

**REQUEST FOR PROPOSALS  
2008-2009**

**ERIE COUNTY HUMAN RELATIONS COMMISSION:  
USING THE COMPLAINT PROCESS TO  
PROVIDE EQUAL EMPLOYMENT, HOUSING,  
AND PUBLIC ACCOMMODATIONS FOR ALL**

**ERIE COUNTY HUMAN RELATIONS COMMISSION**  
1001 State Street  
Suite # 322  
Erie, PA 16501

**Proposals Must be Submitted by:**

February 27<sup>th</sup>, 2009

At the Erie County Human Relations Commission Office  
1001 State Street, Suite 322  
Renaissance Centre  
Erie, PA 16501

## **Request for Proposals**

### **I. HISTORY OF THE PROJECT**

The Erie County Human Relations Commission is a neutral judicial body that administers and enforces the Erie County Human Relations Ordinance. The Commission is an arm of the County government created to eliminate discrimination in employment, housing, and public accommodations. Through the enforcement of the Ordinance, the Commission affords individuals the opportunity to obtain employment for which they are qualified, and to obtain all the accommodations, facilities, and privileges of any public accommodation and of any housing accommodation and commercial property irrespective of discrimination in the Erie County community.

A complaint initiates the investigative and adjudicative functions of the Commission. The complaint is filed by an individual domiciled in Erie County or working in Erie County. The scope of jurisdiction of the Commission over said complaint is housing, public accommodations, and employment. Note that the complainant must allege discrimination in order for the Commission to recognize the complaint and formally assert jurisdiction over the complaint. The Commission has jurisdiction over the following protected classes: race, age, sex, familial status, religious creed, ancestry, age, sexual orientation, gender identity, national origin, disability of the person. The person filing the complaint does not have to retain an attorney, nor do they have to pay any court costs or filing fees. Thus, the Commission is a free venue for the resolution of alleged discrimination complaints.

## II. PURPOSE OF THE RFP AND SCOPE OF WORK

A. **Purpose:** The purpose of the Request for Proposals (RFP) is to select the best individual, team of individuals, or firms (hereinafter referred to as “**subcontractor**”) most qualified to direct, coordinate, and complete a broad-based, coherent, unified, and informative campaign enabling all citizens of the Erie County community to recognize the accessible and affordable venue of the Erie County Human Relations Commission for the resolution of housing, public accommodation, and employment discrimination complaints. A completed campaign, whether via print, audio, or visual media should guide individuals to the Commission and acquaint the individuals to the Commission. The subcontractor must be cognizant of the fact that the campaign must include provisions for those that are not able to access print, audio, or visual media due to a disability. Therefore, variations in the method and venue of the informative campaign are strongly encouraged.

B. **Scope of Work:** In this section, the subcontractor should prepare a detailed and clear work program addressing the Scope of Work. The Scope of Work entails the following:

(1) Part of the project involves holding a series of meetings with Erie County Council, the Erie County Executive, Erie City Council, the Mayor of the City of Erie, and, finally, the Erie County Human Relations Commission and its staff along with any other elected and appointed officials of the Erie County community to learn what they see as important considerations in conducting a public relations campaign on fair housing.

(2) Designing television, radio, print advertisements along with web site content to attract potential complainants as well as to educate the public. The ads shall meet all requirements by the Erie County Human Relations Commission as well as the Office of Housing and Urban Development (HUD). The ads should be aesthetically pleasing as well as easily recognizable and identifiable.

(3) Designing a brochure to be distributed to human service workers as a resource for referral of cases to the Erie County Human Relations Commission.

(4) Creating a fair housing PowerPoint presentation.

(5) Designing a fair housing billboard advertisement.

### **III. PROPOSAL FORMAT AND PROJECT COMPLETION SCHEDULE**

#### **A. Proposal Format**

1. Title Page: Firm name, contact person, address, telephone number, fax number, E-mail address, and date of proposal.

2. Letter of Transmittal: No more than two (2) typed pages. Briefly state your firm's understanding of the work to be done and make a positive commitment to perform the work to be done within the allotted time period and within the fixed fee.

3. Table of Contents: A clear of identification of the materials included, by section and page number.

4. Summary of the Firm's Qualifications: Include brief resumes of the personnel assigned to this project and making the firm's presentation to the Erie County Human Relations Commission. At a minimum, include

education, professional experience and projects completed in the last five (5 years), and professional affiliations/certifications of the manager in charge of the firm.

5. Summary of Subcontractors' Qualifications: Include brief resumes of any technical, cost estimating, design, and other subcontractors to be assigned to this project. At a minimum, include education, professional experience, professional affiliations/certifications, and number of visitor sign systems projects completed with your firm and value of that work.

6. List three (3) clients' references for similar projects completed during the past five years, giving their names, addresses, and telephone numbers. Provide relevant project data.

7. Provide graphic examples of designs implemented for projects performed in similar social issue and diverse group advertising projects.

#### **B. PRICE PROPOSAL**

1. Fixed fee not to exceed \$42,500, including expenses, for the entire project. The subcontractor should identify the total cost for completing the project effort, identifying the specific tasks with corresponding cost estimates and hours needed to complete each task. The costs of any other subcontractors' and hourly rates of all persons working on the project. The price given by the subcontractor should include all tasks, copies, meetings, revisions, and incidental costs associated with the completion of the project. Amounts exceeding the fixed fee should be explained in detail.

#### **IV. EVALUATION OF PROPOSALS**

A. The proposal review committee is comprised of commissioners and commission staff. The review committee will rank each firm and prepare a short list of candidates to be interviewed. Evaluation considerations will include, but not be limited to, the following:

- 40 Points** Responsiveness of the proposals by clearly stating an accurate understanding of the work to be performed, as well as evidence of the organizational structure of the project.
- 20 Points** Cost. Although a significant factor, cost may not be the dominant factor. Cost is particularly important when all other criteria are evaluated as relatively equal.
- 40 Points** Technical experience and qualifications of the firm and subcontractors, and evaluations by prior clients. Subcontractors should be able to demonstrate a history of marketing social issues as well as planning efforts with state and federal governmental agencies.

- The proposer with the highest points will be selected for the purpose of accepting the proposal as submitted

V. **CONSIDERATIONS**

1. The Erie County Human Relations Commission reserves the right to reject any and all proposals and to waive defects in the form of the proposal and to select the proposal which best meets the requirements of the project.
2. The Erie County Human Relations Commission is not responsible for non-receipt of proposals sent by ordinary mail. Late delivery of proposals will not be accepted. Again, the deadline for submitting proposals is 4:00 PM EST, Friday February 27<sup>th</sup>, 2008 at the office of the Erie County Human Relations Commission at 1001 State Street, Suite #322, Erie, PA 16501.

