

**Legal Notice**  
**Killingly Public Schools**  
**REQUEST FOR PROPOSALS**  
**RFP #2022-2**

Killingly Public Schools is seeking proposals for planning and operationalizing a public relations plan of action for the Killingly Public Schools.

**January 20, 2022**

The Board of Education of the Killingly Public Schools (“KPS”), the awarding authority, invites competitive sealed proposals by qualified individuals or firms to assist in public relations for KPS.

The document comprising the Request for Proposals may be obtained on the Killingly Public School’s website [News - Killingly Public Schools \(killinglyschools.org\)](http://www.killinglyschools.org) or from the Office of the Superintendent of Schools, at 79 Westfield Avenue (first floor), in Danielson, Connecticut, or via telephone at 860-779-6611 until Friday, January 28, 2022.

All sealed proposals CLEARLY MARKED “**Killingly Public Schools Public Relations**” must be received in the Office of the Superintendent of Schools on or before Friday, Feb 4, 2022, at 4 PM, at which time they will be publicly acknowledged.

The Superintendent of Schools, as the awarding authority, reserves the right to accept or reject any or all proposals in full or in part and to waive any informalities in bidding.

January 20, 2022  
Robert J. Angeli  
Superintendent of Schools

*NON-DISCRIMINATION STATEMENT*

*The Killingly Public Schools are committed to a policy of EQUAL OPPORTUNITY/AFFIRMATIVE ACTION for all qualified persons. The District does not discriminate in any employment practice, education program, or educational activity on the basis of race, color, religious creed, sex, age, national origin, ancestry, marital status, sexual orientation, gender identity or expression, disability (including, but not limited to, intellectual disability, past or present history of mental disorder, physical disability or learning disability), genetic information, or any other basis prohibited by Connecticut state and/or federal nondiscrimination laws. Inquiries regarding the District's nondiscrimination policies should be directed to the Human Resource Director.*

## **Seeking Proposals for planning and operationalizing a public relations plan of action for the Killingly Public Schools.**

### **1. Purpose**

The intent and purpose of this Request for Proposals(RFP), dated January 18, 2022 is to establish a contractual agreement for the development and deployment of a comprehensive plan for public relations for the Killingly Public Schools (“KPS”).

### **2. District and Town Information**

Killingly is a rural community located in Windham County which is made up of the villages of Attawaugan, Ballouville, Dayville, East Killingly, Rogers, South Killingly, and the Borough of Danielson. The town spans 50 square miles and has approximately 17,500 residents. The racial makeup of the town is 93.1% White, 1.5% African American, 0.4% Native American, 1.8% Asian, 0.7% from other races, and 2.4% from two or more races. Hispanic or Latino of any race are 3.0% of the population. The area population contains 22.4% under the age of 18, 8.2% from 18 to 24, 27.0% from 25 to 44, 28.5% from 45 to 64, and 13.9% who are 65 years of age or older. The median age is 40 years. The median income for a household in the town is \$55,598, and the median income for a family is \$68,565.

The school district is comprised of five schools spanning PK-12 and has approximately 2300 students.

### **3. Basis of Procurement**

KPS invites competitive sealed proposals in accordance with the Connecticut General Statutes, and the Policies, Rules, and Regulations for the period from **January 28, 2022** through **February 4, 2022** as more fully described hereunder. Hereinafter the awardee shall be referred to as the Contractor, and the related agreement shall be referred to as the Contract.

### **4. How to Obtain the RFP information**

RFP materials may be obtained until Friday, January 28, 2022, at 4 PM from the KPS Central Office of the Superintendents of Schools, at 79 Westfield Avenue (first floor), in Danielson, Connecticut, or via telephone at 860-779-6611. Questions concerning the technical aspects of the specification should be in writing and directed to Sue Nash, Assistant Superintendent of Schools ([snash@killinglyschools.org](mailto:snash@killinglyschools.org)). Informal questions can be directed to Dr. Nash at 860-779-6600.

## 5. **Requested Services**

KPS seeks a contractor who will develop a comprehensive Public Relations plan of action for the district. The purpose of the plan will be twofold. One will be to promote KPS to a wide audience. We wish to improve our messaging and to communicate our value to the community and the region. Secondly, as a town in a rural region, recruitment of staff is always a challenge. Additionally, KPS is a sending school for various towns in the area that do not have a high school. Thus, recruitment of staff and students is a goal in the PR plan.

- Development of PR action plan which includes:
  - Brand direction and positioning
  - Brand values and attributes
  - Audience targeting and key demographics
  - Tangible targets and goals
  - Business opportunities
  - Current and Future product and/or service strategy
  - Content Creation and amplification plan
  - Actionable roadmap with future supports if/when needed

## 6. **Information to be Furnished with Proposals**

All proposals shall supply the following information:

### A. Description of the Proposing Firm

Please provide a brief description of the firm including its address, history, owner(s), and/or key personnel to be assigned to the Contract (with *curricula vitae*), types of services provided, and types of clients served (with related tenure). Specific emphasis should be given to past and, especially, current experience involving services and clients similar to those sought by this RFP.

### B. Description of Plan of Services

Proposals should provide a Plan of Services that describes how the consulting services will be provided. The plan of services should include, at a minimum, the following:

#### 1. Statement of Interest

A description of the firm's basic interest in, understanding of, and commitment to, the proposed project.

#### 2. Identification of Similar Projects by Proposing Firm and Its Key Personnel

For each reference listed, please provide the following: (1) the client's name and address; (2) approximate period(s) of service; (3) a brief synopsis of the project's results (whether programmatic, administrative financial or any combination thereof); (4) a contact person with his/her title and telephone number (and/or email address). KPS reserves the right to contact any/all references provided, or additional references as its sole discretion.

3. Plan of services

A summary of the proposed steps intended to satisfy the Purpose of this RFP, including, but not necessarily limited to the following: (1) methodology, proposed scope of work (with any limitations relating thereto), and applicability of federal and Connecticut state laws and regulations; (2) summary of data and/or other items required to be provided by KPS prior to commencement of the Contract; (3) proposed timeline with commitment of key members of Contractor's staff.

C. Price Proposal

Proposers must submit, **in a separate sealed envelope per Section 9 below**, a price proposal detailing the total proposed compensation for performance of this Contract. The Price Proposal shall include an all-inclusive quote, and be submitted on the form provided with this RFP (see Attachment #1), executed by a duly authorized representative of the proposing firm. Additionally, it should state whether there are any fee contingencies (e.g., performance guarantees) or "none".

D. Other information

Proposals must also include Certification or Non-Collusion and Tax Compliance (Attachment #2), executed by duly authorized representatives of the proposing firm. Each firm may also include with its proposal any other information which demonstrates its qualifications to perform the services set forth in their RFP, or otherwise satisfies its requirements.

**7. Minimum Requirements**

Each prospective Contractor, in order for its proposal to qualify for consideration, must meet or exceed the requirements set forth in the Section. Note that failure to comply with any provision contained in these specifications constitutes grounds for proposal disqualification.

- A. Proposals must completely furnish the materials set forth in Section 6 above.
- B. Each staff member must have expertise in the specific areas under review, have completed at least 3 such analyses for non-profit organizations in Connecticut, and the proposer must be licensed or otherwise permitted to do business in Connecticut, and shall have demonstrated its relevant experience (though its submitted proposal) to the satisfaction of KPS.

**8. Comparative Evaluation Criteria**

Proposals that meet the minimum requirements per Section 7 will be further evaluated on the basis of Comparative Criteria per this section. KPS reserves the right to ask any proposer to provide additional supporting documentation in order to verify its response.

Ratings of Highly Advantageous, Advantageous, Not Advantageous or Unacceptable will be given to each of the Comparative Criteria for each proposal. A composite rating will then be determined. A composite rating of Highly Advantageous or Advantageous may be assigned only if a proposal has received at least two such individual ratings among the Comparative Criteria.

A. Firm Qualifications and Experience (Based on Proposal AND Evaluation of References)

Highly Advantageous

Evidence of proven success via similar experiences in three or more non-profit organizations, AND providing service of this nature for five or more years.

Advantageous

Evidence of proven success via similar experience in one or more non profit organizations, AND providing service of this nature for three or more years, OR, while otherwise rated higher, less than unanimously favorable reference check of previous clients.

Not Advantageous

Failure to furnish evidence supportive of a higher rating, although apparently qualified.

Unacceptable

No evidence of proven success via similar experience; OR while otherwise rated higher, two or more previous clients provided unfavorable references.

B. Project Team Qualifications and Experience

Highly Advantageous

Evidence of proven success via similar experiences in three or more non-profit organizations, AND providing service of this nature for five or more years; outstanding curriculum vitae of lead consultant.

Advantageous

Evidence of proven success via similar experience in one or more non profit organizations, AND providing service of this nature for three or more years, OR while otherwise rated higher, curriculum vitae of lead consultant somewhat less exemplary than that viewed more favorably.

Not Advantageous

Failure to furnish evidence supportive of a higher rating, although apparently qualified.

Unacceptable

No evidence of proven success via similar experience.

- C. Evidence in the Plan of Services that it will meet the needs of KPS. (Note that KPS at its sole discretion, may desire to interview some or all of the proposing firms under this criterion)

Highly Advantageous

Superior in virtually all aspects of Plan of Services, including: a superior methodology; comprehensive, logical, and sequential work plan; demonstrated understanding of related issues, including applicable federal and Connecticut laws; commitment to prompt performance in accordance with the established timeframe of the Contract. In addition, KPS may consider other information provided in the Plan of Services which clearly, and in a positive way, differentiates itself from other proposers, for purposes of this criterion.

Advantageous

Superior in some aspects of Plan of Services; however, possessing a lesser degree of service attribute in one or more categories compared with a Plan of Services determined to be Highly Advantageous per the foregoing criteria.

Not Advantageous

Meeting the minimum expectation or better in all aspects of Plan of Services, and no aspect deemed unacceptable; OR, while otherwise rated higher, one aspect of the Plan, while not necessarily unacceptable, is considered materially deficient compared with other proposals.

Unacceptable

One or more aspects of the Plan of Services is materially deficient in comparison with other proposals, with no mitigating factors that would otherwise lead to an advantageous rating.

In summary, KPS reserves the right to use its discretion, in the consideration of the relative weight of each of the foregoing comparative evaluation criteria, in order to formulate a composite rating for each Proposal it evaluates.

**9. Procedural Requirements**

A. Submission of Proposals

Proposals, including all information per Section 6 above, shall be submitted in a sealed envelope (or package), clearly marked on the outside with the proposing firm's name and address, and the title "Proposal for Public Relations Services" (the Proposal). **That envelope (or package) must contain two, separate sealed envelopes/package, as follows:**

1. Non-Price Proposal

All material described in Section 6, Parts A, B, and D (if applicable) of the RFP constitute the firm's written proposal in response to this RFP (the Non-Price Proposal). Three copies of the Non-Price Proposal shall be furnished to KPS (one original and two copies is considered acceptable), all in one separate, sealed envelope (or package) clearly marked, "**Non-Price Proposal**" on the outside.

2. Price Proposal

All material in this paragraph shall constitute the firm's price proposal in response to those RFP (the Price Proposal), and shall include: (1) an all-inclusive quote for performance of Contract services, submitted on the form provided with this RFP (see Attachment 1); and (2) whether there are any fee contingencies (e.g performance guarantees) or "none".

One copy of the Price Proposal shall be furnished to KPS, in a separate, sealed envelope clearly marked "**Priced Proposal**". The inclusion of any price proposal material or related information in the Non-Price Proposal may result in automatic rejection of the Proposal.

B. Proposal Due Date

Proposals must be submitted to the following address:

KPS Central Office, Dr. Sue Nash, Assistant Superintendent of Schools, 79 Westfield Avenue (first floor), Danielson, Connecticut, 06239.

Proposals must be delivered by US mail, by delivery services, or by hand (i.e. no facsimiles) and must be received in the above office **no later than Friday, February 4, 2022, at 4 PM EDT**. It is each firm's responsibility to ensure timely delivery; Proposals received after the foregoing date and time (the Due Date) for any reason will be disqualified. A firm may correct, modify or withdraw its Proposal by written notice received at the above address at any time prior to the Due Date.

C. Evaluation of Proposals and Award of Contracts

The contents of Proposals shall not be opened publicly. KPS will prepare a register of Proposals submitted available for public inspection. Non-Price Proposal and Price Proposal submittals will be separated and processed as outlined below.

All Non-Price proposals responsive to this RFP shall be evaluated in accordance with the standards set forth in Section 8 above. Each Non-Price Proposal so evaluated shall be assigned a composite rating, and a summary of all evaluations prepared by an evaluation committee selected by, and included (at his option), the

Superintendent of Schools (the Non-Price Proposal Summary). Price proposals, or any price information, shall not be opened until the completion of the Non-Price Proposal evaluation process. Subsequent to receipt of the Non-Price Proposal Summary, the Superintendent of Schools, and/or his designate, shall open and review the Price Proposals. Any such Price Proposal which is either incomplete or determined to be in any way materially non-responsive shall cause the disqualification of the related Proposal.

Thereafter, KPS shall determine the Proposal which it considers the most advantageous to the KPS district. Price shall be considered but not be the sole determining factor in consideration of any/ all proposing Firms (even if there is only one such firm). The decision whether to interview any/all proposing Firms shall be solely within the purview of the Superintendent of Schools.

The Superintendent of Schools and/or his designate will make a recommendation for award to the Killingly Board of Education or, if so authorized by the Board of Education, may award and execute this contract on behalf of the KPS. Such award will be made to the firm whose Proposal is considered the most advantageous to KPS, taking into account both non-price and rice criteria. KPS expressly reserves the right to award this Contract to a firm other than the one offering the lowest proposed price if it is determined to be in its best interest to do so. It is anticipated that the Contract award will occur on or before **February 11, 2022**, subject to any extension at the discretion of KPS.

D. Contract Terms and Conditions

Subsequent to tentative contract award, the awardee and KPS shall execute a contract covering the **period from February 11, 2022-October 1, 2022**. The Contract shall consist of, whether tangibly included or thus incorporated herein by reference, all of the following items:

1. The awardee firm's Proposal, specifically including the Plan of Services per Section 6, Part B above, the accepted Price Proposal, plus all required attachments and other documentation submitted in response to this RFP.
2. Contract Terms and Conditions, as set forth in Appendix A to this RFP.
3. Any other written documentation which clearly sets forth the intention of the parties entering into the Contract not otherwise provided for above.

F. Incurring Cost

KPS is not liable for any cost incurred by firms in conjunction with this RFP, whether or not any such firm submits a Proposal, prior to issuance of a notice of award, purchase order, or Contract.

**10. Reservation of Rights**

KPS reserves the right to perform any and all of the following:

- A. Accept or reject any/all proposals and waive minor deficiencies therein.
- B. Conduct investigations with respect to the qualifications of each firm submitting a Proposal, including verification of documentation contained therein.
- C. Supplement, amend, or otherwise modify this RFP, including cancellation with or without the substitution or issuance of another RFP.
- D. Reevaluate a Proposal if substitution of key personnel or other changes are proposed prior to the execution of a contract.

**Killingly Public Schools  
79 Westfield Avenue  
PO Box 210  
Danielson, CT 06239**

## **REQUEST FOR PROPOSALS - APPENDIX A**

### **CONTRACT TERMS AND CONDITIONS**

**THIS AGREEMENT** made and entered into as of the \_\_\_\_\_ day of \_\_\_\_\_ 2022 and commencing on the same day between the Board of Education of the Killingly Public Schools (the "KPS") and [Contractor].

**WHEREAS** Contractor is a Public Relations consulting individual, entity or agency, performing consulting services;

**WHEREAS** KPS wished to contract with Contractor to provide a Public Relations service plan and services to KPS on an "under arrangements" basis;

**NOW, THEREFORE**, in consideration of KPS paying to Contractor the compensation and Contractor performing the duties specified herein, it is mutually covenanted and agreed by and between the parties hereto as follows:

#### **SECTION 1. CONTRACTOR'S DUTIES AND RESPONSIBILITIES**

Contractor agrees that at all times during the terms of this Agreement it will proceed with a Public Relations plan and services to KPS in accordance with the following standards, as delineated below:

- A. Contractor shall, at its sole cost and expense, hire, maintain, and decide appropriate staff members to satisfy the Public Relations plan deliverables.
- B. Contractor shall be responsible for preparing, in writing, all activity reports as a result of the consulting engagement.
- C. Contractor shall provide KPS leadership with an analysis per terms of the Proposal it submitted, a copy of which is attached hereto as Exhibit A and as such is made a part hereof.

**SECTION 2.  
DISTRICT DUTIES AND RESPONSIBILITIES**

KPS, without charge, shall provide Contractor all necessary office space to enable Contractor to render the consulting services provided for in this Agreement in a reasonable and convenient manner. KPS shall further provide, without charge, all necessary maintenance, housekeeping, utilities, and telephone services as are reasonably required by Contractor in the performance of its duties hereunder.

**SECTION 3.  
COMPENSATION**

KPS shall compensate Contractor for services rendered in accordance with the Fee Schedule set forth in Exhibit A attached hereto. Contractor will submit a statement to KPS at the completion of the written summary of the Public Relations plan KPS agrees within 30 days of receipt of invoice (which shall be preceded by submission of a first written draft) to pay to Contractor the stated amount. Any charges which become past due will be assessed finance charges of 1.5% per month (18% per annum) as well as all expenses, court costs, and reasonable attorney's fees incident to collection.

**SECTION 4.  
TERM AND TERMINATION**

**A. TERM** - The term of the Agreement shall commence as the date hereof and shall continue in full force and effect for an initial term of three (3) calendar months or when the Public Relations Plan is fully completed to the District's satisfaction.

**B. TERMINATION** - This Agreement may be terminated for cause by either party upon thirty (30) calendar days prior written notice to the other party; provided, however, that the non-terminating party shall have the opportunity to cure or correct the deficiencies or defaults alleged in the notice, and if such deficiencies or defaults are corrected prior to the expiration of the thirty (30) day period, this Agreement shall continue in full force and effect. As used herein, the term "cause" shall mean a breach of this Agreement or the loss of the ability of either party lawfully to perform all of its obligations hereunder.

**SECTION 5.  
INSURANCE**

Contractor shall make available to KPS a valid certificate of insurance evidencing that Contractor has liability and malpractice insurance coverage with minimum limits of One Million Dollars (\$1, 000,000.00)

Contractor will name KPS as an additional insured on such policy. Contractor will immediately notify KPS in writing of any change or cancellation of the insurance. A copy will be delivered within ten (10) days of the first day of the contract.

## **SECTION 6. INDEMNIFICATION**

KPS hereby agrees to indemnify and hold Contractor free and harmless from and against any and all claims or liability, (including any court costs and attorney's fees) arising out of discharge (or the lack thereof) of the duties of KPS under the terms of this Agreement. Furthermore, Contractor hereby agrees to indemnify and hold KPS free and harmless from and against any and all claims or liability (including court costs and attorney's fees) arising out of the discharge (or the lack thereof) of the duties of Contractor under the terms of this Agreement.

## **SECTION 7. INDEPENDENT CONTRACTOR**

It is expressly understood and agreed by the parties that, in providing services under this Agreement, Contractor shall at all times act as an independent contractor and not as an employee of KPS. Further, it is expressly understood and agreed by the parties that nothing contained in this Agreement shall be construed to create a joint venture, partnership, association, or other affiliation.

## **SECTION 8. BOOKS AND RECORDS**

Upon written request of the U. S. Secretary of Health and Human Services or the Comptroller General, or any of their duly authorized representatives, Contractor shall make available to the Secretary those contracts, books, documents and records necessary to verify the nature and extent of the costs for providing its services hereunder. Such items shall be available for inspection for up to four (4) years after the rendering of such services. This section is pursuant to, and is governed by, the requirements of Public Law 96-499-9521 (1861 [v] [1]) of the Social Security Act and regulations promulgated thereunder. All records arising from activities remain the property of KPS. These records include all case files, daily notes taken by consultants, IEPs, progress notes and quarterly reports.

## **SECTION 9. MISCELLANEOUS**

**A. AMENDMENTS** - This Agreement may be amended at any time by mutual agreement of the parties, provided that before any amendments shall be operative and valid, they shall be reduced to writing and signed by both parties.

**B. ASSIGNMENT** - Neither party to this Agreement may assign its rights or delegate its duties under this Agreement without the prior written consent of the other party provided, however, that Contractor may assign this Agreement to, or have its obligation performed by, one of its subsidiary or sister corporations.

**C. NOTICES** - Any notice required or permitted to be give under this Agreement shall be sufficient, if in writing, and if sent by certified mail to the following addresses:

**KILLINGLY PUBLIC SCHOOLS**  
**Dr. Susan Nash-Ditzel, Assistant Superintendent**  
**Killingly Public Schools**  
**79 Westfield Avenue, PO box 210**  
**Danielson, CT 06239-0210**

**CONTRACTOR**

[name and address]

**D. WAIVER OF BREACH** - Waiver of breach by either party of the terms and provisions of this Agreement at any time or times shall not be deemed or construed a waiver of any subsequent breach or breaches by either party of the same, or of the other, terms of provisions of the Agreement at any time or times.

**E. DISCRIMINATION** - Contractor agrees to comply with Title VII of the Civil Rights Act of 1964 and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services (formerly the Department of Health, Education and Welfare) (45 C.F.R., Part 890) issued pursuant to the Title, to the end that no person in the United States shall, on the grounds of race, color, religion, national origin, sex, or age be excluded from participation in, be denied benefits, or be otherwise subjected to discrimination under any program or activity for which Federal funds are used in support of its activity.

**F. GOVERNING LAW** - This Agreement shall be subject to, and governed by, the laws of the State of Connecticut and all questions concerning its validity, construction, and administration shall be determined in accordance with such laws.

**G. SEVERABILITY** - The invalidity or unenforceability of any particular provision of this Agreement shall not affect the other provisions hereof, and this Agreement shall be construed in all respect as if such invalid or unenforceable provision were omitted.

**H. ENTIRE AGREEMENT** - This Agreement constitutes the entire understanding and Agreement between the parties with regard to the subject matter hereof and supersedes any and all other agreements oral and/or written between the parties with regard thereto.

**IN WITNESS WHEREOF**, the parties hereto executed this Agreement the day and year first hereinabove written.

**KILLINGLY PUBLIC SCHOOLS**

**By:** \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**CONTRACTOR [name]**

**By:** \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_





**Killingly Public Schools  
79 Westfield Avenue  
PO Box 210  
Danielson, CT 06239**

**TAX COMPLIANCE CERTIFICATION  
For  
REVIEW AND ANALYSIS OF THE OPERATION AND SERVICES OF THE SCHOOL  
PUBLIC RELATIONS PROGRAM OF THE KILLINGLY PUBLIC SCHOOLS**

Pursuant to the Connecticut General Statutes and the Charter, Rules, Regulations and Policies of the Town of Killingly and of its Board of Education, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all laws of the State of Connecticut relating to taxes, reporting of employees and contractors, and withholding and remitting child support payments.

\_\_\_\_\_, duly authorized \_\_\_\_\_  
Signature of person submitting bid or proposal Date

\_\_\_\_\_  
Name of business

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/Town State Zip Telephone

Public Relations Program Review RFP  
Budget Drive  
Bid and RFP Documents  
January 18, 2021