**REQUEST FOR QUALIFICATIONS:**

**OUR415 COORDINATED COMMUNICATIONS**

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| **SOURCING EVENT ID:** | **0000008654** |
| **DATE ISSUED:** | **September 1, 2023** |
| **DEADLINE FOR SUBMISSION:** | **October 2, 2023** |

**ATTACHMENT 2 – WRITTEN PROPOSAL TEMPLATE**

**INSTRUCTION TO PROPOSERS**

Proposer shall use this document as a template on which to provide their Written Proposal responses. For each RFQ Service Area a Proposer applies in, a separate Attachment 2 (Written Proposal Template) must be submitted. For example, a Proposer applying in Web-based Design & Development and Online Service Inventory Database would submit two Attachment 2 documents, one for each Service Area. Each response will be scored independently. Responses can be repeated between RFQ Service Areas as appropriate. Proposals that fail to address each of the requested items in this document in a sufficient and complete manner will be deemed Non-Responsive and/or receive zero points. Proposers may not leave responses to questions blank and may not respond to questions with “To be provided upon request,” “To be determined,” or the like.

In order to receive the maximum amount of points, please be sure to follow this format and thoroughly (but concisely) address each section. Indicate clearly where supplemental documents are being provided.

Submission of a proposal will constitute a representation by your organization that your firm is willing and able to perform the commitments contained in the proposal.

All documents submitted in response to this Solicitation are subject to public disclosure. Therefore, please exclude or otherwise identify confidential or proprietary information, as appropriate.

Total points to be allocated as follows for each Service Area:

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| **Point Allocation** | **Maximum Points** |
| Attachment 2 - Written Proposal for Services | 80 |
| Attachment 3 - Equity Statement | 20 |
| **TOTAL POINTS** | **100** |

**Service Area 1: Web-based Design & Development** (80 Points, 1250 Words Maximum)

* Describe your experience designing and developing user-friendly websites with a focus on accessibility. Provide examples of websites you have worked on that demonstrate your expertise in creating accessible designs. (16 points)
* Explain your approach to user interface design and how you ensure an intuitive and user-friendly experience for website visitors. How do you incorporate features such as information access, search functionalities, mapping capabilities, and personalized user settings into your designs? (16 points)
* Share your strategy for integrating newsfeeds and social media channels into websites. How do you ensure seamless sharing and interaction with relevant content? Provide examples of successful implementations of newsfeed and social media integration in previous projects. (16 points)
* Describe your experience implementing a curated calendar of events. How would you ensure that users can easily access and submit events related to children, youth, and families? Provide examples of websites where you have incorporated a calendar of events successfully. (16 points)
* Explain your expertise in integrating databases into websites, particularly online service inventory databases of programs and resources. How do you ensure seamless integration and access to the database? Provide examples of websites where you have successfully integrated databases for similar purposes. (16 points)

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| **Proposer Response** |
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**Service Area 2: Online Service Inventory Database** (80 Points, 1250 Words Maximum)

* Describe your experience gathering and maintaining data on programs, services, events, and resources for urban communities. Explain your quality control processes and how you ensure the accuracy and timeliness of the data you collect and manage. (10 points)
* Describe your experience in developing and implementing online database systems on open source API platforms. (10 points)
* Provide examples of projects where you have successfully integrated databases into existing websites. Describe the challenges you faced and how you overcame them. (10 points)
* Describe your experience in developing and implementing multi-language support for online platforms. What strategies do you employ to ensure accurate translations and culturally appropriate content in multiple languages? (10 points)
* Describe your experience in implementing mapping capabilities using geolocation and mapping technologies. Provide examples of projects where you have implemented mapping capabilities to provide local and hyperlocal neighborhood-based results. (10 points)
* Describe your approach to developing robust search functionality for online databases. Provide examples of projects where you have implemented advanced search functionality for program and resource databases. (10 points)
* Describe your experience in integrating AI assistants into online platforms. How do you ensure that the AI assistant provides accurate, responsive and culturally relevant assistance to users? Provide examples of projects where you have implemented AI assistants that utilize natural language processing and support multiple languages. (10 points)
* Describe your experience in employing machine learning algorithms to analyze and derive insights from datasets. How have you used recommendation systems, data clustering, and predictive modeling to enhance search results and personalize user experiences? Provide examples of projects where you have successfully integrated machine learning into online database systems. (10 points)

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| **Proposer Response** |
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**Service Area 3: Event Design, Planning & Production** (80 Points, 1250 Words Maximum)

* Describe your experience developing and managing budgets for large-scale community events. Provide examples of how you have successfully reduced expenses through partnerships, in-kind resources, and sponsorships. (10 points)
* How do you ensure accurate tracking of expenses and adjust budgets as needed during the event planning and production process? Please outline your strategies and tools for financial accounting in event management. (10 points)
* Explain your approach to executing comparative pricing and securing the lowest possible costs for event-related services and supplies. Provide specific examples of how you have achieved cost savings in previous event projects. (10 points)
* Share your process for securing venues for community events, including negotiations, budget considerations, and agreements. Describe your experience in working with diverse venues, both indoor and outdoor. (10 points)
* How do you communicate effectively with venue and vendor management staff to coordinate logistics, timelines, audio-visual requirements, and load-in arrangements? Provide examples of successful collaborations and problem-solving in complex event settings. (10 points)
* Detail your expertise in designing and implementing floor plans, seating arrangements, registration stations, food and beverage locations, staging, entertainment, and kitchen/service areas. How do you ensure compliance with regulations and obtain necessary permits, insurance, and city service. (10 points)
* Describe your approach to providing event staff for set-up, break down, and overall event coordination. How do you ensure efficient task assignments and effective communication with staff and stakeholders? (10 points)
* Provide examples of your strategies for maximizing volunteer staffing and engaging community volunteers in event activities. How do you recruit, train, and manage volunteers to ensure a seamless event experience? (10 points)

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| **Proposer Response** |
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**Service Area 4: Brand, PR & Digital Marketing Services** (80 Points, 1250 Words Maximum)

* Provide details of two to three projects where you developed brand campaign strategies and digital media content. Describe the objectives, target audience, channels used, and the overall outcomes achieved. (16 points)
* Share your experience in coordinating and distributing press releases, as well as managing overall brand communication. Provide examples of how you effectively engaged with media outlets, managed media inquiries, and ensured consistent messaging across various communication platforms. (16 points)
* Describe 2-3 projects where you developed and implemented media buying strategies for advertising space and time across digital and traditional platforms. Highlight your negotiation skills with platforms for advertising inventory, your approach to budget management, and how you optimized campaigns to enhance performance. (16 points)
* Provide examples of successful collaborations with media contacts, journalists, bloggers, and influencers and how you leverage these relationships to amplify brand exposure and generate positive media coverage. (16 points)
* Detail your experience in creating compelling press releases, media kits, and other promotional materials. Describe your approach to crafting impactful messages, your ability to adapt to different target audiences, and how you track the effectiveness of your publicity campaigns through media coverage analysis and comprehensive reporting. (16 points)

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| **Proposer Response** |
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