



Request for Proposal

RFP Date: 3/4/2024

Project: TOOF – Communications Consulting Firm

Project Address: 780 S Hwy 183, Austin, TX. 78741

Owner: The Other Ones Foundation

RFP Contact: adel.maitland@toofound.org

Submit Bids via email no later than: 4/4/2024

Submit Bids to: adel.maitland@toofound.org

Dear Bidder,

Your firm is invited to submit a Proposal for the below open-shop scope of work. The following proposal request will outline the project goals and detail the format you should submit your proposal. In order for your proposal to be considered, your proposal must meet our deadline due date.

If you are interested in bidding, please confirm via reply email. If you cannot provide a price, please let me know by return email.

Proposal due: 4/4/2024



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Company Overview

TOOF, a 501(c)(3) tax-exempt organization, is a nonprofit that provides extremely low-barrier employment, case management, emergency shelter and humanitarian aid to people experiencing homelessness in Austin, TX.

Contract Type

The Owner will engage with the Contractor under a Lump Sum arrangement using an industry standard Master Service Agreement (“MSA”) Between Owner and Contractor where Work is provided under multiple Work Orders, and/or Purchase Orders. The selected bidder to perform as the Contractor for this project shall initiate performance of the project upon receipt of a “Bid Award Letter” from the Owner while the Owner and Contractor finalize costs, schedules, and scopes in the purchase order. The term of this engagement will be for approximately twelve (12) to twenty-four (24) months commencing on or about 4/15/2024 to 4/15/2026.

Owner Contacts:

Primary:

Adel Maitland

Director of Compliance & Risk

adel.maitland@toofound.org

Alternate:

Zoe Lassiter

Chief Strategy Officer

zoe.lassiter@toofound.org

Project Information

Assistance in all communication-related tasks required to prepare the Organization for rapid and continuous growth including, but not limited to, the following:

- Report to Chief Strategy Officer while strongly collaborating with the Communications team
- Fully own strategy, design, and metrics of success for all communications channels, including (but not limited to) website, social media, and online publications to ensure creative vision aligns with organizational strategy and associated goals and objectives
- Define scope and assets for large fundraising events, including vendor alignment and communication timing and deliverables
- Collaborate with Director of Development and Director of Communications on strategies to maximize donor engagement and retention, and build alignment with team based on those strategies
- Propose employee development and training opportunities for Communications staff
- In collaboration with CSO and Director of IT, guide buildout of necessary monitoring frameworks and universal analytics that provide visibility to areas of strength and opportunities within communications strategies
- Develop and expand upon necessary policies and procedures relating to communications, media, and event management

The project scope is defined by the above, but the Owner may have additional scopes of work that are not shown. The additional scopes of work will be carried as allowances on the bid forms and the Owner and Contractor shall review and agree each additional scope, schedule, cost and fee on a case-by-case basis after the Owner awards the project to the Contractor and include the additional scope through processing a Change Order to the Purchase Order. Contractor shall provide information requested by Owner, including copies of subcontractor bids, materials costs, labor estimates, etc. to substantiate and validate the scope of work and proposed cost for each Change Order.

Bid Instructions

General Bid Instruction

The purpose of this document is to provide bidding Contractors with instructions to prepare a complete Lump Sum Bid for the project scope.

This document is in no way to be construed as a complete scope list. Each Contractor is responsible for providing a complete bid that includes all costs for execution of the work in a proper manner.

Bidder, by making a Bid, represents that:

1. Bidder has read, understood, and made the Bid in accordance with the provisions of this Request for Proposal (RFP) and all other Bid Documents.
2. This RFP and all final Bid Documents shall be incorporated into the contract of the awarded bidder. Bidder confirms acceptance of all requirements in this document.
3. At the time of submission of the Bid, Bidder and all Subcontractors, regardless of tier, have the appropriate current and active licenses, certifications, etc. as required to perform the Work in the Bid Documents.
4. Bidder has the expertise and financial capacity to perform and complete all obligations under the Bidding Documents.
5. The person executing the Bid Form is duly authorized and empowered to execute the bid forms on behalf of Bidder.
6. The Bidder agrees to submit their bid using a formal Proposal format and shall do so providing all pricing, quantities and breakouts indicated.
7. Bidder is aware of and, if awarded the Contract, will comply with all applicable Federal Procurement Requirements in its performance of the Work.
8. Bidder will identify all scope gaps or items that do not seem complete in the Bid Documents and submit to the Owner as a Bid RFI.

Project Specific Bid Instructions

1. **INCLUDE in your bid a complete, detailed proposed Project Schedule.** This schedule is a requirement for the bid to be considered. Schedules should include mobilization and demobilization dates, major activities and durations that demonstrate to the Owner that the Contractor comprehends the overall project phasing.
2. Work is to be performed during normal hours (0730 – 1730, M-F) unless coordinated in advance with the Owner. Contractor may work overtime if needed to maintain the project schedule. Overtime to meet the project schedule shall be coordinated between the Owner and Contractor, Overtime or increases in crew sizes to meet the project schedule that have costs in excess of the Contractors Lump Sum price shall not be billed, charged to the Owner – the Contractor establishes working hours, crew sizes, span of control and efficiency to complete the project on time and maximize resources.
3. Contractor agrees to adhere to the TOOF Work Rules, while working on the premises.
4. Provide all warranties specified, to include “Special Warranties” or other similar type warranties, that are to be provided.



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5. Contractor Change Order Requests shall show cost breakouts for labor, material, equipment rentals, subcontractor backup proposals and all markups.
6. Contractor agrees that all non-confirming work for which they or their subcontractors are responsible will be remedied at no scheduled impact or cost to Owner.
7. Contractor agrees to ensure all changes are pre-approved in writing as expeditiously as possible. It is incumbent on the Contractor to solicit scope, schedule, and budget impacts for potential changes from subcontractors as soon as the potential change is recognized.



Bid Questions

Submit via email in ONE excel document at ONE time all bid questions directly to adel.maitland@toofound.org and/or zoe.lassiter@toofound.org. Faxes will NOT be accepted. Bid questions and answers will be consolidated and distributed to all bidders in an addendum, unless the response negates a competitive advantage from the question submitter.

Clarifications

1. Respondents are reminded that the information contained within this RFP, including other data appended or related to it, is the property of the Owner, is confidential and proprietary to the Owner, and may not be reproduced in whole or in part without the express written permission of the Owner. Respondent shall not disclose or release any such information for any use or purpose, other than as required to respond to this RFP, without the prior written approval of the Owner. If requested, all such information shall be destroyed or promptly returned to the Owner. Unless otherwise notified and agreed to in writing, all communications, whether electronic, verbal, written, or by any other means, between personnel or other representatives of the Respondent and the Owner's associates or other authorized Owner Agents/Representatives, shall also be considered confidential.
2. Proposals will be opened privately. All proposals shall be complete and final and must be guaranteed for 120 calendar days after the date established for the receipt of proposals.
3. By submitting proposals, Respondents represent that they are experienced and qualified firms, capable of performing the work required of them by the proposal documents. Respondents further indicate that they have carefully reviewed the information provided pertaining to the Projects in full and have considered all of the conditions surrounding and relative to the performance of their work. Respondents shall include all applicable State Sales and Use Tax as it pertains to their proposal.
4. The Owner reserves the right to accept or reject any submitted proposals and to revise the services required at its discretion.

Disclaimer: The Owner has issued this RFP to solicit proposals from potential HR firms for a comprehensive evaluation of their proposals as outlined in the attachments. This is not an offer to contract for services. Only the execution of a written contract will obligate the Owner in accordance with the terms and conditions contained in such a contract. All cost associated with preparing the RFP response is borne by the respondent.