



**CITY OF LAREDO
REQUEST FOR PROPOSALS
MEDIA BUY FOR THE FIRE DEPARTMENT**

**PUBLIC NOTICE
REQUEST FOR PROPOSALS**

The City of Laredo has initiated a Request for Proposals (RFP) and invites interested parties to submit proposals, for providing advertising time and space to promote both fire prevention and public safety for the Fire Department

Copies of the specifications may be obtained from the Finance Department – Purchasing Division, 5512 Thomas Ave., Laredo, Texas 78041 or by downloading from our website: www.ci.laredo.tx.us. Proposals will be received at the office of the City Secretary's Office, 1110 Houston St., 3rd. floor, Laredo, Texas 78042 until **5:00 P.M. on Monday, March 15, 2010** and all proposals received will be publicly acknowledged at **3:00 P.M. on Tuesday March 16, 2010**.

Proposals are to be submitted in a sealed envelope clearly marked:

Request for Proposal Media Buy for the Laredo Fire Department
FY10-038

Proposals are to be mailed:
**City of Laredo – City Secretary
C/O Gustavo Guevara Jr.
City Hall – Third Floor
PO Box 579
Laredo, Texas 78042-0579**

Hand Delivered:
**City of Laredo – City Secretary
C/O Gustavo Guevara Jr.
City Hall – Third Floor
1110 Houston
Laredo, Texas 78040**

The City of Laredo reserves the right to reject any and all proposals, and to waive any minor irregularities.

PLEASE SUBMIT ONE ORIGINAL SIGNATURE PROPOSAL AND THREE (3) COPIES.

CITY OF LAREDO
PURCHASING DIVISION

Vendor Information:

Please complete all information requested below and submit with your package

"The undersigned affirms that they are duly authorized to execute this contract, that this company, corporation, firm, partnership or individual has not prepared this proposal in collusion with any other vendor, and that the contents of this proposal as to prices, terms or conditions of said proposal have not been communicated by the undersigned nor by any employee or agent to any other person engaged in this type of business prior to the official opening of this request. By submitting this proposal the vendor agrees to the City of Laredo specifications and all terms and conditions stipulated in the proposed document".

Firm Name: _____

Signature _____ Date _____
of person authorized to sign proposal

Print Name _____
of person authorized to sign proposal

Title: _____

Business Address: _____

City, State, Zip Code: _____

Telephone Number: _____ Fax Number: _____

Contact Person Email Address: _____

Federal Tax ID Number: _____

Vendor's Principal/Corporate Place of Business Address: _____

Indicated Status of Business:

Corporation _____ Partnership _____ Sole Proprietorship _____ Other: _____

If other state business status: _____

State how long under its present business name: _____

State if company is a certified minority business enterprise:			
Historically Underutilized Business (HUB):	Yes	No	Disadvantaged Business Enterprise (DBE): Yes No
Small Disadvantaged Business Enterprise (SDBC)	Yes	No	Other: Please specify _____
This company is not a certified minority business:	<input type="checkbox"/>		

The above minority information is requested for statistical and tracking purposes only and will not influence the amount of expenditure the City will make with any given company

**CITY OF LAREDO
PURCHASING DIVISION**

TERMS AND CONDITIONS OF INVITATIONS FOR PROPOSALS

GENERAL CONDITIONS

Vendors are required to submit Proposals upon the following expressed conditions:

- (a) Vendors shall thoroughly examine the specifications, schedule instructions and other contract documents. Once the award has been made, failure to read all specifications, instructions, and the contract documents, of the City shall not be cause to alter the original contract or for a vendor to request additional compensation.
- (b) Vendors shall make all investigations necessary to thoroughly inform themselves regarding facilities and locations for delivery of materials and equipment as required by the Proposal conditions. No pleas of ignorance by the vendor of conditions that exist or that may hereafter exist as a result of failure or omission on the part of the vendor to make the necessary examinations and investigations, or failure to fulfill in every detail the requirements of the contract documents, will be accepted as a basis for varying the requirements of the City or the compensation to the vendor.
- (c) Vendors are advised that City contracts are subject to all legal requirements provided for in the City Charter and/or applicable City Ordinances, State and Federal Statutes.

1. PREPARATION OF PROPOSALS

Proposals will be prepared in accordance with the following:

- (a) All information required by the proposal form shall be furnished. The vendor shall print or type the business name and manually sign the schedule.
- (b) Unit prices shall be shown and where there is an error in extension of price, the unit price shall govern
- (c) Alternate Proposals will not be considered unless authorized by the invitation for proposals or any applicable addendum
- (d) Proposed delivery time must be shown and shall include Sundays and holidays
- (e) Vendors will not include Federal taxes or State of Texas limited sales tax in proposal prices since the City of Laredo is exempt from payment of such taxes. An exemption certificate will be furnished upon request.

2. DESCRIPTION OF SUPPLIES

Any catalog or manufacturer's reference used in describing an item is merely descriptive, and not restrictive, unless otherwise noted, and is used only to indicate type and quality of material. Vendor is required to state exactly what they intend to furnish; otherwise Vendor shall be required to furnish the items as specified.

3. SUBMISSION OF PROPOSALS

- (a) Proposals and changes thereto shall be enclosed in sealed envelopes, properly addressed and to include the date and hour of the Proposal opening and the material or services. Proposal shall be typed or written on the face of the envelope.
- (b) Unless otherwise noted on the Notice to Vendors cover sheet, all Proposals must be submitted to the Office of the City Secretary, City Hall, 1110 Houston Street, Laredo, Texas 78040. The mailing address is Office of the City Secretary, P.O. Box 579, Laredo, Texas 78042.
- (c) Proposals must be submitted on the forms furnished. Telegraphic and facsimile proposals will not be considered.
- (d) Samples, when required, must be submitted within the time specified, at no expense to the City of Laredo. If not destroyed or used up during testing, samples will be returned upon request at the Vendors expense.
- (e) Proposals must be valid for a period of sixty days. An extension to hold proposal pricing for actual quantity bids may be requested by the City.
- (f) The City shall pay no costs or other amounts incurred by any entity in responding to this RFP, or as a result of issuance of this RFP.

4. REJECTION OF PROPOSALS

The City may reject a proposal if:

- (a) Vendor misstates or conceals any material fact in the proposal.
- (b) Proposal does not strictly conform to the law or the requirements of the proposal.
- (c) Vendor is in arrears on existing contracts or taxes with the City of Laredo.
- (d) If proposals are conditional. Vendor may qualify their Proposal for acceptance by the City on an "ALL OR NONE" basis. An "ALL OR NONE" basis proposal must include all items in the specifications.
- (e) In the event that a vendor is delinquent in the payment of City of Laredo taxes on the day the proposals are opened, including state and local taxes, such fact may constitute grounds for rejection of the proposal or cancellation of the contract. A vendor is considered delinquent, regardless of any contract or agreed judgments to pay such delinquent taxes
- (f) No proposal submitted herein shall be considered unless the vendor warrants that, upon execution of a contract with the City of Laredo, vendor will not engage in employment practices such as discriminating against employees because of race, color, sex, creed, or national origin. Vendor will submit such reports as the City may therefore require assuring compliance with said practices.
- (g) The City may reject all proposals or any part of a proposal whenever it is deemed necessary.
- (h) The City may waive any minor informalities or irregularities in any proposal.

**CITY OF LAREDO
PURCHASING DIVISION**

5. WITHDRAWAL OF PROPOSALS

Proposals may not be withdrawn after they have been publicly opened, unless approved by the City Council.

6. LATE PROPOSALS OR MODIFICATIONS

Proposals and modifications received after the time set for the proposal opening will not be considered. Late proposals will be returned to the vendor unopened.

7. CLARIFICATIONS OR OBJECTION TO PROPOSAL SPECIFICATIONS

If any person contemplating submitting a Proposal for this contract is in doubt as to the true meaning of the specifications, or other proposal documents or any part thereof, they may submit to the City Purchasing Agent on or before seven days prior to the scheduled opening date a request for clarification. All requests for information shall be made in writing, and the person submitting the request will be responsible for its prompt delivery. Any interpretation of the proposal, if made, will be made only by an addendum duly issued by the Purchasing Agent. A copy of such addendum will be mailed or delivered to each vendor having receiving a set of proposal documents. The City will not be responsible for any other explanations or interpretations of the proposed proposal made or given prior to the proposal opening or award of contract. Protest Procedures: The purpose of this procedure is to establish procedures whereby a vendor may protest specific procurement actions by the City of Laredo. The following sequence of activities must take place in filing a protest:

To be performed by protesting vendor: Within ten (10) days prior to the time that the City Council considers the recommendation of the City's Purchasing Officer, the protesting vendor must provide written protest to the City Purchasing Officer. Such protest must include specific reasons for the protest.

To be performed by City's Purchasing Officer: Shall review the records of procurement and determine legitimacy and procedural correctness. With five (5) working days, the City Purchasing Officer shall provide written response to the protesting vendor of the decision.

If the protesting vendor is not satisfied with the decision of the City Purchasing Officer, such protesting vendor may appeal to the City Manager of the City of Laredo. If the protesting vendor cannot resolve the issue with the City Manager, he shall be entitled to address his concerns when the City Council of the City of Laredo considers the awarding of the contract. Such appeal may be made only after exhausting all administrative procedures through the City Manager.

All protests must be duly submitted via Certified Mail to:

City of Laredo - Purchasing Agent
5512 Thomas Ave.
Laredo, Texas 78041.

8.0 AWARD OF CONTRACT

- (a) The contract will be awarded to the vendor who provides the best value for the city based on the evaluation factors listed in the request for proposal document, in accordance to the provisions of the State of Texas - Local Government Code.
- (b) The City reserves the right to accept any item or group of items in the proposal specifications, unless the Vendor qualifies its proposal by specific limitation. Proof: The vendor shall bear the burden of proof of compliance with the City of Laredo specifications.

9.0 NON-COLLUSIVE AFFIDAVIT

The City may require that vendors submit a Non-Collusive Affidavit. The vendor will be required to state that the party submitting a proposal or proposal, that such proposal or proposal is genuine and not collusive or sham; that said Vendor has not colluded, conspired, connived or agreed, directly or indirectly, with any vendor or person, to put in a sham proposal or to refrain from submitting a proposal, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person, to fix the proposal price or affiant or of any other vendor, or to fix any overhead, profit or cost element of said proposal price, or of that of any other vendor, or to secure any advantage against the City of Laredo or any person interested in the proposed contract; and that all statements in said proposal or proposal are true.

REQUEST FOR PROPOSAL
Municipal Golf Course Operator Partnership

10.0 Scope:

The City of Laredo is requesting contract pricing for advertising time and space to promote both fire prevention and public safety for the Fire Department.

11.0 Contract Type:

Firm-Fixed price payment schedule to be negotiated following award .

12.0 Period of Performance:

The performance dates are April 16, 2010 – October 15, 2010. This RFP in no way obligates the City of Laredo (COL) to award a subcontract, nor does it commit the COL to pay any costs incurred in the preparation and submission of a proposal. The COL reserves the right to hold discussions or negotiations with one, several or all offerors, and to accept or reject any offer based on its evaluation of which offerors provides the best overall value to the program.

13.0 Background:

The City of Laredo is requesting proposals on behalf of the City of Laredo Fire Department (COLFD), for buying advertising time and space to promote both fire prevention and public safety. Ads will be developed by the Laredo Fire Department and produced by the awardees in coordination with the COLFD to target the following audiences:

At-Risk populations

Low income, elderly, disabled, and single parent households with children.

Please note that the target audiences for the media buys may be subject to change.

14.0 Specification of Services:

COL is seeking a vendor to provide the following services:

- Based on COLFD's requirements, develop a media buy/plan that may include Television, Print and Radio advertisement to ensure that COLFD's messages will reach the campaign's target audiences.
- Revise media buy plans based on COLFD feedback.
- Coordinate all media buys.
- Create added value opportunities.

Tracking and Final Reports

- All reports shall be submitted in Excel format via email.
- A comprehensive media report should be submitted no later than 45 days following the posting/broadcasting of the ads and should include, but not be limited to, an executive summary and information on:
 - o Station Call Letters/Publication/Location
 - DMA Name
 - Market Rank
 - Network Affiliation (including number of markets and number of stations)
 - Format
 - City & State
 - Estimated Audience Size/Circulation/Number of Impressions or Hits (if it can be determined)
 - Number of Ads
 - Any Added Value

15.0 Date of Media Buy:

The media buy will consist of a mixture of traditional and non-traditional advertising beginning April 16, 2010. Dates are subject to change.

Challenges for the schedule may include a tight timeframe for completion of services, and COLFD review cycles. These issues necessitate flexible communications and capacity to make changes in direction within hours or days.

16.0 Instructions to Offerors:

Proposals should include a detailed budget breaking out the cost of professional services required and any out-of-pocket costs for all services requested. Your proposal should not exceed 5 pages in length. Additional pages to the proposal will not be reviewed. A cover page for the proposal and detailed budget will not be counted in the 5-page limit. In the budget, the bidder must clearly show the cost to COL for services provided by the firm. Bidder should clearly show if those costs are calculated as a percentage of the value of the media buy or as a flat fee. If the fee is calculated as a percentage, bidder should indicate if the percentage charge is calculated on the gross or net value for the media time purchased. Please also explain how the fee will be calculated if the total value of the media buy changes from the specifications in this RFP. You are required to use a type font no smaller than 12 point, and your margins should be no less than 1" on the sides, top and bottom of each page. Offerors should describe in their response their media buying strategy and plan for the target audiences, successful past media buys of a similar nature, as well as provide 3 client references. COL may contact offerors and/or their client references by phone or e-mail for clarification of past media buys or other aspects of their work prior to the award. Please provide contact information with your submission. COL reserves the right to waive any deviations by offerors from the requirements of this solicitation that in COL's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.

17.0 Work Product Presumptive Academy Property:

All writings, books, articles, computer programs, databases, source and object codes, and other material of any nature whatsoever, including trademarks, trade names, and logos, that is subject to copyright protection and reduced to tangible form in whole or in part by Vendor in the course of Vendor's service to COLFD shall be considered a work made for hire, or otherwise COL property. During this agreement and thereafter, Vendor agrees to take all actions and execute any documents that COL may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (COL shall pay all related expenses). Vendor shall identify all materials in which Vendor intends to exempt from this provision prior to the use or development of such materials.

18.0 Right in Data:

The Vendor understands and agrees that COL may itself and permit others, including government agencies of the United States and other foreign governments, to reproduce any provided publications and materials through but not limited to the publication, broadcast, translation, creation of other versions, quotations there from, and otherwise utilize this work and material based on this work. During the agreement and thereafter, the Vendor agrees to take all actions and execute any documents that COL may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by COL). The Vendor shall identify all materials it intends to exempt from this provision prior to the use or development of such materials. The Vendor shall defend, indemnify, and hold harmless COL against all claims, suits, costs, damages, and expenses that COL may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the work, or any infringement or violation by the work of any copyright or property right;

**CITY OF LAREDO
PURCHASING DIVISION**

and until such claim or suit has been settled or withdrawn, COL may withhold any sums due the Vendor under this agreement.

19.0 Copyright Requirement:

In most cases the vendor is required to grant to the Local Government, and others acting on its behalf, a paid-up, nonexclusive, irrevocable worldwide license in such copyrighted data to reproduce, prepare derivative works, distribute copies to the public, and perform publicly and display publicly, by or on behalf of the Local Government. It is unlikely that the vendor will be granted an exception to this requirement.

20.0 Evaluation Criteria:

Awards will be made to applicants whose bids are considered to be the most advantageous to the government, price and other factors considered. The following criteria will be used to evaluate proposals from most important to least important:

1. Media buying strategy and plan.
2. Successful past media buys of a similar nature.
3. Client references.
4. Audience Size
4. Cost.

Review of bidder's proposal will be based on the above evaluation criteria; however, COL will not make an award at a significantly higher overall cost to achieve only slightly superior product quality.

21.0 Question regarding this specification shall be submitted in writing to:

Eloy Vega
Fire Department
#1 Guadalupe
Laredo, Texas 78040
evega@ci.laredo.tx.us

City of Laredo

Conflict of Interest Disclosure

A form disclosing potential conflicts of interest involving counties, cities, and other local government entities may be required to be filed after January 1, 2006, by vendors or potential vendors to local government entities. The new requirements are set forth in Chapter 176 of the Texas Local Government Code added by H.B. No. 914 of the last Texas Legislature.

Companies and individuals who contract, or seek to contract, with the City of Laredo and its agents may be required to file with the **City Secretary's Office, 1110 Houston Street, Laredo, Texas 78040**, a Conflict of Interest Questionnaire that describes affiliations or business relationships with the City of Laredo officers, or certain family members or business relationships of the City of Laredo officer, with which such persons do business, or any gifts in an amount of \$250.00 or more to the listed City of Laredo officer (s) or certain family members.

The new requirements are in addition to any other disclosures required by law. The dates for filing disclosure statements begin on January 1, 2006. A violation of the filing requirements is a Class C misdemeanor.

The Conflict of Interest Questionnaire (Form CIQ) may be downloaded from http://www.ethics.state.tx.us/whatsnew/conflict_forms.htm.

The City of Laredo officials who come within Chapter 176 of the Local Government Code relating to filing of **Conflicts of Interest Questionnaire (Form CIQ)** include:

1. **Mayor**
2. **Council Members**
3. **City Manager**
4. **Members of the Fire Fighters and Police Officers Civil Service Commission.**
5. **Members of the Planning and Zoning Commission.**
6. **Members of the Board of Adjustments**
7. **Members of the Building Standards Board**
8. **The Board of Commissioners of the Laredo Housing Authority**
9. **The Executive Director of the Laredo Housing Authority**

If additional information is needed please contact Francisco Meza, Purchasing Agent at 956-790-1825

CITY OF LAREDO
PURCHASING DIVISION

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor or other person doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 1491, 80th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of person who has a business relationship with local governmental entity.

2 Check this box if you are filing an update to a previously filed questionnaire.

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

3 Name of local government officer with whom filer has employment or business relationship.

Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, income, other than investment income, from the filer of the questionnaire? Yes No

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity? Yes No

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves an officer or director, or holds an ownership of 10 percent or more? Yes No

D. Describe each employment or business relationship with the local government officer named in this section.

4 _____
Signature of person doing business with the governmental entity

Date