



CITY OF

West Linn

**Request for Proposals (RFP) for *Presentation Consulting and
Neighborhood Association Mission Statement Development & Outreach***

April 28, 2011

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Introduction

The City of West Linn is located in Clackamas County, approximately 20 miles south of the City of Portland. It is a residential community with a population of approximately 25,000 people. More information about the City can be found on its website at <http://westlinnoregon.gov>.

The City of West Linn (“City”) is seeking proposals and cost estimates from consulting firms for two distinct components of its communications and outreach strategy. The first component is for communications consulting for the City Council. The second component is for mission statement development for the City’s eleven Neighborhood Associations.

1. Presentation Consulting

The City is interested in providing professional review, analysis and feedback to the five elected members of the City Council (one mayor and four councilors, all elected at-large) on their presentation styles during public meetings. The goal of this project is to assist the City Council in ensuring that Council meetings are effective as both a legislative process and as a communications and outreach tool.

2. Neighborhood Association Mission Statement Development & Outreach

The City is also interested in providing facilitation, leadership, summarization, and guidance to the eleven Neighborhood Associations (NAs) as the NA Presidents Group works to determine a uniform mission statement and outreach strategy.

The City understands that many communications/marketing consultants provide a variety of services, and so both components may be accomplished by the same consultant. Potential consultants may submit a proposal that addresses either project, or both projects.

The selected consultant(s) will work closely with key City staff, the City Council, and the NA Presidents Group to complete the requested work.

Scope of Work

The scope of work to be performed by the consultant(s) will include, but is not limited to the following:

1. Presentation Consulting

- a. Meet with members of the City Council to ascertain communications styles and approach;
- b. Review footage of past meetings and upcoming meetings to analyze presentation styles;
- c. Provide feedback including strengths and challenges for each member of the City Council;
- d. Meet with members of the City Council to develop actionable goals for improving public presentation styles.

2. *Neighborhood Association Mission Statement Development & Outreach*

- a. Facilitate “visioning” meetings with the NA Presidents Group to discern key concepts about the overall mission of West Linn NAs;
- b. Working closely with the NA Presidents Group, develop a mission statement that succinctly describes the role and value of NAs.
- c. Provide guidance to the NA Presidents Group about how to use the mission statement in outreach activities to better engage neighbors in meetings, activities, events, etc.

Consultant(s) Responsibilities

The consultant(s) shall be responsible for securing any and all information, facilities, and other materials necessary for completing this project. A City staff person will be available at all times for consultant’s questions and information requests.

Proposal Contents

Each proposal shall contain the following information:

1. Specification of the components that the proposal will address.
2. A general description of the range of relevant activities performed by the consultant, including experience in performing similar work for public agencies. Please include examples of similar work products produced for other clients.
3. The name, address, and telephone number of three references for which the consultant has performed similar services. It is preferred that at least one reference should be from a municipality with a population of 45,000 or less.
4. A not-to-exceed figure to perform the scope of services listed above, for each component of the project. Respondents that include proposals for both components should clearly specify the individual project costs for each component. Include, if applicable, hourly rates to perform work and a fee schedule for reimbursable expenses.
5. An explanation of the approach and methodology used to perform the scope of work outlined above, including a 90-day timeline for completing the tasks.
6. A description of a city-related project that your firm recently applied for, but were not awarded.
7. Any other information about the consultant that is applicable to this/these project(s).

Schedule & Due Date

It is anticipated that work on this project will begin in the June 2011 timeframe. The date of completion of all phases of this project, including any and all meetings, surveys, and reports shall be no later than 90 days after the execution of a Professional Services Letter of Agreement.

The consultant shall provide an electronic copy of the proposal no later than 4:00 p.m. on Monday, May 23, 2011. City personnel will use the time and date stamp on the email as the receipt of the submittal. No faxed or mailed materials will be accepted. Please submit proposals to:

Kirsten Wyatt, Assistant City Manager
kwyatt@westlinnoregon.gov

Selection of Qualified Consultant

The City shall select consultant(s) for this project based on a combination of factors, such as:

- Responsiveness and comprehensiveness of the proposal with respect to this RFP;
- Past experience with similar projects;
- Approach to this particular project;
- Information obtained from references; and
- Consultant's proposed cost to perform the scope of services.

The City reserves the right to reject any proposal and may elect to make a decision without further discussion or negotiation. This solicitation is not to be construed as a contract of any kind. The City is not liable for any costs or expenses incurred in the preparation of responses to this RFP, and may withdraw or modify this request at any time. The consultant selected for this project will be required to enter into a Professional Services Letter of Agreement with the City of West Linn.

Questions

Any questions regarding this Request for Proposals should be directed to Kirsten Wyatt, Assistant City Manager, at kwyatt@westlinnoregon.gov.