



**Request for Proposals**  
**Village of Germantown**  
**Communication Consultant for Referendum**

**Introduction**

The Village of Germantown is located in the southeastern corner of Washington County. The Village borders the City of Mequon on the east, the Village of Menomonee Falls on the south, the Town of Jackson on the north and the Village Richfield on the west. The Village's current population is approximately 20,950 it covers roughly 35 square miles. A majority of the residential, commercial and industrial development is concentrated in the central-southern half of the Village. It is in this portion, served by the Germantown Sewer Utility and Milwaukee Metropolitan Sewerage District supplied with water from the Germantown Water Utility from municipal wells, that most development has occurred.

For the past two years, the Village of Germantown has been in negotiations with the Village of Richfield on an Intergovernmental Agreement for Germantown to provide sewer and water service to the Northeast Corridor of Richfield, an area immediately adjacent to Germantown at the Holy Hill Interchange with Highway 41. After considering the proposed agreement, the Germantown Village Board voted to put the question to referendum on the November 8<sup>th</sup> election.

The Village Board wishes to ensure that Germantown voters are provided with complete information in order to make an informed decision on how to vote on the issue. The Village Board does not want to advocate for a particular position on the referendum but would like all relevant information on the question presented professionally, fairly, and objectively.

The Village is issuing this RFP for the purpose of selecting the most qualified, competent, and experienced communication consultant to ensure that information sharing is done professionally resulting in a well-informed electorate before the election.

The deadline for proposal submission is 4:30 PM on Thursday July 14<sup>th</sup>. Proposals must be submitted electronically to Steven Kreklow, Village Administrator, at [skreklow@germantownwi.gov](mailto:skreklow@germantownwi.gov) by the deadline for consideration. Questions and requests for additional information, must be submitted to [skreklow@germantownwi.gov](mailto:skreklow@germantownwi.gov) by 4:30 PM on Monday July 11<sup>th</sup>.

The Village Board will review all proposals and intends to enter into an agreement with the selected firm by Monday July 18<sup>th</sup>.

## **Scope of Work & Deliverables**

The Village of Germantown is seeking the services of an experienced communication consultant to proceed with outreach and educational efforts to educate the electorate about the potential agreement to provide sewer and water service to the Northeast Corridor of the Village of Richfield. The Village has identified the following items in the scope of work, but interested consultants are invited to make recommendations for any alternate or additional activities that in their professional opinion would be helpful or necessary to adequately inform the electorate on this issue. Any additional or alternate activities should be submitted in a separate document and labeled as such.

- Work with Village staff to compile information and create educational materials that effectively present all benefits, costs, risks and opportunities related to the potential agreement with Richfield. These materials will be published on the Village's website and may be shared with the community through direct mail.
- Develop and implement a significant outreach and educational effort within the community including presentations, media outreach, direct mail, social media, information sessions and any other efforts to ensure the education of the electorate prior to the November 8<sup>th</sup> election.

The anticipated start date of the project is August 1, 2022.

## **Proposal Format**

1. Letter of Transmittal introducing the firm and nature of proposal, highlighting what sets your firm apart from other firms that provide a similar service (2-page limit).
2. Resumes of principal-in-charge and key technical/professional personnel to be assigned to the project, showing strength of experience.
3. Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Description of the overall approach to ensuring success in communicating the need for public safety staffing.
4. Past project work on similar projects that your firm has completed, highlighting experience and qualifications.
5. Provide a schedule, describing self-monitoring progress and meeting schedule milestones, and a proposed schedule for each task/scope item, including the optional community survey and any other recommendations and alternate activities.
6. Supply name, phone number, and/or email for three references who will attest to your firm's ability to undertake and complete projects similar to this on time and within budget. Provide a description of the work performed for each reference.
7. The cost of the proposed services should be formatted in a "not to exceed" lump sum amount for completing the efforts, including meetings your firm anticipates needing with involved parties. Also include hourly rates and anticipated time and materials needed. Include a separate cost in the same format for the optional community survey and any other recommendations and alternative activities.
8. Provide samples of previous deliverables including, marketing materials, direct mail, and examples of projects completed within the scheduled timeframe.

**Evaluation and Selection Process:**

The Village will review the qualifications of the respondents and the cost proposals, and uniformly evaluate them. Under the terms of this RFP, the services shall only be provided by organizations or individuals who are properly qualified to perform the work. The Village will review all proposals received by the deadline. If the Village desires additional information or a presentation, an interview may be scheduled.

The Village specifically reserves the right to reject any or all proposals, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or to proceed to have the service provided in any way the Village deems appropriate.