



June 2024

**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC INFORMATION OFFICER SERVICES**

REQUEST FOR QUALIFICATIONS FOR PUBLIC INFORMATION OFFICER SERVICES

The City of Huntington Park (hereinafter referred to as the “City”) is requesting qualifications to enter into a contract for Public Information Officer Services to commence on or about June 19, 2024, and be completed by June 19, 2025.

Qualifications must be submitted to the City of Huntington Park City Clerk’s Office no later than June 13, 2024, at 12:00 p.m. Submissions shall be reviewed and rated on the basis of qualifications, specific experience, references, familiarity with the services, and compensation. The City will determine which submissions best meet the City’s requirements.

LATE QUALIFICATIONS WILL NOT BE ACCEPTED

The City reserves the right to reject any or all submissions and to select the submission that best meets the City’s needs.

QUALIFICATIONS

This Request for Qualifications (RFQ) is for Public Information Officer Services to select a qualified consultant to plan, coordinate, and administer Public Relations services to leverage positive media coverage about the City, and as set forth in Attachment A, Scope of Services.

Experience providing Public Information Officer services to a public agency is required. Additionally, Consultant must have thorough knowledge of the City of Huntington Park and local government, in general.

TERMS AND CONDITIONS

If a contract is offered, it will be for a one-year renewable term, with a 30-day termination clause for the convenience of the City and without cause for termination upon written notification of the City. Invoices are to be submitted monthly. Successful awardees will be expected to comply with applicable advocacy requirements relating to state and county advocacy services.

ORGANIZATION

The submission shall include resumes of the individuals participating in this role for the City. The submissions will be evaluated by the City and shall include, at a minimum, the following information:

1. PERSONNEL

Describe the experience of the key personnel assigned to provide the services requested, including the primary contact with the City during the contract period.

2. EXPERIENCE

Provide an overview of your firm’s experience, and in particular, how it relates to the Scope of Services as set forth in this RFQ.

3. REFERENCES

Provide references for similar work that the proposed personnel has completed within the last two (2) years. Include a detailed description of the services and the agency or firm receiving the services.

4. AUTHORIZATION

The submission shall be signed by an official authorized to bind the firm, and shall contain a statement to the effect that the submission is valid for ninety (90) days.

5. ADDENDA

In the event that any portion of this RFQ is changed, the City will provide an addenda by e-mail to all firms who have received an RFQ. The signed addenda must be included within the RFQ submittal. Submittals received without the applicable addenda may be rejected as incomplete.

6. RESPONSIVENESS

All submittals will be reviewed by the City to determine compliance with all requirements and instructions as specified in the RFQ. Firms are notified that failure to comply with any part of the RFQ may result in the rejection of the submittal as non-responsive. The City also reserves the right, at its sole and absolute discretion, to waive minor administrative irregularities or errors.

7. REJECTION OF SUBMITTALS

The City reserves the right at its sole discretion to reject any and all submittals received without penalty as a result of this RFQ.

A submittal may be immediately rejected if:

- It contains misrepresentative or misleading information;
- It is received at any time after the exact date and time set for receipt of submittals;
- It does not meet the required specifications or terms and conditions as prescribed;
- It is signed by an individual not authorized to represent the RFQ
- Candidate is involved in outstanding litigation that could impinge on its ability to complete the responsibilities and obligations of the submittal; or
- Any other reason at the City's sole and absolute discretion.

8. SUB-CONSULTANTS

Submittals shall identify any sub-consultants and describe the responsibilities that will be assigned to them. The same level of references and background information required for submitters shall be required of sub-consultants.

9. ACCEPTANCE OF CONDITIONS

Submittals shall include a statement offering the acceptance of all conditions listed in the RFQ document, which shall be submitted with the proposal.

10. CONFLICT OF INTEREST

By signing the Agreement, the successful proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with the award of the Agreement or any work for the proposed project. For the term of the Agreement, no elected or appointed official, officer or employee of the City, during the term of his/her service with the City and for two (2) years following his/her termination of office or employment with the City, shall have any direct interest in the Agreement, or obtain any present, anticipated or future material benefit arising therefrom.

11. CONFIDENTIAL INFORMATION

City reserves the right to make copies of a proposer's proposal available for inspection and copying by members of the public (including proposals which may contain information the proposer regards and proprietary in nature), unless the City's legal counsel determines that the information which the proposer regards as proprietary may be withheld pursuant to applicable provisions of the California Public Records Act (Gov. Code section 6250 et seq.) or other applicable state or federal law. In the event the City proposes to disclose records containing information the proposer has specifically identified as being proprietary and confidential, the City shall notify the proposer in writing of its intent to release such information and the proposer shall have five (5) working days after City's issuance of its notices to give the City written notice of candidate's objection to the City's release of proprietary information. The City will not release the proprietary information after receipt of the rejection notice from the proposer unless: (i) the objection notice is not received by the City until the close of business on the 5th day following the City's issuance of the notice of intent to disclose; (ii) the City is ordered to release the information by a court of competent jurisdiction; or (iii) the candidate's objection notice fails to include a fully executed indemnification agreement wherein the candidate agrees to indemnify, defund and hold harmless the City, and its elected and appointed officials, officers, directors, employees and agents from and against all liability, loss, cost, or expense (including attorney's fees) arising out of any legal action brought to compel the release of records containing the proprietary information which the candidate wishes to withhold. Again, the candidate must specifically identify the information it deems proprietary.

12. DISCRIMINATION

The candidate and all subcontractors must not discriminate nor permit discrimination against any person on the grounds of race, national origin, sex, handicap, sexual orientation, or veteran status in their employment practices, in any of their contractual arrangements, in all services and accommodations they offer the public or in their business operations.

13. GRATUITY PROHIBITION

Candidate shall not offer any gratuities, favors or anything of monetary value to any official, employee or agent of the City for the purpose of influencing the consideration of this proposal.

SELECTION PROCESS

The selection of Consultant shall be made from among all submittals. The RFQ does not bind a commitment by the City to award a contract to any submittal. Award of contract shall be made within twenty (20) calendar days upon receipt of RFQ proposals. The City intends to evaluate the proposed services based upon the data presented in response to the RFQ.

The submissions will then be reviewed based on qualifications, specific experience, references, familiarity with the services, and compensation. The submittals will be rated according to which Consultant best meets the City's requirements.

SUBMITTAL INSTRUCTIONS

Qualifications must be submitted in a sealed envelope via mail or hand-delivery to the City of Huntington Park City Clerk's Office on or before **June 13, 2024, at 12:00 p.m.** Late submissions will not be accepted. Please provide two (2) copies of your submission.

The envelope containing your qualification(s) must be labeled "**Public Information Officer Qualification**" and marked to the attention of:

**City of Huntington Park
Office of the City Clerk
6550 Miles Avenue
Huntington Park, CA 90255**

GENERAL INFORMATION

Any costs incurred in the preparation of the qualifications, presentation to the City, travel in conjunction with such presentations, or samples of items shall be solely the responsibility of the submitter. The City assumes no responsibility and no liability for costs incurred by submitters prior to issuance of a contract or purchase order.

The submitter shall furnish the City with such additional information as the City may reasonably require. The City reserves the right to conduct pre-contract negotiations with any or all potential submitters.

Any questions or requests for clarification must be submitted in writing or sent via email to:

**Sergio Infanzon, Director of
Communications and Community
Relations
sinfanzon@hpca.gov**

All data, documents, and other products used or developed during performance of the services will be and remain the property of the City upon completion of the services.

ATTACHMENT A

SCOPE OF SERVICES

- Build a sustainable communications organizational framework. Centralize communications coordination and suggest relevant media protocols. Provide ongoing communications training for City staff and councilmembers. Disseminate information in English and Spanish when appropriate. Coordinate City logo and use for unified portrayal of City government. Reviews current public relations plans and evaluates its efficiencies.
- Expand the City's reach to the public and media. Serve as spokesperson.
- Arranges news conferences, media and other public appearances for public officials, prepares or edits the material to be presented. Bolster traditional channels of communication. Use new media technologies. Continue and grow social media presence.
- Develop proactive methods of communicating. Support and plan for targeted communication projects. Enhance direct communication and partnership with the community and media outlets. Update and maintain project media kit. Prepares or edits printed or electronic communication material for distribution to the public in coordination with the City's Communications Department.
- Develop a community information program and other citywide educational efforts in conjunction with the City's Communications Department and as defined by the City Manager.