

January 6, 2020

**REQUEST FOR QUALIFICATIONS (RFQ):  
Professional Services Relating to Development of an Information Guide for  
the Town of Mansfield and Mansfield Board of Education**

**SUBMISSION DEADLINE**

Thursday, February 13, 2020 at 4:00 PM

**SUBMISSION CONTACT AND ADDRESS**

Ms. Cynthia van Zelm, Executive Director  
Mansfield Downtown Partnership, Inc.  
860.429.2740  
[vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org)

*Proposals will be accepted in electronic form only.*

**PURPOSE**

The Town of Mansfield (“Town”) and the Mansfield Board of Education (“Board”) are seeking to obtain the services of a qualified Consultant to work with staff and key stakeholders to develop an Information Guide for the Town of Mansfield.

**BACKGROUND SUMMARY**

In December 2018, the Town of Mansfield and the Mansfield Board of Education, with the assistance of its consultant, completed a Positioning & Marketing Development Plan (“Plan”) (see the Plan [here](#)). The objective of the Plan is to position the Town and the Board of Education as a great place to live, do business, work, learn, play, and visit. The goals are to stimulate growth in Mansfield’s resident population, enrollment in Mansfield Public Schools, business development and retention, and tax base.

In support of the Plan, the consultant developed a new logo and tagline, and the Town produced a new website ([mansfieldct.gov](http://mansfieldct.gov)).

A recommendation of the Plan is to create an Information Guide (“Guide”) to effectively market Mansfield to prospective residents, businesses, visitors, and students. The Town will distribute the Guide via a variety of channels, including but not limited to Town and Board human resources representatives, University of Connecticut and Eastern Connecticut State University admissions and human resources representatives, local realtors, local chambers of commerce, University of Connecticut Lodewick Visitors Center, local businesses, local attractions, and regional tourism groups, among others. The Guide will have a strong presence on Town and Board websites. The Guide should include both a printable version and a digital version.

## **PROJECT DESCRIPTION**

Design a Mansfield Information Guide to meet the objectives of driving new residents, businesses, and visitors to the Town of Mansfield.

Products and services include:

1. Development and execution of an inclusive planning process that engages Town and Board staff, elected officials, committees, and stakeholders (to be determined after review of the Positioning & Marketing Development Plan);
2. Review of Positioning & Marketing Development Plan;
3. Review of other information and visitor guides in comparable towns i.e., college towns, regional school districts, communities with a rural character;
4. Review of current Town programs and events;
5. Review of Mansfield assets and amenities including but not limited to local and state park and trail systems, museums, Mansfield Community Center, Storrs Farmers Market, Downtown Storrs, the University of Connecticut, etc.;
6. Review of *draft* Information Guide with Town marketing staff team;
7. Development of a final Information Guide (written and digital). It is possible the written and digital versions will differ to allow for more frequent updating of the digital version;
8. Recommendation of best location of Information Guide on the Town website;
9. Identification of firms to produce Information Guide;
10. Recommendation on timing and process to update both written and digital versions of the Information Guide;
11. Identification of potential distribution locations for Information Guide, given the goal of reaching out to a wide database to attract people to live, visit, and set up a business in Mansfield.

## **SUBMITTALS**

Submissions should include the following components:

1. Description of Consultant's firm and firm's areas of expertise, particularly as they relate to the project described above;
2. Names and resumes of the firm's project manager and staff members who will lead and be assigned to the project;
3. Proposed scope of work, a fee schedule, and timeline for the project activities;
4. A resume and brochures of other related completed projects with at least three references attached.

## **SUBMITTAL CRITERIA**

The following criteria shall be considered in evaluating the submissions:

1. The reputation, experience, and efficiency of the Consultant;
2. The ability of the Consultant to perform the contract or provide the goods and services within the time specified;
3. The comparative quality of the goods and services bid;
4. The Consultant's performance under similar projects;
5. The Consultant's references;
6. Fee schedule for proposed work;
7. The number and scope of conditions attached to the proposal;
8. The Consultant's interest in the project, as well as their understanding of the project scope and the specific requirements of the Partnership;
9. The Consultant's schedule of completion;
10. The application of all of the above criteria to any sub-consultants, subcontractors, or products to be utilized by the Town or the Board;
11. General qualifications of the Consultant and the qualifications of the assigned staff and interview evaluation;
12. Financial strength of the Consultant;
13. Any other criteria deemed relevant by the Town and the Board.

Submissions must be received electronically by the Mansfield Downtown Partnership by 4:00 pm, local time on Thursday, February 13, 2020. Proposals received after said closing time of 4:00 pm, local time, on said date will not be accepted. Proposals should include the following in the subject line: INFORMATION GUIDE.

Submissions will be accepted via email only. Please e-mail the proposal to Cynthia van Zelm at [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org).

The Town and the Board intend to "short-list" Consultants responding to this RFQ and to interview two or more Consultants to accurately assess their qualifications. The Town and Board will negotiate a final scope of services and fee proposal with the selected Consultant. The goal is to have the Information Guide completed by late spring 2020.

Please address any questions related to this RFQ to Cynthia van Zelm, Executive Director, at 860.429.2740 or via e-mail at [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org).

*Please see required Standard Terms and Conditions in Appendix A.*

## **APPENDIX A: STANDARD TERMS AND CONDITIONS**

Consultants shall be aware of the following terms and conditions addressing Requests for Qualifications for the Town and the Board:

1. The Town and the Board do not expressly state or imply any obligation to reimburse firms for any expenses incurred in preparing submissions in response to this request.
2. The Town and Board reserve the right to reject any or all submissions, to select a firm in a manner that is advantageous to the Town and Board, and to waive any or all formalities in the bidding.
3. The Town and Board do not and shall not discriminate on the basis of sex, race, color, creed, national origin, age, marital status, sexual orientation, or disability of the Consultant, its employees, or its contractors in the award to the successful Consultant.
4. The selected firm must be able to meet all Town and Board, state, and federal affirmative action and equal employment opportunity practices and guidelines.
5. The Town and Board reserve the right to reject any or all proposals, to consider alternatives, to award the contract to a Consultant in part or parts, to waive any informalities and irregularities, and to re-solicit proposals, at its sole discretion.
6. The Town and Board reserve the right to conduct such investigations of and discussions with those who have submitted proposals ("Consultants") or other persons or entities as deemed necessary to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
7. All proposals submitted must be valid for a minimum period of sixty (60) days after the date of the proposal opening. Each Consultant must submit with the proposal a list of all subcontractors, independent contractors, or sub-consultants employed or proposed to be employed by the Consultant in the performance of the contract.
8. The Town and Board reserve the right to select the most responsible and responsive proposal that it finds to be within the best interests of the Town and Board, including the right to select a Consultant for reasons other than lowest price.
9. The Town and Board make no guarantees to any Consultant. The only obligations to be undertaken by the Town and Board will be those contained in the negotiated contract with the successful Consultant.
10. All work product generated by Consultant will be the property of the Town and Board, including without limitation all rights to reproduce, license, assign, sell, and otherwise use the work product in any form, size, format, or medium for any purpose. Consultant will convey and assign all rights of ownership and authorship in the work product to the Town and Board.
11. The Consultant will agree not to discriminate through the services or activities made possible by or resulting from any future contract on the grounds of sex, race, color, creed, national origin, age (except minimum age and retirement provisions), marital status, sexual orientation, or disability. Any violation of this provision shall be considered to be a violation of a material provision of any future contract and shall be grounds for cancellation, termination, or suspension of said contract. The Consultant shall at all times, both in the proposal and in the contract process, comply with all applicable city, state, and federal anti-discrimination laws, rules, regulations, and requirements thereof.