



Connecticut Port Authority

**Request for Proposals
for
Communications & Marketing Services**

RFP No. CPA0000-1804

Key Dates:

**RFP Submission Deadline:
Friday, October 26, 2018 at 4:00 P.M. (ET)**

1. INTRODUCTION

The Connecticut Port Authority (“Authority”) is a quasi-public agency of the State of Connecticut (“State”) whose primary responsibility is to market and coordinate the development of the State’s ports and maritime economy.

The Authority is specifically responsible for (i) coordinating port development, focusing on private and public investments; (ii) pursuing State and federal funds for dredging and other infrastructure improvements and maintain navigability of all ports and harbors; (iii) working with the Department of Economic and Community Development and State, local, and private entities to maximize the ports’ and harbors’ economic potential; (iv) supporting and enhancing the overall development of maritime commerce and industries; and (v) coordinating the State’s maritime policy and serve as the Governor’s principal maritime policy advisor.

Through this solicitation, the Authority is seeking communications and marketing selected firms to submit Proposals based on the proposed scope of services.

2. STATEWIDE AND NATIONAL COMMUNICATION & MARKETING SERVICES

In order to assist the Authority in developing and implementing new strategies for economic development and supply chain solutions for Connecticut’s ports and waterfront facilities, the selected vendor will be expected to (a) provide Communications and Marketing support, and advisory services to better competitively position Connecticut in the maritime industry and (b) identify and engage the appropriate target market/s of the Connecticut maritime industry.

2.1.1 Type of Contract

The resulting contract will be a fixed-fee contract, with payments to be made monthly. The term of the contract will be a minimum of one (1) year with the Authority’s sole option to extend for two (2) additional one (1) year periods. All pricing schedules quoted in response to this RFP, however, must remain in effect for one (1) year at a minimum and may, at the election of the selected firm, be guaranteed for three (3) years to the Authority.

2.1.2 Special Conditions

The selected firm is expected to have strong strategic communications, media relations, public relations, government relations, creative, marketing and social media skills with demonstrated experience and a track record of success.

3. SCOPE OF SERVICES

The Authority is seeking the selected firm to provide appropriate Statewide and National Communication & Marketing Services. While it is the preference of the Authority to select a single communications and marketing firm to provide the full scope of services, listed

below, the selected firm(s) may respond to **any OR all** of the below listed services (collectively referred to as “Services” or “Contract Services”) within their expertise. Contract Services will include, but may not be limited to:

3.1.1 Public Communications Services

- (a) Plan, execute, and communicate all strategic public relations on behalf of the Authority;
- (b) Work with the Authority to prepare strategic messaging;
- (c) Seek and place feature stories across news and media outlets that portray the Authority in a favorable light and further its strategic, communications and business goals;
- (d) Maintain contact with news and media outlets, reporters and editors of importance to the Authority;
- (e) Draft and distribute press releases and advisories;
- (f) Draft and distribute commentary and op-ed pieces, as appropriate;
- (g) Develop content for a variety of printed and digital materials, including but not limited to;
 - I. Authority logos, taglines, or other key branding;
 - II. advertisements (digital and print);
 - III. folders;
 - IV. brochures;
 - V. newsletters/e-newsletters;
 - VI. presentation slide decks;
 - VII. reports;
 - VIII. policy papers;
 - IX. one-pagers;
 - X. fact sheets;
 - XI. event invitations;
 - XII. business cards;
 - XIII. trade/exhibition booths;
 - XIV. clothing;
 - XV. other material as needed;
- (h) Schedule, plan and execute press, media and public education/community events in furtherance of the Authority’s communications objectives;
- (i) Conduct media training and spokesperson training for designated personnel;
- (j) Provide media relations counsel, including;
 - I. Local, regional, national and industry press;
 - II. Preparation for interviews;
 - III. Monitoring new media, and;
 - IV. Engaging media to assist in shaping coverage;
- (k) Act as spokesperson, if desired by the Authority;
- (l) Plan and execute a successful digital media strategy on behalf of the Authority, as appropriate;

- (m) Plan and implement all elements of a successful business public relations plan;
- (n) Advise on the most cost-effective approach to advertising.

3.1.2 Creative Services

- a) Provide design services for any branding-related, digital or printed collateral materials, including, but not limited to those items listed in Section 3.1.1(g);

3.1.3 Digital, Website and Social Media Services:

- a) Development and execution of the Authority's digital media strategy;
- b) Provide strategic counsel, content and design, and management of Authority website, including, but not limited to;
 - i. Weekly maintenance of homepage and news clips;
 - ii. Monthly maintenance of Public Meetings Notices;
 - iii. Monthly maintenance of Maritime Directory;
 - iv. Monthly maintenance of Email Newsletter Page, and;
- c) Create, maintain and grow the Authority's social media presence;
 - i. Facebook, Twitter, LinkedIn, etc.;
 - ii. Incorporate public relations and e-newsletter content into social media.

3.1.4 Meetings

The selected firm(s) shall plan to have at least one (1) representative attend all scheduled public meetings of the Board of Directors of the Authority and other meetings as requested by the Authority from time to time.

4. FORMAT AND REQUIRED ELEMENTS IN PROPOSAL

All Proposals must include the following elements and formatting prescribed below.

4.1 Proposer company information

4.1.1 Selected firm(s) background and history in performing similar tasks

4.1.2 Overview of services and capabilities

4.1.3 Names of staff (and subcontractors, if any) that would be working with the Authority

4.1.4 Contact information

4.2 Qualifications and Capacity for each Service to be performed

4.3 Project References. Supply references from three of your clients who have had contracted with you for similar projects

4.4 Compensation. The total amount of compensation for services reflecting

the fee structure proposed for this scope sealed in a separate envelope (or, if submitting electronically, as a separate file attachment). A detailed breakdown of person-hours by task as well as associated billing rates shall also be included.

5. EVALUATION CRITERIA

The Authority will form a committee to evaluate the Proposals in accordance with the Evaluation Criteria concerning information pertaining to the Proposer(s) company information, Qualifications and Capacity for the Services, Project References and Compensation, set forth below. The Proposer shall provide in its Proposal all information necessary to address the below Evaluation Criteria. The Proposer will be evaluated based on its qualifications and experience in providing services outlined.

- 5.1** Adequacy of corporate experience. Proposed staff or sub consultant capabilities/experience.
- 5.2** Soundness of team and management structure, experience, qualifications, and availability of current staff, including Subcontractors, to perform Contract Services effectively.
- 5.3** Positive results from project reference verifications.
- 5.4** Soundness of legal standing with regard to other projects: (i.e. record of complying with contracts (including number and nature of contract breaches, defaults and terminations, compliance with performance guarantees, and imposition of liquidated damages or fines);
- 5.5** Compliance with Connecticut registered business requirements.

Proposals submitted in response to this RFP will be evaluated based the quality and the reasonableness of the responses for each item above.

6. PROPOSAL SUBMISSION REQUIREMENTS

Proposers shall submit via **Electronic Mail** their Proposal by **4:00 P.M. (ET)** on the Proposal Submission Date of **Friday, October 26, 2018**.

Please note that responses to this RFP shall be limited to twenty (20)

pages. The electronic copy of the Proposal shall be submitted to:

Mr. Andrew S. Lavigne
Manager, Business Development and Special Projects
Connecticut Port Authority
alavigne@ctportauthority.com
Subject: RFP No. CPA0000-1804

7. CONTRACTING REQUIREMENTS AND REQUIRED FORMS

Proposers are on notice that resulting contract shall be subject to state contract compliance requirements, including non-discrimination statutes and set-aside requirements, if any. The resulting agreement from the proposal selected shall be required to comply with the nondiscrimination and affirmative action provisions of C.G.S. Sections 4a-60 and 4a-60a as well as 4a-60g, and 46a-68b through 46a-68f, inclusive, as amended. Proposers must complete, sign and submit with their proposal the following required forms, attached hereto, as applicable:

- Third Party Fees Form
- SEEC Form 10
- Affidavit Concerning Non-discrimination
- Affidavit Concerning Consulting Fees
- Contractor's Certification Concerning Gifts
- Notification to Bidders
- Iran Certification Form
- State Ethics Law Summary

8. AUTHORITY'S RIGHTS AND OPTIONS

Without limitation, the Authority reserves and holds, at its sole discretion, the following rights and options:

1. Reject any or all Proposals and to waive any informalities or irregularities in any Proposals or the procurement process.
2. Supplement, amend or otherwise modify the RFP or issue subsequent RFPs.
3. Correct inaccurate awards resulting from clerical errors
4. Enter into negotiations with more than one Respondent.
5. Cancel this RFP with or without the substitution of another RFP or RFP process.
6. Conduct investigations with respect to the qualifications and experience of each Respondent.
7. Take any action affecting the RFP, the RFP process, or the services subject to this RFP that would be in the best interests of the Authority.
8. Prepare and issue such amendments and/or addenda to this RFP prior to the selection of Respondents that may expand or cancel any portion of or all work described in this RFP without the substitution of another RFP.
9. Require additional information from one or more Respondents to supplement or clarify the Proposals submitted.
10. Request recipients of this RFP or Respondents to send representatives to the Authority for meetings and presentations.
11. Select and enter into an Agreement with a Respondent whose subsequent Proposal best satisfies the interests of the Authority and is most responsive, in the sole and absolute judgment of the Authority, to the requirements of the subsequent resulting RFP.

12. Any product, whether acceptable or unacceptable, developed under a contract awarded of the subsequent RFP will be sole property of the Authority unless stated otherwise in the Agreement.
13. No contract, unless it shall be in writing, executed by an authorized representative of the Authority following the obtaining of all necessary approvals and in accordance with all Applicable Law, shall be binding on the Authority. No oral agreement or arrangement made with the Authority or any Authority member shall be binding on the Authority.
14. This RFP does not commit or bind the Authority or the State to enter into a contract or Agreement or proceed with the procurement described herein.
15. The invalidity of any portion of this RFP will not and shall not be deemed to affect the validity of any other provision. In the event that any provision of this RFP is held to be invalid, the parties agree that the remaining provisions shall be deemed to be in full force and effect as if they had been executed by both parties subsequent to the expungement of the invalid provision.”

9. COMMUNICATIONS

The Authority is committed to a fair and open process for Proposers to receive information about the procurement process. The Authority requires that all communications and requests for information and clarifications be made in writing (including via e-mail or regular mail) addressed to:

Mr. Andrew S. Lavigne
Manager, Business Development and Special Projects
alavigne@ctportauthority.com
Subject: RFP No. CPA0000-1804
Connecticut Port Authority
455 Boston Post Rd Suite 204
Old Saybrook, CT 06475

Any questions concerning the intent, meaning and interpretations of the RFP documents shall be requested in writing, and delivered or emailed to the Authority. Responses, answers, clarifications to any questions or comments and written addendum, if necessary, shall be e-mailed or mailed to each Proposer and shall be published, for all Proposers to access, on the Authority’s website at www.ctportauthority.com as well as the [State Contracting Portal](#). No additions or changes to the original proposal will be allowed after submittal. While changes are not permitted, clarification of Proposals may be required by the Authority at the Proposer’s sole cost and expense.

No person is authorized to give oral interpretations of, nor make any oral changes to, the RFP documents. The Authority shall not be bound by any oral statements about the RFP that may be made by the Authority’ representatives before the Proposal Submission Date. An Addendum may be issued by the Authority for any revisions, modifications,

clarifications or alterations to the RFP. Only written modifications to this RFP issued in the form of one or more addenda will be considered to be alterations to this RFP.

10. FREEDOM OF INFORMATION

The Authority is a quasi-public agency and its records, all materials associated with this RFP including responses, are public records. See Conn. Gen. Stat. §§ 1-200, et seq. ("FOIA"), especially §§ 1-210(b)(4) and 1-210(b)(5)(B). Due regard will be given to the protection of proprietary or confidential information contained in all Proposals received. However, are subject to the terms of the Connecticut Freedom of Information Act ("FOIA") and all applicable rules, regulations and administrative decisions. Proposers must claim any applicable exemptions to disclosure provided by FOIA in their response to the RFP. Proposers must identify materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary and legal. The Authority reserves the right to make all final determination(s) of the applicability of FOIA. Notwithstanding the foregoing, Proposers recognize and agree that the Authority, its staff and its advisors will not be responsible or liable in any way for any losses that the Proposer may suffer from the disclosure of information or materials to third parties.