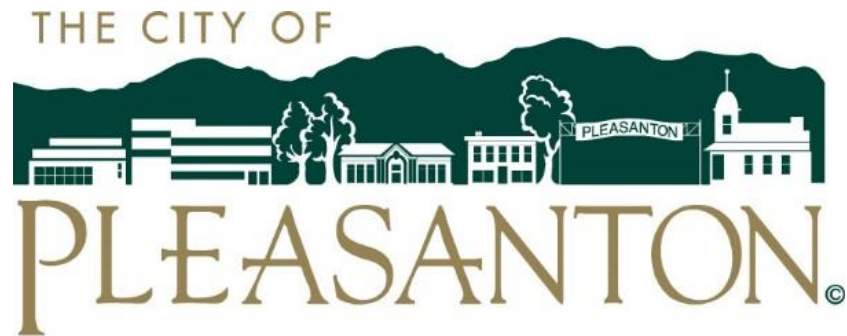


# CITY OF PLEASANTON



## REQUEST FOR PROPOSALS for On-Call Communications Support

Communications Division  
City of Pleasanton  
123 Main Street  
Pleasanton, CA 94566

**Proposals Due by 5:00 p.m. (PST) Friday, August 1, 2025**

## **I. GENERAL INFORMATION**

### **A. Introduction**

The City of Pleasanton is soliciting proposals from qualified firms or individuals to provide **on-call communications services** on an as-needed basis. The City seeks to establish one or more professional services agreements with contractors experienced in municipal communications to support City departments with a wide range of communications needs.

These services will supplement the City's in-house communications resources and will be engaged through project assignments initiated by the City.

### **B. Background**

The City of Pleasanton, located in Alameda County, serves a population of approximately 80,000 residents. The City's Communications Manager coordinates public messaging, community engagement, and media outreach. However, with increasing demands for department-specific support, the City requires additional resources that can be quickly engaged as needed.

This RFP is intended to establish a list of pre-qualified contractors that can respond to and deliver services as needs arise, typically within short timeframes.

## **II. SCOPE OF WORK**

Selected contractor(s) may be asked to provide one or more of the following services:

- Strategic communications planning and implementation
- Media relations and media training for elected officials, managers, and supervisors
- Branding research and development
- Speechwriting
- Graphic design (digital and print)
- Photography and videography (including editing and captioning)
- Surveys, polling, data analysis, and reporting

*Note: The City may issue separate project assignments for each project. No guarantee of work is made by inclusion in this contract.*

## **III. TERM OF CONTRACT**

The City intends to award contracts for a base term of three (3) years, with the option to extend for up to two (2) additional one-year periods, based on mutual agreement and satisfactory performance.

## **IV. SUBMISSION INSTRUCTIONS**

Proposals must be submitted by the deadline above via email to:  
Heather Tiernan – Communications Manager  
City of Pleasanton  
Email: [htiernan@cityofpleasantonca.gov](mailto:htiernan@cityofpleasantonca.gov)  
Subject Line: "On-Call Communications RFP Response – [Vendor Name]"

Late proposals will not be considered.

## **V. REQUIRED INFORMATION**

Proposers should submit a complete proposal including the following:

- a. Cover Letter: Brief overview of your firm, understanding of the project, and contact information.
- b. Firm Qualifications & Experience:
  - o Experience providing similar services for public agencies
  - o Resumes or bios of key personnel
  - o Relevant certifications or licenses
- c. Work Samples:
  - o Examples of previous work (designs, campaigns, writing samples, etc.)
- d. References:
  - o At least three references from agencies or clients with similar needs
- e. Rate Schedule/Cost Proposal:
  - o Hourly rate by staff level and service type
  - o Any relevant package pricing or minimum charges
- f. Required Forms (see Attachments):
  - o Certificate of Insurance or statement of insurability

## **VI. EVALUATION CRITERIA**

The City reserves the right to select or not select a vendor upon evaluation of responses, whichever is determined to serve the needs of the City best. The City reserves the right to seek clarifications on any responses.

Selection will be based upon, but not limited to, the following considerations and criteria:

- Vendor's demonstrated relevant experience and qualifications
- The quality of work samples provided
- References
- Cost proposal
- Familiarity with Pleasanton or public sector communications

## **VII. ANTICIPATED RFP SCHEDULE**

|   |                                |
|---|--------------------------------|
| RFP Issued  | July 14, 2025                  |
| Deadline for RFP questions and comments, submitted by e-mail to City Clerk's Office<br><a href="mailto:pleasantoncityclerk@cityofpleasantonca.gov">pleasantoncityclerk@cityofpleasantonca.gov</a> | July 21, 2025, 5:00 p.m., PST  |
| Proposals Due   | August 1, 2025, 5:00 p.m., PST |
| Interviews (if needed)  | Beginning August 11, 2025      |
| Contract Award Target Date  | September 16, 2025             |
| Anticipated Contract Start Date   | October 1, 2025                |

## **VIII. MISCELLANEOUS**

- The City reserves the right to accept or reject any or all proposals.
- The City reserves the right to waive any informalities or minor irregularities in the RFP.
- All materials submitted become public records and property of the City.

## **IX. ATTACHMENTS**

- Attachment B – City of Pleasanton – Professional Services Agreement