



HOMER GLEN
YOU KNOW YOU'RE HOME

RFP – Communications and PR for the Village of Homer Glen

1.0 Introduction and Background:

The Village of Homer Glen is a local municipality located in Will County that was established/incorporated in 2001. It is a young community that offers full service benefits due to partnering with Will County Sheriff and the Homer Protection Fire Districts. The Village employs a professional Village Manager and a staff of approximately 55 people, mostly full time, to manage the day-to-day business of the community.

The Village of Homer Glen is a Manager/Council form of government with 6 Trustees and a Mayor/Village President at the top, all elected by the people of Homer Glen.

2.0 Purpose:

The purpose for our PR needs is to identify the appropriate agencies that will support our public relation priorities. The Village strives to connect and engage with local residents, and to advocate effectively and positively with the community. With a variety of age groups within the Village, and the loss of the local paper as a result of Covid, our reach has been suffering to effectively communicate with everyone. Digital communication has been a more prevalent source, but it has been watered down and influenced by public opinion. The Village would like to find a way to bring back a means of disseminating accurate information in a positive way, so that all demographics can be reached via a variety of agencies and channels where applicable based on the project exposure needs.

The Village of Homer Glen requests proposals for services from consultants qualified in navigating the practice of public relations, strategic communications, public engagement, media relations, and to assist with the preparation of publicity and promotional programs and materials designed to improve public awareness of the Villages programs, services, activities, plans and projects at a high level and to be part of the process when it comes to release information to the public via the appropriate channels. The Village invites individuals, or firms, to respond to this notice.

3.0 Qualifications and Scope of Services:

A) General Qualifications:

Qualified Proposers will be skilled in the practice of public relations, strategic communications, public engagement, media relations, preparation of publicity and the development of promotional programs and materials designed to improve public awareness of the Village's high-level services, programs, activities, plans and projects.

B) Specific Qualifications:

Specific qualities of qualified Proposers could include demonstrable experience providing effective governmental public relations services:

- Resident and stakeholder engagement campaigns focused on municipal operations, initiatives, conditions, challenges, and matters of public policy.
- Strategic communication with regional and State decision makers concerning the needs of Homer Glen's residents and the future of the community.
- Ability to read and understand local and regional public sentiment and respond with appropriate content, placed strategically within appropriate platforms, (print, digital, social media, etc.) to reach the widest possible audience.

C) Work Location:

Much of the work can take place remotely. The selected Consultant will need to be available to attend meetings and events regularly at the Village when required.

D) Scope of Work:

Responses to this RFP are free to expound upon or suggest modifications to the preliminary scope of work and the Village welcomes such creative expressions as the Consultant might determine necessary suggestions to meet the Village's communication challenges.

A preliminary scope of work for this project is outlined below. The scope is not intended to be all inclusive, but rather, generally demonstrative services to be provided on an "as needed basis." The Final Scope, as well as payment terms and provisions, will be discussed and or negotiated with any selected Consultant during contract preparation.

- Work with the Village Mayor, Village Manager and staff to appropriately coordinate messaging for council initiatives, and occasionally the Village's departmental programs and activities.
- Advise the Village regarding best strategies for engaging residents and assessing public opinion.
- Serve as liaison with news media for any major events and act as the spokesperson for the Village as necessary.
- Occasionally assist Village staff from events to improve public awareness of Village events and projects.
- Work with Village staff to create new strategies to improve the Villages reach through traditional and non-traditional platforms.
- Occasionally assist with Village staff on new or review press releases, statements, announcements, newsletters and social media posts for routine Village matters, upon request.
- Write articles for various publications upon request.

- Prepare high-level material for various publications and platforms to provide information regarding our commercial and residential developments as well as any other important infrastructure and any other needed engagement for these items, including the Comprehensive Plan.

4.0 Proposal Process and Submission Requirements:

4.1 - The Proposals must address the requirements set forth in this RFP.

4.2 - The current schedule is as follows:

(a) Advertise the RQP	October 3, 2023
(b) Proposal Due Date	November 6, 2023 @ 3pm
(c) Review of Proposals	November 13, 2023
(d) Interviews (if needed)	Week of November 20, 2023
(e) Approval of Agreement	Village Board Meeting December 13, 2023

The Village reserves the right in its sole discretion to alter or modify the current schedule set out above as necessary and will notify known Proposers of any changes.

4.3 It is the Proposer's sole responsibility to ensure that it's Proposal is received by the City of Homer Glen by October 18th at 3:00 p.m. in a sealed envelope. Proposals after that date and time will be rejected.

4.4 - Proposal Contents:

- (a) Cover letter identifying the Proposer(s), size of the firm, location of the office from which the work will be conducted.
- (b) The following should be addressed as part of every submitted Proposal:
 1. Describe experience with general and specific qualifications as noted in the Qualifications and Scope of this RFP, and any other areas you believe are relevant to the Village's decision.
 2. Provide a list of every municipality or governmental entity worked with currently and for the past five years.
 3. Provide a list of each team member who may provide services under this request, along with their anticipated role and a description of responsibilities.
 4. Describe any knowledge or experience that makes you or your team particularly qualified to provide these services.
 5. Disclose any potential conflicts of interest that may arise in the performance of these services by you or any other member of your team.
 6. Provide a minimum of three (3) client references.
 7. Provide the name of your professional liability insurance carrier and worker's compensation carrier and the limits of your insurance as applicable.
 8. The Village is seeking talent and expertise first and foremost. Cost will be very important to the Village however, the selection will not be based solely on cost.

9. Please include company background for the firm/agency you are working for, if not independent.

4.5 - A hard copy of the proposal shall be included as well as a digital copy on a thumb/jump drive inside the sealed envelope.

Please provide a rate sheet if you propose a bill for services at an hourly rate, including the current hourly rate for each team member who may work on Village matters and an anticipated monthly retainer. Please disclose any other applicable, billable rates and expenses such as travel mileage, photocopying and postage.

5.0 Evaluation Process and Selection Criteria

The following criteria and weights shall be utilized as a guideline to evaluation every submitted Proposal. Individual criteria have been assigned varying weights.

(a) Qualifications and Relevant Experience	40%
(b) References from other similar projects	20%
(c) Schedule and availability	30%
(d) Cost of Services	10%

Proposers *may* be invited to an interview with the selection committee. The Final selection will be based on the City's determination of the best scoring.

In considering the requirements set out in this RFP, if the Village selects any of the Proposals as best meeting the needs of the Village and in the public interest, then the Village may enter into negotiation for a Professional Services Agreement with the Proposer.

6.0 NATURE OF THIS DOCUMENT:

6.1 – This RFP is solely a request for proposals. It isn't an invitation for tenders, an offer of contract or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the Village of Homer Glen or any other person can or will be created except by a written contract executed by the Village Manager or Village Board.

6.2 – Proposers are cautioned that a Proposal or part of a proposal may be made public or otherwise disclosed by the Village of Homer Glen if the Village elects to do so or is required to do so by law.

6.3 – The Village reserves the right to accept or reject any and all submitted Proposals and to waive any informalities or irregularities in said submittals. The RFP does not bind the Village to accept a submittal when, in the Village's sole discretion, the Village determines not to do so. Also, the Village reserves the right to modify the schedule as necessary and will notify those participating in the RFP of any changes.

6.4 – The Village reserves the right in its sole discretion to alter those criteria or requirements in the course of negotiations with any Proposer.

6.5 - The Villager operates under the public disclosure laws, as part of normal procedures. Proprietary information must be identified and will be protected as far as possible.

6.6 – Failure to conform to directions under this RFP may lead to the rejection of a Proposal.