

**I-195 Redevelopment District  
Request for Proposals  
For  
Public Relations Services**

**Deadline for Submissions: Monday, July 26, 2021, by 2:30PM.**

**Introduction**

The I-195 Redevelopment District (“District”) is soliciting a Request for Proposals (“Proposal”) from a firm or firms qualified to provide public relations and communication services to assist in the continued development of the I-195 land.

**About the I-195 Redevelopment District**

The District and its governing Commission were created in late 2011 to serve as the responsible authority for the sale, marketing, and oversight of land made available in downtown Providence as a result of the relocation of Interstate 195. The I-195 Redevelopment Act of 2011 designates the District parcels for “commercial, institutional and residential development and beneficial reuse, including without limitation to support or encourage workforce development, education and training, and the growth of ‘knowledge-based’ jobs and industries such as research and development, life sciences, media technologies, entrepreneurship and business management, design, hospitality, software design and application, and a variety of other uses consistent with a “knowledge-based economy.”

The District is led by an Executive Director and a Board of Directors that includes seven individuals nominated by the Governor and approved by the Rhode Island Senate. The District is comprised of individual parcels, the majority of which is developable land with approximately seven acres, designated as park land.

For more information on the District, please visit [www.195district.com](http://www.195district.com).

**Scope of Work**

The District is seeking a forward-thinking public relations and communications firm with the background, knowledge, and technical expertise to assist with the following:

- Develop and manage press and outreach campaigns to promote the Commission’s goals and objectives, to inform the public, members of the media, government entities, businesses, neighborhood groups and institutional stakeholders.
- Provide ongoing media and public relations support.
- Supporting District staff in maintaining an online presence for the Commission which will include website management.

## **Proposal Requirements and Selection Process**

Proposals should include the following:

- A general description of the firm and its qualifications for this consultant role.
- A description of the team for this work, including key staff, their resumes and specific roles.
- Describe other accounts involving similar services, in particular identify any governmental, public authority, public agenda, and/or quasi-governmental entities in Rhode Island for which you serve or have served. Describe the role and experience of key personnel assigned to other similar accounts who will be assigned to this account.
- Please provide three (3) references for which the firm has provided services (current governmental or quasi-governmental preferred). Provide the name of the organization, services, contact name, telephone number, and email.
- A description of any ISBE or local participation either of the firm itself or of its intended sub-consultants.
- A fee proposal for hourly work, including the following information:
  1. The customary hourly rate of each person whose resume is provided in response to requirements below.
  2. Any flat fee proposal or other fee structure based on annual filings.

Although the proposed fees will be taken into account, the District reserves the right to negotiate a lower or different fee structure with any firm selected.

### **Administrative Proposal Elements**

- Acknowledgement of the Conflict of Interest Affidavit requirements.
- Certification that a Certificate of Good Standing from the Rhode Island Division of Taxation will be delivered to the Corporation upon award.
- A listing of all current and on-going contracts which may be of conflict of interest.
- A disclosure of all outstanding financial obligations with the State of Rhode Island.
- Completion of the MBE/WBE/DisBE participation plan form attached as part of Appendix A.
- The District will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

## Selection Criteria

	<b>Points</b>
<b>OVERALL EXPERIENCE &amp; DEMONSTRATED RESULTS</b> Our evaluation will include an assessment of the firm’s experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.	40
<b>QUALIFICATIONS OF PERSONNEL</b> Our evaluation will include an assessment of the qualifications and experience of your managerial team, staff, subcontractors, and related items.	40
<b>BUDGET APPROACH/COST EFFECTIVENESS</b> Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate.	20
<b>TOTAL</b>	100
MBE/WBE/DisBE Participation (additional potential points)	6 pts

### ISBE Participation

The Rhode Island Department of Administration has defined an ISBE as a small business enterprise that is owned by one or more individuals who are women or minorities as defined by R.I. Gen. Laws § 34-17.1-3 that is owned or controlled by one or more individuals with disabilities as defined by R.I. Gen. Laws § 37-2.2.-2. To be recognized, the business must be certified as either:

1. A minority business enterprise by the Office of Diversity, Equity, and Opportunity, a division in the Department of Administration (“ODEO”);
2. A women business enterprise by ODEO; or
3. A Disability Business Enterprise by the Governor’s Commission on Disabilities.

The District supports the fullest possible participation of ISBEs in the procurement of services. Proposers may receive up to six additional points for ISBE participation. Calculation of these points will be based on the methodology currently used by ODEO.

### **Logistics**

Responses to this RFP are due by Monday July 26, 2021 by 2:30pm. One (1) electronic (PDF) version and three (3) printed copies of the complete proposal must be mailed or hand-delivered in a sealed envelope marked:

I-195 Redevelopment District  
Attn: **Public Relations Services RFP**  
315 Iron Horse Way, Suite 101  
Providence, RI 02908

## Notifications

- In accordance with R.I. Gen. Laws § 28-5.1-1(a), equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island State government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of State employment. This policy applies to all areas where the State dollar is spent, in employment, public services, grants and financial assistance, and in State licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090.
- In accordance with R.I. Gen. Laws § 7-1.2-1401(a), no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful Proposer

**Note: Late responses will not be accepted, and responses received via electronic submission only will be disqualified.**

Questions, interpretations, or clarifications concerning this RFP should be directed by e-mail to Amber Ilcisko at: [ailcisko@195district.com](mailto:ailcisko@195district.com) no later than 4:30pm on Thursday July 15, 2021. **No phone calls will be accepted.** Responses to questions, interpretations, or clarifications concerning this RFP will be posted online via addendum at [www.195district.com](http://www.195district.com) and [www.ridop.ri.gov](http://www.ridop.ri.gov) by Monday, July 19, 2021 to ensure equal awareness of important facts and details.

*The District reserves the right to reject any or all proposals for not complying with the terms of this Request for Proposals. In addition, the District reserves the right to modify the scope of services if in the best interest of the District. The District also reserves the right to negotiate with the successful Proposer in the event that the lowest responsive and responsible proposal price exceeds available funds. Any proposal may be withdrawn prior to the above scheduled time for the opening of proposals or authorized postponement thereof. Any proposals received after the time and date specified shall not be considered. No Proposer may withdraw a proposal within sixty (60) days after the actual date of the opening thereof.*

*The District reserves the right to terminate this solicitation prior to entering into any agreement with any qualified Proposer pursuant to this Request for Proposals, and by responding hereto, no proposers are vested with any rights in any way whatsoever*

## APPENDIX A

### **PROPOSER ISBE RESPONSIBILITIES AND MBE, WBE, AND/OR DISABILITY BUSINESS ENTERPRISE PARTICIPATION FORM**

#### **A. Proposer's ISBE Responsibilities (from 150-RICR-90-10-1.7. E)**

1. Proposal of ISBE Participation Rate. Unless otherwise indicated in the RFP, a Proposer must submit its proposed ISBE Participation Rate in a sealed envelope or via sealed electronic submission at the time it submits its proposed total contract price. The Proposer shall be responsible for completing and submitting all standard forms adopted pursuant to 105-RICR-90-10-1.9 and submitting all substantiating documentation as reasonably requested by either the Using Agency's MBE/WBE Coordinator, Division, ODEO, or Governor's Commission on Disabilities including but not limited to the names and contact information of all proposed subcontractors and the dollar amounts that correspond with each proposed subcontract.
2. Failure to Submit ISBE Participation Rate. Any Proposer that fails to submit a proposed ISBE Participation Rate or any requested substantiating documentation in a timely manner shall receive zero (0) ISBE participation points.
3. Execution of Proposed ISBE Participation Rate. Proposers shall be evaluated and scored based on the amounts and rates submitted in their proposals. If awarded the contract, Proposers shall be required to achieve their proposed ISBE Participation Rates. During the life of the contract, the Proposer shall be responsible for submitting all substantiating documentation as reasonably requested by the Using Agency's MBE/WBE Coordinator, Division, ODEO, or Governor's Commission on Disabilities including but not limited to copies of purchase orders, subcontracts, and cancelled checks.
4. Change Orders. If during the life of the contract, a change order is issued by the Division, the Proposer shall notify the ODEO of the change as soon as reasonably possible. Proposers are required to achieve their proposed ISBE Participation Rates on any change order amounts.
5. Notice of Change to Proposed ISBE Participation Rate. If during the life of the contract, the Proposer becomes aware that it will be unable to achieve its proposed ISBE Participation Rate, it must notify the Division and ODEO as soon as reasonably possible. The Division, in consultation with ODEO and Governor's Commission on Disabilities, and the Proposer may agree to a modified ISBE Participation Rate provided that the change in circumstances was beyond the control of the Proposer or the direct result of an unanticipated reduction in the overall total project cost.

#### **B. MBE, WBE, AND/OR Disability Business Enterprise Participation Plan Form:**

Attached is the MBE, WBE, and/or Disability Business Enterprise Participation Plan form. Bidders are required to complete, sign and submit with their overall proposal in a sealed

envelope. Please complete separate forms for each MBE, WBE and/or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.

**MBE, WBE, and/or DISABILITY BUSINESS ENTERPRISE PARTICIPATION PLAN**

Bidder's Name:

Bidder's Address:

Point of Contact:

Telephone:

Email:

Solicitation No.:

Project Name:

This form is intended to capture commitments between the prime contractor/vendor and MBE/WBE and/or Disability Business Enterprise subcontractors and suppliers, including a description of the work to be performed and the percentage of the work as submitted to the prime contractor/vendor. Please note that all MBE/WBE subcontractors/suppliers must be certified by the Office of Diversity, Equity and Opportunity MBE Compliance Office and all Disability Business Enterprises must be certified by the Governor's Commission on Disabilities at time of bid, and that MBE/WBE and Disability Business Enterprise subcontractors must self-perform 100% of the work or subcontract to another RI certified MBE in order to receive participation credit. Vendors may count 60% of expenditures for materials and supplies obtained from an MBE certified as a regular dealer/supplier, and 100% of such expenditures obtained from an MBE certified as a manufacturer. This form must be completed in its entirety and submitted at time of bid. **Please complete separate forms for each MBE/WBE or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.**

Name of Subcontractor/Supplier:

Type of RI Certification:     MBE     WBE     Disability Business Enterprise

Address:

Point of Contact:

Telephone:

Email:

Detailed Description of Work To Be Performed by Subcontractor or Materials to be Supplied by Supplier:

Total Contract Value (\$):

Subcontract Value (\$):

ISBE Participation Rate (%):

Anticipated Date of Performance:

I certify under penalty of perjury that the forgoing statements are true and correct.

**Prime Contractor/Vendor Signature**

**Title**

**Date**

**Subcontractor/Supplier Signature**

**Title**

**Date**