



CITY OF WEST CHICAGO, ILLINOIS REQUEST FOR PROPOSALS MARKETING SERVICES

A. INTRODUCTION

The City of West Chicago, Illinois is seeking proposals from qualified individuals or firms to create a formal, long-term Marketing Plan for staff implementation in order to more effectively position West Chicago in the region. The Plan would promote West Chicago's unique attributes and elevate the City's image within DuPage County and the Chicago region as a railroad "hometown" independent of recent suburbanization, and reinforce its distinct sense of place and community character.

Currently the City employs one full-time staff member in the role of Marketing/Communications Coordinator who is responsible for the following marketing/communications functions:

- Complete project manage website design and refreshes
- Undertake daily website content management
- Manage and monitor a Community Calendar
- Curate and archive community photography
- Post and manage social media accounts (Twitter, YouTube)
- Create content and distribute press releases
- Manage subscriber database and create content for electronic news through Constant Contact
- Program external electronic message board
- Create content and direct design and layout for quarterly print newsletter, Window to West Chicago
- Video production
- Write speeches several times a year, including State of the City Address
- Create multi-media presentations when necessary (Brilliance in Business, Sister Cities, State of the City, etc.)
- Design and order print collateral
- Assist City Departments with marketing/communication of specific programs/projects/services
- Purchase, maintain and distribute City premiums
- Coordinate special event marketing efforts
- Manage media buys
- Undertake special projects and campaigns, with internal/external organizational reach
- Attend special events to engage with community and promote City

The organization will be hiring a Marketing Assistant in early 2017 to assist with the clerical components of the marketing and communications functions.

B. BACKGROUND

West Chicago, located in northeastern Illinois, approximately 30 miles west of Chicago, is a diverse, family-oriented community with a rich cultural mix and a proud heritage. It is the first Illinois community established by the railroads and continues to be a convenient transportation hub served by three major rail lines, Illinois' third-busiest airport and three State highways. The population of 27,086 has nearly tripled since the 1970s based upon the results of the census conducted in 2010. West Chicago became a home rule unit of government on March 3, 2004.

The equalized assessed valuation of the City reflects its strong economic condition. The City's assessed valuation has more than doubled since 1996, and one of the City's primary goals continues to be the active pursuit of commercial and industrial development that will aid in alleviating the tax burden on residents, while diversifying the long-term tax base.

The City operates under the Mayor-Council form of government. Policymaking and legislative authority are vested in the City Council, which is comprised of a Mayor and two Aldermen from each of seven wards. The City Council is primarily responsible for passing ordinances, adopting an annual budget, appointing committees and hiring the City Administrator. The Aldermen are elected to four-year staggered terms with seven Aldermen being elected every two years. The Mayor is elected to a four-year term, as is the City Clerk. The City Administrator is responsible for carrying out the policies of and ordinances adopted by the City Council, for overseeing the day-to-day operations of the City, and for appointing all City staff except the Chief of Police.

The City provides a full range of services, including: police protection, the construction and maintenance of streets and other infrastructure, water and wastewater treatment, the distribution of potable water, the collection of wastewater and storm water, cultural events, as well as community and economic development.

C. SPECIFIC ISSUE AREAS

While West Chicago is a great hometown community, unfortunately some people cannot get past the City's historical challenges. Whether the issue is thorium contamination, or crime and gang problems, or lagging schools or challenges associated with becoming a more diverse community, some of Chicago area residents' perceptions of West Chicago are stuck in the 1990s. West Chicago has a compelling story to tell because it faced these challenges and largely solved them - that is a nationally unique narrative and one that reinforces the long-term commitment many residents have made to a community that has always been more of a small town than a suburb. The Marketing Plan should incorporate specific ways to tell this story - as well as to effectively and proactively publicize its many other success stories through the engagement of local people on the ground in West Chicago, as well as regional stakeholders and media outlets. The Plan should also evaluate if the City is communicating and marketing as effectively as it should, and identify specific strategies to address such, especially with its Latino population.

D. SCOPE OF WORK

The successful firm or consultant team will be familiar with the West Chicago Strategic Plan created in the spring of 2016, which may be found on the City's website www.westchicago.org, and will be expected to provide a strategy that considers the marketing and communication goals set forth in this document. The Marketing Plan should elevate

ongoing efforts to track, monitor, and assess how West Chicago is communicating/marketing to its various customers as well as how it is presented in the regional Chicago media, while establishing new avenues of communication, media and press coverage for proactively conveying information and storytelling. Included in this strategy will be the following:

- Target comparable communities and strategic demographics for successful models
- If recommended, engage community stakeholders, residents and the public in the community marketing process
- Identify new technology and avenues for communications and media exposure and tracking
- Make recommendations regarding how the City can more effectively communicate/market to our various customers (e.g. residential, commercial, visitors, and Latino populations, among others).
- Customize consistent messaging for residential relocations, economic development, and visitor and tourism programming
- Create strategy to market West Chicago as a major bicycling and outdoor recreation hub of the western suburbs
- Evaluate the concept of a Citizen Corps of community ambassadors as cited in the Strategic Plan
- Incorporate messages of inclusivity with West Chicago's diverse population through a branded campaign theme of One West Chicago

E. Deliverables

A three-year Strategic Marketing Plan which will include an editorial calendar and specific direction for year one's goal of building on current proactive communication for residents, businesses and visitors; and for attracting and attaining positive regional media coverage, as well as effectively marketing the City for economic development and residential investment, is the required deliverable. Elements of the Plan should include:

- recommendations for website, print, and video content as well as social media posts
- targeted public relations/outreach strategy for the formation of a Citizen Corp and/or one-on-one trained liaisons for the Latino community, if recommended
- directory of new regional media outlets, including ethnically diverse outlets
- schedule of print/electronic collateral and messaging for image marketing targeted to specific stakeholders as identified above, to include representative design samples
- suggestions for special promotions/materials for ongoing departmental programs/services/topics which generate frequent public interest (i.e. code enforcement, parking permits, etc.), to include design samples
- customized seasonal special events which showcase the community to residents and visitors

F. INDEMINFICATION

The consultant shall indemnify, defend and hold harmless the City of West Chicago, its officers, agents, employees, representatives and assigns, from lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character brought because of any injuries or damages received or sustained by any person, persons, or property on account of any act or omission, neglect or misconduct of said contractor, its officers, agents, and/or employees arising out of, or in the performance of any of the provisions of the contract, including any claims or amounts recovered for any infringements of patent, trademark or copyright; or from any claims or amounts arising or recovered under the "Worker's Compensation Act" or any other law, ordinance, order or decree. In connection with any such claims, lawsuits, actions or liabilities, the City of West Chicago, its officers, agents, employees, representatives and their assigns shall have the

right to defense counsel of their choice. The consultant shall be solely liable for all costs of such defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, actions or liabilities. Consultant agrees to comply with all laws, ordinances, and rules of the City of West Chicago and the State of Illinois. The City reserves the right to reject any or all proposals, waive formalities, and select the consultant that best meets the needs of the City and its employees. The City reserves the right to select and terminate any consultant as deemed necessary based on the needs of the City and its employees. The City reserves the right to request additional information during the evaluation period.

G. PROFESSIONAL LIABILITY (ERRORS AND OMISSIONS) INSURANCE

The selected consultant shall procure and maintain for the duration of the contract, Professional Liability Insurance for bodily injury and property damage arising out of the rendering or failure to render proper professional service. The selected consultant shall maintain limits no less than five hundred thousand dollars (\$500,000).

H. RFP AMENDMENTS

The City of West Chicago reserves the right to amend this RFP any time prior to the closing date. Amendments will be posted to the City's website. Firms interested in participating should email contact information to rmackey@westchicago.org, and a staff member will email amendments to the address provided.

I. EVALUATION OF PROPOSALS AND AWARD OF CONTRACT

As necessary, a proposal recommendation to the City Council is expected by December 19, 2016.

J. AWARD OF CONTRACT

The City of West Chicago will award the services in the manner that will obtain the highest quality of services at the most competitive price. Proposals will be accepted only from firms with demonstrated experience and competency in relevant planning arenas, with preference given to those firms with municipal experience. The City reserves the right to negotiate or reject any and all proposals. Proposals will be evaluated based on the Evaluation Criteria noted below, with emphasis on how the Specific Issues Areas (noted above) are addressed.

Note no formal opening of the proposals will take place. Proposals will be evaluated and the successful firm will be contacted subsequent to the City approval. Consultant interviews may be conducted as deemed necessary by the City.

K. TERMINATION OF CONTRACT

Either party may terminate this agreement by giving the other party no less than sixty (60) days written notice. If the consultant terminates the contract prior to completion of the project, all work completed to date shall be given to the City of West Chicago. Additionally, the consultant shall reimburse the City for any out-of-pocket costs incurred in acquiring and retaining a new consultant.

L. ANTICIPATED SCHEDULE OF EVENTS (SUBJECT TO CHANGE IF NECESSARY)

Activity	Date
RFP Released	November 2, 2016

RFP Question Deadline	November 11, 2016
RFP Questions/Answers Posted	November 16, 2016
Proposals Due	November 23, 2016
Interviews (if done)	December 5-7, 2016
Recommend Award	December 14, 2016
Official Approval of Award	December 19, 2016

M. DEADLINE AND PROCEDURES FOR SUBMITTING QUALIFICATIONS

1. Inquiries from Respondents. Please use the contact information below for questions concerning this RFP. All questions shall be submitted in writing. Questions shall be submitted by November 11, 2016 .

Rosemary Mackey
Marketing/Communications Coordinator
475 Main Street
West Chicago, IL 60185
rmackey@westchicago.org

2. Costs Incurred in Responding. All costs, directly or indirectly related to the preparation of a proposal, including any oral presentations required to supplement and/or clarify a proposal, shall be the sole responsibility of the consultant.
3. Deadline. Qualifications shall be received (addressed as shown) no later than 4:00 p.m. on November 23, 2016. Late quotations/qualifications will not be considered. The City shall not be responsible for any delays in the delivery, receipt or handling of quotations/qualifications.
4. Procedures for Submitting Qualifications.

City of West Chicago
475 Main Street
West Chicago, IL 60185
Attn: Rosemary Mackey – RFP/Marketing Services

Respondent shall submit five (5) sets of originals in hardcopy format and one (1) electronic copy, in .pdf format. Additional copies, up to a total of twenty (20), may be required by the City, and their production costs and prompt delivery shall be the sole responsibility of the consultant. The original documents shall be clearly marked, and shall bear the original signature of an authorized agent. Respondent shall enclose all documents in a sealed envelope or box. Qualifications submitted via facsimile or electronic mail will not be accepted. All submissions are subject to the Illinois Freedom of Information Act (5 ILCS 140/1 et seq.).

5. Proposal Acceptance Period. It is understood upon submission of the proposal, the fees proposed will be valid for a period of six (6) months after City approval.
6. Confidentiality. To the extent allowed by applicable law, the respondent may designate as confidential those portions of the quotation/qualifications that contain trade secrets or other proprietary data that shall remain confidential.

7. Term of Project Contract. The project is proposed to be completed by an agreed date.

N. OWNERSHIP OF MATERIALS

All information from the consultants' reports becomes the property of the City of West Chicago.

O. PROPOSAL FORMAT

Overview of Required Sections

1. Cover Letter. The cover letter shall contain the name of the proposing consultant, the address of the respondents, and the contact individual(s) authorized to answer technical, price, and contract questions. Include contact individuals' telephone numbers, email addresses, and mailing addresses. Identify the key personnel of the firm who will be assigned to this project. The cover letter shall be signed by a person or persons authorized to bind the respondent(s).
2. Table of Contents. The contents of the proposal shall be included in an index at the beginning of the proposal and should include all contents and attachments.
3. Company Profile Information. Respondents shall include a completed Company Profile Information sheet contained in Exhibit A.
4. Consulting Firm Background and Statement of Staff Experience. Provide detailed information about the firm's background and examples of similar work conducted; any work for local governments should be detailed as well. Submit resumes of staff proposed for the project and a description of their roles and responsibilities for this project.
5. Statement of Equal Employment Opportunity Practices. In the event of the noncompliance with any provision of this Equal Employment Opportunity clause, the Illinois Human Rights Act, or the Rules and Regulations of the Illinois Department of Human Rights "Department", the proposal may be declared ineligible for any contracts or subcontracts with the state of Illinois or any of its political subdivisions or municipal corporations, and any contract may be cancelled or voided in whole or in part, and such other sanctions or penalties may be imposed or remedies invoked as provided by statute or regulation.

During the performance of this contract, the company providing the proposals in response to this RFP agrees as follows:

- a. It will not discriminate against any employee or applicant for employment on the basis of race, age, marital status, color, religion, sex, physical or mental handicap unrelated to ability, national origin or ancestry or an unfavorable discharge from military service; and further we will have the opportunity to examine all job classifications to determine if minorities or women are underutilized and shall take appropriate affirmative action to rectify any such underutilization.
- b. If you hire additional employees in order to perform the agreed-upon work in the proposal or any portion hereof, they shall determine the availability (in accordance with the Department's rules of minorities and women in the area(s) from which they may reasonably recruit, and it will hire for each applicable job classification for which employees are hired in such manner that minorities and women are not underutilized.

c. In all solicitations or advertisements for employees placed by or on behalf of the company, it will state all applicants will be afforded equal opportunity without discrimination based on race, color, religion, sex, national origin or ancestry, marital status, age, physical or mental handicap unrelated to ability, or an unfavorable discharge from the military.

d. It shall send to each labor organization or representative of workers with which it has or is bound by a collective bargaining or other agreement or understanding, a notice advising such labor organization or representative under the Illinois Human Rights Act and the department's rules. If any such labor organization or representative fails or refuses to cooperate in their efforts to comply with such act and rules, the company shall promptly notify the department and the contracting agency, and shall recruit employees from other sources when necessary to fulfill their obligations there under.

e. It shall submit reports as required by the department's rules and furnish all relevant information as may from time-to-time be requested by the Department or the contracting agency, and in all respects comply with the Illinois Human Rights Act and the Department's rules.

f. It shall permit access to all relevant books, records, accounts, and work sites by personnel of the Department and the contracting agency for purposes of investigation to ascertain compliance with the Illinois Human Rights Act and the Department's rules.

g. It shall include verbatim or by reference the provisions of this clause in every subcontract it awards under which any portion of the contract obligations are undertaken or assumed so that such provisions will be binding upon such subcontractor. In the same manner as with other provisions of this RFP, the company will be liable for compliance with applicable provisions of this clause by such subcontractor; and further it will promptly notify the department or contracting agency in the event any subcontractor fails or refuses to comply therewith.

6. Scope of Required Services. Explain the respondent's approach to accomplishing the services described in the Scope of Services section. Include a description of the proposed methodology for each component.
7. Proposed Schedule of Consulting Services. Provide an estimated time-line for the project based on the services listed. Include a detailed discussion of the approach, methodology, project management, and how the respondent will interact with the City, broken down in phases.
8. References. List a minimum of three references with examples of comparable plans/plan updates provided for review. Provide a contact person and telephone number for each reference. Respondents with like municipal project experience will be given preference. Respondents should use the form (or at minimum the format) contained in Exhibit B
9. Concluding Remarks. This section may contain any final comments or any elaboration the respondent believes is important to gain a better understanding of the proposed services and/or respondent's capabilities.
10. Compensation Proposal. Identify the proposed compensation model (hourly, daily, project, item, or other method) and provide the rate or price for each type of service contemplated by this RFP. Please provide an estimated, or, if possible, a firm price for the compensation for this project. The City will consider the competitiveness and adequacy of the proposed compensation model for the services. The contract with the consultant shall include a "not to exceed" figure. The respondent shall disclose any charges or fees not included

in its base price the City would incur. As noted in Exhibit C, please identify proposed compensation by project component.

11. Attachments. Include any attachments as part of the response to the RFP.

Evaluation Criteria

City staff shall evaluate the proposals to determine the firm(s) best suited to meet the City's needs. The City reserves the right to require in-person interviews with some or all of the respondents. As necessary, City staff shall make its recommendation on selection to the City Council. In evaluating the quotations/qualifications, City staff's recommendation and the City's selection will be based on those facts deemed necessary to promote the best interests and welfare of the City including, without limitation, the following:

- a. Professional and technical competence (25%). The respondent's ability to provide the services, including capacity to achieve the project goals and objectives described in this RFP.
- b. Professional qualifications and specialized experience of respondent and team (30%). The respondent's experience in providing services similar to the services on projects of similar scope and magnitude (e.g., specifically with respect to government agencies). The City will consider the past and current performance of the respondent (and team members) on other contracts in terms of quality of services and compliance with performance schedules. The City may solicit references from current and/or previous clients, including other governmental agencies, or any available sources, relevant information relating to the respondent's record of performance.
- c. Quality of the RFP submittal (25%). The City will review the quality and comprehensiveness of the RFP and the proposed project management/implementation plan for executing the contract including the staffing plan, local availability and commitment of personnel who will manage and oversee the project.
- d. Proposed cost of service (20%). Please refer to Exhibit C.

Rejection of Proposals

This RFP shall not create any legal obligation of the City to evaluate any qualification submitted or to enter into any contract or any other agreement with an entity who submits a response except on terms and conditions the City deems, in the sole and absolute discretion, to be satisfactory and desirable. All quotation/qualification should contain an affirmative statement there is no "conflict of interest" with the City and the respondent.

The City reserves the right to reject all quotations/qualifications received and the right to waive non-material formalities and technicalities according to the best interests of the City. Any proposal submitted shall be binding for six (6) months following the City's opening and review of the same. The City reserves the right to select a respondent or multiple respondents to perform the services. The City reserves the right to terminate the services provided by the respondent. Any work provided by the respondent will be in compliance with a contract to be entered into subsequent to this RFP. By submitting a quotation/qualification, the respondent acknowledges its understanding of the requirements of this submission and agrees to be bound to the same.

Commitment to Diversity

As a unit of local government under the Constitution of the State of Illinois, the City is committed to encouraging diversity in the performance of work for and by the City. The respondents are strongly encouraged to include minority-owned business enterprises and women-owned business enterprises as members of the team proposed to perform the services. The City will consider the level and substance of the proposed participation by these entities in evaluating the respondent's submittals.

EXHIBIT A
COMPANY PROFILE INFORMATION

Each respondent shall complete the following information:

1. Legal name of firm: _____
2. Doing business under other company name? If yes, name of company: _____

3. Headquarters address: _____
4. City, state and zip code: _____
5. Web site address: _____
6. Number of years in business: _____
7. Total number of employees: _____
8. Total annual revenues separated by last three full fiscal years: _____
9. Major products and/or services offered: _____

10. Other products and/or services offered: _____

11. Describe the firm's demonstrated experience in providing services responsive to the scope of services requested in this RFP: _____

EXHIBIT B COMPANY REFERENCES

Submit a completed client profile information sheet for each company reference. Provide a minimum of three references.

1. Client name: _____
2. Address: _____
3. City, state, zip code: _____
4. Project manager: _____
5. Telephone number: _____
6. E-mail: _____

7. Number of employees in client organization: _____

8. Project scope of services/goals: _____

9. Contract award date: _____ Cutover date: _____

10. Initial contract amount: \$ _____ Final contract amount: \$ _____

11. Describe the project, its similarity to the services requested herein, and how goals were met:

12. What were the costs of the project? _____

13. You may attach any reports or studies completed for the project.

EXHIBIT C COMPENSATION

Submit a compensation proposal in a separate sealed envelope. The compensation shall be broken down by Plan Update component.