

The Housing Authority of Columbus, Georgia

***REQUEST FOR PROPOSALS
FOR
PUBLIC RELATIONS AND MEDIA SERVICES***

Date: October 8, 2018

The Housing Authority of Columbus, Georgia
Request for Proposals
For
Public Relations and Media Services

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NON-COLLUSIVE AFFIDAVIT

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1.0 INTRODUCTION

The Housing Authority of Columbus, Georgia (HACG) hereby requests proposals from qualified consulting firms to provide services for providing continuous Public Relations, Media Services, Resident Relations and Governmental Relations.

The Housing Authority of Columbus, Georgia owns and operates 541 units of public housing, 583 RAD units, owns and manages 516 mixed-finance units, manages 106 mixed-finance units, 367 affiliated mixed-finance units, 2,713 housing vouchers, 178 units of housing enterprise, manages 385 units through contract PHA's, and manages 17 units for the City of Columbus.

2.0 SCOPE OF SERVICES

Although the Authority has attempted to identify all its needs, the following scope of services may or may not be comprehensive. The Authority encourages proposing firms to consider the scope of services requested and propose services that meet the long-term needs of the agency. Consultant must be able to provide services on an as needed basis and may be asked for fee proposals for work assignments. The Agency will not guarantee a minimum number of hours, pay or compensation. The ability to provide the designated services must include, at minimum, the following:

Public Relations and Media Services

The Authority is seeking assistance with projecting a positive image and maintaining harmonious relations with the general public and residents, educating the community and HACG residents on federal housing legislation and HUD programs and assisting in the publication of reports.

- Will be required to compile data and design the Authority's Annual Report to the Community. Design may include, but not limited to, photography and printing services.
- May require assistance in developing advertising for broadcast and print media including informational broadcast.
- May require assistance with developing and maintaining business relationships with minority owned businesses and women only enterprises.

Resident Relations

The Authority desires that a positive image be projected to residents and may require coordination of seminars, meetings and resident organizational activities informing residents of reasons behind HACG's decisions and limitations of HACG by federal guidelines.

- Communication of modernization updates including redevelopment activities, educational and self-sufficiency training opportunities, drug prevention programs, addition of amenities in units, and the reason and fairness of HACG positions, etc.
- Advice and assistance to resident organizations and HACG staff.

Community and Governmental Relations

The Authority may require assistance with continuance of established harmonious relations with other local, state and federal agencies and development of programs of mutual interest with other agencies.

3.0 TERMS OF CONTRACT

The initial term of contract will be two (2) years with the option of HACG to renew for up to three (3) additional one-year renewals. Payment will be made, not more often than once monthly upon receipt of a certified invoice.

4.0 SUBMITTAL OF PROPOSAL

Completed proposal and proposal forms should be returned to the following address:

**Mr. Susan McGuire
Chief of Human Resources and Governance Services
The Housing Authority of Columbus, Georgia
P.O. Box 630
1000 Wynnton Road
Columbus, Georgia 31902-0630**

The proposals should be marked "**Public Relations and Media Services Proposal**".

Completed proposals and proposal forms must be received by the Authority no later than 4:00 P.M., Friday, November 9, 2018.

One (1) original and two copies must be submitted. The proposal must be submitted in conformance with the requirements of this Request for Proposals.

All questions concerning this project should be directed to the attention of Susan McGuire, The Housing Authority of Columbus, Georgia (706) 571-2800. Oral communication is discouraged, and the Authority will not be bound by an oral answers or interpretations of the Request for Proposals.

Proposals may be withdrawn by written request prior to the deadline for receiving proposals. After that time, proposals will be open for acceptance and cannot be withdrawn for a period not to exceed sixty (60) calendar days from the date proposals are received.

5.0 VENDOR QUALIFICATIONS

The Authority is soliciting proposals from qualified vendors that are knowledgeable in PHA operations, recent legislative changes and sound operational and business planning. All respondents must have provided services to PHAs or similar agencies or businesses and must have been operating for a minimum of three (3) years. Additional vendor requirements are as follows:

- Vendors must maintain (and provide evidence of) Worker’s Compensation insurance in the amount required by the State of Georgia, if applicable.
- Vendors must maintain (and provide evidence of) General and Professional Liability insurance in the amounts required by the State of Georgia.

Vendors must also present a summary of the firm’s qualifications in providing services similar to those being requested in the last three (3) years. In addition, the proposals shall contain brief resumes of the proposed staff. Although subcontractors are not prohibited, the Authority desires to establish a relationship with a firm that is knowledgeable in the above areas and work with staff that is employed by the firm to allow for future access to the proposed consultants. Proposals should include references from at least three (3) clients for which the respondent has provided related services.

The vendor is encouraged to present any or all information needed for the Authority to make an informed decision and note which information is considered to be confidential in the proposal.

- The proposal shall also include a detailed description of the project approach as well as a definition of on-site and off-site hours by proposed staff members.

All proposals must remain valid for a minimum of ninety (90) days.

6.0 EVALUATION CRITERIA

The Authority has defined the evaluation criteria for the selection of the successful vendor. Although cost is important, it is not the sole determining factor. The evaluation criteria are defined as follows:

<u>Criteria</u>	<u>Points</u>
General Responsiveness to RFP and Completeness of Proposal and Understanding of the Required Scope and Approach to Providing Services	20
Firm’s Knowledge of PHA Operations and Experience in Providing Services to those requested in this RFP.	35
Qualifications of Proposed Staff	25
Cost of Services	20
Total Possible Points	100

7.0 GOVERNING REGULATIONS

All work and services will be implemented under the United States Department of Housing and Urban Development (HUD) and the proposed contract, if awarded, will adhere to Federal Procurement Regulation 24 CFR 85.36 and the Housing Authority of Columbus' Procurement Policy.

8.0 EQUAL OPPORTUNITY EMPLOYMENT

Each firm or individual shall comply with all applicable Equal Employment Opportunity requirements governing contracts.

9.0 GENERAL

The Housing Authority of Columbus, Georgia reserves the right to accept or reject any or all proposals, waive technicalities, and to award the contract in the best interest of the HACG.

No member, officer, employee of Housing Authority of Columbus or member of the City of Columbus City Council shall during his/her tenure or for one (1) year thereafter, have any interest, direct or indirect, in this contract or the proceeds thereof.

Persons who require special accommodations should immediately contact the Housing Authority of Columbus at (706) 571- 2800.

The Housing Authority of Columbus in accordance with the Executive Order 11625 and 12138 encourages participation by businesses owned and operated by minorities and women.

9.1 Proposal Cost Summary

Please be very specific regarding your cost of services for this Proposal. You may itemize your costs on a monthly or annual service contract.

Monthly Costs: _____

Annual Costs: _____

Annual Report to the Community Preparation and Delivery:_____

NON-COLLUSIVE AFFIDAVIT

AFFIDAVIT

State of _____)
County of _____) ss.

_____ being first duly sworn
deposes and says:

That he is _____ of the party making the foregoing proposal or bid, that such proposal or bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived or agreed, directly or indirectly, with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person, to fix the bid price of affiant or any other bidder, or to fix any overhead, profit or cost element of said bid price, or of that of any other bidder, or to secure any advantage against the HOUSING AUTHORITY OF COLUMBUS, GEORGIA or any person interested in the proposed contract; and that all statements in said proposal or bid are true.

Signature of: _____
Bidder, if the bidder is an
Individual;

Partner, if the bidder is a
Partnership;

Officer, if the bidder is a
Corporation;

Subscribed and sworn to before me
this _____ day of _____, 20____

My Commission _____, 20____