

Calhoun County Land Bank Authority and Calhoun County Treasurer

Request for Qualifications: Media and Communications Services

RFQ NUMBER: #15-CCLBA-2015

DATE ISSUED: August 24, 2015

DATE DUE: September 10, 2015; 3:00 PM (LOCAL TIME)

RFQ will be opened publicly at this time in the Purchasing Department,
315 W. Green Street, Marshall, MI

Para una versión en Español, por favor llamar a Krista Edwards – 269-781-0859

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REQUEST FOR QUALIFICATIONS: MEDIA & COMMUNICATIONS SERVICES

The Calhoun County Land Bank Authority (CCLBA) and the Calhoun County Treasurer (Treasurer) are soliciting statements of qualifications and estimated costs from professionals in the field of communications and media relations to develop and execute communication strategies for effective communication, outreach and education of the community regarding services and programs available to community members. In addition, the CCLBA and Treasurer also wish to communicate information about projects, activities, and events that may affect area residents. Ideally the qualified applicant would be an individual consultant or consulting firm available to perform this work on an as-needed basis as outlined in the Scope of Work below.

BACKGROUND

Calhoun County Land Bank Authority - The Calhoun County Land Bank Authority was established in 2007 via an Intergovernmental Agreement between the Calhoun County Treasurer and the Michigan Fast Track Land Bank Authority. It functions as a quasi-governmental authority to help manage foreclosed, abandoned, and vacant parcels within Calhoun County, and partners with cities, villages and townships in their community and economic development efforts. The CCLBA has grown significantly over the past 3 to 4 years and now manages nearly 700 parcels, applies for and oversees State and Federal grants, and offers programs to get properties back into productive use and on the tax roll. The mission of the CCLBA is to support local neighborhood and business district revitalization by acquiring, holding, and disposing of blighted or abandoned properties within Calhoun County.

Calhoun County Treasurer, Christine Schauer - The office of the County Treasurer was established by the Michigan State Constitution. The Treasurer is elected on a partisan basis for a four-year term. The duties and powers of the County Treasurer are provided by state law. The two main roles of the Treasurer prescribed by statute are the collection of delinquent property taxes and the custodian of all county funds, but there are many other ancillary duties as well. The Calhoun County Treasurer is the designated foreclosing governmental unit for Calhoun County. When property taxes remain unpaid beyond limits prescribed by state law, the Treasurer must foreclose on such properties. Properties are then offered for sale via auction and any unsold properties transfer to the CCLBA. Auction strategies are utilized to minimize the repeat foreclosure cycle of blighted properties and to assist the communities within the county in eliminating blight. The County Treasurer is by statute the Chair of the CCLBA Board of Directors due to integral link between the activities of the Treasurer and those of the CCLBA.

The Treasurer works with taxpayers to prevent foreclosure due to non-payment of property taxes through various programs at her disposal, such as the Hardship Extension of time to pay taxes, establishing payment plans, and assisting taxpayers to tap sources of funds that assist with paying delinquent property taxes.

The CCLBA and the Treasurer are pursuing positive communication strategies and methods to educate the public about programs and services available for foreclosure prevention, community and neighborhood revitalization, and other aspects of the work of the Treasurer and the CCLBA. Another objective is to communicate information about activities, projects and outcomes. The Treasurer and CCLBA share offices,



and their work is intricately related and often overlaps in regard to issues associated with vacant, abandoned and foreclosed properties.

IMPORTANT DATES

RFQ Issue Date: August 24, 2015

Questions Due: September 2, 2015 at 5:00 pm

Answers Available: September 4, 2015 at 5:00 pm

Proposal Due Date: September 10, 2015 at 3:00 pm

Tentative Award Date: September 16, 2015

SCOPE OF WORK/DELIVERABLES

The CCLBA and the Treasurer require a communication strategy and implementation plan that will educate the public about programs and services available for foreclosure prevention, community and neighborhood revitalization, and other aspects of the work of the Treasurer and the CCLBA. Other objectives are to communicate information about activities, projects and outcomes and effective crisis communication. The Treasurer and CCLBA both expect that the need for this work will fluctuate throughout the year depending on the cycles of tax foreclosure, program needs, and other factors.

1. **Communication Strategy** – Develop communication strategy(ies) that educate and inform constituencies of the CCLBA and the Treasurer. It is expected that a strategy will be developed within in forty-five (45) days of the contract award.
2. **Media Services** – Provide services to create and develop public service announcements (PSA) and press releases for CCLBA and Treasurer programs, announcements, and initiatives. Use media relationships to insure press coverage. Arrange and manage press events. It is expected that both the CCLBA and Treasurer will require a PSA or press release 1 – 2 times per month.
3. **Social Media** – Establish and maintain social media sites appropriate to the communication needs of the CCLBA and Treasurer. Work cooperatively with CCLBA website vendor and the Treasurer website to feature appropriate information online.
4. **Paid Media** – Identify and arrange appropriate advertising for the Treasurer tax-foreclosed property auctions and/or to promote programs or activities of the CCLBA or Treasurer for which other communication methods are not typically effective. It is expected that ad placement services will be required 3 – 4 times per year in total for both agencies.

Interested Bidders: Interested bidders MUST REGISTER their company and intent to bid on this RFP at the Calhoun County website: <http://www.calhouncountymi.gov/vendors/registration>. A copy of the questions & answers associated with this RFP will be sent out per the County's online registration database. If you have any questions, you can contact Christine Schauer at 269-781-0807.



REQUIRED PROPOSAL CONTENT

1. **Letter of Interest containing the following:**
 - a. Name of lead firm and any subcontractors.
 - b. Point of contact (name, title, email, and phone number) at lead firm.
 - c. Date local office of lead firm was established and address.
2. **Personnel Overview (including subcontractors) including the following:**
 - a. Qualifications and technical competence of lead firm and sub-consultants in the type of work required.
 - b. Description of lead firm and sub-consultant experience on no more than three similar projects.
 - c. List of key personnel and their qualifications and experience.
3. **Work Plan including the following:**
 - a. Description of the approach proposed to accomplish the work.
 - b. Proposed schedule and work plan to begin and accomplish said work.
 - c. Description of ability to respond quickly for the purposes of crisis management.
4. **Pricing Proposal:**
 - a. Proposed payment structure such as your proposed monthly rate, hourly rate or piece rate for provision of the deliverables on an on-going basis.
5. **Examples of work:**
 - a. An example of a communication strategy for a similar agency.
 - b. An example of a press release.
 - c. An example of managed social media content.
 - d. An example of print media work or other applicable work.
6. **Three References for which you have done similar work** (see Appendix A):
7. **Non-Collusion Affidavit** (see Appendix B)

OTHER ASPECTS TO CONSIDER

A. RFQ Overview

It is understood that the selected Respondent acting as an individual, partnership, corporation or other legal entity, shall be capable of providing the specified services. The Respondent shall be financially solvent and its employees and or subcontractors shall be competent to perform the services required under this Request for Qualifications.

Nothing in this RFQ shall be construed to create any legal obligation on the part of the CCLBA, the Treasurer or any respondents. The CCLBA and Treasurer reserve the rights, in their sole discretion, to amend, suspend, terminate, or reissue this RFQ in whole or in part, at any stage. In no event shall the



CCLBA or Treasurer be liable to respondents for any cost or damages incurred in connection with the RFQ process, including but not limited to, any and all costs of preparing a response to this RFQ or any other costs incurred in reliance on this RFQ. No respondent shall be entitled to repayment from the CCLBA or the Treasurer for any costs, expenses or fees related to this RFQ or responding to it. All supporting documentation submitted in response to this bid will become the property of the CCLBA and the Treasurer. Respondents may also withdraw their interest in the RFQ, in writing, at any point in time as more information becomes known. Submissions are to be firm and cannot be withdrawn for a period of thirty (30) calendar days after opening.

The Treasurer is subject to Calhoun County Purchasing Policies and the CCLBA has adopted [Purchasing Policies and Procedures for the Procurement Process](#). Both policies are available online or through the Calhoun County Purchasing Department at 315 W Green Street, Marshall, MI 49068, or via phone at 269-781-0981.

B. Terms of Contract

Any contract awarded pursuant to this RFQ solicitation shall be effective for a twelve month period, with an opportunity for an additional twelve (12) months, under the same contract terms, at the discretion of the Treasurer and CCLBA. All contracts made by the successful applicant with subcontractors shall be covered by the terms and conditions of the contract which will incorporate this RFQ and any response by applicants.

C. Economic Sanctions

The undersigned, acting either individually or as a duly authorized representative of the entity submitting the enclosed RFQ/proposal hereby verifies that he/she/it is not an Iran linked business which is defined as follows in the Iran Economic Sanctions Act, Public Act 517 of 2012, MCL 129.311, et.seq.: (i) A person engaging in investment activities in the energy sector of Iran, including a person that provides oil or liquefied natural gas tankers or products used to construct or maintain pipelines used to transport oil or liquefied natural gas for the energy sector of Iran and/or (ii) A financial institution that extends credit to another person , if that person will use the credit to engage in investment activities in the energy sector of Iran.

RFQ SUBMITTAL GUIDELINES

SELECTION PROCESS

The Selection Committee comprised of the Treasurer, CCLBA staff and the Calhoun County Purchasing Department will review qualifications in accordance with the objectives and policies. Submissions that are submitted timely and comply with the mandatory requirements of the RFQ will be evaluated in accordance with the terms of the RFQ. Any contract resulting from this RFQ will not necessarily be awarded to the vendor with the lowest overall price. Instead, contract shall be awarded to vendor whose proposal received the most points in accordance with criteria set forth in the RFQ.



The CCLBA and the Treasurer reserve the right to select the contractor that best meets its goals and objectives, quality levels, as well as its educational and service level expectations. The CCLBA and the Treasurer reserve the right, in their sole discretion, to reject any/or all proposals, to waive any irregularities and technical defects contained therein, to award the contract in its entirety, in part, or not at all and/or to determine which proposal is the lowest and/or best to enter into a Contract, as deemed to be in the best interest of the CCLBA.

QUESTIONS

Written questions must be submitted via email to cschauer@calhouncountymi.gov by **5:00pm Wednesday, September 2, 2015**. Written answers will be provided to all potential applicants via email and posted on the Calhoun County website (www.calhouncountymi.org) by **5:00pm Friday, September 4, 2015**.

SUBMITTAL DUE DATE

Responses to this RFQ are due by 3:00pm (local time) on Thursday, September 10, 2015. The prevailing clock shall be www.time.gov.

Each Respondent is responsible for labeling the exterior of the sealed envelope containing the proposal response with the proposal number, proposal name, proposal due date and time, and your firm's name. Hard copies must be delivered to:

Calhoun County
Purchasing Department
ATTN: Leslie R. Obrig
315 W. Green St.
Marshall MI 49068

LATE PROPOSALS WILL NOT BE CONSIDERED



CERTIFICATION FORM NOTE

THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE SUBMITTAL CERTIFICATION

The undersigned hereby certifies, on behalf of the Respondent named in this Certification (the "Respondent"), that the information provided in this RFQ submittal to the CCLBA and the Treasurer is accurate and complete, and I am duly authorized to submit same. I hereby certify that the Respondent has reviewed this RFQ in its entirety and accepts its terms and conditions.

(Name of Respondent)

(Signature of Authorized Representative)

(Typed Name of Authorized Representative)

(Title)



RFQ SUBMITTAL REQUIREMENTS CHECKLIST

Please provide Checklist with response to RFQ

- RFQ Submittal Requirements Checklist
- Certification
- Letter of Interest
- Personnel Overview for Lead Firm and any Subcontractors
- Work Plan
- Pricing Proposal
- Three References (Please see and complete Appendix B)
- Non-collusion Affidavit (Please see and complete Appendix C)



APPENDIX A

List of Three (3) References and Description of Services Provided

Reference 1

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Services Provided: _____

Reference 2

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Services Provided: _____

Reference 3

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Services Provided: _____



APPENDIX B

NON-COLLUSION AFFIDAVIT

The bidder, by its officers and authorized agents or representatives, present at the time of filing this bid, being duly sworn on their oaths, say that neither they nor any of them have in any way, directly or indirectly, entered into any arrangement or agreement with any other bidder or with any public officer or representative of the Calhoun County Land Bank Authority, whereby such affidavit or affiant or either of them has paid or is to pay to such other bidder or public office anything of value whatsoever; or such affidavit or affiant or either of them has not directly or indirectly entered into any arrangement or agreement with any other bidder or bidders, which tends to or does lessen or destroy free competition in the letting of the contract sought for the by the attached bid; that no inducement of any form or character other than that which appears on the face of the bid will be suggested, offered, paid or delivered to any person whomsoever to influence the acceptance of the bid or awarding of the contract; nor has this bidder any agreement or understanding of any kind whatsoever, with any person whomsoever to pay, deliver to, or share with any other person in any way or manner, any of the proceeds of the contract sought by this bid. The bidder is fully informed with respect to the preparation and contents of the attached bid proposal and of all pertinent circumstances respecting said proposal.

I hereby affirm by my signature affixed hereto that the above statements are true to the best of my knowledge, information and belief.

By: _____
Signature Date

Printed Name

Title

Company

This affidavit must be notarized to be complete. Notary certification below.

Subscribed and sworn to before me on _____, 2015 in _____ County, Michigan.



_____, Notary Public
Acting in _____ County, Michigan
My Commission Expires: _____, 20__

