



Beaumont-Cherry Valley Water District

Request for Proposals
For
Social Media and Public Relations

Beaumont-Cherry Valley Water District
560 Magnolia Ave,
Beaumont, California 92223
(951) 845-9581

RFP Posting Date
September 29, 2022

RFP Due Date
October 27, 2022
at 4:00 p.m.

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SECTION A BACKGROUND

I. INTRODUCTION

Beaumont-Cherry Valley Water District (District) invites qualified firms/consultants to submit proposals for contractual Social Media and Public Relations services. The District seeks to contract with an individual or firm specializing in the management of Social Media and Public Relations. It can assist the District in maximizing the benefits of Social Media and Public Relations. The required services are herein described in the Scope of Work.

II. DISTRICT PROFILE

The District was formed in 1919 as the Beaumont Irrigation District under California Irrigation District Law, Water Code Section §20500 *et seq.* The name was changed to the Beaumont-Cherry Valley Water District in 1973. Beaumont-Cherry Valley Water District (BCVWD) is a California Special District that provides potable and non-potable water service within its 28-square-mile service area.

The District is located in the foothills of the San Bernardino Mountains, approximately 75 miles east of Los Angeles along Interstate 10. With a service area of about 28 square miles, the District provides potable and non-potable water service to over 48,000 residents within the City of Beaumont and the unincorporated Community of Cherry Valley in Riverside and San Bernardino Counties in Southern California.

III. BACKGROUND AND OBJECTIVE (BCVWD)

A five-member Board of Directors governs the District elected at-large to four-year terms by BCVWD's constituents. The General Manager administers the District's day-to-day operations by policies and procedures established by the Board of Directors.

IV. OVERVIEW OF CURRENT COMMUNICATIONS METHODS

The District uses various tools and methods to communicate with its constituents. These tools include printed publications, websites, and social media platforms. The District's Information Technology

Department maintains the following locations:

Website: <https://bcvwd.org>

Twitter: <https://twitter.com/bcvwd92223>

YouTube: <https://www.youtube.com/channel/UC8w8BHEVEPxSWGxNn-jA-AA>

Facebook: <https://www.facebook.com/bcvwd>

Several tools are used to monitor the traffic of the district website and social media platforms. These include, but are not limited to, Google Analytics, tracking cookies, and IP address logging.

V. PROJECT SUMMARY AND DESIRED QUALIFICATIONS

The District seeks a professional Social Media and Public Relations/Marketing/consulting firm. Qualifications include experience in creating a unique brand and identity, memorable message development, and effective communication through multiple media formats to broad and diverse audiences to provide public relations and community outreach services.

Proposals from firms that demonstrate competence and experience in all areas identified in the scope of services are accepted. The scope of services requires community outreach, social media management, brand/identity creation, public relations, message development and delivery, event communication, and prioritizing multi-phased communication campaigns.

Firms should also demonstrate competence in graphic and oral communication in English and Spanish to large and diverse groups and expertise in facilitating consensus from multiple public and private interests. Finally, the selected firm must demonstrate the ability to coordinate, deliver and manage the District's message to the news media, Internet, and social media. The ability to continue to refine and develop the District's ongoing PR/Community Outreach Campaign is of particular importance to increase positive perceptions of the District.

SECTION B SCOPE OF WORK

I. SCOPE OF SERVICES

The following are specific services and items the successful consultant will be required to provide the District if awarded the contract and addressed in each proposal.

The District seeks a cost-effective approach for Social Media and Public relations services for community outreach and communication specific, but not limited to, Water District and its customers. The following shall act only as a general preliminary Scope of Services to communicate the District's expectations. Firms should identify any additional services required to meet District's expectations, provide a price, and document the reasons for the additional services. It is at the District's discretion which services are required.

1. Account Management
 - a. By phone or teleconference capabilities, execute a weekly strategy discussion with designated District contact(s).
 - b. Monitor local and national publications and online alerts for Beaumont/Cherry Valley stories.
 - c. Provide Spanish and other language translation services for targeted communication pieces.
 - d. Develop and manage a 12-month calendar for District communications and an execution plan.
 - e. Provide management and direction in implementing and maintaining a strategic communication plan by managing media relations for the Beaumont-Cherry Valley Water District, keeping the public and the workforce informed, and engaging the public in special District, water district, and local government subject matters.
 - f. Campaign, manage, and monitor the use of all forms, including social media platforms, the District's media channels, print materials, and other

communication methods that are available or might become available in the future.

- g. Provide recommendations and strategies as deemed appropriate to enhance the District's image, messaging, and brand identity.
 - i. Provide crisis communication counsel as necessary.
 - ii. Concept development, including quality graphic design.
 - iii. Develop original copy (text), copywriting, and editing, including Spanish and other language marketing collateral.
2. Community Outreach
- a. Develop a monthly digital news platform to educate and advise subscribers on District's issues, meetings, events, programs, services, and projects.
 - b. Work with District partners and influencers to gather news about Beaumont-Cherry Valley Water District for distribution via social media, e-news platform, and the District website.
 - c. Develop news releases, media advisories, articles, website content, and fact sheet for District events, initiatives, projects, and services.
 - d. Provide Community outreach to ensure public engagement related to District ongoing activities and objectives, including ongoing drought messaging, water quality reporting, graphic design, and media production.
 - e. Examine existing and upcoming programs and initiatives of the District and develop strategies for promoting efforts in the community.
3. Public Relations
- a. Enhance the District's social media outlets, including providing strategic support for communication projects, initiatives, and campaigns designed to advance the District's vision, mission, image, and branding.
 - b. Develop public relations strategies to raise public and community awareness of the District's upcoming events.
 - c. Create messaging to drive interaction and share relevant content by providing opportunities to interact with the programs and services. Draft and edit news releases and media advisories, and distribute designated media outlets upon direction and approval by the District's General Manager or designee.
 - d. Develop public relations strategies to raise public and community awareness of the District's matters upon direction and approval by the District's General Manager and Board of Directors.
 - e. Continue to refine and develop new customer onboarding engagements via email messages and content about the District services, meetings, and service options.
 - f. Develop strategies for countering misinformation and misconceptions.
 - g. Tracking and responding to stories, events, and crises, in the media that may benefit the District from a response on behalf of the District, upon direction and approval by the District's General Manager or designee.
4. Social Media
- a. Work with District's IT Department to continue to refine and develop the District's ongoing email strategy using the current tools approved for use.
 - b. Provide District staff with guidance on email marketing best practices as a critical source for social media content. Identify appropriate imagery to aid social media posts' work impact and reach.
 - c. Build messaging that can be used in various channels, including social media and paid traditional media, to target critical audiences through timely and relevant

channels to drive awareness, create an emotional connection, educate on important actions, and drive traffic to the website.

5. Multi-Media

- a. Produce 1 video in English and Spanish, 30 seconds to a minute, of an approved subject matter to address community water issues, provide public information explanation, or event promotion. Provide the multi-media video to District Staff in a format required by the District's Information Technology Department.

6. Monthly reports

- a. Submit monthly reports to the District summarizing activities during the previous month before identified due date. The District Staff will assign subjects within the monthly report.

II. PROPOSAL REQUIREMENTS

Proposals must submit a minimum of the following:

1. Define the methodology and approach to identify the needs of the District that will meet the requirements in Social Media and Press Relations.
2. Detail the procedure used to identify Social Media and Public Relations services that would address the identified needs.
3. Generally, detail the involvement and role of District staff and District resources in the Social Media and Public Relations process. Describe, in detail, the method used to prepare for Social Media and Public Relations services.
4. List and provide a minimum of One (1) sample of your experience in identifying and preparing Special Water District or Comparable Agencies Social Media and Public Relations services.
5. List and provide electronic links of up to five (5) Special Water District or Comparable Agencies Social Media and Public Relations services you developed that were featured or advertised.
6. Describe the background, experience, and qualifications of the person(s) who will act as the Social Media and Public Relations services manager and the capabilities of all staff who will assist with the preparation of Social Media and Public Relations services. This information shall include a minimum of their role, education, relevant experience, and related qualifications.
7. Provide at least three (3) references, including the contact's name, affiliation, address, direct telephone number, and email address.
8. Describe the fee structure proposed for providing Social Media and Public Relations services.

SELECTION

The District will select the consultant based on the review of the proposals submitted. The selection criteria will include qualifications, experience, fee structure, and the ability to meet the needs of the District.

III. PROPOSAL CONDITIONS AND FORMAT INFORMATION

Firms and consultants must assemble proposals in strict adherence to the layout requirements. Failure to follow proposal requirements may disqualify the submission for non-responsive.

All Questions should be in writing via email not later than 24 hours of the due date and directed to Dr. Kirene M. Bargas, Director of Finance and Administration.

The signature of an authorized representative must appear on the cover sheet of the proposal. The signature shall indicate the firm's or consultant's willingness to comply with all terms and conditions outlined in this solicitation unless specific written exceptions are noted.

Proposals should be concise and devoid of extraneous material and promotional information. Sufficient detail is necessary to evaluate the work plan and its correlated costs thoroughly. The proposal must be assembled in the following order, with tabs separating each section.

1. A description of the firm or consultant's professional qualifications.
2. A statement indicating the number of employees, by level, who will perform the Social Media and Public Relations services.
3. A resume for each employee assigned to the District's Social Media and Public Relations services, including:
 - a. Name of individual
 - b. Education/professional credentials
 - c. Experience with Social Media and Public Relations services
 - d. Hourly rates
4. A separate listing of current and prior clients indicating the following:
 - a. Types of service performed; and
 - b. Names, addresses, email, and telephone numbers of five (5) references.
5. Indicate availability to proceed with work on or about January 01, 2023, and include a tentative schedule for completing the Social Media and Public Relations services deliverables.
6. In a separate sealed envelope, provide a not-to-exceed cost estimate adequate to cover the scope of the service. The cost estimate should be itemized by task and include a list of rates related to the names of key personnel used by the firm or consultant for this service. Include time, materials, travel, and other expenses associated with the duties and obligations under this Request for Proposal. All costs must be identified. This process is not considered a bid, nor will cost alone decide who is selected. Please note that BCVWD relies heavily on the not-to-exceed amount and is reluctant to grant further increases unless there are substantial reasons for the overage. A requested payment schedule should accompany the work schedule.

IV. CONTRACT AWARD

Issuing the Request for Proposal (RFP) and receiving proposals does not commit BCVWD to award a contract. BCVWD reserves the right to postpone the RFP process for convenience, accept or reject bids received in response to this RFP, and negotiate with other than the selected company if negotiations with the chosen company are terminated or cancel any section of this RFP. BCVWD reserves the right to apportion the award among more than one company.

After successfully negotiating contract terms, conditions, and all applicable procedural requirements, an agreement between the consultant and BCVWD will be signed.

An award under this RFP will not be based solely on the lowest price. If an award is made, it will go to the respondent(s) with the best overall proposal. The successful bidder will be competitively priced and provide adequate service to meet BCVWD's needs.

Staff will review and evaluate all qualified proposals utilizing a forced ranking system. BCVWD may conduct telephonic interviews with top-ranked candidates and reference checks.

V. EVALUATION PROCESS AND SELECTION CRITERIA

The District will review all submittals and recommend based on the established evaluation criteria. After evaluating the proposals, the highest-ranked firm or consultant may be interviewed. All firms or consultants submitting a bid will be notified about their selection process status in writing.

The criteria for selection will be based on, but not limited to, the following:

- Experience and qualifications of personnel assigned to provide the Social Media and Public Relations services and their availability.
- References from clients with similar services provided.
- Price proposal not to exceed a total of \$100,000 annually (including expenses and other costs)

The final selection is based on the written proposals and the interview (if applicable). Information contained in the cost envelope will be secondary and opened after the submissions are reviewed; how that information is used is at the discretion of the District.

VI. DISCRETION AND LIABILITY WAIVER

The District reserves the right to reject all proposals or requests and obtain from one or more of the firms/consultants submitting proposals supplementary information as necessary for District staff to analyze the recommendations under the firm's/consultant's selection criteria.

The District is not liable for costs incurred by the firm or consultant for the proposal's cost. By submitting a response, the firm or consultant waives the right to protest or seek legal remedies regarding any aspect of this RFP.

All proposals shall be binding for 90 days after the submission due date. The District also reserves the following rights and options concerning this RFP:

1. Re-issue the RFP with or without change or modification at any time before the District executes a Professional Services Agreement under this RFP;
2. To cancel this RFP with or without issuing another request for proposals;
3. To supplement, amend, substitute, or otherwise modify this RFP at any time before the District executes a Professional Services Agreement under this RFP;
4. To waive informality, defect, non-responsiveness, and deviation from this RFP that is not, in the District's sole judgment, material to the proposal;
5. To request a modification of some or all of the proposals following evaluation by the District;
6. To request clarifications of any proposals;
7. To negotiate simultaneously, or otherwise, with one or more Respondents; and
8. To discontinue and resume negotiations with one or more Respondents.

VII. INSURANCE REQUIREMENTS

The chosen firm or consultant will be required to maintain insurance coverage throughout the Professional Services Agreement and provide BCVWD with evidence of said coverage as outlined in the Professional Services Agreement. The requirement is subject to change and modification under review by the District Attorney. Please review contract language and insurance requirements before submitting a proposal and note any proposed exceptions to the Agreement tenets in your proposal. The Professional Services Agreement is attached.

VIII. PROPOSAL SCHEDULE

**This tentative schedule may be modified at the District's discretion.

Notice Inviting Proposals for Social Media and Public Relations services	September 29, 2022
Proposals Due	October 27, 2022
Evaluation & Possible Interview	Oct. 27, - Nov. 03, 2022
Board of Director's Approval	By the end of Dec. 31, 2022

IX. DIRECTIONS FOR SUBMITTING A PROPOSAL

Closing Date: All proposals must be received by 4:00 p.m. on Thursday, October 27, 2022.

Proposals: Please submit one (1) original unbound copy and three (3) documents in a sealed envelope marked – **Proposal for BCVWD Social Media and Public Relations services** and one (1) digital copy in PDF format to the address below.

Not to Exceed Cost Estimate: Please submit one (1) original unbound copy, three (3) documents in a sealed envelope separate from the Technical Proposal marked **Cost Proposal**

for BCVWD Social Media and Public Relations services, and one (1) digital document in pdf format to the following:

Beaumont-Cherry Valley Water District
Attn: Dr. Kirene M. Bargas
560 Magnolia Ave
Beaumont, CA 92223
kirene.manini@bcvwd.org

Each sealed envelope containing a bid proposal must have, on the outside:

- The name of the bidder
- The bidder's address
- The statement "Social Media and Public Relations services RFP: DO NOT OPEN UNTIL THE TIME OF BID OPENING."

The proposal must be received at the specified address by the closing date and time indicated above. Firms and consultants mailing or shipping their recommendations must allow sufficient delivery time to ensure the timely receipt of proposals. Late proposals will not be accepted.

Beaumont-Cherry Valley Water District reserves the right to reject any or all proposals, waive any informality or irregularity in any proposal received, and be the sole judge of the merits of the respective proposal received.

SECTION C SPECIAL PROVISIONS

I. ACCURACY OF THIS SPECIFICATION. The District believes this specification to be accurate and contains no affirmative misrepresentation or concealment of fact. In preparing its bid, the bidder and all subcontractors named in its bid shall bear sole responsibility for bid preparation errors resulting from any misstatements or omissions in this specification that could easily have been ascertained. Although the effect of ambiguities or defects in this specification will be determined by law, any patent ambiguity or defect shall give rise to the bidder's duty to inquire before bid submittal. Failure to examine shall cause any ambiguity or defect to be construed against the bidder. An ambiguity or defect shall be considered patent if it is of such a nature that the bidder, assuming reasonable skill, ability, and diligence on its part, knew or should have known of the existence of the ambiguity or defect. The failure of the bidder or subcontractors to notify the District in writing of specification defects or ambiguities before bid submittal shall waive any right to assert said flaws or ambiguities after submitting the proposal.

II. QUESTIONS AND INQUIRIES

Questions concerning this RFP may be submitted in writing via email no later than October 25, 2022, to:

Beaumont-Cherry Valley Water District
Attn: Dr. Kirene M. Bargas, Director of Finance and Administration
560 Magnolia Avenue
Beaumont, CA 92333
Email: Kirene.manini@bcvwd.org

All questions and responses will be published with the RFP document on the BCVWD website. This information will be located on the Current Solicitations tab's Home Page.

SECTION D DISTRICT'S SERVICES AGREEMENT

A **sample** of the District's Services Agreement is provided for review (attached). Submission of a Proposal is the Contractor's willingness to accept the terms of the agreement. **Please identify the firm or consultant's stance on the unwillingness to comply with any portion of the RFP.**