



## VILLAGE OF MAMARONECK, NEW YORK

### Request for Proposals **Communications**

Issue Date: 1/5/26

Due Date: 02/5/26

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The Village of Mamaroneck (the “Village”), acting by and through its Office of the Village Manager, is requesting proposals from qualified proposers to provide Communications, Public Relations, and Digital Content Support.

### **Scope of Work: Communications, Public Relations, and Digital Content Support**

#### **1) Project Management and Coordination**

The Contractor shall:

- Participate in weekly coordination meetings with the Director of Communications (typically 1–2 hours per week) to review priorities, assignments, timelines, and approvals.
- Provide brief weekly status updates identifying completed work, work in progress, upcoming deadlines, and items requiring Village input/approval.
- Coordinate with relevant Village departments and staff to gather information, confirm facts, and align messaging.

#### **2) Podcast Services (Monthly Content + Post-Production Publication + Promotion)**

The Village has access to a podcast studio and recording equipment. The Contractor shall support the Village’s monthly podcast program by providing pre-production content development and post-production publication, distribution, troubleshooting, and promotion/advertising services, as follows:

##### **A) Pre-Production: Monthly Content Development**

The Contractor shall:

- Develop a monthly episode plan with the Director of Communications (topics, objectives, target audience, key messages).
- Prepare episode outlines / run-of-show documents, including segment structure and approximate timing.
- Draft scripts and/or talking points for hosts and Village participants, including:
  - Opening/closing language
  - Segment transitions
  - Interview questions and follow-ups
  - Key message prompts and approved language for sensitive topics (as applicable)
- Prepare a monthly production timeline with milestones for topic selection, script approval, guest coordination, recording date, and internal review/approval.

- Create guest/participant briefing materials as requested.

## **B) Post-Production: Publication, Hosting, Distribution, and Platform Support**

Once final audio/video files are provided by the Village (or its designated editor), the Contractor shall:

- Perform basic pre-release checks (file naming, format compatibility, titles/descriptions, metadata consistency).
- Upload and publish episodes to the Village's podcast hosting platform, including episode titles, descriptions/show notes, tags/keywords, episode numbering, and scheduling.
- Manage/confirm distribution to major podcast platforms (as applicable) and troubleshoot posting/listing issues, including RSS feed issues, artwork/metadata problems, and platform-specific requirements.
- Maintain an episode archive log (release date, topic, links, and assets used) and coordinate updates/corrections if needed.

## **C) Post-Production: Promotion and Advertising**

The Contractor shall:

- Draft and/or coordinate promotional materials for each episode, including:
  - Website post copy (and homepage callouts as requested)
  - Community e-blast copy and subject line options
  - Social media captions (platform-appropriate variations)
  - Suggested graphics/audiogram/video clip guidance (Village may produce assets in-house or via vendor)
- Coordinate paid promotion/advertising when authorized by the Village, including:
  - Recommended audience targeting, budget ranges, flight dates
  - Ad copy variations and creative specs
  - Basic performance summaries (e.g., reach, clicks, engagement)

## **Podcast Services Exclusions**

The Contractor will not be responsible for:

- Recording, filming, operating studio equipment, or providing/sourcing a studio or audio/video equipment.

## **3) Website Support (Design Assistance + Content Review + Copywriting)**

The Contractor shall:

- Provide website design assistance (as needed) in coordination with the Village's website platform/vendor, including review of layouts, page templates, navigation, and usability.
- Review content to be migrated and provide recommendations to update, consolidate, archive, or remove outdated content.
- Assist in reviewing and drafting content for the new website, ensuring clarity, consistency, accessibility, and alignment with Village voice.
- Assist in creating a visual display and presentation of the new website for internal stakeholders and/or public rollout (e.g., screenshots, slide deck, "what's new" overview, launch messaging).

#### **4) Public Relations and Media Support (On-Call)**

The Contractor shall:

- Provide on-call public relations services, including media strategy and guidance on messaging and public response.
- Prepare and/or review press releases and public statements, including key message documents and spokesperson talking points, as requested.
- Support response to media inquiries as directed by the Village.

#### **5) Newsletter and Community E-Blasts**

The Contractor shall:

- Review the Village's monthly newsletter for clarity, structure, readability, consistency, and accuracy.
- Prepare and/or review community e-blasts, including subject line options, formatting recommendations, and clear calls-to-action.
- Help ensure consistency across the newsletter, e-blasts, website content, and podcast promotion (voice, terminology, and branding standards).

#### **6) Crisis Communications and Public Emergency Support (On-Call)**

The Contractor shall:

- Provide on-call crisis public relations services during emergencies and time-sensitive events.

- Work with the Director of Communications and Village staff to develop protocols during a public emergency, including roles, approvals, message templates, and coordination procedures.
- Assist the Village with communications during a public emergency, including drafting urgent updates for web, email, social media, and media statements as requested.
- Assist the Village with messaging during difficult local circumstances, ensuring communications are sensitive, accurate, and aligned with Village leadership guidance.

**Please provide this proposal as a lump-sum bid, meaning one total price for the entire project.**

*All times specified above and elsewhere in this RFP shall be understood to be Eastern Time.*

**i. PROPOSAL CONTENT**

Each proposal must include the items below. Any proposal that does not contain everything specified below and/or does not conform to the requirements for proposals will not be reviewed or considered.

- 1.) *Cover letter*
- 2.) *The proposer's responses to the questions outlined in Schedule "A"*
- 3.) *Cost proposal, consisting of a completed version of the cost proposal form in Schedule "B".*

All corrections made by the proposer must be made prior to the due date for Proposals. No changes will be allowed after the due date for proposals.

Each of one or more of the proposers may be required to give an oral presentation to the Village to clarify or elaborate on the written proposal.

**ii. PROPOSAL SUBMISSION**

Each proposer must submit one (1) electronic copy of its proposal, in PDF format, via e-mail.

The above-specified materials must be submitted to:

Courtney Wong  
Office of the Village Manager  
[cwong@vomny.org](mailto:cwong@vomny.org)

### **iii. AMENDMENTS AND ADDENDA**

Should the Village find it necessary to amend this RFP and/or issue any addenda, such documents will be posted to the Village's website for RFPs:

<https://www.villageofmamaroneckny.gov/home/pages/bids-contracts-rfps>

Each prospective proposer shall have an obligation to monitor the Village's website for RFPs in order to ensure that it is aware of each amendment and/or addendum that is issued.

### **iv. PROPOSAL EVALUATION**

The Village will choose the proposal from a responsible proposer that is most advantageous to the Village, and otherwise in accordance with the Village's Procurement Policy. The Village will evaluate all proposals based on the criteria specified below.

- 1.) Proposer Qualifications (20 points out of 100): The proposer's ability, qualifications, and experience, both in general and in providing services like those solicited by this RFP.
- 2.) Staff Qualifications (20 points out of 100): The ability, qualifications, and experience of the proposer's staff that would be assigned to provide the services solicited by this RFP.
- 3.) Work Plan and Approach (30 points out of 100): The proposer's proposed work plan and approach for providing the services solicited by this RFP.
- 4.) Cost Proposal (30 points out of 100): This includes consideration of the proposed cost.

## **II. BACKGROUND**

The Village of Mamaroneck is located in Westchester County, New York, and is home to about 20,000 residents. Most of the Village is also located within the Town of Mamaroneck, and a portion in the Town of Rye.

The Village is primarily a residential community on Long Island Sound with several parks, a harbor and a beach. US Route-1, Interstate-95 and Metro North Railroad are major transportation corridors running through the Village. The community is primarily suburban, with a mix of housing stock, as well as a busy downtown business corridor and a light industrial area. The Village comprises about 3 sq. miles of land area, coastal waters and approximately 9 miles of coastline. The Village operates under a Council-Manager form of government.

## **III. TERM**

The term of the agreement will be for one year, with the Village of Mamaroneck reserving the right to extend the contract for an additional two years. The first year shall commence upon contract execution and end after 12 months.

## **V.     LEGAL**

This is not a Request for Bids.

The Village is not responsible for any costs incurred by the proposer associated with the preparation of a proposal in response to the RFP.

The Village reserves the right to reject all proposals; reject proposals that do not conform to the requirements set forth in this RFP; to waive irregularities in proposals received; to enter into agreements with one or more proposers, or to not enter into an agreement with any proposer.

All customized deliverables, all records, materials, and the like concerning such deliverables shall be considered “works made for hire” and shall become and remain the property of the Village.

## **SCHEDULE A**

### **REQUIRED INFORMATION:**

- A. Proposer's Name
- B. Proposer's Address
- C. Proposer's Telephone Number
- D. Proposer's Fax Number
- E. Proposer's Federal ID Number
- F. Proposer's State of Incorporation/Organization/Filing
- G. Proposer's Contact Person's Name and Title
- H. Proposer's Contact Person's Telephone
- I. Proposer's Contact Person's Email Address
- J. The year the proposer was founded.
- K. Total number of employees employed by the proposer.
- L. Provide a list of client references, from within the past three (3) years, for services of similar size and nature as those solicited by this RFP. These references will preferably, if possible, be government or other public entities, and preferably located within New York State. Preferably, at least three (3) references will be provided. Include the organization's name, addresses, and telephone numbers; the name and title of the organization's representative/contact; and the nature of the services provided by the proposer.

M. Resumes of key personnel, including identifying the individual who will serve as the primary points of contact for the Village on a routine basis.

N. A list of all entities to whom the proposer is proposing to subcontract any portion(s) of the work solicited by this RFP.

#### **SCHEDULE B**

PLEASE NOTE: Pricing shall be all-inclusive, including, but not limited to, all anticipated time, labor, materials, and expenses of any type or nature (e.g., travel to/from Mamaroneck, New York, etc.) as may be required by the proposer to complete each task identified below (no reimbursements for expenses are permitted).

To reduce the cost to the Village, all work to complete deliverables as outlined in this RFP, including meetings with stakeholders, shall be conducted “virtually” via a web-based platform. Such virtual support shall be reflected in the price proposal (no routine travel).

The Village is tax exempt, and the consultant may not charge any tax.

This price proposal shall include unlimited services to be provided by the consultant to the Village on an annual basis. There shall be no additional charges beyond the agreed upon fees, to be paid in monthly or quarterly installments, upon approval of the Village Manager.