

**Vernal City  
Public Communication Services  
Solicitation of Proposals**

Vernal City Corporation is seeking proposals for contracted professional services to assist with public communications of the City, commencing Sept. 15, 2018 through June 30, 2019.

The City seeks services that include, but not limited to, developing strategy for effective communication with residents and the public, drafting news stories, writing website content, compiling project updates, monitoring social media, promoting the City's social media platforms, recommending effective communication initiatives and responding to public inquiries and comments. It is anticipated that most of the contractor's work will be drafting written content with the work product sent to the City Manager for review and distribution. The contractor will work under the direction of the City Manager and coordinate closely with the City Manager and Deputy City Recorder. The contractor will work as an independent contractor with a 1099 form and submit invoices for work performed.

Submit the proposal by Thursday, August 23rd at 4pm MST using one of the following methods:

- 1) Mail or deliver three (3) copies to:  
Vernal City Hall  
Attn: Public Communication Services  
374 East Main St.  
Vernal, UT 84078

OR

- 2) Email a PDF to:  
Quinn Bennion  
City Manager  
[qbennion@vernalcity.org](mailto:qbennion@vernalcity.org)

The email submission will be confirmed. If you do not receive a reply confirmation email within a few hours, call City Hall or email again to verify receipt of the submission

**Minimum Qualifications:**

The proposed contractor must have a minimum of two (2) years experience in the field of communications, media relations and public information.

Vernal City reserves the right to reject any or all proposals, waive technicalities or irregularities, and to accept any proposal if such action is believed to be in the best interest of the City.

Specifications:

- 1) The contractor must be available by cell phone and e-mail.
- 2) Time lines of response and accessibility to the contractor is an important aspect of the service. Accessibility includes the ability to be generally available via email or text and the ability to be reached promptly by phone during times of emergency response. With arrangements, the City offers office space within City Hall for use by the contractor.

Include in the Response to the Proposal:

- 1) Name, mailing address, contact phone number, e-mail address for contractor.
- 2) A resume or similar description with detail regarding communication experience and qualifications.
- 3) Identify the general accessibility and the response time that the contractor offers. Include any foreseen limitations or challenges to accessibility and availability.
- 4) Two references with email and phone number listed.
- 5) Work product samples. Include two or three work samples that reflect your ability to produce effective public communications.
- 6) Proposed Fee Structure. The City prefers a per hour rate approach. The City will select the finalist by, in part, considering the proposed compensation proposal, although the City reserves the right to negotiate terms needed to improve elements of the proposal to best meet the needs of the City, including cost. The City budgeted \$15,000 for public communication services in fiscal year 2019 (July to July).

Evaluation:

Submittals will be evaluated based on the following criteria:

- 1) Qualifications and experience
- 2) Availability
- 3) Cost of services
- 4) References

Anticipated Schedule:

Aug. 6	Release of Solicitation for Proposals
Aug. 23	Proposals due to City
Aug. 27-31	Interviews
Sept. 5	Review and approval by City Council
Sept. 15	Begin work

Terms and Conditions:

- 1) The City reserves the right to accept or reject any or all proposals.
- 2) All proposals received are to remain in effect for a period of not less than sixty (60) days from the proposal due date.

- 3) The City reserves the right to request clarification of the information submitted and to request additional information of one or more applicants at an oral presentation or interview.
- 4) All costs associated with the preparation of a submission in response to this request shall be the responsibility of the contractor submitting.
- 5) Questions regarding this proposal should be directed to Quinn Bennion, City Manager at (435) 828-1002 or [qbennion@vernalcity.org](mailto:qbennion@vernalcity.org)