



Port of Newport Request for Proposals Strategic Communication Support

The Port of Newport (“Port”) is seeking proposals from qualified consultants to provide strategic communications support to the Port.

It is the Port’s intent to choose the most qualified consulting team to interview with the Port, the Port reserves the right to choose any number of qualified finalists.

The selected consultant shall be required to enter into the Port’s standard Agreement to Provide Professional Services (**Attachment**). All bidders that respond to the RFP shall assume that the execution of this agreement, **without changes**, will be a required condition unless proposed modifications are requested at the time of submittal of the proposal and then accepted by the Port in a final agreement.

The Port of Newport is an Equal Opportunity Employer. Firms participating in the selection process must comply with all applicable laws.

BACKGROUND

The Port of Newport is located on the central Oregon coast in the City of Newport, Lincoln County seat and major business/economic hub of the area, and encompasses approximately 59 square miles and has an estimated population of 10,800 persons.

Port boundaries reach north to Otter Rock, east up to six miles inland, south to Seal Rock, and west to the Pacific Ocean. Commercial and sport fishing, fish processing, shipping, tourism, recreation, and lumber and wood processing are the area’s major industries.

The Port of Newport contains mixed-use waterfront facilities that support commercial fishing fleets, International commerce, recreational fishing, tourism and marine research, all of which are vital to the economic health of the port, city, county and state. Please visit the Port’s website for more information www.portofnewport.com

PURPOSE

The objective of this project is to hire a qualified and experienced consultant for strategic communications support specifically related to assisting the Port Commission communicate the Port narrative in a factual and compelling manner. The Port finds itself in need of strategic communications support to assist with communications stemming from HB 2284 that has been introduced in the 2019 Oregon Legislature. Compounding the current discussion in the Legislature, Port communications efforts have been absent for over a year, and the goal of this contract is to re-engage the community, stakeholders, elected officials, and prospective business partners through information about current Port activities and business efforts.

The timeline for this project is expected to be from date of contract execution thru the current fiscal year, ending on June 30, 2019. This project may be continued into the next fiscal year pending budget allocations and approval. In the case of additional funding, negotiations for an amendment to this agreement will be considered.

The consultant will be responsible for writing, photographing and/or filming news stories for release to the media, posting to the Port website and maintaining the Port social media pages on Facebook. The consultant will also be responsible for development of fact sheet documents to leave behind with Legislators, speaking points for Commissioners, attendance at one Port Commission meeting every month, providing monthly updates for the General Manager that are suitable for distribution, and assisting Commission and staff in responding to requests from the media. The Communications Consultant will report directly to the General Manager but will provide support to all Port managers and the Port Commission.

SCOPE OF SERVICES

General Requirements

All awarded consultants are expected to comply with the following:

- Consultant shall agree to and comply with all terms of the Port of Newport Agreement to Provide Professional Services.
- Awarded consultant shall be responsible for overall management of cost and project schedule including providing sufficient notice to the Port for scheduling of resource needs.
- Awarded consultant shall designate a Project Manager, acceptable to the Port, who will be responsible for initiating and implementing the work and maintaining effective communications among consultant, the Port, and other involved agencies and organizations.
- Awarded consultant shall provide regular progress reports, in a format acceptable to the Port.

Such progress reports may include:

- Accomplishments during the reporting period, issues encountered or anticipated, and activities scheduled for the next period. Such report shall clearly indicate any Port resource needs in the near and far term to assure project schedule is maintained.
- In addition to regular progress reports, Consultant shall also be responsible for immediately contacting and communicating with Port staff regarding any unanticipated problems, issues and/or changes encountered which would negatively affect the Port or Port communications.

PROPOSAL RESPONSE

Interested firms should submit one copy, in PDF format, of their proposal to: Port of Newport, Attention: Teri Dresler, Interim General Manager, 600 SE Bay Blvd., Newport Oregon 97365. Firms may email proposals to: Tdresler@portofnewport.com.

Proposals should be received no later than **4:00 PM. on Wednesday, February 13, 2019**. The proposal should be clearly marked: Port of Newport STRATEGIC COMMUNICATIONS RFP. Contact Teri Dresler, Port of Newport Interim General Manager with questions, 541-265-7758.

Late submittals shall not be accepted.

The proposal shall be brief, precise, and shall not include unnecessary promotional material.

PROPOSAL CONTENTS

Consultant proposal must include the following:

1. Letter of Transmittal. Describe your firm or team's interest in and commitment to providing consulting services for the Port of Newport through June 30, 2019.
 - a. This Letter of Transmittal must state that the proposal is valid for at least a 30 day period.
 - b. An officer of the consulting firm who is authorized to contractually bind the firm and to negotiate a contract with the Port shall sign the letter. Provide name, title, address, email, and telephone number of this officer.
 - c. Provide name, title, address, mail, and telephone number of key contact for the Port during the RFP and award process.
2. Approach to Scope of Services.
 - a. Work Plan and Approach.
 - i. Discuss your firm's understanding of the Scope of Services to be performed.
 - ii. Describe the method for management of overall project costs, schedule, quality assurance/quality control, responsiveness to Port requests and inquiries, and other issues critical to this project. Specifically address your firm's approach to resolving unanticipated issues efficiently and effectively while maintaining project budget and schedule. In addition, explain your team's ability to adapt to changes in environment

and/or existing conditions throughout the process that may affect the program outcome and schedule.

- iii. Describe the needs from Port staff. For example, what Port staff expertise is needed and how much time to you anticipate.
 - iv. Identify any “value-added” services that your firm may provide.
 - v. Identify location where most work activity is anticipated to take place.
3. Team Experience / Capacity. Provide the information listed below especially highlighting successful projects with clients with similar demographics, quality of work, success in meeting project timelines, project budget, and related criteria.
- a. Experience. Describe your experience and capacity to manage projects of size and scope similar to the study in this RFP.
 - b. Key Personnel Background. Name, position, summary of qualifications, resumes, related experience and proposed relationships and responsibilities of project manager, key personnel, and subcontractors.
4. References. Provide at least two references of similar agencies.
- a. Name, address, and telephone number of the agency
 - b. Brief description of the scope of the review
 - c. Reference contact name, email, and telephone number
5. Cost Proposal.

Provide a complete outline of the estimated costs in a time and materials compensation structure. Include estimated number of consulting hours, schedule of hourly rates for each classification, and total not-to-exceed cost inclusive of ancillary costs (including travel and other incidentals) for the Scope of Services to be performed. Estimate any reimbursable expenses and outline assumptions used and a not-to-exceed cost.

Proposals will be reviewed and ranked by the Port and contents of each proposal will be ranked by a selection committee. Criteria include:

- Qualifications and Experience of Firm including proposed work plan and approach, recent projects including ability to resolve unexpected issues efficiently as well as meet project timelines and budget.
- Qualifications of personnel proposed to be assigned to project including experience on comparable projects, availability to the Port, and qualifications of both staff and sub consultants.
- Understanding of proposal and project approach including understanding of agency communication needs and opportunities, proposed work program, value-added services, and anticipated resource needs of Port.
- Cost including staffing plan and approach.
- Value to the Port of Newport.

ATTACHMENT

AGREEMENT TO PROVIDE PROFESSIONAL SERVICES

This AGREEMENT, made and entered into this ____ day of _____, 2019, by and between the **PORT OF NEWPORT**, Oregon, a public corporation existing under the laws of the State of Oregon, herein after called the "Port" and _____, hereinafter called the "Contractor", (address and telephone number of the contractor).

1. All work products resulting from the attached proposal outline are to remain property of the Port and must be surrendered upon request. Work may not be duplicated, reproduced or shared with any other party unless approved by the Port.
2. All invoices for services contracted herein shall be presented to the Port by the first of each month. Invoices shall be submitted to the Port of Newport, 600 S. E. Bay Boulevard, Newport OR 97365. Progress payments submitted to the Port for payment are required to be for services within the attached project description and performed and approved by the Port.
3. In the performance of services, the Contractor agrees to comply with all laws, statutes, ordinances and regulations of the United States, the State of Oregon and any other governmental body having applicable jurisdiction, and shall pay all applicable payroll and withholding taxes and any other sums as required.
4. It is expressly understood this agreement is personal to the Contractor, and the Contractor shall not assign or transfer this agreement nor enter into a subcontract for the performance of any services to be performed without the express written consent of the Port being obtained in advance.

5. The contractor shall provide, when applicable, a certificate of insurance showing that all persons performing professional services under the contract are covered under the State's Worker's Compensation Law. (?)
6. The Contractor, in consideration of the payments to be made on the part of the Port, hereby covenants and agrees to furnish the engineering services, materials and supplies to complete the tasks within the project description. Contractor shall carry out and perform such services in full, complete and strict compliance with the attached project description, in a good, substantial, and professional manner to the approval and quality satisfaction of the Port. This agreement may be terminated by either party upon 30 days' written notice without reason. (?)
7. Contractor shall obtain and maintain General Liability and Professional Liability insurance coverage against any and all claims for damages to persons or property which may arise out of or resulting from Contractor's operations under this contract. The public liability insurance shall have limits of not less than \$1,500,000 per occurrence during the terms of this agreement and for a period of at least one year following conclusion of the agreement. Contractor shall provide proof of insurance to the Port before commencement of any activity under this contract, and the proof of insurance shall provide that the policy(ies) of insurance shall not be canceled without ten (10) day's prior written notice to the Port.
8. Payments of Contractor's invoices shall be approved in writing by the Port in the amount not to exceed the Contractor's proposed hourly rates as outlined in the attached project description. Any additional work and services provided by the Contractor shall be performed according to the attached rate schedule provided by the Contractor.

In witness whereof, the parties have executed this Contract as of the day and year set forth above.

PORT OF NEWPORT:

CONTRACTOR:

By: _____

By: _____

Title: _____

Title: _____

Address

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