



Communications Consultant

*RFQ 10.31.2023: Communications
Consultant*

Publication of Proposal: October 31, 2023, at 8:00am ET

Submission of Proposal Deadline: November 29, 2023, at 5:00pm ET

The Housing Authority of the City of Fort Wayne, Indiana, and its affiliated entities d/b/a Fort Wayne Housing Authority ("FWHA") seeks proposals from qualified individuals and companies who have experience with corporate communications, public relations, media marketing, social media, branding, and/or corporate and event photography/videography.

Questions regarding the RFQ must be submitted via email to Jessica Matuska, jmatuska@fwha.org, no later than Friday, November 10, 2023, at 12:00pm ET. All questions will be answered and posted to FWHA's website by Wednesday, November 15, 2023, at 5:00pm ET.

The scope of work must address all necessary labor, materials, equipment, transportation, and supervision necessary to complete the process. **The Respondents to the RFQ are not expected to provide all the services outlined below but are asked to review the full needs of FWHA. Respondents should only provide FWHA with a cost analysis and methodology to manage services that they provide from the following Scope of Work:**

- ❖ **SCOPE OF WORK:** FWHA is seeking responses from an experienced professional(s) or team(s) of professionals to provide the following services:
 - **Public Relations/Communications** (this list is not necessarily all-inclusive):

The Fort Wayne Housing Authority has the responsibility of keeping the public, the media, the Legislature, and state and local agencies and officials accurately informed on many complex issues of vital public concern and on the priorities, decisions, and activities of the Housing Authority in addressing those issues.

 - Provide strategic communications consulting, media relations, and public relations/public information support services, and to assist our agency in creating and executing a cohesive and effective communications program that serves the public interest.
 - The responsibilities under this contract may include producing written materials (i.e., news releases, talking points, speeches, scripts, background/issue papers, etc.); producing broadcast media (i.e., radio, TV, webcast, etc.); maximizing the effectiveness of social/digital media; developing overall communications strategies to promote maximum dissemination of accurate public information; using a combination of earned media, targeted outreach activities, and relationship building with key stakeholders; and developing comprehensive communications plans utilizing a variety of media platforms. Other special projects may arise that would require the Fort Wayne Housing Authority to request individual quotes for those projects.

- **Social Media** (this list is not necessarily all-inclusive):
 - Cultivate content for FWHA and CEO's Facebook, X (formerly Twitter), and LinkedIn on a weekly basis.
 - Post provided content as needed for FWHA and CEO
 - Work with FWHA Staff to create a cohesive Social Media Marketing Plan

- **Branding** (this list is not necessarily all-inclusive):
 - Create flyers as needed for various programs and events
 - Assist FWHA Staff with creating an Annual Report to the Community
 - Assist in creating logos or branded items as needed

- **Photography** (this list is not necessarily all-inclusive and would be on an “as needed” basis):
 - Headshots for CEO/Executive Director
 - Headshots for staff
 - Group Photos of staff
 - Photos taken at various FWHA Events

- **Videography** (this list is not necessarily all-inclusive and would be on an “as needed” basis):
 - Marketing/Informational videos
 - Videos taken at various FWHA Events
 - Walkthroughs of apartment communities
 - Drone footage of apartment communities
 - Walkthroughs of development projects
 - Drone footage of development projects

- **Miscellaneous Services**
 - Hourly rate(s) for items requested that fall outside of the scope of work

❖ *This Scope of Work is used to gain an understanding of Respondent services and costs and may not be the full scope of a future contract with chosen Respondent. Respondents may respond to all or part of the Scope of Work.*

The HA intends to retain the successful proposer(s) pursuant to a "Best Value" basis, not a "Low Proposal" basis ("Best Value," in that the HA will, as detailed within the following Section, consider factors other than just cost in making the award decision). FWHA reserves the right to select more than one respondent depending upon the services provided.

Responses should be provided in a single PDF document and be sent via email to Jessica Matuska, jmatuska@fwha.org. Brevity will be appreciated. Responses should address all items requested in this RFQ including, but not limited to, the following:

A. Letter of Transmittal:

1. Include a letter of transmittal bearing the signature of an authorized representative of the respondent and the name and email address of the individual authorized to negotiate services and costs with the FWHA.

B. Vendor Information:

1. Provide general information that best represents the respondent's company.
2. Describe those factors that differentiate the respondent's service from other such vendors.

C. Capacity to Provide Professional Services in a Timely Manner:

1. Describe the services that the respondent proposes to provide described in the Scope of Work. Include information on proposed staffing and the equipment that will be applied to provide these services.
2. Describe the specific deliverables that the respondent will provide supported by a timeline for providing these deliverables.
3. State whether your organization is national, regional, or local. State the local address of your firm.

D. Staff Experience and Organization:

1. Show the experience of the key personnel anticipated to be assigned to this project relative to projects of similar size and nature.

E. Submission of Required Documents:

1. Provide at least three references for the recent projects that are similar to the services requested in this RFQ. Provide name of point of contact, entity, telephone number, and title of references.

F. Section 3:

1. Preference points will be given to any respondent that can attest to being a Section 3, MBE or WBE Business Entity. Please provide an Employee listing if Section 3 is applicable.

RESPONSE EVALUATION:

1. Evaluation Factors: The following factors will be utilized by FWHA to evaluate each Response submittal received; award of points for each listed factor will be based upon the documentation that the respondent submits within his/her Response submittal:

NO.	Max Point Value	Factor Type	Factor Description
1	30 Points	Objective	The PROPOSED FEES (fees/hourly rate to cover the cost of shooting the photos/videos, but also editing and finalizing for use.)
2	20 Points	Subjective	The APPROPRIATENESS of the TECHNICAL APPROACH (including labor categories, estimated hours and skill mix) and the QUALITY of the WORK PLAN
3	25 Points	Subjective	The respondent's TECHNICAL CAPABILITIES (in terms of personnel, equipment, and materials)
4	25 Points	Subjective	The respondent's DEMONSTRATED EXPERIENCE in performing similar work and the respondent has DEMONSTRATED SUCCESSFUL PAST PERFORMANCE (including meeting costs, schedules, and performance requirements) of contract work substantially similar to that required by this solicitation as verified by reference checks or other means.
5	100 POINTS		TOTAL POINTS (other than preference points)

- 1.1 Preference Evaluation Factor: The following factors will be utilized to evaluate each Response submittal received:

NO.	Max Point Value	Factor Type	Factor Description
7	5 Points	Objective	SECTION 3 BUSINESS PREFERENCE PARTICIPATION: A firm must qualify for Section 3 status.
7a	5 Points	Objective	MBE PREFERENCE PARTICIPATION: A firm must qualify for MBE status.
7b	5 Points	Objective	WBE PREFERENCE PARTICIPATION: A firm must qualify for WBE status.
	15 POINTS		MAXIMUM PREFERENCE POINTS (additional)

115 TOTAL POSSIBLE POINTS

FWHA's RESERVATION OF RIGHTS:

Definitions:

*Respondent – Company or individual responding to the RFQ**Contractor – Company or individual who is awarded the contract*

FWHA reserves the right to:

1. FWHA reserves the right to reject any or all Responses, to waive any informality in the RFQ process, or to terminate the RFQ process at any time, if deemed by the FWHA to be in its best interests.
2. FWHA reserves the right not to award a contract pursuant to this RFQ.
3. FWHA reserves the right to terminate a contract awarded pursuant to this RFQ, at any time for its convenience upon fourteen (14) days written notice to the successful Respondent(s).
4. FWHA reserves the right to determine the days, hours, and locations that the successful Respondent(s) shall provide the services called for in this RFQ.
5. FWHA reserves the right to retain all Responses submitted and not permit withdrawal for a period of sixty (60) days subsequent to the deadline for receiving Responses without the written consent of the FWHA Contract Administrator (CA).
6. FWHA reserves the right to negotiate the fees proposed by the Respondent entity. If such negotiations are not, in the opinion of FWHA's CA, successfully concluded within a reasonable timeframe as determined by FWHA, FWHA shall retain the right to end such negotiations.
7. FWHA reserves the right to reject and not consider any Response that does not meet the requirements of this RFQ, including but not necessarily limited to incomplete Responses and/or Responses offering alternate or non-requested services.
8. FWHA shall have no obligation to compensate any Respondent for any costs incurred in responding to this RFQ.
9. FWHA shall reserve the right to at any time during the RFQ or contract process to prohibit any further participation by a respondent or reject any Response submitted that does not conform to any of the requirements detailed herein. Each prospective respondent further agrees that he/she will inform FWHA's CA in writing within five (5) days of the discovery of any item that is issued thereafter by FWHA that he/she feels needs to be addressed. Failure to abide by this timeframe shall relieve FWHA, but not the prospective respondent, of any responsibility pertaining to such issue.
10. FWHA reserves the right, prior to award, to revise, change, alter or amend any of the instructions, terms, conditions, and/or specifications identified within the RFQ documents issued, within any attachment or drawing, or within any addenda issued. All addenda will be posted on FWHA's website www.fwaha.org under Business Opportunities. Such changes that are issued before the Response submission deadline shall be binding upon all prospective respondents.
11. In the case of rejection of all Responses, FWHA reserves the right to advertise for new Responses or to proceed to do the work otherwise, if in the judgment of FWHA, the best interest of FWHA will be promoted.

12. FWHA reserves the right to, without any liability; cancel the award of any Response(s) at any time before the execution of the contract documents by all parties.
13. FWHA reserves the right to reduce or increase estimated or actual quantities in whatever amount necessary without prejudice or liability to FWHA, if:
 - 13.1 Funding is not available,
 - 13.2 Legal restrictions are placed upon the expenditure of monies for this category of service or supplies; or,
 - 13.3 FWHA's requirements in good faith change after award of the contract.
14. FWHA reserves the right to make an award to more than one respondent based on ratings and to award with or without negotiations or a "Best and Final Offer" (BAFO).
15. FWHA reserves the right to require additional information from all respondents to determine level of responsibility. Such information shall be submitted in the form required by FWHA within two (2) days of written request.
16. FWHA reserves the right to amend the contract any time prior to contract execution.
17. FWHA reserves the right to require the Contractor to keep accurate timesheets for all employees assigned to perform any project, task, or assignment resulting from this RFQ and any resulting contract.
18. FWHA reserves the right to contact any individuals, entities, or organizations that have had a business relationship with the respondent regardless of their inclusion in the reference section of the Response submittal.
19. In the event any resulting contract is breached, prematurely terminated or cancelled due to non-performance and/or withdrawal by the Contractor, FWHA reserves the right to seek monetary restitution (to include but not limited to withholding of monies owed) from the Contractor to cover costs for interim services and/or cover the difference of a higher cost (difference between existing Contracted rate and new Contract rate) beginning the date of Contractor's termination, breach and/or cancellation through the contract expiration date.
20. FWHA reserves the right to require the Contractor to replace any employee, subcontractor, or other individuals and/or entities, found to be unacceptable, performing work under any contract resulting from this RFQ. Replacement shall occur within two (2) days of notification by FWHA.

The contact person will be Jessica Matuska – Executive Assistant for FWHA. She can be contacted via email at jmatuska@fwha.org.