

GAINESVILLE HOUSING AUTHORITY

Request for Proposal Marketing Services

RFP 2021-01

Closing January 25, 2021 –5:00 PM EST

Pamela E. Davis

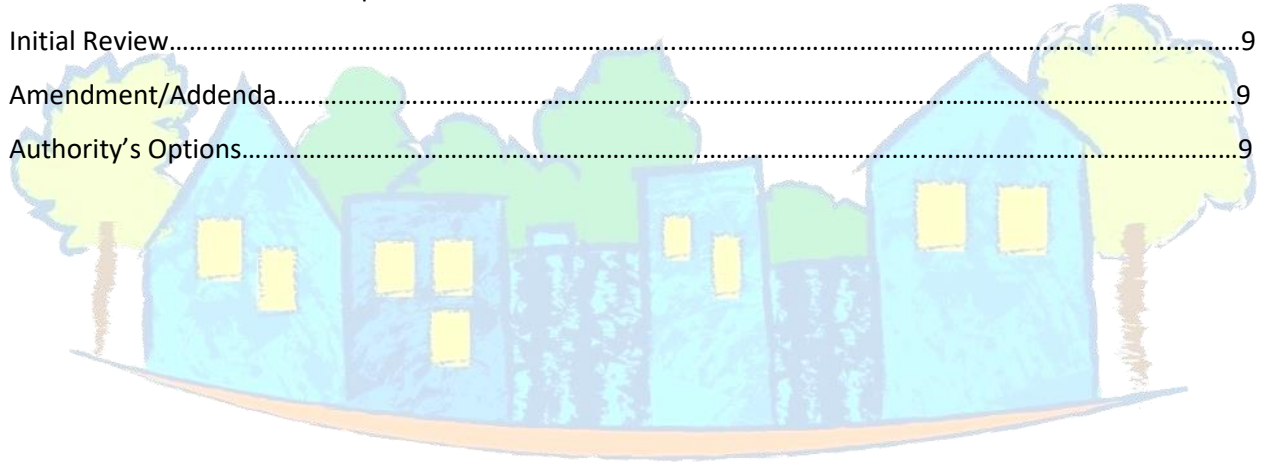
December 31, 2020



GAINESVILLE HOUSING AUTHORITY
Where Housing Matters

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GAINESVILLE HOUSING AUTHORITY
Where Housing Matters

Advertisement for Request for Proposals (RFP)

The Gainesville Housing Authority (GHA) herein solicits Request for Proposals (RFP) from qualified, licensed, and responsible firms interested in providing GHA with Marketing services (RFP 2021-01).

Date and Time for Receiving Proposals:
Monday, January 25, 2021 by 5:00 p.m. EST

Proposals are to be submitted electronically through Demand Star at <https://network.demandstar.com>

Specifications and instructions for proposal submission and the criteria that will be used to evaluate submissions are available at:

www.gainesvillehousingauthority.org

By: Ms. Pamela E. Davis, CEO
Gainesville Housing Authority, Gainesville Florida

Gainesville Housing Authority is an Equal Opportunity Employer



Gville Housing Auth JAN. 5, 12, 2020 - GVILLE SUN, A000976189
Gville Housing Auth JAN. 5, 12, 2020 - GUARDIAN, A000976190

BACKGROUND

The Gainesville Housing Authority (GHA) Chief Executive Officer (CEO) and Board of Directors (BOD) are soliciting proposals for marketing services. The purpose of this request for proposal (RFP) is to solicit the services of a consultant to facilitate the planning and execution of the marketing needs of the Authority, its various departments, and its 501(c)(3) nonprofit.

Since our establishment in 1966, by a charter of the City of Gainesville, Gainesville Housing Authority (GHA) has been committed to advocating and providing affordable housing for eligible individuals and families. GHA works closely with the U.S. Department of HUD, the City and area agencies and organizations to provide services and opportunities, not only to our residents, but to the entire community. Gainesville Housing Authority includes a 5 member Board of Commissioners and 44 staff members.

The Authority is a dual program authority with 543 Public Housing (ACC) units and 1,775 Housing Choice Vouchers sponsored by the United States Department of Housing and Urban Development (HUD).

The Mission: Gainesville Housing Authority (GHA) is an innovative, performance-driven, customer-focused business; advocating for preserving and developing quality affordable housing and self-sufficiency opportunities.

The Vision: Gainesville Housing Authority (GHA) will be the leader in developing affordable housing while promoting self-sufficiency and improving the quality of life for members of the community.

GHA also has a 501(c)(3) nonprofit instrumentality named Gainesville Housing Development and Management Corporation (GHDMC). GHDMC advocates, collaborates, and develops quality affordable homes and sustainable communities.

REQUEST FOR PROPOSAL

The Authority is accepting proposals for the services of a consultant to facilitate the planning and execution of the marketing needs of the Authority and GHDMC.

RESPONSE DUE DATE

A. RECEIPT OF RESPONSES

The proposer must submit their proposal through the Demand Star website <https://network.demandstar.com>, by Monday, January 25, 2021, at 5:00 PM EST. The Contract Officer for this proposal is Pamela E. Davis, CEO of the Gainesville Housing Authority. She can be reached at 352-872-5500 Ext. 7119 or pamelad@gnvha.org.

The Authority reserves the right to reject any or all responses wherever it is in the best interest of the Authority. The Authority is an Equal Opportunity Employer. Minority and Women-owned business are encouraged to submit a proposal.

Facsimile and e-mail responses will not be accepted. Responses received after the deadline for receipt will be deemed unresponsive and will be disqualified.

B. SCOPE OF SERVICES

The Authority's goal is to have marketing services proceed as expeditiously as possible. The Respondent shall certify its ability to start work and should propose a plan that describes the existing time commitments of the staff proposed to be assigned to the project and whether any of the staff will be locally based. The proposal for services should include at a minimum:

- Develop a comprehensive and targeted marketing plan for Gainesville Housing Authority, its various departments, and Gainesville Housing Development and Management Corporation
- Graphic design work to include creation of materials such as fliers, brochures, infographics, social graphics, leaflets, reports, etc.
- Media relations, which includes writing of press releases, media advisories, public service announcements, etc.
- Content marketing, which includes audio/visual promotions, such as brief video testimonials, success stories, articles, newsletters, etc.
- Meet and coordinate with members of staff to aggregate needs, obtain information, confirm budgets, discuss strategies and responsibility per party and facilitate review processes with a goal of obtaining timely and relevant approval of marketing products.
- Planning leading up to and management services day of for major events, if needed
- Provide recommendations and liaise with vendors and/or contractors, as needed

- Manage and/or expand the existing social media accounts for the Agency and GHDMC
- Manage website for the Agency and GHDMC
- Find, create, and share a wide variety of content across social media platforms
- Monitor social media platforms to ensure brand continuity and high-quality, error-free content
- Deliver monthly analytics of social media accounts broken down by platform
- Provide matrix analysis of overall marketing impact
- Create annual stakeholder reports for the Agency and GHDMC

C. INSTRUCTIONS AND NOTICE TO RESPONDENTS:

1. SUBMISSION AND CONTENT OF RESPONSES

Inquiries: The intent of this RFP is to establish the general scope of services needed and to provide prospective Respondents with sufficient information to enable them to provide an acceptable response to this RFP. Every effort has been made to outline requirements and to provide information in a format that is clear and concise. Nevertheless, questions may arise, or additional information may be needed. Questions and inquiries regarding this RFP must reference this RFP and be submitted in writing, (email or facsimile is permissible) to:

Gainesville Housing Authority
Attention: Ms. Pamela E. Davis
Chief Executive Officer
Email: PamelaD@gnvha.org
Facsimile: 352-872-5501

All inquiries must be in writing, reference this RFP and be received **no later than 5:00 p.m. EST, on January 15, 2021.**

Answers will be provided as a written addendum to this RFP, issued by fax and/ or e-mailed to all firms who have requested the RFP **no later than 5:00 p.m. on January 19, 2021.**

2. SUBMISSION REQUIREMENTS

Responses that do not include all required information will be deemed unresponsive and may be disqualified.

Submissions must comply with the requirements of Sections A and B of this RFP.

No proposal shall be withdrawn for a minimum period of ninety (90) days following the proposal deadline without the consent of the Authority. Disadvantaged, minority and women-owned businesses are encouraged to respond to this solicitation.

Respondents must address their plan to meet the specific requirements of the scope of services as set forth in Section D of this RFP by including, at a minimum, the following:

- A. **Letter of Interest:** Respondents' submittals shall be accompanied by a Letter of Interest on the Respondents' letterhead. This letter should include the Respondents' statement of understanding for the scope of work outlined in this RFP, the commitment to perform the work expeditiously, a brief statement indicating why the Respondent believes itself to be the best qualified to perform the engagement, and a statement that the response is firm and irrevocable for ninety (90) days.
- B. **Capacity:** Respondent shall certify that the Respondent and all team members are available to start immediately. The Respondent should describe any existing time commitments of the proposed team members or their proposed staff which would impair the Respondent ability to proceed expeditiously.

3. EVALUATION FACTORS

A committee will evaluate the proposals received under this solicitation in accordance with the minimum information requirements and the Proposal Preparation and Submission Outline below. The evaluation process will be based on a weighted point system with the evaluation factor or sub-factor's relative weight listed immediately following each factor/sub-factor. The Authority urges all interested Respondents to carefully review the requirements of this RFP.

All submissions will be evaluated by an Evaluation Committee. Submissions containing the requested information will serve as the initial basis for selection of finalists. Each submitted response has a possible score of ninety (90) points as set forth in Section E.3.a.

All proposals will be ranked in accordance with this point system and contract negotiations will be initiated with the highest ranked Respondent(s). If negotiations between the Authority and the highest ranked Respondent(s) fail to produce a mutual agreement, the Authority will terminate those negotiations and proceed with contract negotiations with the next highest ranked Respondent. At the Authority's own discretion, the Authority may continue that process until a mutual agreement is reached between the Authority and a Respondent.

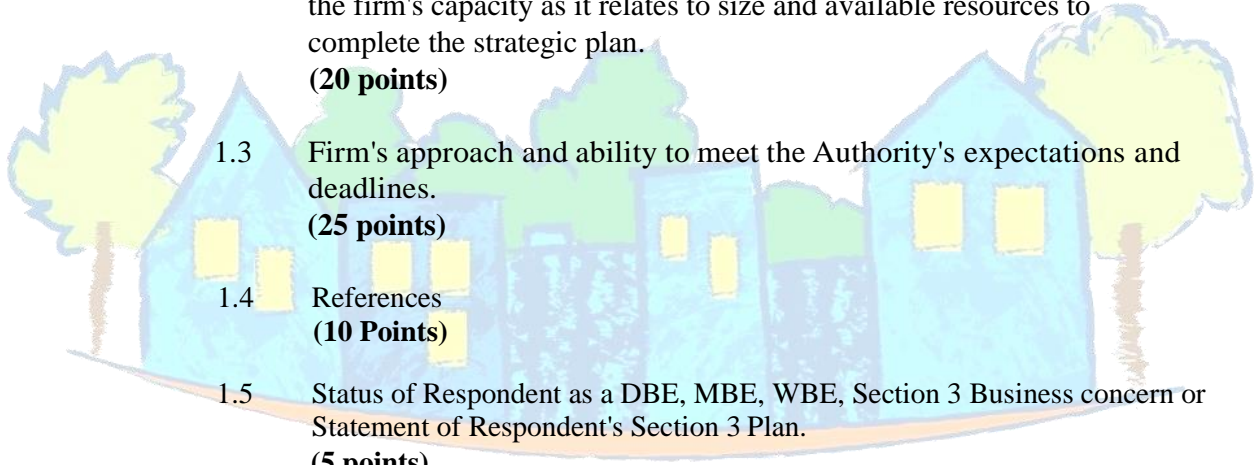
The Authority reserves the right to reject any and/or all proposals.

The Authority further reserves the right to negotiate with the Respondent(s) selected and to accept the proposal which is in the best interest of the Authority. In the event an agreement cannot be reached with the selected Respondent, the Authority reserves the right to initiate negotiations with only one selected Respondent.

a. Proposal Preparation and Submission Outline

Firms shall submit proposals in accordance with the following outline to receive the maximum points (90) under this solicitation. Items which are not addressed within the proposal will be given a score of zero (0).

- 1.1 Evidence of the Respondent's ability to perform the work as indicated by profiles of the principles and staff and team members and explanation of their professional, technical competence and relevant experience with projects of similar size and scope. Please identify which team members will be assigned to this project.
(30 points)
- 1.2 Qualification of key personnel, location of staff, and resumes, including the firm's capacity as it relates to size and available resources to complete the strategic plan.
(20 points)
- 1.3 Firm's approach and ability to meet the Authority's expectations and deadlines.
(25 points)
- 1.4 References
(10 Points)
- 1.5 Status of Respondent as a DBE, MBE, WBE, Section 3 Business concern or Statement of Respondent's Section 3 Plan.
(5 points)



4. ACKNOWLEDGEMENT OF AMENDMENTS

The Respondent shall acknowledge in its response to this Request for Proposal, receipt of any amendment(s). The Respondent's failure to acknowledge an amendment may result in rejection of the response.

5. COMPLETE AND ACCURATE SUBMISSION

A Respondent's failure to provide accurate information in response to this Request for Proposal may disqualify the Respondent from further participation in the selection process.

Proposals may be corrected, modified, or withdrawn, provided that the correction, modification, or request for withdrawal is made by the Respondent, in writing, and is received by the Authority at the following address prior to the date and time designated in this RFP for final receipt of submissions.

Gainesville Housing Authority

Attention: Ms. Pamela E. Davis

Chief Executive Officer

Email: PamelaD@gnvha.org

Facsimile: 352-872-5501

After such date and time, the Respondent may not change any provision of its proposal in a manner prejudicial to the interest of the Authority and/or fair competition. Respondents are solely responsible for ensuring timely delivery by courier services.

The Authority will not accept any responses to this solicitation, after the final deadline, due to Respondent's misunderstanding of courier service hours and delivery times.

6. RETENTION

All submissions are the property of the Authority and shall be retained by the Authority. Responses will not be returned.

7. CANCELLATION/WAIVER

The Authority reserves the right to cancel this RFP or to reject, in whole or in part, any and all submissions received in response to this RFP upon its determination that such cancellation or rejection is in the best interest of the Authority. The Authority further reserves the right to waive any minor informality in any submissions received if it is in the public interest to do so.

The decision as to who shall receive a contract award, or whether an award shall be made as a result of this RFP, shall be at the absolute sole discretion of the Authority.

8. KEY PERSONNEL

The key personnel specified by the successful Respondent will be considered essential to the work to be performed by the successful Respondent. Prior to diverting any of the key personnel for any reason(s), the contractor shall notify the Authority in writing and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the contract. The firm shall not change key personnel or hours to be devoted, before or after contract award, without written permission from the Authority.

9. PART OF CONTRACT

The contents of the documents submitted by the successful Respondent may become part of any contract award at the sole discretion of the Authority.

10. NO COMPENSATION FOR RESPONSE

Respondent will not be compensated for work or costs related to preparation and submission of this proposal. Respondents selected for further interviews and negotiations will be responsible for all expenses incurred during these processes.

D. INITIAL REVIEW

All responses will be initially reviewed to determine compliance with the response format requirements specified within this RFP. Responses that are not complete and accurate; and, do not comply with these requirements may be disqualified from the solicitation without further review.

E. AMENDMENT/ADDENDA

The Authority will attempt to provide copies of applicable amendment or addenda to all potential Respondents to whom this RFP has been provided. However, it will be the responsibility of each Respondent to make inquiry as to the existence and content of amendment or addenda, as the same shall become part of this RFP and all Respondents will be bound thereby, whether or not the amendment or addenda are actually received by the Respondent.

F. AUTHORITY'S OPTIONS

The Authority reserves the right to cancel this RFP, or to reject, in whole or in part, any and all submissions received in response to this RFP, upon its determination that such cancellation or rejection is in the best interest of the Authority. The Authority further reserves the right to waive any minor informality, or the failure of any Respondent to comply therewith, if it is in the public interest to do so. The Authority will pay no compensation to any Respondent for any costs related to preparation or submittal of the qualifications.

The Authority will reject the qualifications of any Respondent who is suspended and/or debarred by HUD from providing services to public housing authorities and reserves the right to reject the proposal of any Respondent who has previously failed to perform any contract properly for the Authority.

The determination of the criteria and process whereby submissions are evaluated and the decision as to whom shall receive a contract award shall be at the sole and absolute discretion of the Authority.

The Authority may at its discretion negotiate with one or more Respondents to best match the entirety of the scope of work described in the request for proposal.

By submitting a response to this RFP, the Respondent acknowledges and agrees to the following conditions:

- All submissions in response to this RFP become the property of the Authority. As such, all submissions are public records, subject to public review.
- No Respondent shall initiate contact with any member of the Board of Commissioners of the Authority regarding this RFP until after completion of the selection process and execution of a contract. If any Respondent has any reason, not related to this RFP, to contact any of the above parties, they will be required to disclose to that party that they are a respondent in this solicitation. Failure to adhere to these requirements may result in disqualification from the solicitation.



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