

# REQUEST FOR PROPOSALS

for the Communications Campaign  
of an Infrastructure Sales Tax Election

Tuesday, Feb. 7, 2023



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Proposals due by:  
3 p.m., Wednesday, March 1

**OVERLAND PARK**  
K A N S A S

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# Community and Organization Profile

Overland Park, Kansas is a community of well-planned neighborhoods, beautiful parks and trails, career opportunities and world-class recreational amenities, shopping, dining and experiences.

With approximately 200,000 residents, Overland Park is the second-largest city in the Kansas City metropolitan area and in the state of Kansas.

The city has a low crime rate, low property taxes, award-winning schools, entertaining attractions and a strong corporate presence, Overland Park is consistently ranked one of the top cities in the United States to live, work, play, raise a family, buy a home, rent a home and more.

## Form of Government

The City of Overland Park operates under a Mayor-Council-Manager form of government. The mayor and city council set policy and high-level priorities for the organization. Council members are elected from each of the city's six wards and serve staggered, four-year terms. The mayor serves at-large. The Governing Body appoints the city manager, who oversees day-to-day operations of City staff and implementation of Governing Body policies.

## Funding City Operations

The City's adopted 2023 Budget is \$374,365,000, an increase of 14.3% over the adopted 2022 Budget.

### Revenues

The General Fund is the City's primary operating fund. Annual revenue sources include property taxes, sales taxes and user fees. Estimated 2023 revenues by category include:

- Sales tax - \$94,550,000
- Property tax (fees, franchise taxes, fines and licenses) - \$67,225,000
- City generated - \$32,665,000
- Intergovernmental - \$1,675,000

Estimated 2023 revenues total \$268,020,000.

Of the \$94,550,000 of sales tax estimated to be generated in 2023, \$16,140,000 is estimated to come from the City's 1/8-cent sales tax. This is a separate tax levied citywide to be used specifically for neighborhood streets, thoroughfare, traffic management systems improvements and related expenditures.

This sales tax was originally approved by Overland Park voters in November of 1998 for a period of five years. In 2003, 2008 and 2014, voters approved extensions of the sales tax. The tax is currently set to expire in March of 2024.

The City expects to hold an election in June of 2023 to either renew or increase the street improvement fund sales tax. Pursuing a vendor to lead and execute a communication and information campaign for this renewal or increase election is the purpose of this RFP.

## Infrastructure Funding

In 2019, the City created an Infrastructure Advisory Group made up of residents and representatives from the business community. The group's purpose was to assess the needs, prioritization, practices and funding of the City's infrastructure programs in order to identify areas to sustain and improve program effectiveness for the next 10 to 15 years.

Generally, the group found that current funding levels do not align with the useful life remaining in much of the City's infrastructure. In order to keep streets, bridges, traffic and stormwater infrastructure in "good" or better condition, the IAG recommended a 68% increase in infrastructure funding annually, from \$41.2 million to \$70 million per year.

Overland Park's Citywide Survey, most recently conducted in the spring of 2021, also indicates that infrastructure and traffic maintenance should be a priority for the City. While 97% of respondents indicated the city is a "good" or "excellent" place to live, residents reported much lower satisfaction levels with the City's maintenance of neighborhood streets, major City streets, curbs, sidewalks, street signs and traffic signals.

The highest investment priorities in the 2021 Citywide Survey were:

1. Maintenance of City streets
2. Traffic flow/congestion management on major streets
3. City response to environmental/climate change

## Communications and Community Engagement

Working under the direction of the City Manager and in conjunction with the Governing Body, the Communications Division serves as the central point of contact for city communications and resident engagement.

The Communications Division is responsible for:

- All City communications channels, including:
  - Overview, the printed newsletter mailed to all Overland Park households quarterly
  - E-newsletters
  - City social media accounts and all department-specific social media accounts

- OPKansas.org, the City's website
- Brand standards and style guidance
- City Hall reception
- Citywide survey administration
- Communications planning and strategy
- Community engagement events
- Graphic design
- Media relations
- Photography/Videography
- Public Outreach Events
- Speech Writing

The Communications Division will be responsible for management and implementation of the City's communications regarding the election.

## **Project Objectives**

The City of Overland Park wishes to share with the community a comprehensive communications campaign so that:

- Overland Park residents understand what will be on the ballot and the impact the sales tax funding has on the community's infrastructure.
- Residents respond to this information campaign by voting in the election.

While the City is dependent on sales tax funding to execute infrastructure projects as the community desires, respondents should be aware that state law prohibits the City from advocating a position on the matter. The City's role is strictly limited to educating and informing residents regarding issues on which they may vote.

## **Project Requirements**

Responses to this RFP should include an overall communications strategy, plus execution of, at minimum, the following deliverables:

### **Planning and Project Management**

- Meetings with City staff to coordinate project initiation and regular project updates
- Preparation of key messages
- Education campaign branding
- Development of a list of frequently asked questions and responses

## Printed Materials

- Brochures or rack cards, including development of copy, design, revisions and review, printing and distribution at in-person engagement opportunities.
- Postcards, including development of copy, design, revisions and review, for citywide mailing.
- Newsletter content for the City's printed newsletter summer edition, including articles and/or special designs or inserts.

City staff intend to coordinate and execute any citywide mailings related to this campaign. RFP responses do not need to include mailing, mail processing or postage costs, but should include any costs associated with design or printing of materials to be mailed.

## Election Webpage

- Hosted within City's Wordpress website, opkansas.org
- Kept current throughout the duration of the campaign
- Including, minimally:
  - Relevant historical information
  - Need for funding
  - Question and ballot language
  - Uses of funding
  - Election and voting details
  - FAQ section to address common questions

## Social Media

- Drafts of regular posts for City of Overland Park social media channels addressing relevant project milestones, following the City's prescribed social media best practices.
- Revision/review of social media content at minimum one week in advance.

## Videos

- Coordination of storyboarding, scripting, content gathering, post-production, revision, review and publishing for 2-5 short videos addressing overall descriptions of the sales tax election, funding/expenditure breakdowns of the proposed sales tax, explaining the projects funded by the tax and their benefits to residents, and election and voting details.

## Media Relations Efforts

- News releases targeted toward Kansas City metropolitan area media outlets
  - Announcing the election, explaining its purpose
  - Reminding journalists one week ahead of the election
  - Announcing results, and/or thanking community for their participation
- Following the format of City's news release template
- Coordination of coverage opportunities

## Advertising Partnerships

Responses should include any any non-organic communication efforts that may contribute to the success of the information campaign, to include:

- Recommendations for placement of paid promotions
- Creative elements to accompany placements
- Estimated placement expenses

## Final Report

The project scope should also include an after-action report to the City regarding communication elements that were included in the project, key performance indicators for the deliverables and their effectiveness.

## Supplemental Deliverables

The City is also interested in the professional recommendation from respondents regarding whether any of the following deliverables would be effective, and their cost if included in the overall project:

- Coordination and implementation of in-person engagement opportunities, such as public meetings, virtual meetings, meetings-in-a-box, pop-ups at existing City events, and other opportunities to engage with residents and share election information.
- Development or coordination of a community influencer program, which could include identification of and outreach to a group of diverse, prominent, engaged individuals in the community and recommended messaging to provide to community influencers to share sales tax information beyond the City's typical audiences.
- Media relations efforts outside traditional local news outlets, to include local podcasts or other emerging media, and more.

RFP responses should include any additional deliverables beyond what is scoped above that respondents feel would make for a successful informational campaign.

## Eligibility

The consultant should have, and demonstrate through a response to this RFP, a proven track record of executing communications campaigns that assist municipal organizations in providing information to the public for sales tax elections.

The City desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable with a single project manager.

Respondents should list all exceptions their firm makes to the requirements specified in this RFP.

## Schedule

Milestone	Date
RFP published	Tuesday, Feb. 7, 2023
Deadline to submit written questions	Wednesday, Feb. 15, 2023
Responses to written questions posted	Friday, Feb. 17, 2023
Proposals due	3 p.m. on Wednesday, March 1, 2023
Evaluation of proposals	Week of Monday, March 6, 2023
Proposal team interviews (if needed) and City due diligence	Week of Monday, March 6, 2023
Anticipated execution of contract and notification to respondents	Week of Monday, March 13, 2023
Anticipated project kickoff	Week of Monday, March 20, 2023
Election Day	Thursday, June 22, 2023

## Proposal Content and Format/Requirements

Proposals must be succinct and include only the required information. To aid in evaluation, all proposals must follow the same format and have sections titled as below:

- **Cover Sheet:** Including the name of the consultant along with names, email addresses and phone numbers of those who may be contacted to answer questions.
- **Executive Summary:** Provide a brief narrative explaining the team's understanding of the project goals and scope, highlighting the perceived unique opportunities, challenges and priorities of this project and how the team will address them.
- **Project Team**
  - Firm: Include, at minimum, information about the firm size, years in business, locations and primary services. Include the same information for any subconsultants on this project.
  - Team: Provide a project organizational chart showing the proposed team structure. Identify a project manager, key personnel, and their roles and responsibilities on the project and their knowledge and experience.
- **Representative projects:** Describe specific experience both individuals and firms on the proposal have with similar types of projects with successful outcomes. Description of the client/community, project, location, common issues, and links to electronic work products should be included in this section.
- **References:** Identify no more than three references for similar projects completed by the project team. Include names, titles, organizations, emails and phone numbers for each reference.



- **Project Approach:** Describe the team's approach to the project's scope of work. Include information on methods, meetings, deliverables, and other project related information for the tasks. Information should demonstrate the Respondent's understanding of the distinction between advocating a position versus educating and informing residents regarding issues. Include any project approaches or ideas not included in the scope of work that would be applied to this project to enhance the quality of the team's services. Respondents are encouraged to offer additional insights and may propose modifications to the scope of work identified above.
- **Project Management:** Describe the team's project management approach including coordination across disciplines and managing the work of subconsultants, if applicable. Describe the methods and timeline of communication the team will use with Overland Park staff and other parties. Describe the team's expectations and requirements of City of Overland Park staff in order to successfully perform the scoped services.
- **Schedule:** Provide a project schedule identifying milestones and completion dates.
- **Cost proposal:** Estimate the personnel hours and hourly rates for each of the tasks needed to complete the proposed scope of work. Fees should also be itemized by each section included in the proposed scope of services. Include hourly rates for all project personnel and costs for each firm. Provide cost estimates for labor, materials, travel, overhead, and other cost elements expected to be incurred.
- **Exceptions:** List all exceptions your company makes to the requirements specified in this RFP. This should include exceptions to the City's Standard Agreement, attached in Section 10 below. Exceptions noted in the body of your proposal must be repeated in this Section.

## Submission Process

### Questions and Clarifications

All questions regarding the project should be directed, written and via email, to Communications and Media Relations Manager Meg Ralph at [meg.ralph@opkansas.org](mailto:meg.ralph@opkansas.org).

Submit questions and clarifications no later than Wednesday, Feb. 15, 2023.

If necessary, responses to questions submitted prior to Wednesday, Feb. 15, 2023 will be posted on the City's website no later than Friday, Feb. 17, 2023.

### Submitting Final Proposals

In a sealed envelope, submit three printed copies of the proposal, along with a digital copy on a flash drive no later than 3 p.m. on Wednesday, March 1, 2023 to:

City of Overland Park  
City Clerk's Office: Response to Sales Tax Communications RFP  
8500 Santa Fe Drive  
Overland Park, KS 66212

Responses received via US mail after the deadline will not be accepted.

Proposals should be considered firm offers for a period of 180 days following the submission deadline. Once submitted, proposals may not be changed without written consent of the City.

## **Proposal Evaluation and Selection Process**

The following process will be used to select a vendor.

1. A selection panel will consist of members of the City's Communications Division and other City staff.
2. The City selection panel will review all proposals based on responses to the RFP in the context of the evaluation criteria.
3. The top proposals may be scheduled for interviews to clarify responses and answer questions by the selection panel.
4. Feedback from the interviews and overall strength of the proposal will determine the respondent who will be selected to continue in the process.
5. The City will contact references and perform further due diligence to vet the proposers and implementation approaches.
6. Final selection will be determined based on proposal, interview and due diligence investigations. Once complete, the Selected Vendor will be notified of the intent to award.
7. The City will negotiate an agreement based on the proposal and/or the negotiated terms deemed most advantageous to the City.

## **Evaluation Criteria**

The following criteria will be used to evaluate each proposal.

- Ability of the proposal to meet the requirements of the project,
- Portfolio of work presented within proposals demonstrating experience assisting municipal organizations in providing information to the public about sales tax elections,
- Quality of referrals from references or portfolio examples,
- Ability to align with the City's standard agreement, included below,
- Overall costs to the City,
- Any other criteria determined to be relevant.

## Additional Resources and References

[Kansas Attorney General Opinion regarding the use of public funds to educate and inform the electorate](#)

[Overland Park Public Works Infrastructure Program Assessment and Infrastructure Advisory Group Report](#)

City Budget information, including:

- [2023 Budget](#)
- [2023 Budget in Brief](#)
- [2023-2027 Capital Improvements Plan and Maintenance Program](#) (approved)
- [2024-2028 Capital Improvements Plan and Maintenance Program](#) (proposed)

[2021 Citywide Survey](#)

[City's Standard Agreement](#)