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Vongsavanh Mouanoutoua
Board Chair

Brian Angus
Executive Director

REQUEST FOR QUALIFICATIONS (RFQ)

PUBLIC RELATIONS AND MARKETING CONSULTANT

FRESNO COUNTY ECONOMIC OPPORTUNITIES COMMISSION (FRESNO COUNTY EOC)

January 10, 2012

Fresno County Economic Opportunities Commission (EOC) seeks a qualified, experienced, professional consultant or consultant firm to implement public relations strategies to influence public opinions, foster relationships and promote public awareness of EOC services.

ABOUT FRESNO COUNTY EOC

Fresno County EOC is a non-profit community benefit corporation organized under section 501 c 3 of the internal revenue code.

Formed in 1965, the agency is governed by a board of 24 commissioners representing the various regions of our county, its elected representatives, and organizations serving the poor. Throughout the past 46 years, EOC has emerged as one of the premier Community Action Agencies in the nation operating 40 programs with a budget of over \$140 million directed towards meeting the needs of, and empowering the poor in our community.

The following are new vision statements that EOC has created to guide the Agency forward:

For Our Agency: As an entrepreneurial agency, we bridge the gap to self-sufficiency by providing opportunities and resources, as we initiate and partner in shared community efforts to improve the quality of life.

For Those We Serve: Empowered individuals who thrive as healthy, self sufficient and contributing members of our communities.

For Our Community: Healthy communities with equal access to social justice, jobs, education and resources.

Fresno County EOC is highly regarded in this community and often relied upon to provide leadership, direction, and services meeting a wide variety of needs among diverse neighborhoods and ethnic groups. In order to educate and inform the public and elected officials appropriately, EOC needs strategic counsel on political, media and other issues. The Public Relations and Marketing Consultant will engage and facilitate in proactive media efforts to educate the public about the significant role Fresno County EOC plays in our community.

Qualified consultants are invited to submit an original and three (3) copies of their proposal meeting the requirements described herein no later than **Monday January 30, 2012, 3:00 p.m.** Proposals are to be addressed to:

Lynne Jones, Agency and Community Relations Director
Fresno County Economic Opportunities Commission
1920 Mariposa Mall, Suite 300
Fresno, CA 93721

Fresno County EOC recommends that proposals be sent by registered mail with signature confirmation, or be hand delivered.

This Request for Qualifications does not commit Fresno County Economic Opportunities Commission (Fresno County EOC) to award a contract or pay any costs incurred in the preparation of a proposal in response to this request. Fresno County EOC reserves the right to accept the proposal that it considers to be in its best interest. Fresno County EOC will be the sole judge in making this determination. All materials submitted to Fresno County EOC by consultants in response to this RFQ become the sole property of Fresno County EOC to be used at its discretion unless the proposer identifies any trademarks or patents that protect products submitted.

Thank you for your interest in working with Fresno County Economic Opportunities Commission.

Lynne V. Jones

Lynne Jones, Agency and Community Relations Director
Fresno County Economic Opportunities Commission

Fresno County Economic Opportunities Commission

REQUEST FOR QUALIFICATIONS (RFQ)

PUBLIC RELATIONS AND MARKETING CONSULTANT

SCOPE OF WORK REQUESTED

The selected consultant shall provide public relations consulting services to further the mission and vision of Fresno County Economic Opportunities Commission (Fresno County EOC).

Consultant Services

EOC seeks a qualified, experienced, professional consultant or consultant firm to assist and advise in the creation and implementation of a Public Relations Strategy. The selected consultant will work closely with the Agency and Community Relations Director along with the Web Designer/Social Network Specialist in developing public relations strategies to influence public opinions, foster relationships and promote public awareness of EOC services.

Specific tasks and activities include:

- Provide strategic counsel on political, media and other issues.
- Develop and implement an effective proactive communications strategy.
- Assist in carrying the message of transformation within the agency.
- Evaluate prospective marketing channels and means for increasing the Agency's public imaging opportunities and improve the transparency and efficacy of the organization.
- Work with various internal and external programs to implement promotional campaigns in all types of media that enhance external communication efforts.
- Proactively solicit media-worthy material to highlight Agency accomplishments, new partnerships and ventures, testimonials, and milestones.
- Directly engage elected leaders to keep them aware of the positive news about EOC.
- Work with local television and radio stations to promote Agency activities through public service announcements.
- Write press releases for the promotion of Agency programs and places in appropriate news media.
- Create Agency public relations materials that effectively describe and promote the Agency, including newsletters, brochures, fact sheets, print ads, radio scripts and other promotional resources.
- Act as an ambassador for the Agency.

- Work with outside vendors such as graphic designers, printers, and photographers to ensure that all communications reflect the standards and vision of the Agency.
- Facilitate appropriate translation of promotional materials as needed to reach targeted audiences.
- Conduct relevant research, interviews, and other information gathering necessary to produce timely, accurate, and representative promotional materials.
- Monitor and evaluate the effectiveness of promotional materials and efforts.
- Represent the Agency publicly at meetings and other activities as required/directed.

INSTRUCTIONS FOR RFQ

1. **GENERAL INSTRUCTIONS**

A. **Submission of Proposals**

All proposal information must be submitted in writing and should be reviewed carefully for accuracy and compliance with the RFQ requirements. Fresno County EOC will not be responsible for errors or omissions on the part of the firm in preparation of a proposal, and proposals may not be adjusted or amended after submission to Fresno County EOC. Fresno County EOC reserves the right to reject any and all proposals, or to waive any irregularities or information in proposals submitted under this RFQ.

B. **Signatures**

An Authorization Form (Section 4, below) is provided and must be completed, signed, and incorporated into the respondent's proposal.

C. **Nonresponsive Proposals**

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received by **3:00 P.M., January 27, 2012.** Proposals not received on time may be refused and returned to the firm unopened.
2. The proposal does not follow the specified format and respond adequately to each item within these instructions.

D. **Withdrawal of Proposals**

Bidder may withdraw their proposal, either personally or by written request, at any time prior to the scheduled closing date and time for receipt of proposals.

E. **Small, Women and/or Minority-Owned Business**

Efforts will be made by Fresno County EOC to utilize small businesses, women and minority-owned businesses, with the consideration that the primary responsibility of Fresno County EOC is to select the proposal deemed most favorable with regard to the achievement of the Scope of Work requested.

A bidder qualifies as a small business firm if it meets the definition of *small business* as established by the Small Business Administration (13 CFR 121.3-8), by having average annual receipts for the past three fiscal years of less than four million dollars.

F. Patent Indemnity

The Bidder shall hold Fresno County EOC, its officers, agents, servants, and employees harmless from liabilities of any nature or kind on account of use of any copyrighted or uncopyrighted invention, or article of appliance furnished or used under this RFQ.

G. Rights and Remedies of Fresno County EOC for Default

In case of default for any reason including circumstances beyond the control of Bidder or Fresno County EOC, or contract violation or breach of contract by Bidder, Fresno County EOC may procure the articles or services from another source and may recover the loss occasioned thereby from any unpaid balance due the Bidder or by proceedings against performance bond of the Bidder, if any, or by suit against the Bidder. The prices paid by Fresno County EOC shall be considered the prevailing market price at the time such purchase is made.

H. Contacts

All requests for information regarding this Request for Qualifications, by firms interested in submitting proposals should be directed to Lynne Jones, Strategy and Communications Officer, FCEOC at lynne.jones@fresnoeoc.org or 559-263-1011.

2. CONTENTS OF PROPOSALS

Bidders are required to submit proposals in the order and format described below. All questions/requests for information must be completed in writing. Errors may be crossed out and corrections printed in ink and initialed by the person signing the bid. Quality of answers, not length of responses or visual exhibits, is desired. The complete proposal should not exceed ten (10) pages, including promotional materials, and Authorization Form. All materials should be bound or stapled and placed in a sealed envelope clearly marked in the lower left-hand corner with the following information:

Request for Qualifications

Due: Monday, January 30, 2012, 3:00 p.m.

SEALED BID

For: Public Relations and Marketing Consultant

Bid Number: 011012

Proposals may be transmitted by electronic mail as one document in .pdf (Adobe Reader) format only. The Subject Line should read: SEALED BID for Public Relations Consultant.

Failure to do so may result in premature disclosure of your proposal. It is the responsibility of Bidder to insure that Fresno County EOC receives the proposal by the date and time specified. Late proposals will not be considered. Proposals by facsimile will not be accepted.

A. Cover Letter/ Letter of Interest

Provide name of Bidder, address, telephone number, e-mail, and name of Principal to contact.

B. Bidder Credentials and General Background

Please provide a brief history of Bidder, including:

- Background and number of years in business.
- Knowledge of and experience with non-profit agencies and specifically Community Action Agencies.
- Location of office which will perform the work.
- Description of credentials, experience of Bidder, including that of key members of Bidder's team that will be involved in this project.

C. Work Plan/Methodology

Please provide a detailed description of the approach, methodology, instruments, and strategies you will employ to perform the Scope of Work. Provide samples of materials to be used, if available.

D. Bidder Resources

Provide a statement substantiating the resources of the Bidder and Bidder's ability to carry out the scope of work requested. Payment for services will be negotiated.

E. Client Satisfaction and References

Provide at least three client references for work of a similar nature completed in the past two years. Provide sufficient detail to support your qualifications to perform this Scope of Work. References must include:

1. Organization name, address, contact name, phone number
2. Description of projects(s) completed

F. Conflict of Interest

Please provide a statement of conflicts your firm, sub-consulting firms and/or key employees may have regarding these services. The statement should not only include actual conflicts, but also any working relationships that may be perceived by disinterested parties as a conflict. If no potential conflicts of interest are identified, state so.

G. Minority, Women, or Small Business

Does Bidder qualify as a small, women, or minority-owned business? If yes, provide documentation or qualifications.

H. Fee Proposal

Please list the proposed fees and reimbursable expenses requested by your firm for providing the requested Scope of Work.

3. SELECTION PROCESS

All eligible proposals will be reviewed and rated for Bidder qualifications, experience, price, and suitability to complete the Scope of Work for this RFQ. Oral interviews may be requested. Fresno County EOC, at its discretion, may request presentations or additional information from any or all Bidders to clarify or negotiate modifications to the Bidder's proposals. The selection of a firm to carry out this Scope of Work will be made by the Strategy and Communications Officer in consultation with the Chief Executive Officer of the Fresno County Economic Opportunities Commission. There is no appeal process.

4. AUTHORIZATION

The undersigned hereby asserts that he/she is duly authorized to submit this proposal and to enter into a contract with Fresno County Economic Opportunities Commission should he/she be selected and approved for services, as negotiated.

Name of Firm/Consultant

Name of Principal/CEO/Owner

Signature

Title

Phone

Address

City/State/Zip

Date

License (if applicable)

E-mail

FAX