



# **Request for Proposals For Media and Public Relations Services**

for  
HAMPTON REDEVELOPMENT AND HOUSING AUTHORITY  
**HRHA/HR-001-01-13**

**SUBMISSION DEADLINE:  
Friday, March 1, 2013 at 4:00 p.m.**

**Request for Proposals  
for Media and  
Public Relations Services  
RFP No. HRHA/HR-001-01-13**

**1.0 PURPOSE**

The Hampton Redevelopment and Housing Authority (herein after called “HRHA”), a political subdivision of the Commonwealth of Virginia operating within the City of Hampton, 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 HRHA’s programs, activities, services, and initiatives, as more particularly outlined in the Scope of Work in this Request for Proposals.

**1.1 BACKGROUND**

Hampton Redevelopment and Housing Authority, located in Hampton, VA, currently owns and operates 546 public housing units, 2,836 Housing Choice Vouchers, and a variety of non-public housing and commercial properties. HRHA also acts as a general contractor in HRHA new construction and redevelopment activities. HRHA administers the Community Development Block Grant Program and the Home Investment Partnership Program as well as other programs with the City of Hampton.

HRHA operates under the enabling legislation of Title 36 of the Code of Virginia and the Charter of the City of Hampton. In addition to being governed by State and local law, HRHA’s activity is governed by regulations of the U.S. Department of Housing and Urban Development.

**1.2 SCOPE OF SERVICES**

HRHA 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 within the city of Hampton. 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 HRHA 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 HRHA.
2. Develop news stories or announcements that generate quantifiable media value.
3. Provide guidance, training, and professional development to HRHA staff 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 in accordance with HRHA procurement guidelines.
5. Plan and execute special events, press tours, press conferences, etc.

6. Provide crisis management training to HRHA's executive staff, to develop crisis management action plans and procedures, and execute crisis management in situations where such is deemed appropriate or necessary.
7. Assist in development of communication plans for all HRHA programs.
8. Identify opportunities to establish meaningful rapport between HRHA and its residents and community partners.
9. Manage social media such as Twitter and Facebook accounts and activity.
10. Coordinate writing and distributing press releases in a timely manner.
11. Attend local events and presentations to capture HRHA activities to include print, photography, and video.
12. Assist with development of a new website for HRHA.

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

The selected firm must be available to provide services on an as needed basis, 24 hours a day, 7 days a week.

#### **1.4 FEDERAL FUNDING**

Any contract entered into by HRHA will be subject to certain terms and conditions dictated by regulations governing HRHA's programs and activities. Federal funding may be involved in certain U.S. Department of Housing and Urban Development contracts; therefore, approvals may be required before local action is initiated.

#### **1.5 PERIOD OF PERFORMANCE**

The period of performance shall be for one (1) years with a provision to extend, at HRHA's sole and absolute discretion. This contract may be renewed by exercising additional one-year options for a maximum contract term of five (5) years. Written notice of HRHA's intention to renew shall be given approximately sixty (60) days prior to expiration date of each contract period.

#### **1.6 SECTION 3 CLAUSE**

- A. The work to be performed under this contract is subject to the requirements of Section 3 of the Housing and Urban Development Act of 1968, as amended, 12 U.S.C. 1701u (Section 3). The purpose of Section 3 is to ensure that employment and other economic opportunities generated by HUD assistance or HUD-assisted projects covered by Section 3 shall, to the greatest extent feasible, be directed to low-and very low-income persons, particularly persons who are recipients of HUD assistance for housing.
- B. The parties to the contract agree to comply with HUD's regulations in 24 C.F.R. Part 135, which implement Section 3. As evidenced by their execution of the contract, the parties to the contract certify that they are under no contractual or other impediment that would prevent them from complying with Part 135 regulations.
- C. The contractor agrees to send to each labor organization or representative of workers with which the contractor has a collective bargaining agreement or other understanding, if any, a notice advising the labor organization or workers' representative of the contractor's commitments under this Section 3 clause, and will post copies of the notice in conspicuous

places at the work site where both employees and applicants for training and employment positions can see the notice. The notice shall describe the Section 3 preference, shall set forth minimum, number and job titles subject to hire, availability of apprenticeship and training positions, the qualifications for each; and the name and location of the person(s) taking applications for each of the positions; and the anticipated date the work shall begin.

- D. The contractor agrees to include this Section 3 clause in every subcontract subject to compliance with regulations in 24 CFR Part 135, and agrees to take appropriate action, as provided in an applicable provision of the subcontract or in this Section 3 clause, upon a finding that the subcontractor is in violation of the regulations in 24 CFR Part 135. The contractor will not subcontract with any subcontractor where the contractor has notice or knowledge that the subcontractor has been found in violation of the regulations in 24 CFR Part 135.
- E. The contractor will certify that any vacant employment positions, including training positions, that are filled (1) after the contractor is selected but before the contract is executed, and (2) with persons other than those to whom the regulations of 24 CFR part 135 require employment opportunities to be directed, were not filled to circumvent the contractor's obligations under 24 CFR Part 135.
- F. Noncompliance with HUD's regulations in 24 CFR Part 135 may result in sanctions, termination of this contract for default, and debarment or suspension from future HUD assisted contracts.
- G. With respect to work performed in connection with Section 3 covered Indian housing assistance, Section 7(b) of the Indian Self-Determination and Education Assistance Act (25 U.S.C.450e) also applies to the work to be performed under this contract. Section 7(b) requires that to the greatest extent feasible (i) preference and opportunities for training and employment shall be given to Indians, and (ii) preference in the award of contracts and subcontracts shall be given to Indian organizations and Indian-owned Economic Enterprises. Parties to this contract that are subject to the provisions of Section 3 and Section 7(b) agree to comply with Section 3 to the maximum extent feasible, but not in derogation of compliance with Section 7(b).

## **1.7 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. (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 HRHA, to include the same information above. (Evaluation Criteria B)
6. Licensing/Certified Statements – Evidence that the firm meets all licensing requirements. (Evaluation Criteria G) 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 F)
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 HRHA. 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. Describe the firm's media contacts of those based in the Hampton Roads area. Provide the firm's training capabilities in connection with preparing HRHA 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 HRHA. 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 current references. Provide names, contact number, date of service and description of the work performed. (Evaluation Criteria D)
9. Section 3 - Evidence of Section 3 business status as defined in the Housing and Urban Development Act of 1968. (Evaluation Criteria E)
10. Completed HUD-5369-C form – A completed form HUD-5369-C, Certifications and Representations of Offerors, Non-Construction Contract. (Mandatory)

11. Price – Include the firm’s proposed budget and fees for each contract year (1-5). Provide a detailed list specific to the objectives provided herein. Indicate the firm’s willingness to consider flexible fee arrangements. (Evaluation Criteria H)

(NOTE: HUD directive #7460.8, Chapter 4, 4-27 Legal and Other Professional Services, B. 1., Professional Contracts: If State law mandates that professional services (other than Architect/Engineer (A/E) services be obtained using a qualifications based selection (QBS) or are exempt from competitive bidding, the law is in conflict with 24 CFR 85.36 (d) (3) (v) which prohibits the use of QBS for other than A/E contracts. Accordingly, the housing authority (HA) must follow the HUD regulation and use the competitive proposal method, in which price is evaluated together with the other criteria to choose the proposal offering the best value to the HA.)

## **1.8 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 HRHA to limit competition.

## **1.9 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.

## **1.10 RECEIPT AND OPENING OF PROPOSAL**

One original and three copies of the proposal should be forwarded to Anne M. Branche, Director of Human Resources and Administration, 1 Franklin Street, Suite 603, Hampton, VA 23669, clearly marked “Proposal for Media and Public Relations Services,” no later than 4:00 P.M. on Friday, March 1, 2013. Fee schedules or quotes should be placed in a separate envelope, sealed and marked to indicate the firm’s name, and included with the proposal. 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 HRHA 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 HRHA.

At the designated time and date, HRHA will open and list the proposals for the record. This is not a public opening. The proposals will then be forwarded to the designated Evaluation Committee for review.

## **1.11 CONTACT INFORMATION**

Questions concerning this RFP shall be directed to Anne Branche, Director of Human Resources and Administration, and shall be e-mailed to [abranche@hrha.org](mailto:abranche@hrha.org). It shall be the responsibility of the sender to verify receipt of all emails. HRHA shall not be responsible for missed emails. All questions must be submitted by Noon on Friday, February 15, 2013, and both the question(s) and answer(s) will be shared with everyone HRHA knows is interested in responding to this RFP.

## **1.12 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. Evidence of Section 3 business status as defined in the Housing and Urban Development Act of 1968. Possible Points: 15
- F. Certified statement that the firm is not debarred, suspended, or otherwise prohibited from professional practice by and 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.)
- G. Evidence that firm is properly organized and licensed to provide media and public relations services in Hampton, Virginia.
- H. Proposed budget and fees.

## **1.13 EVALUATION AND SELECTION PROCESS**

During the evaluation phase, proposals are reviewed by the 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 Evaluation Committee shall rank all responsive proposals.

HRHA reserves the right in its sole discretion to award a contract related to this RFP based upon the written proposals received by HRHA 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. HRHA 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 firm ranked first. If a contract satisfactory and advantageous to HRHA 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 HRHA's proposal review and conference, the firm's contract will be forwarded along with a recommendation for contract approval to the Board of Commissioners or its designee. 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. Any contract awarded in connection with the RFP will be subject to approvals as required by the Executive Director, or his/her designee, of the Hampton Redevelopment and Housing Authority.

Issuance of this RFP does not constitute a commitment by HRHA to award a contract. HRHA reserves the right, at its sole discretion, to accept or reject any and all proposals received as a result of this RFP or to cancel this RFP if it is in the best interest of HRHA to do so; to waive minor irregularities; and to conduct discussions, if needed, with all responsible Respondents, in any manner necessary, to serve the best interest of HRHA. HRHA 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. If you have any questions or concerns regarding this policy, please contact the Equal Opportunity Officer at 757-727-6337.

**1.14 CONFLICTS OF INTEREST**

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

**1.15 INSURANCE**

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

<b>Professional Liability</b>	<b>Required Limits</b>
HRHA and its affiliates must be named as an Additional Insured and be a Certificate Holder. This is required for vendors who render observational services to HRHA such as appraisers, inspectors, attorneys, engineers or consultants.	\$1,000,000
<b>Business Automobile Liability</b>	<b>Required Limits</b>
HRHA and its affiliates must be named as an additional insured and as the certificate holder. This is required for any vendor that will be using their vehicle to do work on HRHA properties.	\$500,000 combined single limit, per occurrence
<b>Workers Compensation and Employer's Liability</b>	<b>Required Limits</b>
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 HRHA must be included in the Workers' Compensation policy. HRHA and its affiliates must be a Certificate Holder.	Statutory - \$500,000
<b>Commercial General Liability</b>	<b>Required Limits</b>
This is required for any vendor who will be doing hands on work at HRHA properties. HRHA and its affiliates must be named as an Additional Insured and as the Certificate Holder.	\$1,000,000 per accident \$2,000,000 aggregate