as the first page of the submission. This form must be fully completed and signed by an authorized officer of the firm.

B. Executive Summary.

This part of the response to the iRFP should be limited to a brief narrative highlighting the proposer's qualifications and experience. Typically, this section should not exceed **1** page.

C. Approach and Methodology:

The proposal should include a description of your understanding of the City and emphasize a clear understanding of the scope of services required and demonstrate the necessary resources to perform the intended services.

D. Firm Information/Organization.

The Proposer must identify the Account Manager who will be working directly with the City and engaged in managing the work. Resumes must be included which reference the individual's qualifications and experience in managing similar projects.

Identify the responsibilities of the key individuals, other than the Account Manager, who will be assigned to the proposed contract, and who will have major responsibilities for performance of the services required. Include resumes that list relevant projects worked on, dates showing length of time spent on each project and the specific duties and responsibilities for each project.

The City reserves the right to approve or disapprove any change to the successful Proposer's Account Manager. Personnel changes that impact the contract may result in the cancellation of the

contract.

E. Staffing.

Provide a list of principals, including sub-contractors, with their qualifications. Upon award of contract, principals may not be changed without approval of the City. Describe firm's support organization, accessibility and quality assurance methods for optimizing staff utilization.

F. References.

The information requested in this section should include references within the past five (5) years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- i. Names of key staff that participated on named projects and their specific responsibilities.
- ii. A summary of your firm's demonstrated capability, including length of time that you have provided the services being requested in this Request for Proposal.
- iii. Provide at least three (3) references that received similar services from your firm. The City may contact the organizations and individuals. Information provided shall include:
 - a. Client name;
 - b. Project description;
 - c. Project start and end dates
 - d. Client project manager name, telephone, and electronic mail address.

G. FEE/COST PROPOSAL.

A fee proposal should be submitted and include material, supplies, and any associated travel expense rates, if not already included in the personnel rate.

- i. Cost Proposal. The Cost Proposal must provide a detailed fee schedule itemizing the services including (but should not be limited to) the following:
 - a. Cost proposals shall provide a monthly cost for services using a 10-hour per month baseline.
 - b. Cost proposal must refer/reference specific Scope of Work items
 - c. If a specific requested service, function, or option is not offered / available please indicate.
 - d. Include any general comments on pricing, or different levels of service.
 - e. Pricing should include all fees associated with this task.
 - f. It is expected that all proposers responding to this iRFP will offer government or comparable most favorable rates. Any and all discounts offers must be clearly delineated.
 - g. In addition, all prices must be firm and fixed for this assignment following the notice of award

4. EVALUATION CRITERIA

The following is an outline of the procedures the City will use in the selection process:

- A.** City organizes the review panel/committee.
- B.** The panel/committee reviews the proposals submitted by the prospective vendors.
- C.** The panel/committee selects proposals, which qualify based on the qualifications and previous experience performing similar work.
- D.** The panel/committee will determine and identify the vendors that are qualified to perform the services and will rank the vendors based on their demonstrated competence and professional qualifications deemed necessary for the satisfactory performance of the services required. Vendors with top ranking proposals may be selected for an interview.

- E. The panel/committee will make selection based on qualifications. Negotiations will be undertaken with the firm ranked most qualified with the City's goal being to secure the services at a cost equivalent to the lowest cost offered to the City by an approved & qualified vendor and provides to the City the best long range economic value by the qualified vendors.
- F. If a contract cannot be successfully negotiated with the top rated Vendor, the negotiations with the designated vendor may be determined in writing and negotiations may be started with the next highest rated Vendors. This process will continue until the negotiations are successfully concluded with a firm.

5. **PROCESS FOR SUBMITTING PROPOSALS**

A. Content of Proposal.

The proposal must be submitted using the format as indicated in the proposal format guidelines.

B. Submission of Proposals.

The proposal shall be signed by an authorized individual of the professional firm. Complete written proposals must be submitted no later than **4:00 p.m. PST on February 2, 2016**

Proposals can be mailed, faxed, emailed or hand delivered to:

City of Redlands Police Department
Chris Catren, Commander
1270 Park Avenue
Redlands, CA 92373

Fax: 909-798-7648

Email: ccatren@redlandspolice.org

C. Inquiries.

Questions about this iRFP should be posted at PlanetBids website at www.cityofredlands.org/RFP . Please submit questions before Thursday, January 28, 2016 at 12:00 pm to ensure sufficient time for staff to respond prior to the proposal submittal deadline.

D. Conditions for Proposal Acceptance.

This iRFP does not commit the City to award a contract or to pay any costs incurred for any services. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this iRFP, to negotiate with any qualified source, or to cancel this iRFP in part or its entirety, and to waive minor irregularities in any proposal.

6. **STANDARD TERMS AND CONDITIONS**

Cost for Preparing Proposal.

The cost for developing the proposal is the sole responsibility of the proposer. All proposals submitted become the property of the City of Redlands. Submitted proposals, including fee proposals, are subject to the California Public Records Act.

Proposal Forms:

- Proposal cover page
- Exceptions or Deviations Form.
- Submitter Certification / Addenda Acknowledgement Form.
- IRS W-9 Form.

7. **INSURANCE REQUIREMENTS**

A Certificate of Insurance will be furnished by the successful Contractor upon Notice of Award. The certificate(s) shall be completed by the Contractor's authorized agent and submitted to the City's

Risk Management Department. The successful Contractor shall not commence any work in connection with the Agreement until it has obtained all of the following types of insurance and shall maintain such insurance for the duration of the Agreement. The Contractor shall secure the minimum insurance coverage described below, and such insurance shall be primary with respect to any insurance or self-insurance programs maintained by the City.

- **Workers' Compensation and Employer's Liability Insurance.** If applicable, the Contractor shall obtain, and maintain throughout the life of the Agreement, Workers' Compensation and Employer's Liability Insurance in the amount that meets the statutory requirement and shall be in force with an insurance carrier acceptable to the City. Contractor and any sub-consultants or subcontractors shall comply fully with the California Workers' Compensation Law.

The city reserves the right to modify the insurance requirements set forth at any time during the process of solicitation or subsequent thereto.

8. INTERPRETATIONS, CLARIFICATIONS AND ADDENDA

- No oral interpretations will be made to any vendor as to the meaning of the Proposal Documents. Any inquiry or request for interpretation received by the **City before 12:00p.m., Thursday, January 28, 2016, will be given consideration. Questions should be posted at PlanetBids website at www.cityofredlands.org/RFP**
Answers will be posted at the city website: www.cityofredlands.org/RFP on January 28, 2016
- The City reserves the right to amend this iRFP prior to the proposal due date. **Addenda or addendum will be published on the City's website www.cityofredlands.org/iRFP.** In case any Proposer fails to acknowledge receipt of such addenda or addendum, his/her proposal will nevertheless be construed as though it had been received and acknowledged and the submission of his/her Proposal will constitute acknowledgment of the receipt of same. All addenda are a part of the Proposal Documents and each Proposer will be bound by such addenda, whether or not received by him/her. It is the responsibility of each Proposer to verify that he/she has received all addenda issued before Proposals are opened.
- In the case of unit price items, the quantities of work to be done and materials to be furnished under this Proposal/Contract are to be considered as approximate only and are to be used solely for the comparison of Proposals received. The City and its Consultants do not expressly or by implication represent that the actual quantities involved will correspond exactly therewith; nor shall the Proposer plead misunderstanding or deception because of such estimate or quantities of work performed or material furnished in accordance with the Specifications and other proposal documents, and it is understood that the quantities may be increased or diminished as provided herein without in any way invalidating any of the unit or lump sum prices proposal.

9. CHANGES / MODIFICATIONS

The City reserves the right to order changes in the scope of work and resulting contract. The successful Proposer has the right to request an equitable price adjustment in cases where modifications to the contract under the authority of this clause result in increased costs to the contractor. Price adjustments will be based on the unit prices proposed by the Contractor in response to this solicitation. Any contract resulting from this solicitation may be modified upon written and mutual consent of both parties.

10. GOVERNING LAWS AND REGULATIONS

The Proposer is required to be familiar with and shall be responsible for complying with the City's Purchasing Policies and Procedures, City resolutions, City rules, all federal, state and local laws, ordinances, rules and professional standards or regulations that in any manner affect this solicitation, the selection process, protests, award of contract, contract management or any other activity associated with this solicitation and the subsequent work required of the successful Proposer.

11. CONTRACT NEGOTIATION

Upon receipt of the proposals, the Selection Committee shall first determine and identify those

persons or organizations that are qualified to perform the services and shall rank such persons and organizations based on their demonstrated competence and professional qualifications deemed necessary for the satisfactory performance of the services required.

Second, the cost proposals submitted by all qualified persons and organizations shall be opened and reviewed.

Third, negotiations shall be undertaken with the person or organization ranked most qualified in an attempt to secure the services at a cost equivalent to the lowest cost offered to the city by the qualified persons and organizations. If the person or organization ranked is unwilling to provide the services at a cost equivalent to such lowest cost: 1) such person or organization may nevertheless be awarded a contract, provided the purchasing agent, city manager or city council, as appropriate, determines the initiating city department director has substantiated that the cost for the services is reasonable and appropriate; or 2) negotiations with the most qualified person or organization may be terminated and the initiating city department may undertake similar negotiations with the other qualified person and organizations in order of rank.

The proposal signed by the successful Proposer along with documentation included in the proposal as required by this solicitation and other additional materials submitted by the Proposer and accepted by the City shall be the basis for negotiation of a contract addressing the requirements of the solicitation. The resulting contract will be approved by the City Council.

12. PAYMENTS

Payments shall be made 30 days from the receipt of invoice, and follow all City policies promulgated thereby.

13. BUSINESS LICENSES

The successful proposer will be required to obtain a City of Redlands business license prior to commencement of work.

14. INDEMNIFICATION

The successful Proposer must fully indemnify the City. Such indemnification will be documented in the contract documents.

15. RIGHT OF REJECTION

The City of Redlands reserves the right to reject any and/or all proposals, reserve the right to waive any informalities or irregularities in the proposal or examination process, reserve the right to select low proposal per item, and reserve the right to award proposals and/or contracts in the best interest of the City.

16. REFERENCE TERMS

Any headings in this document are for the purposes of reference only and shall not limit or otherwise affect the meaning thereof. Any reference to gender shall be construed to include all genders, firms, partnerships and corporations. References in the singular shall be construed to include the plural and references in the plural shall be construed to include the singular. Any reference to the "City" or the "City of Redlands" shall be construed to refer to the City for which the solicitation was issued and the City shall be the legislative authority for all matters concerning this solicitation or the resulting contract(s).

17. PROPRIETARY INFORMATION

Responses to this Request for Proposals, upon receipt by the City, become public records. If any proposer believes that any portion of all of the response is confidential and proprietary, proposer shall clearly assert such exception and the specific legal authority of the asserted exemption. Such designation of an item as a trade secret may be challenged in court by any person. By the proposer's designation of material submitted to the City as a "trade secret", the proposer agrees to hold harmless the City for any award to a plaintiff for damages, costs or attorney's fees and for costs and attorney's fees incurred by the City by reason of any legal action challenging the proposer's "trade secret" claim.

PROPOSAL DOCUMENTS:

PROPOSAL COVER PAGE

Name of Firm, Entity or Organization:

Federal Employer Identification Number (EIN):

State of California License Number (If Applicable):

Name of Contact Person:

Title:

E-Mail Address:

Mailing Address:

Street Address (if different):

City, State, Zip:

Telephone:

Fax:

Organizational Structure – Please Check One:

Corporation ☐ **Partnership** ☐ **Proprietorship** ☐ **Joint Venture** ☐ **Other** ☐

If Corporation:

Date of Incorporation:

State of Incorporation:

States Registered in as Foreign Corporation:

Authorized Signature:

Print Name: _____

Signature: _____

Title: _____

Phone: _____

This document must be completed and returned with your Submittal.

EXCEPTIONS OR DEVIATIONS TO SPECIFICATIONS

Note: Proposer must sign the appropriate statement below as applicable.

- () Proposer understands and agrees to all terms, conditions, requirements and specifications stated herein.

Firm: _____

Signature: _____

- () Proposer takes exceptions to terms, conditions, requirements or specifications stated herein. (Proposer must itemize each exception below and return with the Proposal Form.)

Firm: _____

Signature: _____

Proposer should note that any exceptions taken from the stated terms and/or specifications *may*, but not necessarily will be cause for their submittal to be deemed “non-responsive”, risking rejecting of the submittal.

Attached are _____ additional pages.

This document must be completed and returned with your Submittal

PROPOSER'S CERTIFICATION

| | | | |
|---|-------------------------|---|---------------|
| Submit To: City of Redlands Redlands Police Department 1270 Park Avenue Redlands, CA 92373 Phone 909-798-7613 | | CITY OF REDLANDS REQUEST FOR PROPOSAL (IRFP) CERTIFICATION AND ADDENDA ACKNOWLEDGMENT | |
| DUE DATE: February 2, 2016 | DUE TIME: 4:00pm | IRFP # 20160202CC | |
| TITLE: Social Media Management Services | | | |
| VENDOR NAME: | | PHONE NUMBER: | |
| VENDOR MAILING ADDRESS: | | FAX NUMBER: | |
| CITY/STATE/ZIP: | | E-MAIL ADDRESS: | |
| <p>"I, the undersigned, certify that I have reviewed the addenda listed below (list all addenda received to date). I understand that timely commencement will be considered in award of this IRFP and that cancellation of award will be considered if commencement time is not met, and that untimely commencement may be cause for assessment of liquidated damages claims. I further certify that the services will meet or exceed the IRFP requirements. I, the undersigned, declare that I have carefully examined the IRFP, specifications, terms and conditions as applicable for this Request, and that I am thoroughly familiar with all provisions and the quality and type of coverage and services specified. I further declare that I have not divulged, discussed, or compared this IRFP with any other Offer or and have not colluded with any offerors or parties to an IRFP whatsoever for any fraudulent purpose."</p> | | | |
| _____ | _____ | _____ | _____ |
| Addendum # | Addendum # | Addendum # | Addendum # |
| <p>"I certify that this quote is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an IRFP for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this IRFP and certify that I am authorized to sign this response and that the offer is in compliance with all requirements of the IRFP, including but not limited to certification requirements. In conducting offers with an agency for the City of Redlands respondent agrees that if this proposal is accepted, the respondent will convey, sell, assign, or transfer to the City all rights, title and interest in and to all causes of action it may now or hereafter acquire under the anti-trust laws of the United States for price fixing relating to the particular commodities or services purchased or acquired by the City. At the City's discretion, such assignment shall be made and become effective at the time the purchasing agency renders final payment to the respondent."</p> | | | |
| _____ Authorized Agent Name, Title (Print) | | _____ Authorized Signature | _____ Date |
| <i>This form must be completed and returned with your Submittal</i> | | | |

NO-PROPOSAL RESPONSE

City of Redlands Statement of "No Proposal"

If you do not intend to submit a proposal for this project, please complete and return this form prior to date shown for receipt of proposals to: City of Redlands, Purchasing Division- 1270 W. Park Ave. Bldg A, Redlands, CA 92373, Attn: Dana Abramovitz-Daniel.

We, the undersigned, have declined to submit a proposal on your iRFP # **20160202CC** for Organizational Diversity Culture Review and Recommendations for the following reasons:

_____ Specifications are too "tight", i.e. geared toward one brand or manufacturer only
(please explain reason below)

_____ Insufficient time to respond to Request for Proposals.

_____ We do not offer this product/s or equivalent.

_____ Remove us from your bidders' list for this commodity or service.

_____ Our product schedule would not permit us to perform to specifications.

_____ Unable to meet specifications.

_____ Unable to meet insurance requirements.

_____ Specifications unclear (please explain below).

_____ Competition restricted by pre-approved owner standards.

_____ Other (please specify below).

Remarks:

Company Name: _____

Address: _____

Signature and Title: _____

Telephone Number _____ Date _____