



Quotations for Small Purchases (QSP) Media & Public Relations Services

May 18, 2018

Overview

The Housing Authority of the City of St. Petersburg (also referred to as the St. Petersburg Housing Authority or SPHA) is seeking quotes from interested, qualified communications professionals to provide public relations and marketing services to the housing authority in order to increase the level and quality of effective communication to the public.

This QSP is soliciting quotes for a 6-month period, with the potential for an additional 90-day period.

The successful proposer must be prepared to begin immediately following Award.

The Housing Authority of the City of St. Petersburg, Florida (“Housing Authority” or “SPHA”) is a public housing authority created pursuant to Florida statutes. It develops, owns, manages and maintains low income public housing within its jurisdictional limits in and near the city of St. Petersburg, Florida, and administers a Housing Choice Voucher (HCV) program (formerly known as the Section 8 program) and a Veterans Affairs Supportive Housing (VASH) program. SPHA owns and/or administers 371 public housing units, 3,615 Housing Choice Vouchers; and 58 affordable housing units.

Scope of Services

The successful candidate will be able to:

1. Promote the agency’s media message to the public to ensure clear lines of communication between the authority, the community and the press.
2. Schedule and coordinate media interviews, broadcast appearances, phone/radio interviews, as needed.
3. Draft scripts/speaking points for key spokespeople, and help with any interview preparation as needed.
4. Promote the housing authority as a highly respected agency providing needed safe, sanitary and affordable housing for the community’s residents.
5. Write, format (with photos) and distribute press releases to print, TV, radio, online outlets, broadcast media and to stakeholders.
6. Execute targeted public relations campaigns to generate positive feature articles, event listings, and related publicity for agency and agency resident events and promotions.
7. Develop and promote public relations and marketing strategies that incorporate agency activities with those of the community.
8. Accompany Chief Executive Officer or other assigned staff to government agency meetings as necessary to promote housing authority initiatives.
9. Track and respond to stories in the media that might benefit from a response from the agency.
10. Deliver measurable weekly reports and a comprehensive report monthly on coverage (including estimated number of impressions – hits and placement – and media value) regarding effectiveness of public relations and marketing efforts.
11. Send media clips to CEO, senior staff and BOC regarding media coverage of the agency.
12. Provide on-site staff support at special events, as needed.

2001 Gandy Blvd. North, St. Petersburg, FL 33702

Phone: (727) 323-3171 • Fax: (727) 209-6988 • TDD: 1 (800) 955-8770 • TTY: 1 (800) 955-8771

13. Act as clearinghouse for any marketing and media related inquiries, as needed.

Quote Requirements

Approach/Scope of Services: Include a description of the types of services to be provided during a typical month, assuming 20-hours per month for quote purposes. A key aspect to highlight is a plan to encourage the media to provide broadened and more balanced coverage of all SPHA activities, and increased outreach to targeted audiences by promoting the agency's media message.

Qualifications: Include an overview of proposer's experience, history and qualifications to perform the Scope of Work; applicable experience with public agencies and governmental entities; Biographical sketches of the principal(s) and staff who would be assigned to this project; awards and any case studies demonstrating prior campaigns, media results or other successes.

References: Include a list of client references within the last 3 years only, which includes description of scope of services provided and industry. Include a minimum of 3 and a maximum of 5 references, including reference name, address, phone and email.

Fee: Provide a quote for all work described in the Scope of Services. Include a budget for a typical month, a rate schedule, payment provisions, and estimated reimbursable expenses, if any. For quoting purposes, assume a 20-hour month, with additional hours as approved in advance by the SPHA. In the event of an emergency, the contracted proposer may be contacted at any time of day.

Quote is due on Tuesday, May 29, 2018 by 4:00 p.m.

Send quote via email to: Pamela Hobbs, Procurement Officer, at phobbs@stpeteha.org.

Quote must have in the subject line "QUOTE, Media & Public Relations Services".

SPHA reserves the right to reject any or all proposals if such action is in the best interest of the housing authority and to waive any and all informalities and minor irregularities, at its sole discretion. SPHA reserves the right to cancel this solicitation for any reason it deems is in the best interest of the agency.