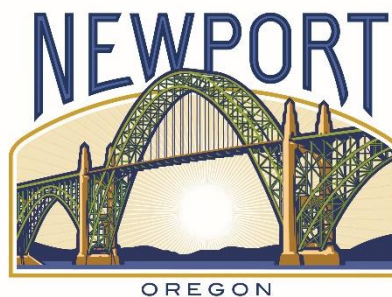


**CITY OF NEWPORT, OREGON**

**REQUEST FOR QUOTATIONS**

**COMMUNITY EDUCATION AND  
ENGAGEMENT SERVICES**



**SUBMIT QUOTATIONS TO:**

**Peggy Hawker, City Recorder/Special  
Projects Director  
City of Newport  
169 SW Coast Highway  
Newport, Oregon 97365**

**Due Date: June 15, 2021  
3:00 P.M., PDT**

## CITY OF NEWPORT, OREGON

### Request for Quotations Community Education and Engagement Services

#### I. BACKGROUND

##### A. Submitter Entity

The City of Newport (“City”) is seeking a well-qualified profit or non-profit organization to submit a quotation to provide community education and engagement services for the City of Newport to inform the public of the City’s financial situation and potential financial shortfalls which could result in a referral to the voters of a prepared-food tax and an increase in the gasoline tax.

##### B. Overview

The City of Newport is a prime tourist destination and the population center of the Central Oregon Coast. Newport is the county seat of Lincoln County, and houses the offices of several federal and state agencies, including a major Coast Guard station, Oregon State University’s Hatfield Marine Science Center, NOAA’s Pacific Marine Operations Center, the Oregon State Police, Oregon DMV, and Oregon Employment Division offices. The City is home to the Samaritan Pacific Communities Hospital, and the main campus of the Oregon Coast Community College. OCCC is a premier educational institution and unique in its aquarist program. Its aquarist graduates are working in aquarium and research facilities throughout the country. Newport has a population of more than 10,000.

The Yaquina River flows into the Pacific Ocean through Newport’s Yaquina Bay. Newport is home to the Oregon Coast Aquarium, one of the country’s premier aquariums. A substantial commercial fishing fleet calls Newport home, as do several marine research vessels and a large number of private boats docked in marinas around the Bayfront. Newport is one of three deep-water ports on the Oregon Coast. Tonnage of shipping is second behind Coos Bay.

Newport has often been described as the most authentic City on the entire Oregon Coast. The City boasts numerous fine

shops, restaurants, galleries, lodging establishments, and endless outdoor recreational opportunities.

Proximity to Portland and the Willamette Valley provides a strong tourism base, and the mid-latitude of Oregon provides moderate rainfall during the winter and spring months, and mild temperatures.

### **Source of Funds and Budget**

The source of funds for this service is from the City's General Fund. The budget is anticipated not to exceed \$35,000.

## **II. RFQ SPECIFICATIONS**

### **A. The Issue**

The City of Newport Finance Work Group recommended a gasoline tax increase, and the imposition of a prepared food tax as a part of the solution to the City's current financial deficit. The reasoning for this is that the many tourists utilizing City services and infrastructure would have a part in supporting that infrastructure rather than relying solely on the residents of the City to fund services and infrastructure utilized by tourists.

Newport is a community of slightly more than 10,000 residents, but during peak tourist times, there are often up to 30,000 people using the City's services and infrastructure.

The City currently imposes a gas tax of one cent per gallon of gas sold for seven months of the year, and three cents per gallon for five months of the year. This tax is paid by wholesalers of gasoline sold by stations in the City of Newport. The gas tax provides revenues for road improvements throughout the City. A 2019 report from NCE Engineering and Environmental Services evaluated the condition of the primary and secondary street system for the City of Newport. As a result, this analysis determined that an investment of \$2 million yearly is necessary to maintain the street system in fair-to-good condition. Increasing the gas tax would require a public vote. Oregon's gas taxes imposed by local governments range from one cent to five cents per gallon.

The Cities of Yachats and Ashland both impose a 5% tax on prepared food to fund various City services. While the City's home rule provisions and state law do not require that this matter be referred to the voters, both Yachats and Ashland implemented this tax through a vote of the citizens, and the City of Newport is interested in placing this measure before the voters if, or when, it is referred.

## **B. Goals and Objectives**

The objective of this RFQ is to award a contract to an entity that will provide community education and engagement services related to developing and disseminating neutral, unbiased information regarding two ballot measures that the City of Newport might place on a future ballot.

1. Development of an engagement plan;
2. Development of unbiased and factual materials.

## **C. Scope of Services**

1. Develop an engagement plan that would include direct mail, electronic mail, media releases, social media, and print advertisements related to the two ballot measures.
2. Develop unbiased and factual content on both the state of the City's finances, and the potential for ballot measures to address the City's finances, to be released by multiple methods as noted in B.(1.).

## **D. Eligible Submitters**

Quotations will be accepted only from organizations (profit or non-profit), or other collaborative arrangements that:

1. Are qualified to conduct business in the State of Oregon and the City of Newport.
2. If a corporation or limited liability company, it is in good standing with the Secretary of State.

## **E. Contract Term**

The term of the contract with the successful submitter shall be until November 2, 2021, unless extended or terminated sooner. Contract extension is contingent upon the availability

of funds; contractor's continuing compliance with applicable federal, state, and local government legislation; and an evaluation indicating the contractor's successful performance.

#### F. Preliminary Schedule

Event	Date
Release of Request for Quotations	May 28, 2021
Pre- Conference	June 10, 2021 @ 1:00 P.M.
Written Questions about Quotations	June 11, 2021
Quotations Due	June 15, 2021
Quotation Award Date	June 21, 2021
Contractor Begins Work	July 1, 2021 or On Contract Execution

The City reserves the right to amend the preliminary schedule.

#### G. Pre-Quotation Conference

A virtual Pre-Quotation Conference will be held on June 10, 2021, at 1:00 P.M. (PDT), to answer questions regarding this RFQ. The Zoom link follows:

Join Zoom Meeting

<https://us02web.zoom.us/j/89238862197>

Meeting ID: 892 3886 2197

One tap mobile

+12532158782,,89238862197# US (Tacoma)

+13462487799,,89238862197# US (Houston)

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

Meeting ID: 892 3886 2197

Find your local number:

<https://us02web.zoom.us/j/89238862197>

Please RSVP to Peggy Hawker at 541.574.0613, or e-mail: [p.hawker@newportoregon.gov](mailto:p.hawker@newportoregon.gov) to confirm your attendance.

At this conference, City staff will review the RFQ document and respond to questions regarding requirements of the RFQ. The City of Newport does not discriminate based on disability

and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Please contact the City at least 72 hours in advance to request an accommodation.

#### **H. Deadline for Submission of Quotations**

Quotations must be e-mailed and **received** by 3:00 P.M. (PDT), on June 15, 2021. Quotations must be e-mailed to:

Peggy Hawker, City Recorder/Special Projects Director  
City of Newport  
p.hawker@newportoregon.gov

Timely submission of quotations is the sole responsibility of the submitter. The City reserves the right to determine the timeliness of all submissions. Late quotations will not be accepted.

#### **I. Quotation Requirements**

The following outlines the quotation requirements. Submission of a quotation pursuant to this RFQ constitutes acknowledgement and acceptance of the terms and conditions set forth herein, and those required under City's Public Contracting Rules 2012 (located on City's webpage, under Administration, City Recorder). The RFQ will be incorporated into any resulting contract with the successful submitter, along with any terms of the accepted quotation which are not in conflict therewith, as well as provisions which are permissible matters for negotiation, as set forth herein. The contents of the quotation submitted by the successful submitter may become contractual obligations if a contract is awarded.

In the event of a conflict between the provisions of applicable law, applicable City Public Contracting Rules 2012, and this Request for Quotations, the order of precedence shall be as set forth in this sentence.

Failure of the successful submitter to accept these obligations may result in cancellation of the award. The City reserves the right to withdraw this RFQ at any time without prior notice. All quotations submitted in response to the RFQ become the property of the City and will be a public record after the selection process is completed. Each quotation must contain the following:

1. Cover Letter for the Quotation

A cover letter must be submitted with the quotation. The cover letter should be limited to one page and must include the company name, company address, and the name, telephone number, and e-mail address of the person(s) authorized to represent the firm on all matters relating to the RFQ and any contract awarded pursuant to this RFQ. A person authorized to bind the submitter to all commitments made in the quotation must sign the letter.

2. Providing Services to Meet Goals & Objectives

Each submitter shall furnish a narrative of how the organization will provide services to meet the City's goals and objectives.

3. Experience

Each organization submitting a quote shall furnish a narrative supported by relevant data regarding past experience with similar projects, including names of organizations and persons with whom the organization has entered into contracts and employment for similar services, within the last five years. Submitter shall also identify the individuals who will be assigned to work on this project.

The results of those contacts will be considered by City in its evaluation of the quote.

4. Projected Costs and Proposed Services

Itemize the projected costs of each component in the "Scope of Services" described above.

**J. Quotation Evaluation and Selection Process**

The City will conduct a preliminary evaluation of all quotes to determine compliance with RFQ requirements and mandatory document submissions. The City reserves the right to request additional information to clarify the content of a quotation.

All quotes shall be reviewed to determine that the minimum eligibility requirements have been met. Ineligible submitters will be notified.

Quotations will be evaluated based upon the following categories, including references and information from entities or persons with whom submitter has entered into contract(s) within the last five years. Quotations will be scored and ranked. No single category is determinative. The successful submitter will be determined by the highest point total, based on the categories below. The successful quotation may be subject to negotiation.

Submitter qualifications, experience, and demonstrated ability, including references and contacts with previous contracting parties	35 points
Quality and responsiveness of quotation to the Goals and Objectives and Scope of Service detailed in this RFQ	35 points
Cost reasonableness, appropriateness, and necessity as compared to all other quotations to provide the services proposed within the City's annual budget and other leveraged monies	25 points
Geographic preference, in this order: Lincoln County in Oregon, State of Oregon, the NW Coastal area (including Oregon, Washington and Northern California). The vendor resides or has businesses in these areas.	5 points

**K. CONTRACT AWARD PROCESS**

The City Council may accept or reject the recommendation of the staff as to the successful submitter, cancellation of the procurement, or related matters.

The successful submitter that is selected to perform the services outlined in this RFQ shall enter into a contract, approved by the City Attorney, directly with the City of Newport, within thirty (30) days of the Notice of Intent to Award Contract, or such later date as determined by the City Council.

The City reserves the right to verify the information received in the quotation. If the submitter knowingly and willfully submits false information or data, the City reserves the right to reject that quotation. If it is determined that a contract was awarded or entered into because of false statements, or other incorrect data submitted in response to this RFQ, the City reserves the right to terminate the contract, without penalty therefor, and with all rights reserved.



## **GENERAL RFQ AND CITY CONTRACT INFORMATION**

The following terms and conditions apply to the agreement entered into between the successful submitter and the City of Newport:

### **Term**

The contract shall terminate on November 2, 2021 unless extended at the City's sole option.

### **Budget**

Total expenditures shall not exceed the amount budgeted by the City. In any event, the City provides no assurance that the total amount budgeted by City will be agreed to by City in its award of contract. However, in the event City requires additional services beyond those agreed to by the parties in the contract, such services will be reduced to writing as an amendment to the contract.

### **Laws and Policies**

In the performance of the contracted services, the successful submitter shall abide by and conform to all applicable laws and rules of the United States, State of Oregon, and the City of Newport.

### **Costs Incurred by Submitters**

All costs of quotation preparation shall be the responsibility of the submitter. The City shall not, in any event, be liable for any pre-contractual expenses incurred by submitters in the preparation and/or submission of the quotations. Quotations shall not include any such expenses as part of the proposed budget.

### **General City Reservations**

City reserves the right to extend the submission deadline should this be in the best interest of the City. Submitters have the right to revise their quotations in the event that the deadline is extended.

The City reserves the right to withdraw this RFQ at any time, and will notify submitters that the solicitation has been

canceled. The City makes no representation that any contract will be awarded to any submitter responding to the RFQ. The City reserves the right to reject any or all submissions.

If in City's judgment, an inadequate number of quotations are received or the quotations received are deemed non-responsive, not qualified, or not cost effective, the City may, at its sole discretion, reissue the RFQ, or execute a contract with the next highest ranked submitter, or to cancel this solicitation, all subject to compliance with City's public contracting rules.

City reserves the right, subject to the City's public contracting rules and applicable statutes, to reject any and all submissions and to waive any minor informality when to do so would be advantageous to the City.

### **Termination**

Any contract awarded pursuant to this RFQ may be terminated by the City, with or without cause, upon 30 days prior written notification by the City to the successful submitter.

### **L. Submitter's Contact for Information**

Submitters may contact Peggy Hawker, City Recorder/Special Projects Director, with any questions regarding the scope of work of this RFQ at:

**Peggy Hawker, City Recorder/Special Projects Director**  
**City of Newport**  
**169 SW Coast Highway**  
**Newport, Oregon 97365**  
**541.574.0613**  
**p.hawker@newportoregon.gov**

All questions received after the pre-quotation conference must be addressed to Peggy Hawker by e-mail at p.hawker@newportoregon.gov. Deadline for written questions is June 11, 2021.