Request for Proposal:

Strategic Communications, Outreach, Marketing and Related Support Services

for the City of Omaha

Publish date: Wednesday, June 24, 2026

Closing date: Wednesday, July 22, 2026

Closing time: 11:00 a.m. CT

Procurement contact: Michelle L. Horton
Deputy Director / Purchasing Agent
City of Omaha and Douglas County Purchasing Department

On behalf of the City of Omaha, the Douglas County Purchasing Agent is issuing this Request for Proposal for the purpose of selecting a qualified vendor to provide the services described herein. Each respondent is responsible for taking the necessary steps to ensure their submission is received and complete by the listed closing date and time. The City of Omaha is not responsible for technical difficulties and will not allow late submissions due to the same. All attachments must be completed and returned with proposal.

Table of Contents

I. STANDARD TERMS AND CONDITIONS

A. Requirement for Bid Bond

1. A bid bond or acceptable substitute is required in the amount listed in the Attributes section of the bid event.
2. The bid bond or acceptable substitute shall be made payable to the City of Omaha.
    a) BID BOND: The surety company issuing the bid bond shall be licensed by the State of Nebraska and listed on the current edition of Circular 570 of the United States Department of the Treasury.
    b) ACCEPTABLE SUBSTITUTES FOR A BID BOND: a certified check, an official bank check, or cashier's checks drawn on a national bank or a bank chartered under the laws of the state, payable to the City of Omaha, or lawful money of the United States, or a United States Government Bond (negotiable).
    c) LETTERS OF CREDIT AND COMPANY CHECKS ARE NOT ACCEPTABLE SUBSTITUTES FOR A BID BOND AND MAY BE CAUSE FOR REJECTION OF BID.
3. A copy of the bid bond or acceptable substitute must be uploaded to the bid event’s Response Attachment section.
4. The original document shall be mailed to City Clerk, 1819 Farnam Street LC-1, Omaha-Douglas Civic Center, Omaha, NE 68183 within seven (7) days of the bid closing date and time indicated.

5. Vendors should note if an acceptable substitute is submitted in lieu of a bid bond that the monies will be returned following City Council's approval of the contract award, which may be several months following bid opening.
6. The City shall have the right to retain the bid security of Vendors to whom an award is being considered until either:
   a) An award is approved by City Council.
   b) The specified time has elapsed so that the bids may be withdrawn.
   c) All bids have been rejected.
7. Bid security will be forfeited to the City as full liquidated damages, but not as a penalty, if the Vendor fails or refuses to enter into a contract on forms provided by the City.

B. Insurance

1. The successful vendor shall provide a certificate of insurance indicating:

- **a)** Adequate workers' compensation (statutory);
- **b)** Commercial general liability in an amount not less than $1,000,000 for any person for any number of claims arising out of a single occurrence and not less than $5,000,000 for all claims arising out of a single occurrence; and
- **c)** Property damage insurance in an amount not less than $500,000;
- **d)** Naming the City of Omaha as an additional insured, except for Workers' Compensation policies/certificates, for the term of the agreement.

C. Performance Bond

No performance bond is required.

D. Scope

1. These standard terms and conditions of the Request for Proposal (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

E. Payment

1. Payments to be made by the City of Omaha will be made by the responsible department.

F. Independent Price Determination

1. The vendor's signature on submitted proposal is a guarantee that the prices quoted have been arrived at without collusion with other eligible vendors and without effort to preclude the City of Omaha from obtaining the lowest possible competitive price.

G. Collusive Bidding

1. Vendor certifies that the prices in their proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.
2. Unless otherwise required by law, the prices in this proposal have not been knowingly disclosed by the vendor prior to bid closing, directly or indirectly, to any other vendor or to any competitor.
3. No attempt has been made, or will be made, by the vendor to induce any person or firm to submit, or not to submit, a proposal for the purpose of restricting competition.

H. Anti-Lobbying Provision

1. During the period between the bid advertisement date and the contract award, Vendors, including their agents and representatives, shall not lobby or promote their bid with any elected officials, any member of the City of Omaha Board, or City staff except in the course of City sponsored inquiries, briefings, interviews, or presentations, unless requested by the City of Omaha

I. Alternate Terms and Conditions

1. The City of Omaha, at its sole discretion, may entertain alternative terms and conditions which deviate from the Request for Proposal requirements.
2. Alternative terms and conditions may be considered if overall contract performance would be improved but not compromised, and if they are in the best interest of the City of Omaha.
3. Alternative terms and conditions must be submitted with the proposal and must be clearly identified and detailed in such a way that allows such deviations to be fully evaluated.
4. Alternative terms and conditions are discouraged and unless explicitly accepted by the City of Omaha, are deemed to be rejected.

J. Unavailability of Funding

1. Due to possible future reductions including but not limited to the City of Omaha (City), State and/or Federal appropriations, The City cannot guarantee the continued availability of funding for this Agreement, notwithstanding the consideration stated in this Agreement.

2. In the event funds to finance this Agreement become unavailable either in full or in part due to such reduction in appropriations, the City may terminate the Agreement or reduce the consideration upon notice in writing to vendor.
3. The notice shall be delivered by certified mail, return receipt requested, or in person with proof of delivery.
4. The City shall be the final authority as to the availability of funds.
5. The effective date of such agreement termination or reduction in consideration shall be specified in the notice as the date of service of the notice or the actual effective date of City, State and/or Federal funding reduction, whichever is later.
6. That reduction shall not apply to payments made for services satisfactorily completed prior to the effective date.
7. In the event of a reduction of consideration, vendor may cancel this agreement as of the effective date of the proposed reduction upon the provision of advance written notice to the City.

K. Indemnification

1. By submitting a bid, the Vendor agrees to indemnify and hold harmless the City of Omaha, Nebraska, and the City of Omaha's elected officials, officers, employees, agents, attorneys, or representatives from and against all liability, actions, causes of action, suits, claims, losses, damages, deficiencies, judgments, liens, and expenses, including attorney's fees, in any way arising out of or resulting from the performance of the bid or contract that results in bodily injury, sickness, disease, death, or injury to or destruction of persons or property, including the loss of use resulting therefrom, to the Vendor and/or any party or parties and is caused by or arises out of in whole or in part the actions

or omissions of the Vendor, any subcontractor, any person or entity directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, including negligent actions or omissions of the City of Omaha, its elected officials, officers, employees, agents, attorneys, or representatives.

2. However, this section will not require the Vendor to indemnify or hold harmless the City of Omaha for any losses, claims, damages, and expenses arising out of or resulting from the gross negligence or willful misconduct of the City of Omaha.

3. In any and all claims against the City of Omaha or any of its elected officials, officers, employees, agents, attorneys, or representatives by an employee of the Vendor, any subcontractor, anyone directly or indirectly employed by any of them or by anyone for whose acts made by any of them may be liable, the indemnification obligation under paragraph K.1 shall not be limited in any way by any limitation of the amount or type of damages, compensation, or benefits payable by or for the Vendor or any subcontractor under workers' compensation acts, disability benefit acts, or other employee benefit acts.

L. Conflict of Interest

1. In the performance of this Agreement, Vendor will avoid all conflicts of interests or appearances of conflict of interest.

2. Vendor will report any conflict of interest immediately to the City of Omaha.

3. Vendor assures the City of Omaha that no City employee will have a financial or personal interest in this Agreement.

4. Vendor did not and will not provide any money or other benefit of any kind to any the City of Omaha employee in the procuring of, facilitation of, execution of, or during the duration of this Agreement.

M. Laws

1. The laws of the State of Nebraska shall govern the rights, obligations, and remedies of the parties under this Request for Proposal and any contract reached as a result of this process.
2. Vendor agrees to abide by all applicable local, state and federal laws and regulations, including those concerning the handling and disclosure of private and confidential information from individuals and corporations as to inventions, copyrights, patents and patent rights.
3. If there are any conflicts or inconsistencies between the Vendor's documents and the City of Omaha's, the City's documents shall control.

N. Non-Discrimination / Equal Employment Opportunity (EEO)

1. In accordance with the 42 U.S.C. § 12101, et seq., Title VII of the Civil Rights Act of 1964 as amended, the Nebraska Fair Employment Practice Act - Neb. Rev. Stat. § 48-1122, and Omaha Municipal Code § 13-89, the vendor agrees that neither it nor any of its subcontractors shall discriminate, or permit discrimination, against any employee, or applicant for employment to be employed in the performance of this Agreement, with respect to hire, tenure, terms, conditions, or privileges of employment because of the race, color, creed, religion, sex, marital status, sexual orientation, gender identity, national origin, age, political or religious opinions and affiliations, or disability of the employee or applicant.

2. None of the Parties shall, in the performance of this Agreement, discriminate or permit discrimination in violation of federal or state laws or local ordinances.
3. The City of Omaha provides equal opportunity for all Vendors and encourages minority businesses, women's businesses, and locally owned business enterprises to participate in our bidding process.

O. Drug Policy

1. The vendor certifies that the vendor maintains a drug-free workplace environment to ensure worker safety and workplace integrity.
2. The vendor agrees to provide a copy of its drug-free workplace policy at any time upon request by the City of Omaha.

P. E-Verify: New Employee Work Eligibility Status (Neb. Rev. Stat. §4-108-114)

1. The vendor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the state of Nebraska.
2. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.
3. If the vendor is an individual or sole proprietorship, the following applies:
    a) The vendor must complete the United States Citizenship Attestation Form: https://das.nebraska.gov/materiel/docs/NE_DAS_Materiel_Purchasing-Attestation_Form.pdf.

b) If the vendor indicates on such attestation form that he or she is a qualified alien, the vendor agrees to provide the US Citizenship and Immigration Services documentation required to verify the vendor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.

4. The vendor understands and agrees that lawful presence in the United States is required and the vendor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108

Q. Federal Debarment or Suspension

1. Vendor must state in their submitted proposal whether vendor or its principals have been debarred or suspended from Federal contracts.
2. Vendor certifies by submission of proposal that neither it nor its principals are presently debarred or suspended from participation in Federal contracts.
3. If during the term of the agreement the awarded vendor or any person engaged in performing this agreement becomes debarred or suspended such Party shall notify the City of Omaha immediately.

R. Assignment and Delegation

1. This Agreement is exclusive to the Parties and rights may not be assigned nor duties delegated by either Party except on prior written consent of the other.
2. Any attempted assignment or delegation without such approval shall be void and shall constitute a material breach of contract.
3. Any and all additional fees, charges, costs or expenses, which result from an approved assignment or delegation, shall be paid by the assigning/delegating Party.

S. Restriction Against Non-Compete and No-Hire Provisions

1. The vendor may not utilize non-compete agreements, hiring restrictions, or any other methods whatsoever designed to prevent continued employment/service delivery at the sites for vendor staff.
2. Vendor may not utilize non-compete agreements, hiring restrictions, or any other methods designed to prevent or restrict in any manner the ability of personnel to enter into any contractual or employment relationship with any person or organization, including the City of Omaha, which may provide services of the nature described in the contract to the City of Omaha at any time during the course of, or following the termination of, the contract or any part thereof.

T. Award and Negotiations

1. The resulting contract from this RFP will be awarded to the vendor who has been deemed responsible, responsive to the requirements outlined herein, received the highest-ranking scores, and whose services and/or products have been determined by the Selection Committee to be the most advantageous to the City of Omaha.
2. Such determination that identified the highest ranked proposer offering shall be based on the Selection Committee's resulting scores from the evaluation criteria set forth in the Project Description and Scope of Work along with vendor's performance in any oral interviews conducted.
3. The City of Omaha reserves the right to make an award based on the "written evaluation" without holding oral interviews, whereby, the scores from the "written evaluation" shall be the final ranking of the best qualified proposer.

4. In order to determine if the vendor has the experience, qualifications, resources, and necessary attributes to provide the quality workmanship, materials and management required by the specifications, the City of Omaha also reserves the right to seek additional information from vendor such as, but not limited to, additional oral interviews, demonstrations, written clarification, information, and research at various stages of the process for the Selection Committee to make a final decision. Failure to provide the information requested to make this determination may be grounds for a declaration of non-responsive with respect to the vendor.
5. All awards will be made in a manner deemed in the best interest of the City of Omaha
6. The successful vendor shall receive information from the City of Omaha and/or meet with the City of Omaha's Representative(s) to negotiate an initial detailed work plan, and finalize the scope of services and cost proposal.
7. If the City of Omaha is unable to arrive at an agreement with the top ranked proposer, the City retains the sole right to move on to negotiations with the second (and then third, etc.) ranked proposer.
8. Contract to be executed will be based on a Cost Proposal/Fee Schedule with a "not to exceed total" for total expenditures agreed upon in negotiations.

U. Termination

1. The City of Omaha may terminate the contract at any time if the vendor fails to carry out the terms or fails to make substantial progress toward the fulfillment of the contract obligations.

a) In such event, the City shall provide the vendor with thirty (30) days written notice of conditions which endanger contract performance.

b) If after such notice the vendor fails to remedy these conditions, the City may send a certified letter to the vendor for immediate cancellation of the contract.

c) In such event, the City would receive a pro-rated portion of the value of the performance bond depending on the value of the remaining portion of the contract

2. The contract may be terminated prior to the end of the contract period by mutual agreement of both parties by at least ninety (90) days written notice.

3. The City will give the vendor sixty (60) days' notice of termination of contract if appropriations cease.

4. The City may terminate the agreement for any reason upon 30 days' notice.

V. Non-Exclusive

1. Any agreements awarded shall be non-exclusive.

2. The City of Omaha reserves the right to enter into multiple agreements from this RFP.

W. Vendor's Representation

1. Vendor's electronic signature and proposal submittal represents that the vendor has read and understands the RFP documents, and the proposal has been made in accordance therewith.

2. Each vendor further represents that they have examined and is familiar with the local conditions under which the work is to be done and has correlated the observations with the requirements of the RFP documents.

X. Form CC-1

1. All vendors awarded a City contract in the amount of $50,000 or more must comply with the Contract Compliance Ordinance by having a current Contract Compliance Report (Form CC-1) on file with the Human Rights & Relations Department.

2. The Form CC-1 report shall be in effect for 24 months from the date received.

3. CC-1 questions: contact the Human Rights & Relations Department at (402) 444-5055.

4. Vendors are encouraged to check their current Form CC-1 status (search by company name): https://humanrights.cityofomaha.org/cc-1-search

Y. Taxes and Tax Exemption Certificate

1. The City is generally exempt from any taxes imposed by the state or federal government.

2. A Tax Exemption Certificate will be provided to the awarded vendor upon request.

II. PROCUREMENT PROCEDURES

A. General Information

1. The Request for Proposal (RFP) is designed to solicit proposals from qualified vendors which must meet all specifications, terms and conditions of this Request for Proposal.
2. Proposals that do not conform to the mandatory items as provided in the proposal instructions will not be considered.
3. The vendor's proposal must be returned by the proposal closing date and time along with any other requirements as specified in the RFP in order to be considered for an award.
4. A proposal may not be altered after opening. The proposal must stay in effect throughout the term of the contract.
5. If, in the opinion of the City of Omaha, revisions or amendments will require substantive changes in proposals, the due date may be extended.
6. Prospective vendors are expected to carefully examine all documentation, schedules and requirements stipulated in this RFP and respond to each requirement in the format prescribed.
7. The vendor's signature shall be considered an offer on the part of the vendor. Such offer shall be deemed accepted upon issuance of a City of Omaha purchase orders, contract award notifications, or other contract documents appropriate to the work.
8. Vendor shall be responsible for all requirements and successful performance of the awarded contract.

9. The terms and conditions of the Request for Proposal (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

B. Communication with Staff

1. From the date the RFP is issued until a contract is executed, communication regarding this RFP between potential vendors and individuals employed by the City is prohibited.
2. Only communication submitted via the Questions tab in the bid event is permitted.
3. Once a determination is announced regarding the selection of a vendor, the vendor will be permitted to speak with the person(s) participating in contract negotiations.
4. Violation of these conditions may be considered sufficient cause to reject a vendor's proposal and/or selection irrespective of any other condition.
5. The following exceptions to these restrictions are permitted:
   - **a)** Contacts made pursuant to any pre-existing contracts or obligations.
   - **b)** City staff and/or vendor staff present at a Pre-Proposal Conference, if scheduled, when recognized by the City as staff facilitating the meeting for the purpose of addressing questions; and,
   - **c)** Presentations, key personnel interviews, clarification sessions or discussions to finalize a contract, as requested by the City.

C. Proprietary Information

1. All information and data contained in the proposal becomes the property of the City of Omaha and becomes public information upon opening the proposal.

2. Any and all proprietary and/or copyrighted material must be submitted as a separate Response Attachment in the Bid Event and clearly state within the document which sections have been submitted as proprietary or have copyrighted materials.
3. The City of Omaha will not be held responsible for releasing electronic information that is not specifically marked as "PROPRIETARY" and uploaded as such via a Response Attachment within the bid event.
4. If the vendor wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within Nebraska's Public Record statutes. (Neb. Rev. Stat. §§ 84-712 through 84-712.09)
5. **Vendors may not mark their entire RFP as proprietary.**
6. Vendors must submit a cost proposal and it may not be marked as proprietary information.
7. Failure of the vendor to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other vendors and the public.

D. Proposal Opening

1. Sealed proposals will be publicly opened in the City of Omaha Legislative Chambers (LC 4) on the closing date and time indicated.

E. Rejection of Proposals

1. The City of Omaha reserves the right to reject any or all proposals, wholly or in part and, at its discretion, may withdraw or amend this RFP at any time

2. The City reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal and do not improve the vendor's competitive position.
3. All awards will be made in a manner deemed in the best interest of the City of Omaha.

F. Proposal Evaluation

1. The City of Omaha will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below.
2. The criteria for determining a responsible vendor shall include but not be limited to:
   a) The ability, capacity and skill of the vendor to deliver and implement the system or services that meets the requirements of this RFP;
   b) The character, integrity, reputation, judgment, experience and efficiency of the vendor;
   c) Whether the vendor can provide options that meet the specifications requested;
   d) The quality of vendor's performance on prior contracts;
   e) Such other information that may be secured and that has a bearing on the decision to award the contract; and
   f) Cost.

G. Evaluation Committee

1. Proposals will be independently evaluated by members of the Evaluation Committee.

2. This Committee will consist of staff with the appropriate expertise to conduct such proposal evaluations.

H. Mandatory Requirements

1. The proposals will first be examined to determine if all mandatory requirements have been addressed to warrant further evaluation.
2. Proposals not meeting mandatory requirements will be excluded from further evaluation.

I. Technical Evaluation

1. All responses to this RFP that fulfill all mandatory requirements will be evaluated.
2. Areas that will be evaluated are listed in Section V. Proposal Sections and Instructions.

J. Reference Checks

1. Vendor must provide at least three (3) professional references.
2. The City of Omaha reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the company in the proposal, those indicated through the explicitly specified contacts, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

K. Violation of Terms and Conditions

1. Violation of the terms and conditions contained in this RFP or any resultant contract at any time before or after the award shall be grounds for action by the City of Omaha, which may include, but is not limited to, the following:

a) Rejection of a vendor's proposal.

b) Suspension of the vendor from further bidding with the City for the period of time relative to the seriousness of the violation, such period to be within the sole discretion of the City of Omaha.

L. Clarification of RFP Documents

1. Vendors shall promptly notify the Purchasing Department via a submission in the Bid Event's Questions tab of any ambiguity, inconsistency, or error that they may discover upon examination of the RFP documents.

2. Vendors desiring clarification or interpretation of the RFP documents shall make a written request via the Bid Event's Questions tab by the questions deadline posted for that bid.

3. Changes made to the RFP documents will be issued electronically via addenda.

4. Oral interpretations or changes to the RFP documents made in any manner other than written form will not be binding to the City of Omaha, and vendors shall not rely upon such interpretations or changes.

5. Material changes to the RFP specifications and/or scope of work will be provided **solely** through addendum posted on the Douglas County Purchasing Ion Wave eBidding website.

III. PROJECT DESCRIPTION AND SCOPE OF WORK

A. Project Overview

The City of Omaha is seeking qualifications from vendors to assist with the its communications, outreach, marketing, and staff development related to these scopes. Interested firms should be experienced in communications, marketing, and public outreach, and should be prepared to work with our IT Technology partner, DOTComm, in relation to website or communications software work. In support of this, the City is seeking to create an on-call list for various marketing, branding, graphics and strategic communications/public outreach type services for use by its Departments. Such services would include, but not be limited to, branding/brand refresh, marketing services, public outreach/public engagement services, strategic communication services, event planning/coordination, graphic design, media relations, and training/staff development in any of these services. Departments may elect to utilize vendors from this list of qualified firms for contracts to be initiated before December 31, 2027, or they may elect to receive quotes or proposals separately, based on individual project needs.

B. Prime Vendor Responsibilities

1. The vendor will be required to assume responsibility for all contractual services offered in this proposal whether or not the vendor performs them.
2. The City of Omaha will consider the vendor to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the anticipated contract.

C. Term

Any agreement between the City and selected vendors which results from this RFP will be a contract for a period delineated within the scope of the individual project contracted for. Such agreement must be entered into prior to December 31, 2027. The agreement may be extended or amended in accordance with the terms and conditions within the agreement and the Omaha Municipal Code.

D. Tentative Schedule of Events

The CITY expects to adhere to the tentative schedule shown below. It should be noted, however, that some dates are approximate and subject to change.

ACTIVITY		DATE/TIME
1.	Proposal opening	July 22, 2026
2.	Evaluation Committee Review	July 23-31, 2026
3.	Final recommended selection & establishment of on-call list	Approximately August 3, 2026
4.	On-call list closes	December 31, 2027

E. Scope of Services

The City is seeking strategic communications assistance to work with various Departments, in coordination with its IT provider DOTComm, and the Mayor's Office, in streamlining communication, marketing, and branding efforts to make information more accessible through its websites and outreach efforts. The City is seeking to create a more consistent user experience that does not rely on specific knowledge of the City's individual Department structure or program organization.

This effort may include looking at ways to streamline the interaction between a Department's main website and its child brand's sites, including, establishing brand guides or style guides,, providing media relations services, and/or various levels of communications training. As a part of this process, firms submitting proposals should keep in mind that Department staff from various City departments (which may include Mayor's Office, City Clerk's Office, Planning Department or others as desired) will be reviewing references and qualifications to establish an on-call list for these services. This would allow, but not require, City Departments to utilize this list for various website, outreach, or branding needs according the Department's or project's requirements. Such on-call contracts utilizing this qualification list must be initiated prior to December 31, 2027.

E. KEY UNDERSTANDINGS

Consultant should know that the work under this on-call list could encompass a wide variety of the City's activities, including capital construction and operations/maintenance of the City infrastructure, the regional sanitary sewer utility, the parking and mobility facilities, facility management, fleet management, environmental services, parks and recreational facilities, and neighborhood level programming.

Any agreements awarded shall be non-exclusive. The City reserves the right to enter into multiple agreements from this RFP.

IV. PROPOSAL SECTIONS AND INSTRUCTIONS

PLEASE NOTE PAGE LIMITS

All firms interested in being considered for this project should submit proposals that include the following items. Please note that each side of the page goes into the total page count. Page limits are based on 8.5” x 11” page size, unless noted otherwise.

Requirement	Maximum No. Pages
Letter of Interest ● Use the provided sample matrix format to identify which discipline type(s) the consultant is capable of and interested in performing and identify if the consultant wants to be included in the under and/or over $250,000 ranking. ● Include the name, telephone number(s), mailing address, and e-mail address of the primary contact person(s).	Two (2) pages
Key Personnel & Organizational Chart ● Provide an overview of your firm. ● Provide a project organizational chart with key personnel based on	Firm overview shall be limited to one (1) page. and

project disciplines and describe their relevant experience. ● Resumes for up to 20 key personnel may be submitted. ● Additional resumes can be provided in the appendix, but the appendix will not be scored.	One (1) 11” x 17” page may be used for the organizational chart. and Resumes shall be limited to ten (10) total pages.
Similar Work ● A list of similar work performed for each discipline within the last 8 years maximum of five (5) projects per discipline. ● Include primary project discipline, year constructed, dollar value, project description, lessons learned, project team, SEBs used, and references.	Each project shall be limited to one page or less.
Understanding ● Provide a narrative to best demonstrate your team’s understanding of and methodology	Eight (8) pages

for accomplishing the scopes of work for consideration. ● Include innovations used to improve upon design and communication throughout the project timeline. Additional, more detailed information on innovations can be provided in the Appendix. ● Include processes your firm has created and implemented to improve upon the design and construction of projects. ● If your firm has a mentoring program, please highlight how it is organized and the benefits to City projects.	
Insurance ● Provide proof of professional liability insurance in the amount of $1,000,000.	One (1) page
Conflict of Interest ● A Conflict of Interest Disclosure	Pages as necessary

Form for the prime consultant and any subconsultant. (The form can be found at: http://dot.nebraska.gov/business-center/lpa/projects/downloads/)	
Certificate of Authorization • Selected consultant shall provide to the City, and maintain in good standing, a current Certificate of Authorization from the State of Nebraska as required by Neb. Rev. Stat. section 81-3436.	Pages as necessary

NOTES:

1. Price **is not** a selection factor and is not to be included in the consultant's proposal. The price will be negotiated after the consultant is selected. The **cost plus a fixed fee contract** will be negotiated after the consultant is selected.
2. **Economic Equity and Inclusion Plan (EEIP).** EEIP needs to be approved and on file with the City's Human Rights and Relations prior to the interview. The EEIP does NOT need to be included in the proposal. Contact Jared Anderson at City of Omaha Human Rights and Relations, 1819 Farnam Street, Suite 502, Omaha, Nebraska 68183, Phone: 402-444-5053 for further information. The form can be found at: https://humanrights.cityofomaha.org/economic-inclusion.

3. **City of Omaha Small Business/Emerging Small Business Program**. The selected firm will be required to comply with the City of Omaha Small Business/Emerging Small Business Program. The level of participation will be determined during the scope and fee negotiation process.
4. **Appendix.** The appendix provides a sample of the matrix of scopes that a vendor.
5. Keep your proposal as clear and concise as possible.

SELECTION FACTORS

The proposal will be reviewed and ranked based on the following selection factors:

Proposal Scoring Criteria

1. Letter of Interest	5 pts
2. Qualifications (Key Personnel & Similar Work)	40 pts
3. Understanding	40 pts
4. Proposal Completeness	10 pts
5. Cost Proposal	5pts
Total Potential Points for On-Call Selection	100 pts

Proposals will be scored according to the criteria listed above. The on-call list of qualified vendors will be established for vendors qualifying with at least 60 points; a short list of qualified firms may be selected to interview (if deemed necessary for selection) by the soliciting Department. Interview structure and scoring criteria will be provided with the notification of shortlist and invitation to interview.