

Request for Proposal

Strategic Communication Plan / Agency

A. Statement of Purpose

The Town of Munster (IN) is seeking proposals to improve the Town's Communication/Public Relations/Marketing Services internally and externally. The selected agency will create a foundation for building a dynamic, transparent communication strategy that fosters trust and engagement with the community while aligning with the town's long-term vision.

The Town of Munster is a community of nearly 24,000 residents located in Northwest Indiana and is governed by a 5-person Town Council. The Town Council appoints residents to serve as Members of the Board of Safety, Park Board, Munster Redevelopment Commission, Plan Commission, Board of Zoning Appeals, Economic Development Commission and the Munster Redevelopment Commission.

Day to Day operations of the Town is directed by the Town Manager, Clerk Treasurer and Department Heads (Police Department, Fire Department, Public Works, Community Development, and Park & Recreation).

B. Scope of Work

The Town seeks an Agency to develop and implement a comprehensive communication plan among the Town Council, Boards and Commissions, and Departments to include, but not limited to:

- Develop programs and strategies to engage the residents to ensure community feedback and involvement.
- Develop and implement new and improved avenues to expand our communication with residents, including but not limited to:
 - Actively engage staff and residents to determine preferred methods of communication and engagement (including but not limited to surveys, focus groups, town hall-style meeting, FAQ's, etc) as well as information they would like to receive.
 - Review current communication strategies to determine effectiveness and provide recommendations for improvements where needed.
 - Evaluate website to ensure pertinent information is available and easily accessible to users and provide feedback on the improvements that are needed.
 - Introduce new, proactive strategies to convey important information to our residents.
 - Evaluate the effectiveness of setting up and posting on various social media websites including but not limited to Facebook, Twitter, etc.
 - Train staff on standard policies and practices for posting information and implementing social media platforms.
 - Assist staff in developing content to improve the awareness of various programs, events and happenings in town that can create more awareness to our residents.
 - Develop a crisis communication plan that can be enacted during times of emergencies

- Initially the selected firm will work under the direction of the Interim Town Manager with Department Heads (or staff selected by department heads) as a working group.
- Provide a list of Key Performance Indicators in which the Town can measure success, progress and a return on investment in personnel and money. Performance measures, including but not limited to, Resident Awareness, Involvement and Satisfaction.
- Provide staff training to provide the necessary framework that some of the communication activities can be directed by Town staff in the future.

C. Proposal Details

Proposals should be submitted via email and hard copy by 10:00 a.m. CST on Monday, March 10, 2025, to:

Patricia Abbott (pabbott@munster.org)
 Interim Town Manager
 Town of Munster
 1005 Ridge Road
 Munster, IN 46321

Included in the proposal shall be:

- Letter of Interest. An interest letter signed by the consultant authorized to submit the proposal and to make commitments on behalf of the company.
- Table of Contents. A table of contents shall be provided that lists each section of the proposal.
- Organization History. Give a brief description of the consultant's business and its history.
- Qualifications. A description of the consultant's qualifications to perform the Communication Consulting Services.
- Relevant Experience and Capacity. Provide a list of the organizations for which the Consultant has performed relevant work, going back at least 5 years. Particular emphasis should be on contracts with municipal government agencies.
- Staffing. Provide a list of staff members who will work on this contract, including principals and staff level personnel, along with qualifications of each. Provide a resume for all assigned staff members.
- Evaluation Criteria. Provide information addressing each of the evaluation criteria.
- Pricing. Include the total cost for providing the services covered by this RFP. Please list pricing with add-on services that may or may not be included in the Scope of Services.
- References. Provide a list of 4 clients, including the organization name, contact person, telephone number, and address as well as brief descriptions of the scope of work and the length of your time that you have worked with them.
- Work Examples of recent projects that can be related to this RFP

D. Evaluation Criteria

- Relevant Experience and success in similar projects
- Strategic and creative approach
- Cost – effectiveness
- Qualification of the proposed team

While cost is an evaluation factor, weight will be given to the other factors listed in the Evaluation Criteria.

E. Questions Regarding Proposal

All Questions regarding the proposals should be made to:

- Patricia Abbott (pabbott@munster.org)
- Interim Town Manager
- Town of Munster
- 1005 Ridge Road
- Munster, IN 46321

F. Award

Proposals will be opened Monday, March 10, 2025, at 10:00 a.m. CST in the Main Meeting Room of Town Hall located at 1005 Ridge Road, Munster, Indiana 46321. The public is welcome to attend. Staff will review the proposals and provide a recommendation to Council at their Agenda Review meeting on March 26, 2025. In order to obtain best and final offers, discussions with those responsible offerors who submit proposals determined to be reasonably susceptible of being selected for award, may be held prior to the final award. Agencies will be notified of the Town's decision after the Monday, April 7, 2025, Town Council meeting.

It is the intent of the Town to offer a one-year contract. Evaluation of the contract will take place after 9 months with the goal to continue the agreement if positive outcomes are being achieved. The selected agency should be expected to provide critical evaluation throughout this process on the concept and consideration of long-term success. After the initial 9 months, the Town may elect to create internal positions to implement this comprehensive communication plan, and it is expected that the agency will assist the Town in creating proper job description and strategy.

The Town of Munster reserves the right to choose any proposal, to refuse any proposal, and to negotiate.