

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

Deadline for Submissions: Friday, August 2, 2024, 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 and 195 District Park (“District Park”).

About the District

The District and its governing Commission were created in late 2011 to oversee the redevelopment of land made available in downtown Providence as a result of the relocation of Interstate 195. The Commission is focused on using the land to support growth of the knowledge-based economy in the state by developing a vibrant innovation district and reknitting the communities that were separated for decades by an elevated highway. The 26-acre District is comprised of individual parcels, the majority of which are developable land. Completed, planned, and under construction projects in the District include office, lab, residential, and hospitality uses. Seven acres are set aside as open space in perpetuity.

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 currently has seven full-time staff and two part-time staff.

For more information on the District, please visit www.195district.com.

About 195 District Park

195 District Park is a seven-acre urban park located along the Providence River. Connected by the Michael S. Van Leesten Memorial Bridge, District Park connects the east and west sides of the city and has views of the skyline and the Providence River.

District Park opened in 2019. It is heavily programmed with over 100 events held annually between April and November and two seasonal, semi-permanent food and beverage establishments: a beer garden with a food truck program and an ice cream vendor. Events

include concerts, community gatherings, art markets, conferences, family activities, fitness and movement classes, film screenings, and more. The District runs a grant program to support events that are free and open to the public. There are approximately 5,000 visits to the Park daily and over 1.5 million visits annually.

The District is developing an approximately 3,500-SF park pavilion that will include year-round food service operated by the Isle Brewers Guild in partnership with Seven Stars Bakery, public restrooms, and a park office. Construction will begin in 2024.

For more information about District Park, visit www.195districtpark.com.

Scope of Work

The District is seeking a forward-thinking public relations and communications firm with the background, knowledge, and technical expertise to support the District as it advances its mission. Tasks may include but are not limited to the following:

- Provide ongoing media and public relations support, including the attendance of Commission meetings and other public events.
- Develop and manage press and outreach campaigns and events to promote the Commission's goals and objectives and inform the public, members of the media, government entities, businesses, neighborhood groups, and institutional stakeholders. Tasks may include drafting press releases, drafting talking points, and coordinating in-person press events (groundbreakings, ribbon cuttings, etc.).
- Draft monthly newsletters on District activities.
- Support development of public-facing presentations and reports.
- Support District staff in maintaining an online presence for the District, including the District and District Park websites and social media platforms. The District's active social media platforms are LinkedIn and X (@195District); the Park's primary social media platform is Instagram (@195districtpark).

Proposal Requirements and Selection Process

Proposals should include the following:

- General description of the firm and its qualifications for this consultant role.
- Description of the team for this work, including key staff, their resumes and specific roles.
- A description of other contracts involving similar services, including list of 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.

- 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.
- Description of any ISBE or local participation either of the firm itself or of its intended sub-consultants.
- 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.

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 (see Appendix A).
- Certification that a Certificate of Good Standing from the Rhode Island Division of Taxation will be delivered to the District upon award.
- List of all current and on-going contracts which may present conflict of interest.
- Disclosure of all outstanding financial obligations with the State of Rhode Island.
- Completion of and signature the ISBE participation plan form attached as part of Appendix B.
- Acknowledgement of the following insurance requirements:
 - During the contract term, the Consultant shall keep in full force and effect, at Licensee's expense, the following insurance coverage:
 - (i). Comprehensive General Liability with coverage limits of not less than \$1,000,000 combined single limit per occurrence and \$2,000,000 annual aggregate
 - (ii). Worker's Compensation Insurance as required by the General Laws of Rhode Island
 - (iii). Commercial Auto Liability with limits of \$1,000,000.

The District will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

Selection Criteria

	Points
OVERALL EXPERIENCE & DEMONSTRATED RESULTS 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
QUALIFICATIONS OF PERSONNEL Qualifications and experience of the managerial team, key staff, and related items.	40
BUDGET APPROACH/COST EFFECTIVENESS Effective and efficient delivery of quality services related to the budget allocation.	20
TOTAL	100
MBE/WBE/DisBE Participation (additional potential points)	6 pts

The District will initially score the proposals applying the aforementioned evaluation criteria to identify up to three finalists. The finalists will be interviewed by the District. The District reserves the right to adjust the initial scores using the evaluation criteria above based on the interview.

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 Friday, August 2, 2024 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**
225 Dyer Street, Fourth Floor
Providence, RI 02903

TIMELINE

July 17, 2024 at 4:30PM	Submission of Written Questions
July 19, 2024	Questions and Answers to be Posted
August 2, 2024 at 2:30 P.M.	Proposals Due
August 2024	Proposer Interviews and Selection

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.
- All proposals are “public records” as that term is defined in R.I. Gen. Laws § 38-2-2(4) without regard to any of the exceptions enumerated therein. As such, they are accessible to the public pursuant to the Rhode Island Access to Public Records Act, R.I. Gen. Laws § 38-2-1, et seq.

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 no later than 4:30pm on Wednesday July 17, 2024. **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 and www.ridop.ri.gov by Friday, July 19, 2024 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

CONFLICT OF INTEREST AFFIDAVIT

The undersigned does solemnly declare under the pains and penalties of perjury that this Affidavit is true and correct to the best of my knowledge, information, and belief on behalf of myself and _____ (“Contractor”):

1. The Contractor entered into an Agreement dated _____ (“Agreement”) with the I-195 Redevelopment District (the “District”), which provides that the Contractor shall undertake certain services with regard to_____.

2. The undersigned warrants that except as disclosed in paragraph 4 below, there are no relevant facts, circumstances now giving rise or which could, in the future give rise to a conflict of interest as defined herein. For purposes of this affidavit, “Conflict of Interest” means that because of other activities or relationships with other persons, a person or the Contractor is unable or potentially unable to render impartial assistance, advice or services to the District, or the person’s objectivity in performing the work set forth in the Agreement is or might be otherwise impaired or has an unfair competitive advantage.

3. The following facts or circumstances give rise to or could in the future give rise to a conflict of interest (Explain in detail): _____
_____.

4. The undersigned agrees that if an actual or potential conflict of interest arises or the undersigned learns of or has reason to believe an actual or potential conflict of interest or an appearance of a conflict of interest may arise involving the District, the Undersigned and/or the Contractor, after the date of this affidavit, the undersigned shall immediately make a full disclosure in writing to the District of all relevant facts and circumstances. This disclosure shall include a description of actions with the undersigned or Contractor has taken or proposes to take to avoid, mitigate, or neutralize the actual or potential conflict of interest or appearance of a conflict of interest. The undersigned and the Contractor shall work with the District to take any action determined by the District to address such situation.

Executed this _____ day of _____, 2024.

Contractor:

By: _____

Name: _____

Its duly authorized _____

APPENDIX B

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

A. Proposer's ISBE Responsibilities (from 220-RICR-80-10-2)

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 as reasonably requested by the District's MBE/WBE/DisBe Coordinator 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 District's MBE/WBE/DisBE Coordinator 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 District's MBE/WBE/DisBE Coordinator 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 District, and the District 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