

**REQUEST FOR PROPOSALS
CITY OF WHITEWATER
COMMUNICATION CONSULTANT FOR PUBLIC SAFETY REFERENDUM
OCTOBER 15, 2024**

Proposal Requested

The City of Whitewater is requesting proposals from qualified parties for communications consulting services for a referendum question relating to public safety staffing to be on the April 1, 2025 ballot.

Project Background

In May of 2024, the City of Whitewater Common Council selected Fitch & Associates to complete an organizational and workload study of the Whitewater Police Department. The study was precipitated by the convergence of increasing call volume, sudden demographic change in the City of Whitewater creating significant challenges for law enforcement, and law enforcement staffing levels that have been static since 2008. Fitch & Associates provided a variety of recommendations in their report. Increasing law enforcement staffing was a primary component of the recommended strategy.

On October 15, 2024, the City of Whitewater Common Council directed staff to release a request for proposals for communications consulting services for a referendum question relating to public safety staffing to be on the April 1, 2025 ballot. The City will likely approve a Resolution authorizing a referendum questions be placed on that ballot asking the electorate for approval to exceed the state levy limit for the purpose of adding law enforcement staffing to allow the Whitewater Police Department to meet the growing demand for services.

This referendum will require significant outreach and education efforts within the community. The City is using this RFP for the purpose of selecting the most qualified, competent, and experienced communication consultant. This will ensure that the messaging and information sharing with the public is done professionally, resulting in a well-informed electorate prior to the election. The City of Whitewater Common Council has pre-approved spending up to \$65,000 for these services.

The deadline for proposal submission is 5:00pm CDT on Wednesday, November 6, 2024. Proposals must be submitted electronically to Dan Meyer, Whitewater Police Department Chief of Police, at dmeyer@whitewater-wi.gov, by the deadline in order to be considered. Questions and requests for additional information must be submitted to dmeyer@whitewater-wi.gov by Monday, November 4, 2024, at 5:00pm CDT.

Scope of Work & Deliverables

The City of Whitewater is seeking the services of an experienced firm to proceed with outreach and educational efforts to inform the electorate of the needs for additional staffing for the Whitewater Police Department. A considerable amount of data has been compiled through the work of City staff, and through the organizational and workload study completed by Fitch & Associates, which demonstrates the need for additional employees. Interested firms are invited to reach out to City staff to obtain supporting documentation.

The proposing firms must demonstrate significant experience, and successful outcomes in prior efforts that have undertaken specifically for municipal public safety staffing referenda. The City has identified the following items as a scope of work, but interested consultants are invited to make recommendations for any alternative

or additional activities that, in their professional opinion, are necessary for a successful outcome.

- Work with City staff to compile information and create marketing materials that effectively convey the need for additional staff. These materials will be published on the City website and may be shared with the community through direct mail.
- Develop and implement a significant outreach and educational effort within the community including presentations, media outreach, direct mail, social media, information session(s), and any other efforts to ensure the education of the electorate on the subject prior to the April 1, 2025 election. Encouraging community engagement will be key, and including virtual options for participation is essential.
- **OPTIONAL SURVEY:** Develop, administer, and promote a community survey that engages the community and provides options for the community to provide input. After completion of the survey, a report on the results of the survey will also be provided and promoted. Firms must be qualified and capable of preparing, promoting, and analyzing the survey and results; however, the City may choose not to pursue the option depending on schedule and cost.

The anticipated start date for the project is November 25, 2024, with the potential of starting upon contract execution after November 20, 2024.

Proposal Format

Proposals are to follow the format and contain information listed in this section:

- 1) Letter of Transmittal introducing the firm and nature of proposal, highlighting why the firm would excel in providing the requested services (2-page limit).
- 2) Resumes of principal-in-charge and key technical/professional personnel to be assigned to the project, showing strength of experience.
- 3) Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Description of overall approach to ensuring success in communicating the need for law enforcement staffing.
- 4) Past project work on similar projects that your firm has completed, highlighting experience and qualifications. For similar past project work, firms should include the outcome of the referenda.
- 5) Provide a schedule, describing self-monitoring progress and meeting schedule milestones, and a proposed schedule for each task/scope item, including the optional community survey and any other recommendations and alternate activities.
- 6) Supply name, phone number, and/or email for three references who will attest to your firm's ability to undertake and complete projects similar to this one time and within budget. Provide a description of the work performed for each reference.
- 7) The cost of the proposed services should be formatted in a "not to exceed" lump sum amount for completing the efforts, including meetings your firm anticipates needing with involved parties. Also include hourly rates and anticipated time and materials needed. Include a separate cost in the same format for the optional community survey and any other recommendations and alternative activities.
- 8) Provide samples of previous deliverables including community surveys, marketing materials, direct mail, and examples of projects completed within the scheduled timeframe.

Evaluation and Selection Process

A selection committee made up of City staff will review the proposals received by the deadline and uniformly evaluate them. The selection committee will consider the following:

1. Past record of performance of the consultant and team on similar projects based on references, work examples, and responses during the interview.
2. Quality and content of the written proposal.
3. Experience and technical competence of the consultant assigned to the program.
4. General understanding of agreement with the consultant's approach to the project, including the City's confidence in the consultant's ability to satisfactorily perform the work.
5. Ability to perform the analysis within the necessary parameters.
6. Cost to execute services.

Terms and Conditions

City Costs

The City will pay the Service Provider for the services provided as described. Such payment shall be full compensation for all services rendered and for all supervision, labor, liability insurance, and other incidental costs.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin, or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the City. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Contract Period and Termination of Contract

The contract period will be for the duration of the requested services. The City reserves the right to cancel this Agreement within (30) days written notice. If the Service Provider elects to cancel the Agreement, it must provide (30) days written notice and it must be mutual between the City and the Service Provider. If the Service Provider cancels this Agreement after advance payment for services has been rendered per the terms, the Service Provider will only be compensated on a pro-rata basis for actual work performed, and any remaining advance payment will be returned to the City.

Professional Services Contract

Should your proposal be accepted and a contract issued, this Request for Proposal and all documents attached hereto including any amendments, the firm's technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the City, will be incorporated into a contract between the City and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Whitewater Common Council, execution of the contract by the proper City officials, and delivery of the fully-executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully-executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the City of Whitewater.

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the City of Whitewater to do so.