



SECTION II SCOPE OF WORK

Event# 4497 SCMPD Digital Advertising Campaign for Recruiting Officers Annual Contract

2.0 Broad description of Project: The purpose of these specifications is to receive proposals from qualified contractors for services for a digital media campaign aimed at recruiting qualified police officer applicants for the Savannah-Chatham Metropolitan Police Department (SCMPD). Electronic submissions will not be accepted.

- The SCMPD and the City of Savannah is undergoing an extensive recruitment campaign effort for the next couple of years. Due to the SCMPD's high standards for hiring, generally 10-12% of the applicants who apply successfully pass testing and evaluations.
- The recruiting campaign will focus on southeast Georgia and the South Carolina low country, with emphasis on recruitment from the Savannah Metropolitan Statistical Area (MSA), as well as Beaufort and Jasper Counties in South Carolina.
- The SCMPD desires to hire both males and females of all races, with preference given to applicants with a college degree and/or prior law enforcement experience.
- More than 90% of applicants researched jobs online as opposed to attending career fairs or searching through newspapers or trade magazines. Previous digital media advertising efforts have had a direct impact on the number visits to the SCMPD website's "Join SCMPD" recruiting page and the number of applications.
- Hiring needs may fluctuate from year to year based on attrition and increases in staffing of sworn officers. Therefore, SCMPD may have varying short term and long term needs for digital media advertising.
- The digital media advertising shall consist of 30 second videos (produced by the SCMPD), carousel/flash ads, expandable ads, and static ads.
- Digital advertising should include, but is not limited to:
 1. Social media: 30 second videos and carousel ads
 2. Paid search engine marketing
 3. Behavioral and keyword targeting
 4. Retargeting ads on social media and search engine sites
- SCMPD wishes to refrain from having advertisements/videos displayed on video hosting sites, news media websites, and mobile sites.
- Once a digital media vendor is selected, the SCMPD requires a three (3) week turnaround for proofs of creative material for initial campaign. All subsequent

campaigns require a two (2) week turnaround time.

2.1 Scope of Services

The successful proposer shall provide the following services:

- SCMPD desires that this campaign generate a minimum of 1,500 monthly visits to www.scmpd.org/JoinSCMPD and between 90-100 quality applications per month.
- Heavy focus on social media (such as Facebook) advertising, including transcription of ad. SCMPD would prefer to not use sites like Facebook exchange.
- Utilize carousel ads or flash ads over static ads.
- Geo-fencing for three (3) hour driving radius of Savannah. The target audience is the Savannah MSA, southeast Georgia, and Jasper and Beaufort Counties in South Carolina.
- Keyword/behavior targeting for police jobs, post military jobs, law enforcement jobs, public safety jobs, policing, cop jobs, emergency responders, protective services, National Guard, etc.
- Tracking pixel insertion to www.scmpd.org/joinSCMPD.
- Bi-monthly report on impressions, engagements, clicks, and video views.

2.2 Proposal Format

Proposals shall be submitted in the following format and include the following information:

- a) Detailed description of digital media campaign with a focus on “hiring/recruiting” as requested.
- b) Fee proposals per instructions in Section III signed by responsible party.
- c) Proposed schedule of Minority and Women Owned Business Participation and Non-Discrimination Statement.
- d) A detailed summary of qualifications and experience and a detailed description of required qualifications. Additional information such as agency brochures, resumes, etc. may be submitted as appropriate.
- e) References from customers with hiring needs, digital media plan, mockup of creatives, bi-monthly campaign summary.
- f) Other submittals as stated.

2.3 Basis of Award

Proposals will be evaluated according to the following criteria and weight:

- a) Proposer’s qualifications and experience, including support capabilities (35 points)
- b) Technical capabilities (20 points)

- c) Fees (20 points)
- d) References (10 points)
- e) MWBE Participation goals (10 points)
- f) Local Vendor participation (Within the City Limits of Savannah and has a City of Savannah Business Tax Certificate) (5 points)

Proposals shall be evaluated by a selection committee. The selection committee reserves the right to conduct interviews of any or all proposers as it deems necessary. The City reserves the right to shorten the list of proposers selected for interviews or further evaluation.

The City reserves the right to request a best and final offer (BFO), and to re-score evaluations based on the best and final offer. Proposers may be required to provide clarification of their proposal as part of the BFO response.

- 2.4 **Copies:** One (1) unbound, printed, and signed original and five (5) identical, printed copies of the proposal and supporting documents must be submitted in response to the RFP. All responses must relate to the specifications as outlined.
- 2.5 **Contacts:** Proposers must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are contained in this package. All questions regarding this request for proposal should be submitted in writing and emailed to the person listed on the summary event page
- 2.6 **Minority and Women-Owned Business Enterprise (MWBE) Participation:** The goal of the minority/women-owned business enterprise policy is to increase the utilization of minority and women-owned firms in all areas of procurement of the City including small contract purchases, materials and equipment, and in professional services. The City of Savannah desires that this project have the strongest possible participation of minority and women-owned business enterprises (M/WBEs), which employ local residents and otherwise support the local economy. M/WBE firms must have a current certification as such by the City of Savannah or an approved certifying agency. Proposers should embrace this goal and demonstrate meaningful local M/WBE participation in the project as follows: The City of Savannah has established an 14 % M/WBE goal for this project. The breakdown is as follows: 0 % MBE, 14 % WBE Participation.
- 2.7 **Qualifications:** Each proposer shall submit a summary of their qualifications and experience or provide detailed description of required qualifications. Additional information such as agency brochures, resumes, etc. may be submitted as appropriate.
- 2.8 **Schedule:** Each proposer shall submit a proposed time schedule for the project.
- 2.9 **Fees:** Proposer shall submit fees based on the detailed listing in Section III of the RFP.

- Tiered pricing: Annual pricing fee, six-month campaign pricing fee, and two-month campaign pricing fee
- SCMPD desires that this campaign generate a minimum of 1,500 monthly visits to www.scmpd.org/JoinSCMPD and between 90-100 quality applications per month.

2.10 The City reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract. Submission of a proposal, however, constitutes the Proposer's waiver of any right to insist upon the inclusion of any exculpatory provisions in the parties' contract. The City will not enter into any contract that contains exculpatory provisions in favor of the Proposer.

2.11 This is an annual contract and prices are to be held firm for a period of one (1) year (12 months). This contract may be renewed for up to four (4) additional twelve (12) month periods, if all contracting parties so agree and services provided by the vendor have been satisfactory.

SECTION III

FEE PROPOSAL

I have read and understand the requirements of this request for proposal RFP Event #4497 and agree to provide the required services in accordance with this proposal and all attachments, exhibits, etc. The proposed fee shall include all labor, material and equipment to provide the services as outlined including any travel or per diem expenses and any other miscellaneous expense involved. The fee for providing the required service is:

ALL PROPOSERS MUST BE REGISTERED SUPPLIERS ON THE CITY'S WEBSITE TO BE AWARDED AN EVENT. PLEASE REGISTER AT WWW.SAVANNAHGA.GOV.

Description	Quantity/Units	Unit Pricing	Total Pricing
Annual pricing	12 months		
Six-month campaign pricing	6 months		
Two-month campaign pricing	2 months		

***PRICING SHOULD BE BASED ON THE MINIMUM NUMBER OF VISITS AND QUALITY APPLICATIONS RECEIVED PER MONTH AS DESCRIBED IN SECTION 2.1.**

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ ZIP _____

TELEPHONE: (_____) _____
Area Code

FAX: (_____) _____
Area Code

CONFIRM RECEIPT OF ANY ADDENDA ISSUED FOR THIS BID:

ADDENDUM _____ #

DATE _____

I certify this bid complies with the General and Specific Specifications and Conditions issued by the City except as

clearly marked in the attached copy.

Please Print Name

Authorization Signature

Date

INDICATE MINORITY OWNERSHIP STATUS OF BIDDER (FOR STATISTICAL PURPOSES ONLY):

CHECK ONE:

_____ **NON-MINORITY OWNED**

_____ **AFRICAN AMERICAN**

_____ **HISPANIC**

_____ **WOMAN** (non-minority)

_____ **ASIAN AMERICAN**

_____ **AMERICAN INDIAN**

_____ **OTHER MINORITY Describe** _____

NON-DISCRIMINATION STATEMENT

The bidder certifies that:

- (1) No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, color, national origin, or gender in connection with any bid submitted to the City of Savannah or the performance of any contract resulting therefrom;
- (2) That it is and shall be the policy of this company to provide equal opportunity to all business persons seeking to contract or otherwise interested in contracting with this company, including those companies owned and controlled by racial minorities, cultural minorities, and women;
- (3) In connection herewith, we acknowledge and warrant that this company has been made aware of, understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this company;
- (4) That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;
- (5) That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this company may hereafter obtain and;
- (6) That the failure of this company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract entitling the City of Savannah to declare the contract in default and to exercise any and all applicable rights and remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and/or forfeiture of compensation due and owing on a contract.

Signature

Title

PROPOSED SCHEDULE OF M/WBE PARTICIPATION

All M/WBEs listed **must be certified as a minority-owned or women-owned business** by the City of Savannah or a federally-recognized or state-level certifying agency (such as USDOT, State DOT, SBA 8(a) or GMSDC) that utilizes certification standards comparable to the City of Savannah **prior** to the due date of this bid. **Other business certifications that do not specify majority woman or minority ownership may not be substituted.** **Proof of M/WBE certification from the certifying agency is required to accompany the bid.** A firm that has submitted an application for M/WBE certification but has not been certified is not qualified as a certified M/WBE and will not be recognized as such during the City’s evaluation process. To expedite verification, please provide accurate phone numbers for all M/WBEs listed and ensure firms understand contact will be made following bid submittal.

Name of Proposer: _____

Event No. 4497

Project Title: _____

NOTE: Unless certified through the City of Savannah M/WBE Program, proof of M/WBE certification must be attached for all firms listed.

Name of M/WBE Participant	Name of Majority Owner	Telephone	Address (City, State)	Type of Work Sub-Contracted	Estimated Sub-contract Value	MBE or WBE	Certified ? (Y or N)	Certifying Agency? (City of Sav. or Other)
					%			
					%			
					%			
					%			
					%			
					%			

MBE Participation Value: _____ % WBE Participation Value: _____ % M/WBE Participation Value: _____ %

The undersigned will enter into a formal agreement with the M/WBE Subcontractors/Proposers identified herein for work listed in this schedule, conditioned upon executing a contract with the Mayor and Aldermen of the City of Savannah. The Prime’s subcontractor that subcontracts work must enter into a formal agreement with the tier subcontractor identified herein for work listed in this schedule. The Prime may count toward the goal any tier of M/WBE subcontractors and/or suppliers that will be utilized in the contract work. However, when an M/WBE subcontracts part of the work, the value of the subcontracted work may **only** be counted toward the goal **if the tier subcontractor is an M/WBE.** Any work an M/WBE firm subcontracts to a non-M/WBE firm **will not count toward the M/WBE goal.** It is the responsibility of the Prime contractor to advise all M/WBEs of this requirement and to ensure compliance by subcontractors.

Joint Venture Disclosure

If the prime bidder is a joint venture, please describe the nature of the joint venture, the level of work and the financial participation to be provided by the Minority/Female joint venture firm in the space provided below.

Joint Venture Firms	Level of Work	Financial Participation

Printed name (company officer or representative): _____

Signature: _____ Date: _____

Title: _____ Email: _____

Telephone: _____ Fax: _____

The Minority/Women Owned Business Office is available to assist with identifying certified M/WBEs. Please contact the M/WBE Office at (912) 652-3582. The City of Savannah’s certified M/WBE registry is posted on its website @ www.savannahga.gov.

Developing a Strong M/WBE Participation Plan

Key facts every bidder/proposer needs to know prior to developing their M/WBE Participation Plan:

1. All bidders/proposers must submit a "Proposed Schedule of M/WBE Participation" which identifies the minority and/or woman-owned companies that have agreed to participate in the project if awarded. All companies listed on the form must be certified as either minority-owned and controlled or woman-owned and controlled. The City does not accept a company's "self-identification" as minority or woman-owned.
2. **Proof** of M/WBE certification from the certifying agency is required to accompany the bid; and certification must have been completed by the City of Savannah, a federally-recognized or a state-level certifying agency (USDOT, State DOT, SBA 8(a) or GMSDC) utilizing certification standards comparable to the City of Savannah.
3. The certification must have been approved prior to the due date of this bid. A firm that has submitted an application for certification but has not been certified will not be counted toward the M/WBE goal.
4. The M/WBE Office **will be contacting all M/WBE firms** included in the bidder's M/WBE Plan to confirm each: a) was contacted by the bidder/proposer; b) performs the type of work listed; and c) agreed to participate.
5. To expedite the verification process, bidders/proposers need to: provide accurate phone numbers for all M/WBEs listed; ensure M/WBEs know to expect to be contacted by phone and email; request M/WBEs be accessible during the critical period before bid-opening; and advise M/WBEs that City staff **must** receive the M/WBE's confirmation that the firm agreed to participate in the bid/proposal in order for the prime contractor to receive credit toward their proposed M/WBE participation goals.
6. If a proposed M/WBE cannot be confirmed as certified, performing the type of work described or agreeing to participate, the bidder/proposer will be notified and given a pre-determined period to submit a correction. If an M/WBE still cannot be confirmed or replaced, the proposed percentage of participation associated with the unverified M/WBE firm will **not be counted** and **will be deducted** from the overall proposed M/WBE goal.
7. Any tier of M/WBE subcontractors or suppliers that will be utilized in the contract work may count toward the MBE and WBE goal **as long as the tier subcontractors/suppliers are certified M/WBEs**. Work that an M/WBE subcontracts to a non-M/WBE firm does **not** count toward the M/WBE goal.
8. M/WBEs must perform a "**commercially useful function**" which is the provision of **real and actual work or products**, or performing a distinct element of work for which the business has the skills, qualifications and expertise, and the responsibility for the actual management and supervision of the work contracted.
9. Per the *Proposed Schedule of M/WBE Participation* "the undersigned (bidder/proposer) will enter into a formal agreement with the M/WBE Subcontractors/Proposers identified herein for work listed in this schedule, conditioned upon executing a contract with the Mayor and Aldermen of the City of Savannah." **This signed commitment is taken seriously by the City**, so do not list M/WBEs you do not plan to utilize. Any proposed changes must be pre-approved by the M/WBE Office, be based on legitimate business-related reasons, and still meet the M/WBE participation goals per the City's contract.
10. A bidder who is a certified M/WBE may count toward the goal the portion of work or services on a City contract that is actually performed by the M/WBE, including: the cost of supplies/materials purchased or equipment leased for contract work, fees for bona fide services such as professional or technical services, or for providing bonds or insurance specifically required for the performance of a City contract.
11. If awarded the contract, the MWBE Office **will be reviewing your company's subcontracts, invoices and payment records** to substantiate the completion of work and payment of M/WBEs. If the prime contractor is an M/WBE that is being included in its M/WBE goal, the prime contractor must maintain records **that will be inspected** to prove the portion of work performed, cost of work, and payments to the prime company.
12. Most bids for goods and materials do not have specific MWBE goals established for the contract. If no goals are include in the scope of work or General Specifications, you are not required to submit MWBE participation but ~~encouraged~~ do so when the opportunity is available. The City maintains this information for statistical purposes only and it is not reflected in the award decision.