

PIERCE COUNTY LIBRARY SYSTEM

REQUEST FOR PROFESSIONAL QUALIFICATIONS (RFQ) FOR

PUBLIC AFFAIRS

PART 1: INTRODUCTION & RFQ TIMELINE

The Pierce County Library System (“the Library”) is launching a community process to engage residents in exploring its financial situation (information about the issue can be found at <http://www.piercecountylibrary.org/files/library/board-packet-2017.pdf>, beginning on page 43). Components of the public involvement process may begin as early as summer 2017 with a public opinion poll. To these ends, the Library is seeking qualified firms to provide public affairs services. Included herein is a call for qualifications for public affairs firms (Public Affairs), general requirements and process, and instructions for submission.

Established under Washington State law Chapter 27.12 RCW, the Library is an independent taxing district governed by a five member volunteer Board of Trustees appointed by the County Executive. The Board sets the property tax levy each year and approves the annual budget on its own authority (property taxes are the Library’s primary revenue sources). As the fourth largest library system in Washington State, the Library serves 590,000 people in unincorporated Pierce County and 15 annexed cities and towns. See <http://www.piercecountylibrary.org/about-us/Default.htm>.

More information about the Library, including its history, locations, services, programs, and budget may be found on our website at www.piercecountylibrary.org.

SCOPE OF WORK

The Public Affairs will provide a wide variety of duties, including but not limited to:

- Researching and advising on public involvement and engagement strategies.
- Message development.
- Community engagement strategies development and potential implementation.

ESTIMATED TIMELINE

August 15, 2017RFQ Announcement
 August 29, 2017, 5 p.m.Final date for questions regarding the RFQ
 September 5, 2017, 5 p.m.Submissions due
 September 11-12, 2017Interviews and presentations to selection team
 September 15, 2017Projected date to award contract

PART 2: GENERAL INSTRUCTIONS TO PROPOSERS

- a) **Questions about the RFQ:** Questions and answers may be posted on the Library's website at <http://www.piercecountylibrary.org/about-us/administration/finance/Default.htm>. Questions about this RFQ should be directed to Mary Getchell, Marketing and Communications Director, by email at mgetchell@piercecounylibrary.org, Fax (253) 537-1809, or in writing to Pierce County Library System, Attn: Mary Getchell, Marketing and Communications Director, 3005 112th St. E, Tacoma, WA. 98446-2215. The Marketing and Communications Director may delegate someone to answer submitted questions or queries. The Library reserves the right to share answers with other proposers as deemed appropriate and necessary.
- b) **Date of Submission:** Responses must be submitted no later than 5pm on September 5, 2017. Submissions received late may be deemed not responsive and may not be considered, at the Library's discretion. The Library reserves the right without penalty to extend the date of submission and will provide due notice of such date extension.
- c) **Proposal Submission:** To be considered for selection, Responders must provide FIVE (5) copies of their sealed proposal. Submissions must be addressed as follows:

Petra McBride, Executive Assistant
Pierce County Library System
3005 112th Street East
Tacoma WA 98446-2215
Sealed Proposal for: Pubic Affairs

Email: pmcbride@piercecounylibrary.org

- d) **Submission Format:** Submission must be in print. Electronic supplementary information may be included along with the printed submission. Signature is required (See Part 6).
- e) **Rejection of Responses:** The Library reserves the right to reject any and all submissions without penalty. Any and all submissions may be rejected for any cause. Further, the Library reserves the right to cancel the search with or without reason.
- f) **Award:** Contract shall be awarded to the Responder who best meets the Library's need and interests that match requirements in Part 3. The Library reserves the right to waive all technicalities, irregularities and deviations of submissions from the RFQ, and to be the final judge as to which submission is accepted. Award is anticipated no later than thirty (60) days of RFQ closing.
- g) **Contract:** The finalist may be expected to enter negotiations for pricing and other contractual terms. Failure to complete negotiations may result in disqualification of the Responder. Upon conclusion of negotiations, the Library and Responder may enter into a contractual agreement.
- h) **Public Disclosure of Award:** The Library reserves the right to treat all proposals with confidentiality prior to award. After award of the contract, all submissions will fall under the requirement by Washington State law (Chapter 42.17 RCW) that obligates the Library to make the document available for public inspection, if requested.
- i) **Insurance:** The winning Responder shall provide a current Certificate of Insurance to the Library prior to any project commence date. Such Certificate shall include limits for liability, automobile, errors/omissions.

<u>Coverage</u>	<u>Limits of Liability</u>
General Liability Insurance	\$1,000,000 each occurrence \$2,000,000 aggregate
Automotive Liability Insurance	\$1,000,000
Umbrella/Excess Liability Insurance	\$1,000,000

All insurance policies shall be endorsed with the following declaration: "Pierce County Library System, its officials and employees are covered as additional insured."

PART 3: FORM OF PROPOSAL

Submission Items

Responders must submit their proposals in print. Contents of proposal must include:

- A cover letter;
- A brief description of the public affairs firm, to include: qualifications, goals, credentials, and proof of any required licenses in good standing; history; number of years in business; and type of services provided;
- A current professional resume or curricula vitae for principal and if others would be assigned to this work, resumes for them as well, with information that outlines applicable experience and prior/current public affairs projects conducted;
- A list of associations to which you belong that you regularly use to keep abreast of current issues and trends;
- Responses to all questions identified below; and
- List of references.

When sending responses in print, send all submission materials per the instruction in Part 2. If sending any material electronically, send to: pmcbride@piersecountylibrary.org. Please email all materials at once. All required materials listed above must be received by the submission date to be eligible.

Questions

Responders must answer the following questions:

1. Describe successful public affairs projects for organizations or entities comparable (public or private) to the Library.
2. Describe how you work with your clients and ensure you are meeting your client's needs.
3. Describe the approach and methodology to be used to meet the objectives of the services to be provided.

PART 4: EVALUATION & SELECTION

The Library will evaluate each Responder's responses to each of the RFQ requirements. Proposals must be complete. However, the Library reserves the right to waive irregularities in any proposal and/or, to request clarifying information it deems appropriate from one or more responders.

The Library reserves the right for a presentation interview of the Responder's proposal; fulfilling this request shall be at no cost to the Library. Responder must confirm availability to participate during the time range provided for presentation interviews as indicated in the Estimated Timeline.

Selection Committee

The Selection Committee will be composed of:

- Georgia Lomax, Executive Director
- Mary Getchell, Marketing & Communications Director

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in providing public affairs services for public agencies.
- Quality and responsiveness of the proposal.
- Familiarity with the local Pierce County area.
- Ability to set and meet project budgets.
- Expertise, qualifications, and directly related experience of the public affairs consultant(s) assigned to projects.
- References of the firm.
- Ability to work and communicate effectively with the public, other agencies, and Library staff.

PART 5: REFERENCES

Provide three (3) references for which you/your firm has provided public affairs services within the past three (3) years. Include names, addresses, emails, and phone numbers of clients for whom work was done, placing particular emphasis on services provided to public sector organizations or libraries.

Entity: _____ **Address:** _____

Contact: _____

Email: _____

Phone: _____

Project Description: _____

Website address: _____

Entity: _____ **Address:** _____

Contact: _____

Email: _____

Phone: _____

Project Description: _____

Website address: _____

Entity: _____ **Address:** _____

Contact: _____

Email: _____

Phone: _____

Project Description: _____

Website address: _____

PART 6: DECLARATION

Company Name: _____

Authorized Representative: _____

Title: _____

Address: _____

Phone Number: _____ Email Address: _____

Fax Number: _____ Website Address: _____

The undersigned proposer declares to have read and fully understand the request for qualifications and agrees to all of the terms, conditions, and provisions contained therein; and proposes and agrees that if this proposal as submitted is accepted, consultant will contract to perform in accordance with the specifications and proposals.

Signature of Authorized Representative

Date