

REQUEST FOR QUALIFICATIONS
PUBLIC COMMUNICATIONS PLAN



CITY OF COLLINSVILLE, ILLINOIS

Issued by:
City of Collinsville
125 South Center Street
Collinsville, IL 62234

Release Date: Monday, March 4, 2024

Responses Due By: Monday, April 1, 2024 @ 5:00 PM

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1. INTRODUCTION

The City of Collinsville, Illinois is seeking qualified and experienced professionals or firms to submit their qualifications for the development of a comprehensive Public Communication Plan. The purpose of this plan is to enhance and streamline communication efforts within our municipality to better serve our residents, businesses, and stakeholders.

2. BACKGROUND

The City of Collinsville is a “Home Rule Unit”, Council-Manager form of government. The Council consists of four elected officials and one elected mayor, all elected at-large. The City was originally settled shortly in the early 1800s and subsequently incorporated as a village in 1856 and as a City in 1872. The 2020 Census indicated the City of Collinsville had a downturn in population from the 2010 Census count, dropping by 1,213 from the 2010 Census count of 25,579 to a 2020 Census count of 24,366.

Collinsville's economic landscape is diverse, encompassing retail, hospitality, warehousing, distribution, retail, healthcare, and education. The City is home to a thriving business community, with numerous enterprises ranging from local startups to multinational corporations. Additionally, Collinsville's proximity to major transportation arteries, including Interstate 55, Interstate 255, and Interstate 70, positions it as a pivotal player in the regional economy.

Beyond its economic vitality, Collinsville boasts a rich cultural heritage and a plethora of recreational opportunities. The city is renowned for its iconic landmarks, including the world's largest catsup bottle, and its vibrant festivals and events attract visitors from far and wide. Residents and visitors alike enjoy access to an array of parks, trails, and recreational facilities, fostering a strong sense of community and well-being.

As Collinsville continues to grow and evolve, effective communication is paramount to ensuring that all stakeholders are informed, engaged, and empowered. A comprehensive Public Communications Plan will serve as a roadmap for enhancing communication channels, fostering community dialogue, and promoting transparency and inclusivity in decision-making processes. By leveraging innovative strategies and technologies, the City of Collinsville seeks to strengthen connections, build trust, and chart a course for sustainable growth and prosperity for generations to come.

3. SCOPE OF WORK

The City's anticipated the scope of work to include the following:

1. Conducting a thorough assessment of the current communication strategies and practices within the municipality.
2. Identifying key stakeholders and target audiences to tailor communication strategies accordingly.
3. Developing a detailed Public Communications Plan outlining objectives, strategies, and tactics for effective communication.
4. Recommending tools and technologies to improve communication channels, including but not limited to, social media, newsletters, website, press releases, and community events.

Note that the final scope of services shall be negotiated with the chosen consultant.

4. QUALIFICATIONS

Interested vendors/consultants must possess the following qualifications:

1. Proven experience in developing Public Communications Plan for municipalities or similar organizations.
2. Demonstrated expertise in assessing and enhancing communication strategies.
3. Strong understanding of municipal operations, governance, and community dynamics, as well as the legal aspects of government speech
4. Excellent knowledge of current communication technologies and trends.
5. Ability to work collaboratively with municipal staff and stakeholders.

5. SUBMITTAL/REVIEW TIMELINE

The proposal reviews schedule is anticipated as follows:

Issuance of RFQ	Monday, March 4 @ 9 am CST
Project Questions Due	Monday, March 18, 2024 @ 5pm CST
Responses to Questions Released	Friday, March 22, 2024 @ 5pm CST
Submittal Deadline	Monday, April 1, 2024 @ 5pm CST
Presentations from Selected Respondents	April/May, 2024

6. SELECTION PROCESS

A committee of Council Members and City staff shall review all submittals. The committee will select the entity that is deemed to be in the City's best interest. In making its selection, the City may consider the ability of the applicant to deliver reasonable outcomes as demonstrated through past or ongoing projects, as well as any additional information not requested in this RFQ or not included in the Proposals received.

The RFQ process is non-binding, does not imply a commitment to move forward with the project and is subject to the rules and codified ordinances of the City of Collinsville and State of Illinois. The City reserves the right to reject all submittals and to cancel at any time. City shall have no liability to any proposer arising out of such cancellation or rejection.

7. SUBMITTAL REQUIREMENTS

Responses must include the following information:

- I. Letter of interest, including:
 - a. The name, address and telephone number of the individual/organization
 - b. Type of organization
 - c. Primary contact person and email address for the organization
 - d. In the event the organization proposes a joint venture with a partner (or subconsultants), the submittal should provide the same information with respect to the proposed co/sub consultants, along with a letter of commitment to the partnership.

- II. Executive Summary including:
 - a. Description of specialized experience relevant to the scope
 - b. Demonstration of the firm's understanding of local conditions, project needs, and communication trends.
- III. Project Proposal/Approach
 - a. A clear description of the anticipated project scope and the firm's approach, realistic timeline, and anticipated deliverables.
- IV. Experience and expertise in developing Communication plans for municipalities.
- V. Qualifications and experience of key personnel
- VI. Project Cost Estimate
 - a. An estimate for the total project cost and breakdown by phases based on the proposed project elements and staffing needs
- VII. No less than three references for comparable clients/projects. References shall include:
 - a. Names, titles, and contact information

Teams which desire to present its proposal to the City of Collinsville shall provide proposals to the City Clerk via digital submittal (PDF Preferred) no later than **Monday, April 1, 2024 @ 5:00 PM CST**. Submittals and questions regarding the project can be directed to:

City of Collinsville
Kimberly Wasser, City Clerk
125 S. Center Street
Collinsville, Illinois 62234
kwasser@collinsvilleil.org
(618) 346-5204

Late submittals will not be accepted.

8. RESERVATION OF RIGHTS

The City reserves the right to reject all respondent teams, decline to proceed with selection of any candidates, to request additional qualifications, and to make inquiries as may be necessary to verify qualifications.

Nothing in this document shall require the City to proceed with property sale / lease.

9. ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, and INFORMATION

The City reserves the sole right to (1) evaluate the qualifications submitted; (2) waive any irregularities therein; (3) reject any or all Respondents submitting qualifications, should it be deemed in the City's best interest to do so.

The City welcomes questions prior to submittals regarding this solicitation. Questions in writing can be delivered by regular mail, though E-mail is preferred. Correspondence shall be addressed to:

Derek Jackson
City Manager
City of Collinsville
125 South Center Street
Collinsville, Illinois 62234
Phone (618) 346-5200 x 1129
E-Mail: citymanager@collinsvilleil.org

Questions shall be submitted no later than **Monday, March 18, 2024 @ 5pm CST**. Responses to questions submitted will be issued on **Friday, March 22, 2024 @ 5pm CST**