

REQUEST FOR PROPOSALS
Public Relations, Desktop Publishing, Technical Writing, Editing

April 26, 2013
LEGISLATIVE FINANCE COMMITTEE

325 DON GASPAR, SUITE 101

SANTA FE, NEW MEXICO 87501
(505) 986-4550

I. INTRODUCTION

A. BACKGROUND

The Legislative Finance Committee (LFC) is the fiscal and management arm of the New Mexico Legislature. The committee makes budgetary recommendations to the Legislature for the funding of state government, higher education and public schools. The committee also prepares legislation addressing financial and management issues of state government.

The LFC maintains a permanent staff of fiscal analysts and program evaluators who examine budgets and review the management and finance of state agencies, higher education, and public school entities. During legislative sessions the LFC staff assists the Legislature's finance committees in producing state budget appropriation legislation and related matters. The LFC also maintains the Legislative Financial Information System (LFIS) bill tracking system which monitors the status of all legislation and is updated at least daily.

B. PURPOSE OF THIS REQUEST FOR PROPOSALS (RFP)

The purpose of this RFP is to select a consultant to assist in providing LFC communications program, including public relations, desktop publishing, technical writing, editing services, and staff training.

C. SUMMARY OF SCOPE OF WORK

The LFC has begun to strategically market the legislative branch to be recognized nationally as a leader in fiscal and public policy analysis that is innovative and fiscally responsible. The LFC requires that the successful consultant assist in achieving our envisioned future, including staff training and process documentation with the LFC maintaining ownership of the work product. The scope of work shall consist of support and services to assist in providing LFC communications program, including public relations, desktop publishing, technical writing, editing, and staff training.

D. SCOPE OF PROCUREMENT

The scope of the procurement includes support services and development of materials for the implementation, maintenance, and operation of an LFC communications program. This will include, but not be limited to production and design of an annual budget document, monthly newsletters, press releases, and correspondence.

The initial contract shall begin on July 1, 2013, or as soon as possible thereafter, and end on June 30, 2014. The LFC reserves the option of renewing the initial contract on an annual basis for three additional years or any portion thereof, for the purpose described in the previous paragraph.

In no case will the contract, including all renewals thereof, exceed a total of four years in duration.

E. PROCUREMENT MANAGER

The LFC has designated a Procurement Manager who is responsible for the conduct of this procurement whose name, address, and telephone number are listed below:

Jeannae L. Leger, Administrative Services Manager
Legislative Finance Committee
325 Don Gaspar, Suite 101
Santa Fe, New Mexico 87501
Telephone: (505) 986-4550
Fax: (505) 986-4545

Any inquiries or requests regarding this procurement should be submitted to the Procurement Manager in writing. Offerors may contact ONLY the Procurement Manager regarding this procurement. No other official or employee has the authority to respond on behalf of the LFC.

II. EXPLANATION AND SCHEDULE OF EVENTS

A. ISSUANCE OF RFP

This RFP is being issued by the LFC on April 26, 2013.

B. SUBMISSION

ALL OFFEROR PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION BY THE PROCUREMENT MANAGER OR HIS/HER DESIGNEE NO LATER THAN 2:00 P.M. MOUNTAIN DAYLIGHT TIME ON May 15, 2013. Proposals received after this deadline will not be accepted. The date and time of receipt will be recorded on each proposal. Proposals must be addressed and delivered to the Procurement Manager at the address listed in Section I, Paragraph E. Proposals must be labeled on the outside of the package to clearly indicate that they are in response to the LFC Request For Proposals.

A public log will be kept of the names of all offeror organizations that submit proposals. The contents of any proposal shall not be disclosed to competing offerors during the negotiation process.

C. EVALUATION

The evaluation of proposals will be performed by an evaluation committee appointed by LFC management. This process will be completed by June 7, 2013. During the evaluation, the

Procurement Manager may, at his/her option, initiate discussions with offerors who submit responsive or potentially responsive proposals for the purpose of clarifying aspects of the proposals, but proposals may be accepted and evaluated without such discussion. Discussions MAY NOT be initiated by offerors.

D. BEST AND FINAL OFFERS

Offerors of responsive proposals may be asked to submit revisions to their proposals for the purpose of obtaining best and final offers.

E. CONTRACT NEGOTIATIONS

Contract negotiations will be conducted with the most advantageous offeror between June 10, 2013 and June 12, 2013. In the event that mutually agreeable terms cannot be reached within the time specified, the LFC reserves the right to undertake contract negotiations with the next most advantageous offeror without undertaking a new procurement process.

F. CONTRACT AWARD

After review of the Evaluation Committee, LFC management will award the contract on or about June 30, 2013. The contract award shall be made to the offer or offerors whose proposal is most advantageous, taking into consideration the evaluation factors set forth in the RFP.

The contract award is subject to the successful completion of contract negotiations.

III. GENERAL REQUIREMENTS

A. ACCEPTANCE

Submission of a proposal constitutes acceptance of the evaluation factors and all conditions set forth in the RFP.

B. INCURRED COST

Any cost incurred by the offeror in preparation, transmittal, presentation or material submitted in response to this RFP shall be borne solely by the offeror.

C. FIRM OFFER

Responses to this RFP, including costs, will be considered firm for ninety (90) days after the due date for receipt of proposals or sixty (60) days after the receipt of a best and final offer if one is submitted.

D. NO OBLIGATION

This RFP and related procurement activity in no manner obligates the State of New Mexico or the LFC to an eventual purchase until a valid contract is fully executed by the LFC.

E. TERMINATION

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when LFC management determines such action to be in the best interest of the LFC.

F. SUFFICIENT APPROPRIATION

Any contract awarded as a result of this RFP may be terminated if sufficient appropriations or authorizations do not exist. Such determination will be accepted by the contractor as final.

G. AUTHORITY OF EVALUATION COMMITTEE

The evaluation committee may make such investigations as necessary to determine the ability of the offeror to adhere to the requirement of this RFP. The evaluation committee reserves the right to waive minor irregularities. The evaluation committee also reserves the right to waive mandatory requirements provided that such action does not materially affect the procurement. This right is at the sole discretion of the evaluation committee.

H. OWNERSHIP OF PRODUCTS

The contractor shall agree that, free of any additional charges, all ownership rights to documents submitted in response to this RFP, software or modifications thereof and associated documentation or other products developed under this contract shall become the property of the LFC.

IV. RESPONSE FORMAT

A. COPIES

Offerors shall provide three (3) identical copies of their proposal on or before the closing date and time for receipt of proposals.

B. ORGANIZATION

The proposal must contain the following parts in the sequence indicated:

1. Letter of Transmittal
2. Table of Contents
3. Proposal Summary
4. Response to Technical Specifications
5. Response to Business Specifications
6. Cost Proposal
7. Other Supporting Material (optional)

C. LETTER OF TRANSMITTAL

The letter of transmittal must, at a minimum, contain the following:

1. Identity of submitting organization;
2. Name and title of person authorized to negotiate and contractually obligate the organization;
3. Names, titles, and telephone numbers of persons to be contacted for clarification of the proposal;
4. Signature of the person authorized to contractually obligate the organization.

V. SPECIFICATIONS

A. TECHNICAL SPECIFICATIONS

1. The LFC produces documents using internal word processing, desktop publishing and database systems which include the capability to produce electronic files compatible with commercial printers. The software includes, but is not limited to Publisher and PageMaker, Word, WordPerfect, Excel and PowerPoint.
2. The LFC communicates with its contractors electronically using Windows based e-mail and internet systems.

B. LEGISLATIVE NETWORK OVERVIEW

1. The legislative computer network commonly referred to as the Legislative Information Systems (LIS) supports all entities of the Legislature. The LIS is comprised of a switched network with multiple Windows-based servers.
2. The datacenter consists of 85 percent virtual environment running on 2 VMware

hosts and a total of 16 virtual servers running Microsoft Windows 2008. A Netapp Storage array is also housed in the datacenter for all data and various applications.

3. The workstations and laptops are using Microsoft windows 7 professional, with the Microsoft 2007 Office Suite, Adobe Pro, NM One Source, Corel Wordperfect, and Microsoft Access databases.
4. The primary in-house applications consist of Legislative Information System (LIS), Budget Request/Preparation System (BRS), and General Appropriation Act (GAA) production. These applications are written in Visual Basic and Microsoft Access.

C. SCOPE OF WORK

The contractor shall provide communications programming, including ongoing public relations, desktop publishing, editing services, and training to the LFC throughout the fiscal year beginning on July 1, 2013 or as soon as possible thereafter and ending June 30, 2014. Technical support will include the following:

- A. Work with the LFC members and staff to review and prepare information prior to meetings of the committee;
- B. Write and disseminate information to news media on demand;
- C. Research and write newspaper columns, speeches, and other reports requested by the director and committee members;
- D. Prepare committee members and the director for interviews with news reporters;
- E. Promote public interest in committee activities and attendance at meetings;
- F. Coordinate statewide press relations, press releases, and press conferences for LFC meetings and committee members;
- G. Write and compose a monthly newsletter for print and Internet distribution;
- H. Prepare internal LFC manuals and documents as requested and when time permits;
- I. Provide staff training on writing, grammar, style, and publication editing, and formatting;

- J. Maintain and revise an LFC writing style manual; and
- K. Participate in development of policy positions.

D. MANDATORY SPECIFICATIONS

1. Experience -- The offeror must submit resumes of proposed staff members which describes experience identified in this paragraph. The offeror must also submit a statement of relevant corporate experience. The resume or attached experience narrative should specifically describe the proposed staff member's experience with Publisher, Pagemaker, web design, speech writing, editing skills, and media skills.
2. Customer References -- Offerors must submit three customer references.

The following information must be provided for each customer reference:

Name of customer's organization
Mailing address
Contact name
Telephone number of contact
Relevance of reference

E. DESIRABLE SPECIFICATIONS

1. Response Times -- Offerors should provide guaranteed response times for the solution of editing and software problems. These times shall include initial telephone contact and on-site response.
2. Large Document Compilation -- Offerors should describe their ability to compile large documents similar to the LFC Budget Recommendation. A narrative description including software particulars as well as an example document should be provided.
3. Writings and Publications -- Offerors should provide samples of speeches, newsletters, press releases, and technical writings.
3. Training -- Offerors should describe a model program designed to train LFC staff on writing, grammar, adherence to LFC writing style, and publication formatting.

F. BUSINESS SPECIFICATIONS

1. In-House Resources -- Offerors must not assume any supplies, materials, hardware, or software will be provided for any application development. Existing software will be provided for application support. Existing hardware will be available for system support.
2. Cost -- The offeror is required to submit the information described on Appendix A. All costs must be shown on an hourly basis for the service provided, excluding New Mexico gross receipts tax. Offeror must provide a “fully loaded” hourly rate for each category of support including all contractor expenses.

VI. EVALUATION

A. EVALUATION POINT SUMMARY

The following factors, weighted according to assigned point values, will be used in the evaluation of individual offeror proposals:

Factor	Points Available
Experience in speech writing	35
Cost	30
Experience with state government	25
Creative proposal to market legislature	10

B. EVALUATION FACTORS

1. Experience -- Proposals for offeror’s experience will be awarded based upon the evaluation of:
 - a. Offeror’s relevant experience in speech writing (35 points); and
 - b. Offeror’s relevant experience in state government and legislative budget process (25 points).
2. Cost -- For purposes of evaluation, a specified number of hours will be assumed for the different hourly cost activities as shown on Appendix A. Points will be awarded based on total cost. The number of hours multiplied by the rate will equal the activity cost (30 points).

3. Creative proposals to market Legislature – For purposes of evaluation, the offeror’s proposal to creatively market the Legislature will be awarded 10 points.

APPENDIX A

The offeror listed below submits the following costs in support of the LFC public relations services and communications programs as outlined in this RFP. The offeror must enter the hourly rate and total for each category and the total costs.

Category	Hourly Cost	x Hours	= Total
Research and Technical writing		90	
Press Relations		60	
Newsletter Preparation		140	
Speech Preparation		60	
Editing of Documents		110	
Publication Design		40	
Estimated Number of Hours		500	
Total Cost			

Submitted by:

Firm Name: _____

Firm Contact Person: _____

Firm Address: _____

Telephone No: _____