



MASSACHUSETTS PORT AUTHORITY COMMUNITY ADVISORY COMMITTEE

**REQUEST FOR PROPOSALS FROM CONSULTANTS  
TO PROVIDE COMMUNICATION AND PUBLIC POLICY STRATEGY SERVICES  
FOR THE MASSACHUSETTS PORT AUTHORITY  
COMMUNITY ADVISORY COMMITTEE**

The Massachusetts Port Authority Community Advisory Committee (the “Massport CAC”), acting by and through its Executive Committee (the “Massport CAC Executive Committee”) is soliciting competitive proposals from qualified persons or entities (hereinafter referred to as the “Proposer” or the “Proposers”) interested in providing communications and public policy strategy services for the Massport CAC.

The Massport CAC is soliciting competitive proposals pursuant to a determination that such a process best serves the interest of the Massport CAC and the public, and not because of any legal requirement to do so. The Massport CAC Executive Committee reserves the right: to accept one or more of the proposals; to award the entire contract or portions of the contract to one or more Proposers; to reject any or all proposals; to waive any informality of the proposal or the proposal form; to modify or amend with the consent of the Proposer any part of the proposal before acceptance; and to effect any contract otherwise, all as the Massport CAC, in its sole judgment, may deem to be in its best interest.

**A copy of the Request for Proposal can be downloaded by accessing the Massport CAC’s website page at: [www.massportcac.org](http://www.massportcac.org) under the “News & Events” tab.**

As set forth in Section J below, an electronic copy of the proposal is due and must be received by the Executive Director, on behalf of the Massport CAC Executive Committee, **on or before 2:00 p.m. Eastern Standard Time, Monday, November 14, 2022**. For administrative purposes only, all proposals should be sent via electronic mail to: [atoffler@massportcac.org](mailto:atoffler@massportcac.org) and should note in the Subject Line “Proposal for Consultant Services.” Proposer(s) are encouraged to use the “read and/or delivery receipt” option when electronically transmitting their Proposal.

Proposals received after this deadline will not be considered. For more information, please contact Aaron Toffler by telephone at: (617) 906-8853, or by email at: [atoffler@massportcac.org](mailto:atoffler@massportcac.org).

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## **SECTION A: BACKGROUND**

The Massachusetts Port Authority Community Advisory Committee (the “Massport CAC”) was created by the General Court of the Commonwealth of Massachusetts and exercises the powers and duties granted to it by Chapter 25 of Acts of 2009, as amended by Chapter 46 of the Acts of 2013 and Chapter 10 of the Acts of 2015 (collectively, the “Massport CAC Legislation”). Members of the Massport CAC represent 35 communities that surround the facilities owned and operated by the Massachusetts Port Authority (the “Authority”).

The statutory purposes of the Massport CAC are set forth in Exhibit A. Pursuant to the by-laws adopted by the Massport CAC (see Exhibit B), the Massport CAC elected an Executive Committee (“the Massport CAC Executive Committee”), which meets monthly to make recommendations for action to the full Massport CAC. The Massport CAC Executive Committee may act as the delegate of the Massport CAC in matters referred to it by the Massport CAC, and currently acts as the Massport CAC Finance Committee until such time as a separate Finance Committee is established.

The Massport CAC and the Massport CAC Executive Committee are subject to the Public Records Law, Open Meeting Law and Conflict of Interest Law.

## **SECTION B: PURPOSE AND OBJECTIVES**

The purpose of this Request for Proposals is for the Massport CAC Executive Committee to solicit proposals from qualified Proposers to provide communication and public policy strategy services for the Executive Director and the Massport CAC. Final decision-making authority rests with the full Massport CAC, with a recommendation from the Massport CAC Executive Committee.

## **SECTION C: SCOPE OF SERVICES**

The focus of this Request for Proposals is to identify highly qualified firms or individuals to provide communication and public policy strategy services. At a minimum, the Scope of Services shall include the following:

1. Meet regularly (once a week or more as needed on a particular matter) with Executive Director (and Chair/Executive Committee when appropriate) to discuss strategy, develop communications materials, provide progress updates on outreach, public relations or other stated goals and objectives.
2. Provide public relations/communications support to raise the profile of the MCAC and its work in its member communities and among local, state and federal public officials. Help to secure spots on television and in local/regional newspapers/magazines, social media or other digital platforms concerning MCAC issues.

3. Assist the Executive Director to identify and secure meetings with public officials or organizations connected to the work of Massport or the MCAC and assist in creating effective messaging.
4. Assist the Executive Director in tracking legislation/regulation germane to the work of the MCAC and to devise various strategies to both promote MCAC positions thereon and/or increase awareness among the MCAC and its member communities.

## **SECTION D: GUIDELINES FOR RESPONDING TO RFP**

### 1. Conditions

- a. The Selected Proposer shall be paid an amount not-to-exceed Twenty-Five Thousand Dollars (\$25,000.00). The amount actually due the Selected Proposer shall be calculated according to the time actually expended by the Selected Proposer in the performance of the Scope of Services at the agreed-upon hourly rates.
- b. Preparation of the proposal shall be at the Proposer's sole expense.
- c. The proposal may be organized in any manner the Proposer believes will best present the information required in Section D (2) below.
- d. All changes to the Request for Proposals will be made by the Massport CAC Executive Committee in the form of a written addendum, which will be posted on the Massport Community Advisory Committee's website page at: <http://www.massportcac.org> under the "News & Events" tab.

### 2. Proposal Content/Submission Requirements

All proposals are to contain, at a minimum, the following information:

- a. Description of the services the Proposer is proposing to provide.
- b. Brief description of the firm's approach to the services to be provided and estimated time schedule for each task; (Restatement of the Scope of Services will not be sufficient).
- c. Brief statement of the qualifications of the Proposer to carry out the Scope of Services.
- d. Key Personnel, including titles, area of expertise, experience and qualification, and anticipated roles and responsibilities.
- e. Relevant experience carrying out similar assignments (Proposers should provide at least 2 examples of similar, successful engagements).
- f. Current assignments being carried out for relevant clients, if any, which may

- include other public agencies or entities.
- g. Hourly rates for all Key Personnel.
- h. Information regarding participation by minority and women in providing the communication and public policy strategy services.
- i. Information regarding any potential conflicts of interest and how the Proposer intends to address such potential conflicts.
- j. Any additional information which the Proposer deems helpful to the Massport CAC in evaluating the qualifications of the Proposer.
- k. An itemized budget for the services, consistent with the description of services and approach the Proposer is proposing to provide.

The proposal shall be signed by an individual authorized to bind the Proposer and shall contain a statement that the proposal is a firm offer for a 90-day period. The proposal shall also provide the following information: name, title, address, email address and telephone number of the individual who may be contacted during the period of the proposal evaluation and who has authority to negotiate and contractually bind the Proposer.

### **SECTION E: PROPOSER SELECTION PROCEDURE**

A Selection Panel made up of at least three Massport CAC Executive Committee members will evaluate and rank all proposals based on completeness and quality of the submission and the responsiveness to the evaluation criteria, including, but not limited to, the Minimum Criteria set forth in Section G of this RFP. Based on the rankings, the Panel may choose to interview some or all of the Proposers. The Massport CAC Executive Committee anticipates a timely selection process with the goal of having a selected Proposer under contract by the end of December 2022.

Notwithstanding any provision contained in this RFP to the contrary, this RFP may be cancelled if it is determined that doing so would be in the best interests of the Massport CAC.

### **SECTION F: DISCUSSION WITH PROPOSERS**

1. Before conducting any discussions with the Proposers, the Massport CAC Executive Committee shall determine whether the proposals meet the minimum evaluation criteria established below.
2. Proposals shall be classified initially as fails to meet minimum criteria, meets minimum criteria, or exceeds minimum criteria.
3. If numerous proposals meet the minimum criteria, the Massport CAC Executive Committee may rank the proposals and limit the list to at least three responsive Proposers who submitted the highest-ranked proposal.
4. The responsive Proposers who are selected to be interviewed are referred to as the “priority Proposers.”
5. Discussions will be limited to only “priority Proposers.”

## **SECTION G: MINIMUM CRITERIA AND EVALUATION**

The Massport CAC Executive Committee will review and evaluate all proposals based on the following criteria:

### 1. MINIMUM CRITERIA

- a. Five (5) years or more of communication experience; and
- b. Five (5) years or more of public policy experience.

Proposer(s) shall exceed the Minimum Criteria if, in addition to the Minimum Criteria above, the Proposer has worked with or provided similar services to 2 or more governmental agencies or municipalities.

### 2. EVALUATION

Proposals meeting the Minimum Criteria shall then be evaluated and ranked based upon the following:

- a. Method, approach, and technical capabilities, including media relations, communications and legislative and public policy experience required to complete the scope of work.
- b. Experience in creating communications over and through a variety of mediums including print, television, social media and other forms of digital communication for governmental agencies or entities.
- c. Experience in working with government agencies and committees, including community members.
- d. The total budget request submitted, competitiveness, and fairness of price.

## **SECTION H: CONTRACT AWARD PROCEDURES**

Upon selection, the Proposer will be awarded a fixed fee contract. The contract duration shall be for a period of 6 months from the date of issuance of the Notice to Proceed by the Massport CAC Executive Committee.

The Massport CAC Executive Committee reserves the right to amend the contract scope, standards of performance, time of performance, and other benchmarks after the contract award, if deemed necessary in the best interest of the Massport CAC or its Executive Committee.

Please see the attached sample contract for general terms and conditions.

## **SECTION I: PRE-PROPOSAL MEETING**

No pre-proposal meeting will be held for this RFP. Written questions from the Proposers in the form of electronic mail will be accepted until 5:00 p.m. Eastern Standard Time on Wednesday, November 2, 2022 and should be sent to [atoffler@massportcac.org](mailto:atoffler@massportcac.org). A

consolidated response to any questions will be provided to those Proposers who submitted questions.

## **SECTION J: PROPOSAL DUE DATE**

One electronic copy of the proposal is due and must be received by the Executive Director, on behalf of the Massport CAC Executive Committee, **on or before 2:00 p.m. Eastern Standard Time, Monday, November 14, 2022.** For administrative purposes only, all proposals should be sent via electronic mail to: [atoffler@massportcac.org](mailto:atoffler@massportcac.org) and should note in the Subject Line “Proposal for Consultant Services”. Proposer(s) are encouraged to use the “read and/or delivery receipt” option when electronically transmitting their Proposal.

Proposals received after this deadline will not be considered.

## **SECTION K: INSURANCE**

During the term of the contract, it is expected that the Proposer, at its sole expense, shall maintain and keep in effect Worker's Compensation Insurance as required by law, Employee Liability Insurance in the minimum amount of One Million Dollars (\$1,000,000), Commercial General Liability Insurance and Business Automobile Liability Insurance for bodily injury and property damage in the combined single limit of One Million Dollars (\$1,000,000). The Massport CAC and its members, officers, and agents shall be named as additional insureds on the policies of Commercial General Liability Insurance and Business Automobile Liability Insurance.

## **SECTION L: ADDITIONAL INFORMATION ATTACHED**

**EXHIBIT A:** Massport CAC Legislation

**EXHIBIT B:** By-laws adopted by the Massport CAC

**EXHIBIT C:** Sample Contract