



LOWER GWYNEDD TOWNSHIP

REQUEST FOR PROPOSALS: COMMUNICATIONS CONSULTANT: COMMUNICATION STRATEGY

PURPOSE AND INTENT

Through this Request for Proposals (RFP), Lower Gwynedd Township seeks expressions of interests and statements of qualifications for Communications Consultation Services needed to formulate a communications strategy.

PROPOSAL SUBMISSION

An original, clearly marked as the ORIGINAL, proposal shall be submitted in a sealed envelope and must be marked as "Communications Consultant Request for Proposals" and addressed to:

Jamie Worman
Assistant Township Manager
1130 N. Bethlehem Pike
P.O. Box 625
Spring House, PA 19477

The proposal must be received no later than **Friday, October 23rd, 2020**.

Electronic proposals will be accepted. Electronic proposals may be emailed to Jamie Worman at jworman@lowergwynedd.org. The Township reserves the right to share any such requests for information and its responses to other interested parties.

All documents/information submitted in response to this solicitation shall be available to the general public. Lower Gwynedd Township will not be responsible for any costs associated with the oral, written and/or presentation of the proposals. Lower Gwynedd Township reserves the right to reject any and all proposals, with or without cause, and waive any irregularities or informalities in the proposals. Lower Gwynedd Township also reserves the right to negotiate with all qualified sources, or to cancel in part or in its entirety the RFP if the Township should determine that such action is in its best interests.

Lower Gwynedd Township further reserves the right to make such investigations as it deems necessary as to the qualifications of any and all respondents submitting proposals.

GENERAL INFORMATION/PURPOSE

The Lower Gwynedd Township Board of Supervisors (BOS) requests proposals or statements of interests for a Communications Consultant. It is the desire of the BOS to enhance the methods of communication utilized by the Township. The successful proposal will provide assistance in developing a comprehensive, multi-faceted communication strategy that sets forth a plan to curate professional unbiased informational publications, articles, crisis communications, and event notifications; and to disseminate such with increased frequency through expanded media platforms. This strategy will be formalized in a

written document that the BOS can adopt as their official communications plan. The selected applicant will also provide advice and guidance on public information issues and assist the BOS and Township Management in developing the criteria required for the implementation of the adopted communications plan by a future communications contractor or employee, whichever the BOS determines best suits the Township's needs at that time.

MANDATORY CONTENTS OF PROPOSAL

In addition to demonstrating an ability to meet the standards and qualifications described above, the consultant must also include and address the following:

Contact Information: Provide the name and address of the consultant/firm; the name, telephone number, fax number, and email address of the individual responsible for the preparation of the proposal.

A rate schedule detailing all the costs associated with the proposed services.

A description of the respondent's experience and qualifications making them the most suitable to provide the requested services to the Township. Please include any specific publications or communications that depict the expertise of the firm or individual.

Please list any past or present municipal clients and include references. Please include contact names, telephone numbers and a description of the scope of services provided.

SELECTION PROCESS

The Township Management Team and the Board of Supervisors reserves the right to interview any or all of the respondents submitting a proposal. The Township expects all proposals to be comprehensive and complete. Proposals will be reviewed and evaluated by Township Management Team and the Board of Supervisors based on the merits of the proposals. The Township will select the respondent deemed the best and most qualified. The resulting Contract will include this RFP, any clarifications or addenda thereto, the selected respondent's proposal, and any changes negotiated by the parties. The Township will consider cost, quality and overall value and shall not be required to appoint the lowest cost respondent.

APPOINTMENT & COMPENSATION

The Board of Supervisors will appoint the selected Communications Consultant at a public meeting. The compensation of the consultant shall be fixed by Contract.

****Clarification- the proposal does not need to include a communications plan. The plan will be developed after the communication consultant is selected.**