



REQUEST FOR PROPOSAL

Public Relations

2017

RFP – Public Relations 2017

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1.0 INTRODUCTION

The Housing Authority of the City of Decatur, GA (hereinafter, “DHA” or “the Authority”) was established in 1938, under the laws of the State of Georgia. The Authority is a quasi-governmental Authority, separate and distinct from the general city or county government. The primary role of DHA is building and managing quality affordable housing for low to moderate income families. Over the years, DHA has expanded its focus to include the revitalization of the Decatur community as a whole through the renewal and redevelopment of substandard housing, as well as improving facilities in the downtown area. DHA operates several programs to assist low to moderate income families with quality affordable housing alternatives:

- **Public Housing** – Families pay 30% of adjusted income towards rent and utilities in DHA’s apartments located in Decatur in DHA’s 289 units of Public Housing.
- **Section 8 Substantial Rehabilitation** – Families pay 30% of adjusted income for rent and utilities in 111 units in Decatur.
- **Section 8 Housing Choice Vouchers (HCV)** – Families pay 30% of adjusted income for rent and utilities in private rental housing located in the metro area. Section 8 HCV – 868 units and 300 portables.
- **Low Income Housing Tax Credit Units (LIHTC)** – Families pay a set affordable rent for 10 units located in Decatur.
- **Workforce Housing** – DHA, and it’s related non-profit, develops, owns and operates a number of apartments. In most cases, a percentage of units are reserved for low to moderate income residents while other units are available at market rate. Owned Workforce Housing – 74 units
- **Homeownership** – DHA has developed and rehabilitated numerous homeownership and condominium units since 2000. Ownership – 146 units

DHA has a professional management and maintenance team and administers an annual budget in excess of \$15 million, which includes capital outlays for comprehensive improvements. Funding sources include the U.S. Department of Housing and Urban Development (HUD), rental income, and limited other income. As one of the largest providers of affordable housing in Decatur, DHA has extensive experience in the management and development of residential rental property.

In keeping with its mandate to provide efficient and effective services, DHA is now soliciting proposals from qualified, licensed and insured entities to provide the above noted services to DHA. All proposals submitted in response to this solicitation must conform to all of the requirements and specifications outlined within this document and any designated attachments in its entirety.

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2.0 RFP INFORMATION AT A GLANCE

Table 1:

<p>CONTACT PERSON <i>(NOTE: Unless otherwise specified, any reference herein to “Contracting Officer” or “CO” shall be a reference to Ms. Karen Atchley)</i></p>	<p>Decatur Housing Authority Attn: Karen Atchley, Contract Administrative Assistant 750 Commerce Drive, Suite 400, Decatur, GA 30030 Telephone: (404) 270-2106 TDD/TYY: (800) 545-1833</p>
<p>HOW TO OBTAIN THE RFP DOCUMENTS ON THE APPLICABLE INTERNET SITE</p>	<ol style="list-style-type: none"> 1. Access DHA’s Website at http://www.decaturhousing.org/contractingproposals.html 2. Click on the applicable RFP or RFQ 3. Follow the listed directions 4. Be sure to download all applicable forms and documents <p>If you have any problems accessing or registering on the system, call for Karen Atchley for assistance at (404) 270-2108.</p>
<p>PRE-PROPOSAL CONFERENCE MEETING</p>	<p>There will be a Pre-Proposal Conference Meeting held at the Oliver House located at 1450 Commerce Drive, Decatur, GA 30030 on Wednesday, December 13th at 10:00 a.m.</p>
<p>DEADLINE TO SUBMIT QUESTIONS</p>	<p>Monday, December 18th by 5:00 p.m. Answers will be posted on DHA Website no later than Wednesday, December 20th at 5:00 p.m.</p>
<p>HOW TO FULLY RESPOND TO THIS RFQ BY SUBMITTING A PROPOSAL SUBMITTAL</p>	<ol style="list-style-type: none"> 1. As instructed within Section 5.0 of the RFP document, submit one (1) original and four (4) copies of your “hard copy” proposal to the DHA Central Office. 2. Be sure that all documents are executed as required. 3. Be sure that all required forms and exhibits have been included.
<p>PROPOSAL SUBMITTAL RETURN & DEADLINE</p>	<p>Monday, January 8, 2018 at 3:00 p.m.</p> <p>SEND TO: Housing Authority of the City of Decatur, GA Attn: Karen Atchley, Contract Administrative Assistant 750 Commerce Drive, Suite 400 Decatur, GA 30030</p> <p>(NOTE: The “hard copy” proposal must be received in-hand and time stamped by the Authority by no later than Friday, January 5, 2018 at 3:00 p.m. or the bid will be rejected)</p>
<p>DHA EVALUATION PROCESS</p>	<p>January 9 – 15, 2018</p>
<p>POTENTIAL INTERVIEWS</p>	<p>January 16 – 19, 2018</p>
<p>ANTICIPATED APPROVAL BY THE AUTHORITY BOARD OF COMMISSIONERS</p>	<p>Tuesday, February 5th, 2018 Housing Authority of the City of Decatur, GA 750 Commerce Drive, Suite 400 Decatur, GA 30030</p>

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3.0 THE AUTHORITY’S RESERVATION OF RIGHTS - The Authority reserves the right to:

- 3.1 Right to Reject, Waive or Terminate the RFP** – Reject any and or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed by the Authority to be in its best interests.
- 3.2 Right to Not Award** – Not award a contract pursuant to this RFP
- 3.3 Right to Terminate** – Terminate a contract pursuant to this RFP, at any time for its convenience upon 10 days written notice to the successful proposer(s).
- 3.4 Right to Determine Time and Location** – Determine the days, hours and locations that the successful proposer(s) shall provide the services called for in this RFP.
- 3.5 Right to Retain Proposals** – Retain all proposals submitted and not permit withdrawal for a period of 60 days subsequent to the deadline for receiving proposals without the written consent of CO.
- 3.6 Right to Negotiate** – Negotiate a fee structure with the selected firm.
- 3.7 Right to Reject Any Proposal** – Reject and not consider any proposal that does not meet the requirements of this RFP, including but not necessarily limited to incomplete proposals and/or proposals offering alternate or non-requested services.
- 3.8 Right to Award More than One Contract** – Subject to the evaluation of the firms and the needs of the Authority, the Authority reserves the right to award more than one contract.
- 3.9 No Obligation to Compensate** – Have no obligation to compensate any proposer for any costs incurred in responding to this RFP.
- 3.10 Right to Prohibit** – At any time during the RFP or contract process to prohibit any further participation by a proposer or reject any proposal submitted that does not conform to any of the requirements detailed herein. By downloading electronic RFP or RFQ, each prospective proposer is thereby agreeing to abide by all terms and conditions listed within this document and further agrees that he/she will inform the CO in writing within five (5) days of the discovery of any item listed herein or of any item that is issued thereafter by the Authority that he/she feels needs to be addressed. Failure to abide by this timeframe shall relieve the Authority, but not the prospective proposer, of any responsibility pertaining to such issue.

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4.0 SCOPE OF SERVICES

- 4.1 Services to be Provided** – The Decatur Housing Authority intends to award a contract to a qualified publicist or firm to provide day-to-day public relations services necessary for the operation of the agency. The publicist or firm selected should, at a minimum, be able to provide the following services:
- 4.1.1** Recommend, prepare, and engage in strategic PR activities that supports the DHA and their goals as a successful housing agency with a specific local mission to serve the City of Decatur.
 - 4.1.2** Promote public awareness of the Authority’s responsibilities through a public relations plan designed to promote a consistent and positive message.
 - 4.1.3** To develop and implement programs to improve communications and relationships throughout DeKalb County, Metro Atlanta and the State of Georgia.
 - 4.1.4** To develop effective outreach strategies, goals, and objectives to be used in advertising, promoting, and publicizing the Housing Authority.
 - 4.1.5** Engage with DHA in the cohesive and consistent messaging and communication efforts being undertaken with the redesign of DHA’s website, DHA’s annual report, and other related visual, digital, and written communications (**NOTE:** Another vendor will be responsible for the website and logo responsibilities, but coordination and input is needed).
 - 4.1.6** Provide support for the preparation of accurate, clear, and precise press releases using information provided by DHA.
 - 4.1.7** Effectively place press releases with relevant media resources to ensure the information is disseminated by the media.
 - 4.1.8** Assist in public event formats and presentations.
 - 4.1.9** Assist and manage press relations in response to disasters and write a crisis communication press release, as needed.
 - 4.1.10** Assist DHA in any related press, communications, or messaging, as is required.

5.0 PROPOSAL FORMAT

Tabbed Proposal Submittal – DHA intends to retain the successful proposer pursuant to a “Best Value” basis, not a “Low Proposal” basis (“Best Value,” in that DHA will consider factors other than just cost in making the award decision). So that DHA can properly evaluate the offers received, all proposals submitted in response to this RFP must be formatted in accordance with the sequence noted below. Each category must be separated by numbered index dividers (which number extends so that each tab can be located without opening the proposal) and labeled with each tab numbered sequentially as shown below. None of the proposed services may conflict with any requirements DHA has published herein or has issued by addendum.

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- 5.1 TAB 1: Accessibility to Work Assigned** – State the full name and address of your organization and, if applicable, the branch office that will perform the work on this project. Please describe your organization’s location with respect to the DHA office at 750 Commerce Drive, Suite 400, Decatur, GA 30030. Thoroughly explain what steps will be taken to enhance accessibility and minimize potential problems in the areas of availability for meetings, general communications, supervision and travel expenses, if any.
- 5.2 TAB 2: Past Performance on Similar Assignments** – The Authority seeks a PR firm or individual with extensive experience working with housing authorities or governmental agencies. List your organization’s previous experience with housing authorities and government representation. Provide an overview of the governmental entities that your firm has represented or provided substantial support on matters affecting day-to-day operations.
- Additionally, provide any experience for consideration that the firm feels is relevant to the work being requested herein.
- 5.3 TAB 3: Approach to the Assigned Work** – Describe your firm’s plan for managing this particular contract, including the role that DHA will play. Explain the roles that consultants will play and the methods of communication and control as described in the Scope of Services in 4.0 above. Firms are advised to address each of the Scope of Services with comments and descriptions of the approaches to be used and relevant experience in the past.
- 5.4 TAB 4: Project Manager, Key Personnel, and Cost** – Who will be “Account Executive” and what experience does he/she have in similar public housing/government representation. Identify other key personnel with your firm who will work on the contract on the contract along with their experience. The Authority anticipates entering into an agreement based on a fee for services. Proposers are required to submit current hourly fees for the “Account Executive” and “Associates”. Fees for remaining members of the firm shall also be submitted.
- 5.5 TAB 5: References** – Include a list of references pertaining to the firm’s performance in projects of a similar type, scale and complexity. Respondents must submit at least three (3) references. The Respondent’s risk of nonperformance or poor performance will be evaluated based on reference checks. The evaluation will take into account the currency, context and relevancy of information examined, as well as general trends in the Respondents performance.

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- 5.6 TAB 6: Equal Employment Opportunity/Supplier Diversity** – The proposer must submit under this tab a copy of its Equal Opportunity Employment Policy and a complete description of the positive steps it will take to ensure compliance, to the greatest extent feasible, with the regulations pertaining to supplier diversity (e.g. small, minority, and women-owned businesses. If no hire, suppliers, or vendors are contemplated, the proposer should so state.
- 5.7 Proposal Submittal Binding Method** – It is preferable and recommended that the proposer bind the proposal submittals in such a manner that the Authority can, if needed, remove the binding or remove the pages from the cover (i.e., 3-ring binder, etc.) to make copies and then return the proposal submittal to its original condition.
- 5.8 Proposal Submission** – All proposals must be submitted and time-stamped “RECEIVED” in the designated Authority Office by no later than the submittal deadline stated herein (or within any ensuing addendum). A total of (1) original submission (marked “ORIGINAL”) and (3) exact copies of the proposal submittal, shall be placed unfolded in a sealed package and addressed to:

Housing Authority of the City of Decatur
Attn: Karen Atchley, Contract Administrative Assistant
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750 Commerce Drive, Suite 400
Decatur, GA 30030

The package exterior must clearly denote the above noted RFP description and must have the proposer’s name and return address. **Proposals received after the published deadline will not be received.**

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- 5.9 Submission Conditions – DO NOT FOLD OR MAKE ANY ADDITIONAL MARKS, NOTATIONS OR REQUIREMENTS ON THE DOCUMENTS TO BE SUBMITTED!**
- Proposers are not allowed to change any requirements or forms contained herein, either by making or entering onto these documents or the documents submitted any revisions or additions; and if any such additional marks, notations or requirements are entered on any of the documents that are submitted to the Authority by the proposer, such may invalidate the proposal. If, after accepting such a proposal, the Authority decides that any such entry changed the intent of the proposal that the Authority intended to receive, the Authority may accept the proposal and the proposal shall be considered by the Authority as if those additional marks, notations or requirements were not entered on such. By downloading these documents, each prospective proposer that does so is thereby agreeing to confirm all notices that the Authority delivers to him/her as instructed, and by submitting a proposal, the proposer is thereby agreeing to abide by all the terms and conditions published herein and by addendum pertaining to this RFP.
- 5.10 Submission Responsibilities** – It shall be the responsibility of each proposer to be aware of and to abide by all dates, times, conditions, requirements and specifications set forth within all applicable documents issued by the Authority. Including the RFP document, any addenda and required attachments submitted by the proposer. By completing, signing and submitting the complete documents, the proposer is stating his/her agreement to comply with all conditions and requirements set forth with those documents. Written notice from the proposer not authorized in writing by the CO to exclude any of the Authority requirements contained within the documents may cause the proposer to not be considered for the award.
- 5.11 Contact with the Authority** – It is the responsibility of the proposer to address all communication and correspondence pertaining to the RFP process to the designated Authority Personnel only. Proposers must not make inquiries or communicate with any other DHA staff member or official (including members of the DHA Board of Commissioners) pertaining to this RFP. Failure to abide by this requirement may be cause for the Authority to not consider a proposal submittal received from any proposer whom has not abided by this directive.

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6.0 PROPOSAL EVALUATION – The following factors will be utilized by the Authority to evaluate each proposal submittal received; award of points for each listed factor will be based upon the documentation that the proposer submits within his/her proposal submittal:

6.1 Evaluation Factors

Table 2:

NO.	MAX POINT VALUE	FACTOR TYPE	FACTOR DESCRIPTION
1	25 Points	Subjective	TAB 1: Accessibility to Work Assigned
2	25 Points	Subjective	TAB 2: Past Performance on Similar Assignments
3	25 Points	Subjective	TAB 3: Approach to Work Assigned
4	25 Points	Subjective	TAB 4: Project Manager, Key Personnel, and Cost
	100 POINTS	>> TOTAL INITIAL POINTS	
7	20 Points	Subjective	Interview and Presentation, if needed
	120 POINTS	>> TOTAL OVERALL POINTS	

6.2 Evaluation Method

6.2.1 Initial Evaluation for Responsiveness – Each proposal received will first be evaluated for responsiveness (i.e., meets the minimum of the requirements). The Authority reserves the right to reject any proposals deemed not minimally responsive. Such firms will be notified in writing.

6.2.2 Evaluation Packet – An evaluation packet will be prepared for each evaluator, typically including but not required the following documents:

- a) Instruction to Evaluators;
- b) Proposal Tabulation Form;
- c) Written Narrative Form for each proposer;
- d) Recap of each proposer’s responsiveness;
- e) Copy of all pertinent RFP documents

6.2.3 Evaluation Committee – The Authority anticipates that it will select a minimum of a three (3) person committee to evaluate each of the responsive “hard copy” proposals submitted in response to this RFP.

PLEASE NOTE: No proposer shall be informed at any time during or after the RFP process as to the identity of any evaluation committee member. If, by chance, a proposer does become aware of the identity of such person(s), he/she **SHALL NOT** make any attempt to contract or discuss with such person anything related to this RFP. The designated CO is the only person at the Authority that the proposers shall contact pertaining to this RFP. Failure to abide by this requirement may (and most likely will) cause such proposer(s) to be eliminated from consideration for award.

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- 6.2.4 Evaluation** – It is anticipated that the Evaluation Committee will evaluate and award points pertaining to the responsive proposals submitted and award points pertaining to the Evaluation Factors. Upon final completion of the proposal evaluation process, the evaluation committee will forward the completed evaluations to the CO.
- 6.2.5 Potential “Best and Finals” Negotiations** – As detailed in HUD Procurement Handbook 7460.8 REV 2 Section 7.2.N through Section 7.2.R, the Authority reserves the right to conduct a “Best and Finals” Negotiation, which may include oral interviews, with all firms deemed to be in the competitive range. Any firm deemed not to be in the competitive range shall be notified of such in writing by the Authority in as timely a manner as possible, but in no case within no longer than five (5) business days after the beginning of such negotiations with the firms deemed to be in the competitive range.
- 6.2.6 Determination of Top-Ranked Proposer** – The points awarded by the evaluation committee shall determine the final rankings, which shall be forwarded by the CO to the ED for approval. If the evaluation was performed to the satisfaction of the ED, the final rankings may be forwarded to the Authority Board of Commissioners (BOC) at a scheduled meeting for approval. Contract negotiations may, at the Authority’s option, be conducted prior to or after the BOC approval.
- a) **Minimum Evaluation Results** – To be considered to receive an award a proposer must receive a total calculated average of at least 70 points of the 100 total possible points.
 - b) **Ties** – In the case of a tie in points awarded, the award shall be decided according to Section 6.12.C of HUD Procurement Handbook 7460.8 REV 2, by “drawing lots or other random means of selection”.
- 6.1.7. Notice of Evaluation Results** – If an award is completed, all proposers will receive by mail a Notice of Results of Evaluation. Such notice shall inform all proposers of:
- a) Which proposer received the award;
 - b) Where each proposer placed in the process as a result of the evaluation of the proposals received;
 - c) Each proposer’s right to a debriefing and to protest.
- 6.1.8. Restrictions** – All persons having familial (including in-laws) and/or employment relationships (past or current) with principals and/or employees of a proposer entity will be excluded from participation on the Authority evaluation committee. Similarly, all persons having ownership interest in and/or contract with a proposer entity will be excluded from participation on the Authority evaluation committee.

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7.0 CONTRACT AWARD

- 7.1 Agreement to Abide by Terms and Conditions** – By completing, executing and submitting the Form of Proposal, Attachment A, the “proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the Authority, either in hard copy or on the noted e-Procurement System,” including the contract clauses already attached as Attachments “G-1” and “G-3”. Accordingly, the Authority has no responsibility to conduct after the submittal deadline any negotiations pertaining to the contract clauses already published.
- 7.2 Contract Conditions** – The following provisions are considered mandatory conditions of any contract award made by the Authority pursuant to this RFP:
- 7.2.1 Contract Form** – The Authority will not execute a contract on the successful proposer’s form – contracts will only be executed on the Authority form and by submitting a proposal the successful proposer agrees to do so.
 - 7.2.2 HUD Forms** – Please note that the Authority has no legal right or ability to (and will not) at any time negotiate any clauses contained within **ANY** of the HUD forms included as a part of this RFP.
 - 7.2.3 Assignment of Personnel** – The Authority shall retain the right to demand and receive a change in personnel assigned to the work if the Authority believes that such change is in the best interest of the Authority and the completion of the contracted work.
 - 7.2.4 Unauthorized Sub-Contracting Prohibited** – The successful proposer shall not assign any right, nor delegate any duty for the work proposed pursuant to this RFP (including, but not limited to, selling or transferring the contract) without the prior written consent of the CO. Any purported assignment of interest or delegation of duty, without the prior written consent of the CO shall be void and may result in the cancellation of the contract with the Authority, or may result in the full or partial forfeiture of funds paid to the successful proposer as a result of the proposed contract; either as determined by the CO.
- 7.3 Contract Period** – The Authority anticipates that it will initially award a contract for the period of one (1) year with the option, at the Authority’s discretion, of up to four (4) additional one (1) year option periods, for a total maximum contract period of five (5) years prior to the Authority issuing another RFP (as per HUD guidelines).
- 7.4 Insurance Requirements** – Prior to award (but not as a part of the proposal submission) the successful proposer will be required to provide:
- 7.4.1 Worker’s Compensation Insurance** – Include an original certificate evidencing the proposer’s current industrial (worker’s compensation) insurance carrier and coverage amount;

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- 7.4.2 General Liability Insurance** – Include an original certificate evidencing General Liability coverage, naming the Authority as an additional insured, together with the appropriate endorsement to said policy reflecting the addition of the Authority as an additional insured under said policy (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000, together with damage to premises and fire damage of \$50,000 and medical expenses any one person of \$5,000), with a commercially reasonable deductible (e.g. “commercially reasonable,” meaning at least 1% of the “general aggregate minimum” of the policy, with a maximum deductible amount of \$50,000;
- 7.4.3 Professional Liability Insurance** – Include an original certificate showing the proposer’s professional liability and/or “errors and omissions” coverage (minimum of \$1,000,000), with a deductible of not greater than \$5,000;
- 7.4.4 Automobile Insurance** - Include an original certificate showing the proposer’s professional liability and/or “errors and omissions” coverage (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000), with a commercially reasonable deductible (e.g. “commercially reasonable,” meaning at least 1% of the “general aggregate minimum” of the policy, with a maximum deductible amount of \$50,000.
- 7.4.5 Certificates** – The requested related information shall also be entered where provided for on the “Profile of Firm” form. **NOTE: DO NOT INCLUDE COPIES OF INSURANCE CERTIFICATES WITHIN THE PROPOSAL SUBMITTAL – we will garner the necessary certificates from the successful proposer prior to contract execution.**
- 7.5 Right to Negotiate Final Fees** – The Authority shall retain the right to negotiate the amount of fees that are paid to the successful proposer, meaning the fees proposed by the top-rated proposer during negotiations may, at the Authority’s options, be the basis for the beginning of negotiations. Such negotiations shall begin after the Authority has chosen a top-rated proposer. If such negotiations are not, in the opinion of the CO, successfully concluded within five (5) business days, the Authority shall retain the right to end such negotiations and begin negotiations with the next-rated proposer.
- 7.6 Contract Service Standards** – All work performed pursuant to this RFP must conform and comply with all applicable local, state and federal codes, statutes, laws and regulations.