

Administration & Finance – Purchasing Division Christopher J. Gagliastro, MCPPO – Purchasing Director 455 Main Street, Room 201, Worcester, MA 01608 P | 508-799-1220

purchasing@worcesterma.gov www.worcesterma.gov

Christopher J. Gagliastro, MCPPO Purchasing Agent RFP NO. CR-8253-W5 ISSUANCE DATE: 8/30/24

BUYER: Christopher J. Gagliastro, MCPPO

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER REQUEST FOR PROPOSALS NOTICE TO PROPOSERS

RFP TITLE: Employment Advertising Services / HR

REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION

General Conditions:

All proposals are subject to the terms, conditions and specifications herein set forth:

- Scope: Provide professional employment advertising services for a period of one year from date of contract as per the requirements and specifications City of Worcester Executive Office of Human Resources. This contract may be renewed for a second and third one-year period at the sole discretion of the City (refer to price proposal pages).
- 2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of N/A must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.
- 3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: 4, 27
- 4. A performance bond in the amount of **not applicable** will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages. Performance bond shall be on the City's form only.

Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division. No changes will be considered nor will any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.

Any inquiries related to technical or contractual matters must be submitted in writing to:

Christopher J. Gagliastro, MCPPO
Purchasing Director
City of Worcester, City Hall
455 Main Street, Room 201
Worcester, MA 01608
gagliastroc@worcesterma.gov

- 5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).
- 6. The following meanings are attached to the defined words when used in this RFP.
 - a) The word "City" means The City of Worcester, Massachusetts.
 - b) The word "Proposer" or "Respondent" means the person, firm or corporation submitting proposal on these specifications or any part thereof.
 - c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.
 - d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.
- 7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B and shall remain confidential until the time specified in c.30B section 6 (d).
- 8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.
- 9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.
- 10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color,

- religious creed, national origin, sex, age or ancestry.
- 11. The City reserves the right to accept or reject any or all proposals submitted and waive informalities and technicalities.
- 12. The City will review and analyze each proposal and reserve the right to interview selected proposers. The City shall select the proposer, which in the City's opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.
- 13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.
- 14. The Contract Agreement will be drafted by the City's Law Department in compliance with the terms of the RFP and may incorporate the terms of this RFP and of the proposal selected.
- 15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.
- 16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.
- 17. A vendor conference will be held as follows: <u>n / a</u>
- 18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.
- 19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker's Compensation in the following types and amounts:
 - A) <u>PUBLIC LIABILITY INSURANCE</u> Contractor to supply the City of Worcester with certificates of insurance covering public liability in an amount not less than \$1,000,000.00 to any one person, and not less than \$1,000,000.00 on account of one accident.
 - B) <u>PROPERTY DAMAGE INSURANCE</u> Contractor to supply the City with certificates of insurance covering property damage in an amount not less than \$1,000,000.00 for damages on account of any one accident, and not less than \$2,000,000.00 on account of all accidents.

- C) <u>COMPENSATION INSURANCE</u> The Contractor shall furnish the City with certificates showing that all its employees shall be connected with the management operations are protected under worker's compensation insurance policies.
- 20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.
- 21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.
- 22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to predesignated City of Worcester departments.
- 23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.
- 24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.
- 25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.
- 26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.
- 27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.
- 28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve-month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.
- 29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.
- 30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment

which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.

- 31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, setoffs, or counterclaims which would have been available to the City against the vendor in the absence of such assignment.
- 32. None of the services to be provided by the vendor pursuant to the contract shall be subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.
- 33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
- 34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor, and/or its subcontractors, performs as expected and promised by the Vendor.
- 35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.

- 36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.
- 37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

- 1) Withholding of payments due vendor under the contract until vendor complies.
- 2) Termination or suspension of the contract.

SUBMISSION OF PROPOSALS

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the Technical Proposal evaluation requirements before considering costs. *Therefore, no reference to pricing may be made in the Technical Proposal.*

A sealed package containing **the original**, **3 copies**, **plus 1 PDF copy on USB drive** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Employment Advertising Services / HR — Technical Proposal

455 Main Street, Room 201

Worcester, MA 01608

Re: RFP No. CR-8253-W5

A sealed package containing **the original copy** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Employment Advertising Services / HR – *Price Proposal*

455 Main Street, Room 201 Worcester, MA 01608

Re: <u>RFP No. CR-8253-W5</u>

PRICE PROPOSAL PAGES ARE LOCATED AT END OF SPECIFICATIONS

Proposals must be delivered no later than <u>Wednesday</u>. September 25, 2024 at 10:00 AM LOCAL TIME. Late submissions will be rejected, regardless of circumstances. The City is not responsible for submittals not properly marked.

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.

RFP EVALUATION

- 39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.
- 40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by use of four (4) rating categories as set forth by M.G.L. Chapter 30B:

- 1) HIGHLY ADVANTAGEOUS Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.
- 2) ADVANTAGEOUS Vendor's submittal meets the stated requirements without risk or disadvantage.
- 3) NOT ADVANTAGEOUS Vendor's submittal contains some risk or disadvantage but is not unacceptable.
- 4) UNACCEPTABLE Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the price proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and price proposals received.

GIVE FULL NAMES AND RESIDENCES OF ALL PERSONS INTERESTED IN THE FOREGOING PROPOSAL.

(NOTICE: Give first and last name in full; in case of corporations, give corporate name and names of President, Treasurer, and Manager; and in case of firms give names of the individual members)

Name	Address		Zip Code
KINDL	Y FURNISH THE FOLLOWING INFORMAT	ION REGARDING BIDDER:	
(1)	If an Individual or Proprietorship Name of Owner: Business Address:		
		ephone No.	
	Home Address Tel	ephone No.	
(2)	If a Partnership, Full names and a Name Address	addresses of all partners	Zip Code
Busine	ess AddressTel. No.	Zip Code	

(3) If a Corporation					
Full Legal Name:					
State of Incorporation:	_ Qualified in Massachuset	ts? Yes	No		
Principal Place of Business	Street		P.O. Box		
_	City/Town	State	Zip		
Email:				_	
Tel	ephone No				
Place of Business in Massach	usettsStreet		D.O. B		
	Street		P.O. B	ox	
	City/Town		State	Zip	
Tel	ephone No				
GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY					
Full Legal Name of Surety Company					
State of Incorporation	_		YesN	o	
Principal Place of Business	Street		P.O. Box		
	City/Town	State	7÷ m		
	- '	State	Zip		
Place of Business in Massach	Street		P.O. B	ox	
	City/Town		State	Zip	
	Telephone No.				

NOTE:				
The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to \$1,000.00 or more.				
E.I. Number of bidder				
This number is regularly used by companies when filing their 'EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.				
AUTHORIZED SIGNATURE OF BIDDER				
TITLE DATE				
UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10, THE FOLLOWING CERTIFICATION MUST BE PROVIDED:				

Section 10. A person submitting a bid or a proposal for the procurementor disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals."

(Please Print) Name of Person Signing Bid

Signature of Person Signing Bid

Company

No award will be made without vendor certification of the above.

Proposers must sign and submit the above form with their proposal submission.

CERTIFICATE OF AUTHORITY

-	_	the Board of Direc	
held on D	irectors were pre	sent or waived noti	ce,
(name of corpo	ration)	(date)	
it was voted that			of this company be and hereby is
it was voted that	(officer a	and title)	
aumorized to execute co	ation of any con	is in the name and t	behalf of said company, and affix its Corporate Sea digation in this company's name shall be valid and
		A TRUE CO	PPY, ATTEST:
		[Signed]	
		[Company N	[ame and Address]
I hereby certify that I a	m the (Title)	of the _ (Nan	ne of Corporation)
that	,	is the duly elected	ed(Title)
	ne above vote ha ntract.	s not been amended	or rescinded and remains in full force and effect
	N	Name/Title:	
		Data	
		Date:	(Corporate Seal)
WORCESTER, SS.	COMMONW	EALTH OF MASS	SACHUSETTS
WORCESTER, 55.			
On this d appeared identification, which w	ay of	, 2024, before me, who proved to	the undersigned notary public, personally me through satisfactory evidence of, to be the person whose name is signed d to me he/she signed it voluntarily for its stated
on the preceding or att purpose.	acnea document	, and acknowledge	a to me ne/sne signed it voluntarily for its stated
		Notary Publi My commiss	



REQUEST FOR PROPOSALS EMPLOYMENT ADVERTISING SERVICES / HR

The **City of Worcester** (City) is seeking proposals from a qualified and experienced employment advertising Agency to provide professional services to the City. The Agency will expand candidate outreach to attract qualified and diverse candidates for employment. The Agency must have the ability to provide relevant advertising recommendations and provide relevant data and analytical reporting to support recommendations for cost containment purposes.

The City will award a contract to the successful proposer for a period of one year, with options to renew for two additional one-year periods, at the sole discretion of the City.

I. BACKGROUND

The City's Human Resources Department is seeking an established and qualified Agency to provide job advertisement recommendations that are driven by data analytics and best-known industry practices. The Agency shall have access to advertising vendors that will increase the City's candidate pools and extend the reach for qualified and diverse candidates. The Agency shall provide candidate sourcing capabilities for advertised positions and provide InMail services.

II. SCOPE

The Agency must have the ability to recommend strategic job advertisement recommendations driven by job seeker data analytics. The Agency shall make recommendations to the City on potential advertisers for each job advertisement at the cost of the City and the City shall approve or deny recommendations. Upon approval of the job advertisement and advertisement placement by the City, the Agency shall post the job advertisement on behalf of the City. The Agency shall also post on behalf of the City to no cost advertisers. The Agency is expected to have the highest comparable technology to assess the City's return on investment and the ability to provide analytics for diversity advertising locations. The Agency must aid the City to expand candidate outreach and attract qualified and diverse candidates. The City will seek demonstrated results of utilized technology, and how it is used to attract qualified applicants. The Agency must invoice the City directly for its services at the unit prices listed herein.

Proposer must obtain approval from the City regarding language used and job posting location.

III EVALUATION OF PROPOSALS

MINIMUM EVALUATION CRITERIA

PROPOSERS SHALL INITIAL THE APPROPRIATE ENTRY FOR EACH CRITERION AND INCLUDE THIS SHEET IN THE TECHNICAL PROPOSAL SUBMITTAL. THESE ARE "PASSFAIL" CRITERIA – PROPOSALS WHICH DO NOT MEET ALL OF THESE CRITERIA SHALL NOT BE FURTHER REVIEWED. EVIDENCE OF COMPLIANCE WITH ANY CRITERION MAY BE REQUESTED BY THE CITY DURING THE EVALUATION.

- Proposer has minimum of three years of experience providing same/similar services to government entities.
- Must include minimum of three references from other government entities, including one municipal organization with a population of at least 100,000.
- ❖ Proposers shall provide a cover letter describing their ability to service this contract including all items listed below:
- Describe your organizations advanced technology and how it applies to efficient recruitment practices and outcomes.
- List the procedures and protocols regarding job advertising, how it is determined, what job category the position falls under from an advertising and diversity standpoint, and how the analytical reporting will be conducted and used.

- ❖ Proposed solution must include the following items/services. Proposal submission must address and/or provide evidence of compliance with each item noted below,
- 1. Proposer must have access to advanced recruitment / advertising technology.
- 2. Proposer must have experience with providing employee follow-up and tracking services regarding necessary document and submission management.
- 3. Proposer must have self-service portal.
- 4. Proposer must provide invoiced billing.
- 5. Proposers must demonstrate advertisement tracking services and JobWrap automation.
- 6. Proposer must provide a data analytic report at least one time per month.
- 7. Proposer must provide a full-time account manager and 24hr customer support.

COMPARATIVE EVALUATION CRITERIA

Each proposal meeting the Minimum Evaluation Criteria shall be further evaluated and rated according to the Comparative Evaluation Criteria to determine the relative merits of each proposal. The review will cover the objectives listed below. Within each category, the degree to which the proposal satisfies the stated objective shall be reviewed and rated on a system of "Highly Advantageous," "Advantageous," and "Not Advantageous."

Comparable	Highly	Advantageous	Not Advantageous
Criteria	Advantageous	,	
Functionality	The proposed advertisement Agency, through the written proposal, reflects a platform that provides a full range of recruitment and sourcing functionalities that meets or exceeds the City's needs. The Agency addressed all required specifications in detail with credible answers. The proposed advertisement Agency can address all City	The proposed advertisement Agency, through the written proposal, reflects a system that provides a range of functionality that meets most of the City's needs. The Agency addressed all required specifications, with some in detail with credible answers and some lacking sufficient detail. The proposed software can address nearly all City Critical requirements, and some Desired	The proposed advertisement Agency, through the written proposal, reflects a platform that provides some of the functionality that meets the City's basic needs. The Agency addressed all required specifications, with most of the responses lacking sufficient detail. The proposed software can address many of the City's Critical and Desired requirements.
Methodology	requirements. Proposal provides a clear and well- thought approach to meeting the scope of services, including a clear job posting strategy, demonstrated ability to reach targeted and diverse demographics, and the Agency has a thorough understanding of the City's needs.	requirements. Proposal provides an adequate approach to meeting the scope of services, with some limited detail on strategy or demonstrated results, and has a basic understanding of the City's needs.	Proposal provides an unclear approach to meeting the scope of services and the Agency has a limited understanding of the City's needs.

On in		Λαο:: -		Λ σ. σ. σ. <i>σ</i> .	A =: = : = : :	
	Ongoing Agency		Agency		Agency	
Maintenance &		demonstrates		demonstrates	demonstrates	
Support	through the proposal that it		through the		through the	
				proposal that it	proposal that it	
		ovides 24/7, live		rovides 24/7, live	provides 24/7, live	
	cu	ustomer support		ustomer support	customer support	
	as	s well as a live,	á	as well as a live	as well as a live,	
	fu	II-time Account	F	ull-time Account	full-time Account	
	Manager with more		Manager with 2 – 5		Manager with less	
		than 5 years'		ears' experience	than 2 years'	
		perience in the	in the field		experience in the	
		field			field.	
Advertising	Αį	gency provides	F	Agency provides	Agency provide	
Campaigns	e	xamples of job	limited examples		minimum to no	
		advertising		job advertising	examples of job	
	С	ampaigns and		campaigns or	advertising	
		hould provide		previous	campaigns or	
		samples of		advertising	previous	
		previous		campaigns.	advertising	
		advertising		оз д.	campaigns.	
		campaigns.			Jampaigne.	
Municipal	The Agency			The Agency	The Agency	
Experience	provides		provides minimal		provides zero	
	comparative results		results from		results from	
	from another municipal		another municipal		another municipal	
				organization.	organization.	
		organization.		3	3	
3						
Comparable Referer	ices	The Agency		The Agency	The Agency	
		references provided through the proposal demonstrate extensive and		references	references provided	
				provided through	through the	
				the proposal	proposal either do	
				demonstrate	not demonstrate	
				adequate and	extensive and	
		recent successfu		recent successful	recent successful	
		performance in		performance	performance in	
		more than five (3)		between three (3)	•	
		clients comparable in		projects	projects or those	
				comparable in	references are not	
		•		size, scope, and	comparable in size,	
		size, scope, and		entity-type. With	- I	
		entity-type. With		• • •	scope, and entity-	
		three (3) of the		two (2) of the	type. With two (2) of	
		references with a		references with a		
		physical presence		physical presence		
		in one New		in one New	in one New	
		England state.		England state.	England state.	

PRICE PROPOSAL

TO BE SUBMITTED UNDER SEPARATE COVER AS PER SUBMISSION REQUIREMENTS CONTAINED HEREIN

The City requests pricing using the method	od(s) noted below:	
A) Flat Annual Fee for All Services		
+		
B) Commission Percentage per Advertise	ement	
Or		
C) Annual Costs per vendor's pricing stru	ıcture	
A = Flat annual fee for all services =	\$	(A)
	Annual Fee / Cost	
	0/	
B = Commission Percentage =		
City estimated annual spend on employment		10
	% x \$ 50,000.00	=
	+	
	= \$	(B)
=	\$	
Alternate Pricing Option C:	Total Annual Cost (A) + (B)	
C = Annual Costs per vendor's pricing str	ructure = \$	(C) ***
*if there are no costs or fees for an item abov	ro proposors should indicate \$ 0.00	1
	e, proposers should indicate \$ 0.00	,
**Payment terms to be net 30 days		
***Not to exceed amount for entire annual con	ntract period	
Proposer Name:		
· —		

PRICE PROPOSAL continued

DISCLOSURE OF CONTRACT RENEWAL

This contract may be renewed for a second year and third year at the sole discretion of the City of Worcester, the option of which will be determined at the end of the first contract year.

In no event will increase exceed COMPLETED BY PROPOSER)	_ % for the second contract year (TO BE
In no event will increase exceed	% for the third contract year (TO BE
COMPLETED BY PROPOSER)	
Name	Date
Title	
IF VENDOR DOES NOT WISH TO BE CON:	SIDERED FOR A SECOND YEAR OPTION
PLEASE INDICATE BY CHECKING THIS BO	X. []
IF VENDOR DOES NOT WISH TO BE CO	NSIDERED FOR A THIRD YEAR OPTION
PLEASE INDICATE BY CHECKING THIS BO	X. []

IMPORTANT

It is understood and agreed, that a failure by the proposer to complete the above increase statement indicated the proposers intent to accept a second & third year option at zero (0) percent increase.

All other terms and conditions to remain the same.