



CITY OF RIVER FALLS, WI

Dan Toland, Mayor

REQUEST FOR PROPOSAL

AGENT OF RECORD

April 4, 2017

City of River Falls
Agent of Record RFP
Table of Contents

Section 1 – Invitation	3
Section 2 – Introduction and General Information	4
A. Government Background	4
B. Timeline for Procurement Process	5
C. Current Coverage	6
D. Conditions of Submittal	7
Section 3 – Scope of Work	9
A. Introduction	9
B. Responsibilities	9
Section 4 – Proposal and Proposer Requirements	11
A. Submission Process	11
B. Proposal Submittal Format	11
C. Minimum Proposal Content and Evaluation Criteria	12
Section 5 – Other Attachments	14
APPENDIX A – SCHEDULE OF FEES	14
APPENDIX B – PROPOSER’S WARRANTY	15
APPENDIX C – AGENCY PROFILE	16

Section 1 – Invitation

CITY OF RIVER FALLS REQUEST FOR PROPOSALS (RFP) INSURANCE AGENT OF RECORD

Proposals Due by 2:00 p.m., Monday, April 24, 2017

The City of River Falls is currently requesting proposals for an Insurance Agent of Record for Property and Casualty Insurance.

The City desires to enter into a professional services agreement with a qualified agent that demonstrates both competency and experience in providing Property and Casualty Insurance Consulting Services, and said agent must be fully licensed to practice in the state of Wisconsin. The contract term is for three (3) years, and the City reserves the right to offer one (1) additional two (2) year renewal option.

The scope of work for the requested services includes, but is not limited to:

1. Market all coverages as requested by the City
2. Analyze coverage and recommend coverages or changes to coverages as considered advantageous to the City on an annual basis
3. Advise the City on insurance trends, insurance market conditions
4. Attend events concerning the City's insurance matters, including City Council meetings and other meetings deemed appropriate by the City

The Request for Proposal application can be downloaded from the City of River Falls website: www.rfcity.org. It is important for those who download the supporting documents check the website for addenda, clarifications, and other significant notifications.

Written proposals will be accepted until 2:00 p.m. on April 24, 2017 at City Hall, 222 Lewis Street, River Falls, WI 54022. Written proposals can be submitted in a sealed envelope marked "Agent of Record Proposal" and submitted to:

Amy White
Office of the City Clerk
City of River Falls
222 Lewis Street
River Falls, WI 54022

Questions or request for clarification may be directed to Al Rolek, Director of Finance, in writing to:

Al Rolek
222 Lewis Street
River Falls, WI 54022

Section 2 – Introduction and General Information

A. Government Background

The City of River Falls is a full service community providing a high level of services to its residents. Services include: Police, Fire, Ambulance, City Administration, Public Works, Utilities, Parks and Recreation, and Library. The City of River Falls is located in two counties, St. Croix and Pierce, and is home to approximately 15,000 residents of which 6,400 are college students. Around half of River Falls' residents commute to the St. Paul-Minneapolis region to work, as the City is located 25-30 miles east of the Twin Cities. The City of River Falls is also home to the University of Wisconsin River Falls (UWRF); an NCAA Division III institution that has been a staple for the River Falls community since 1874.

The City of River Falls is a Municipal Corporation with authority vested in the City Council and the Mayor, who is the Chief Executive Officer (CEO) of the City. River Falls, like many other Wisconsin cities under the Home-Rule Charter of Wisconsin, has the power to govern itself regarding local matters except where the State has specifically prohibited that power. The City is managed under the Council/City Administrator form of government.

Each and every year, the City strives to meet the highest standards of fiscal performance, accountability and stewardship. As of March 2016, the City was given an Aa2 rating by Moody's Investor's Services. The annual budget serves as the foundation for the City's financial planning and control. The City of River Falls fiscal year begins January 1st and ends December 31st.

The contract term of the Insurance Agent of Record for Property and Casualty insurance Consulting Services will be for three (3) years, beginning May 1, 2017, with the option to extend the contract for one (1) additional, two (2) year period under the same terms.

The purpose of requesting proposals is for the City to determine which independent agent or firm can offer the highest quality of service at the most beneficial cost to the City. In addition, the selected Firm should be available to work with the City on safety, risk management, claims and other closely related issues.

The contract shall provide that the City reserves the right to terminate the contract at any time upon 90 days prior written notice.

B. Timeline for Procurement Process

The City has made every effort to include enough information in this RFP for a proposer to develop a responsive proposal. The City encourages proposers to submit the most comprehensive and competitive proposal available. Submission of a proposal indicates acceptance, by the independent agent or firm, of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted, and confirmed in the contract between the City of River Falls and the agent of record selected.

The City reserves the right to reject any and all proposals, cancel all or part of this RFP, waive any minor irregularities, and request additional information from proposers. The City will not reimburse proposers of this RFP for any expenses incurred in preparing proposals, or for the attendance at interviews. This RFP does not obligate the City to accept or contract for any services.

The timing of the proposal is as follows:

TIMELINE	
Distribution of RFP	March 31, 2017
Proposal submission	April 24, 2017
Proposal review	April 25 - 26, 2017
First notification	April 26, 2017
Interviews with finalists	May 2, 2017
Final selection	May 3, 2017
Notification to proposers	May 4, 2017
City Council Approval	May 9, 2017
Implementation of Contract	May 19, 2017

Distribution of RFP

The RFP will be mailed and/or available on the City's website www.rfcity.org on April 4, 2017.

City's Deadline to Respond to Questions

City staff will schedule time to speak with representatives seeking additional information about the proposal process and the RFP. The City requests that any insurance firms provide names of the representatives and all questions about the proposal process and the RFP by April 11, 2017. This information must be received by 5:00 p.m. via mail to:

Al Rolek
Finance Director
City of River Falls
222 Lewis Street
River Falls, WI 54022

Proposal Submission

Proposals must be delivered to the City Clerk's Office no later than 2:00 p.m., April 24, 2017.

Proposal Review

City staff will evaluate all proposals and summarize the findings. It is anticipated that the review process will be completed by April 26, 2017.

Interview with the Finalists

The finalists will be asked to schedule a meeting with City staff May 2, 2017. The meeting should include representatives who will work directly with City staff, their supervisor, if applicable, and the account representative.

Proposals Accepted

The City Council will make the final selection May 9, 2017, based on the recommendation of City Staff. After the selection is made, the agent of record will have thirty (30) days to complete negotiations. If negotiations do not result in the execution of a contract in the allotted time, the City will give notice to the agent of record that the City will contact the next most qualified proposer or call for new proposals.

Notification

We anticipate sending written notification to all proposers regarding the outcome of the review and contract award process by May 26, 2017.

Implementation of Contract

The agent of record to which the contract is awarded will be required to coordinate with City staff all the activities necessary to ensure a smooth transition. Conversion activities will begin upon notification and projected completion date is May 19, 2017.

City staff will make every effort to administer the proposal process in accordance with the terms and dates discussed in this RFP. However, the City reserves the right to modify the proposal process and dates as deemed necessary.

C. Current Coverage

The following is a list of the City of River Falls current insurance coverage:

Commercial General Liability	General aggregate limit (other than products-completed)	\$2,000,000
	Products-completed operations aggregate limit	\$2,000,000
	Personal & advertising injury limit	\$2,000,000
	Each occurrence limit	\$2,000,000
	Damage to premises rented to you limit (any one person)	\$300,000
	Medical expense limit (any one person)	\$10,000
Automobile	Liability \$2,000,000, Auto medical payments \$10,000, Uninsured motorists \$1,000,000 each accident, Underinsured motorists \$1,000,000 each accident. Includes owned, hired and non-owned.	
Public Officials	Public officials liability	\$5,000,000

Professional Liability Insurance	Employment practices liability	\$5,000,000
	Policy aggregate	\$2,000,000
Police Professional Liability	Law enforcement liability aggregate limit	\$2,000,000
	Each wrongful act limit	\$2,000,000
	Medical expense limit (any one person)	\$ 5,000
Equipment Breakdown	Property damage	\$50,000,000
	Data or media	\$2,500,000
	Utility interruptions	\$25,000,000
	Ordinance or law coverage	\$2,500,000
	Fungus, wet rot and dry rot	\$100,000
	Hazardous substances	\$2,500,000
Crime	Employee theft – blanket	\$500,000
	Forgery or alteration	\$50,000
	Complete fraud	\$100,000
Umbrella	Each occurrence limit (liability coverage)	\$4,000,000
	Aggregate limit (liability coverage)	\$4,000,000
Workers' Compensation	Coverage as required under the workers compensation law of the State of Wisconsin. Bodily injury by accident	
	\$500,000 each accident	
	Bodily injury by disease	\$500,000 policy limit
	Bodily injury by disease	\$500,000 each employee
	City's current experience mod rating	.84
Property Insurance	Total property value coverage of \$66,300,000, and contractor's equipment of \$1,700,000.	
Cyber Liability	Aggregate claims made liable	\$1,000,000
	Each enterprise security event	\$1,000,000
	Each privacy regulation claim	\$1,000,000

D. Conditions of Submittal

By the act of submitting a response to this Request for Proposals, the proposer certifies that:

- a. The Proposer and each person signing on behalf of any Proposer certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of

their knowledge no elected official, city employee, officer or person accountable to the City of River Falls has a direct financial interest in the Proposal.

- b. The Proposer has read all parts of the Request for Proposal, including all requirements, terms and conditions, and, if its Proposal is accepted, the Proposer shall accept the contract documents in their entirety.
- c. Proposer meets minimum requirements per Section 4 B(2)(c).

Section 3 – Scope of Work

A. Introduction

The City of River Falls invites insurance agents and brokers licensed to do business in the State of Wisconsin, to submit proposals to provide insurance services for the following areas of coverage:

- Commercial General Liability
- Umbrella
- Boiler and Machinery
- Business Automobile – Property and Liability
- Commercial Property
- Cyber Liability
- Commercial Crime
- Workers' Compensation
- Police Professional Liability
- Public Official Errors and Omissions
- Employment Practices Liability
- Other Lines of Coverage as determined necessary

B. Responsibilities

The City of River Falls is requesting proposals from qualified persons/companies to serve as the Agent/Broker of Record. Responsibilities of the agent/broker shall include but not be limited to the following all or any of which the selected agent/broker may be asked to perform.

1. Prepare and present a comprehensive marketing plan to the City for review and discussion.
2. Attend events concerning the City's insurance matters, including City Council meetings and other meetings deemed appropriate by the City.
3. Provide a full range of services, including but not limited to risk exposures, risk identification, written analysis, insurance placement, written recommendations, alternative service delivery mechanisms or others as requested by the City or deemed necessary by the agent/broker.
4. Provide legal assistance at no additional cost for personnel, contract, claim and other issues.
5. Review each insurance policy, binder, certificate or other insuring document to ensure policy is complete and correct.

6. Agent/broker shall be available to the City for consultation on a daily basis in performing obligations under this Agreement.
7. Advise the City on insurance trends, insurance market conditions, large industry losses, financial stability of any insurance companies writing policies for the City, or any other items having the potential to materially impact any insurance coverages carried by or claims processing services provided to the City.
8. Act as a resource to advise the City in the areas of workers' compensation, EEO laws and other areas where expertise and guidance may be requested.
9. Provide early warning of pending rate, coverage or renewal challenges including significant changes in the financial status of major insurers, reinsurers or third party administrators.
10. Assist the City in designing, implementing and administering safety programs for both City employees and facilities.
11. Assist the City in developing a long-range risk management plan to satisfy budgetary concerns while providing adequate coverages in the most efficient and cost effective manner.
12. On an annual basis, the proposer will provide a report detailing the value-added recommendations made to the customer, or the estimated financial savings to the customer, by following the proposer's recommendation.

Section 4 – Proposal and Proposer Requirements

A. Submission Process

All sealed proposals from interested agents/brokers must be received on or before 2:00 p.m. on April 24, 2017, and addressed to:

Amy White
Office of the City Clerk
City of River Falls
222 Lewis Street
River Falls, WI 54022

Proposals will be held in a secure place until the established due date. Proposals will not be opened publicly or disclosed to unauthorized persons, but will be opened in the presence of two or more City officials. Proposals submitted by facsimile or via email will not be considered. Submittal of a Proposal in response to this RFP constitutes an offer by the proposer.

B. Proposal Submittal Format

For proposals to be considered, one (1) original marked “Original” and four (4) copies of the proposal must be received by the City of River Falls. The proposal shall be no more than 50 pages. The following outline represents the desired proposal submittal format:

1. Title Page - The first page shall be the title page. The proposer should identify the RFP subject, the name of the firm, local and corporate address, telephone number, name and title of contact person, and date of submission.
2. Introduction - Immediately following the title page shall begin the following sections:
 - a) Table of Contents – Provide clear identification of the material by section and by page number.
 - b) Letter of Transmittal – (limited to one page) - Should be brief and introductory in nature.
 - c) Mandatory Proposer Requirements – Provide in the order delineated below. List any exceptions taken to these requirements.
 - i. **List local office location** - The proposer is expected to have an office in the Western Wisconsin or Minneapolis/St. Paul area. If not, the proposer should describe how they will provide the necessary services to the City from other locations.

- ii. **State Insurance License** - The proposer must provide a copy of their State of Wisconsin Insurance License. The proposer and all staff assigned to the City's account shall possess and keep in force all licenses and permits required to perform the services of this Agreement.
- iii. **Local Government Experience** - The proposer must have acted as a full-service agent/broker for a Wisconsin or Minnesota local government for at least two (2) consecutive years within the past five (5) years.
- iv. **Provider Eligibility** - The proposer must be willing and able to directly place business with all of the City's existing providers.
- v. **Proposer Schedule of Fees** – Please fully complete a copy of the “Proposer Schedule of Fees” and include in the proposal packet (Appendix A)
- vi. **Proposer Warranty** – Execute and include a copy of the Proposer's Warranty (Appendix B).
- vii. **Agency Profile** – Please fully complete a copy of the “Agency Profile” and include in the proposal packet (Appendix C).

C. Minimum Proposal Content and Evaluation Criteria

All proposals submitted for evaluation must include the following minimum information. Provide in the order listed below. Please detail any exceptions taken to these requirements:

1. **Firm Qualifications** (max 20%) – Each proposer must complete a copy of the “Agency Profile” and include it within their proposal packet. Please refer to Appendix C for a copy of the Agency Profile.
2. **Understanding of Scope of Work** (max 15%) - Provide a written statement (limited to two pages) demonstrating the proposer's understanding, responsiveness and approach to the agent/broker services requested in Section III (B).
3. **Staff Qualifications** (max 10%) – Refer to Appendix C, Agency Profile.
4. **References** (max 5%) – Refer to Appendix C, Agency Profile.
5. **Proposed Cost** (max 50%) - Complete and include the fee for each of the services proposed in Appendix A – Schedule of Fees as well as any additional costs related to implementation of any proposed service delivery alternatives.

Proposals will be evaluated by City staff based on the criteria set forth above. City staff will make a recommendation to River Falls City Council. All proposals submitted will be the primary document upon which each proposal will be evaluated. All proposals will first be screened to determine minimum institution qualifications as outlined in this RFP.

The City reserves the right to reject any and all proposals, to waive any information or irregularities in any proposal, and to use any idea in a proposal regardless of whether that proposal is selected.

Section 5 – Other Attachments

APPENDIX A – SCHEDULE OF FEES

INSURANCE AGENT/BROKER SERVICES

The City of River Falls is requesting the Agent/Broker compensation be on a flat fee basis. The structure of the fee and payment of the fee will be part of the proposal. All insurance policies will be placed net of the commission or fees payable to the Agent/Broker. The fee stated below is all inclusive for performance of the services specified, including labor, materials, transportation, etc. No other charges shall be allowed.

All Inclusive Fee:

FY 2017 \$_____

FY 2018 \$_____

FY 2019 \$_____

Authorized Signature	Address
Printed Name & Title	City, State, Zip
Company	Telephone Number
Date	Fax Number
Email Address	

APPENDIX B – PROPOSER’S WARRANTY

INSURANCE AGENT/BROKER SERVICES

TO: CITY OF RIVER FALLS, WISCONSIN

PROPOSAL OF: _____

an individual; a partnership; a corporation (please mark the appropriate box) organized under the laws of the State of _____.

The undersigned, having carefully read and considered the Request for Proposal to provide Insurance Agent/Brokerage Services for the City of River Falls, Wisconsin, does hereby offer to perform such services on behalf of the City, in the manner described and subject to the terms and conditions set forth in the attached proposal.

OFFEROR _____
Company Name

BY _____
Signature of Authorized Representative

BY _____
Please print name

PRINCIPAL OFFICE ADDRESS:

Street Address	
City	
State	
Zip Code	
Telephone	
Facsimile	
Email Address	

APPENDIX C – AGENCY PROFILE

AGENCY PROFILE

AS OF _____
Date

1. Name of Authorized Agent _____

Insurance Agency Name _____

Agency Physical Address _____

Agency Mailing Address _____

Business Phone: _____ Fax: _____

2. For agencies, how many years has your agency been in business? For agents, how many years have you been a licensed agent? (Please choose one category and check the appropriate response)

Agency Data		Agent's Data	
<input type="checkbox"/>	< 5 years	<input type="checkbox"/>	< 5 years
<input type="checkbox"/>	5 – 14 years	<input type="checkbox"/>	5 – 14 years
<input type="checkbox"/>	> 15 years	<input type="checkbox"/>	> 15 years

3. How many public entities (municipal governments, schools, Universities, Technical Colleges) does your agency currently work with? (Please choose one category and check the appropriate response)

Agency Data		Agent's Data	
<input type="checkbox"/>	0 to 9	<input type="checkbox"/>	0 to 9
<input type="checkbox"/>	10 to 49	<input type="checkbox"/>	10 to 49
<input type="checkbox"/>	50+	<input type="checkbox"/>	50+

4. How many years of experience does your agency, or you as an Agent, currently have insuring public entities?

Agency Data		Agent's Data	
<input type="checkbox"/>	< 5 years	<input type="checkbox"/>	< 5 years
<input type="checkbox"/>	5 – 14 years	<input type="checkbox"/>	5 – 14 years
<input type="checkbox"/>	> 15 years	<input type="checkbox"/>	> 15 years

5. How many agency personnel do you have at the branch that will handle our account?

- 1 to 4
- 5 to 10
- 11 to 20
- More than 20

6. Please list the personnel who will handle our account and indicate if they are licensed agents in the State of Wisconsin (If you feel personnel resumes of these individuals are pertinent, please attach them to this form)

7. Please list two references of public entities that have similar exposures to the City of River Falls:

Name _____

Mailing
Address _____

Contact Information _____

Name _____

Mailing
Address _____

Contact Information _____

8. What is the approximate annualized premium volume that your agency handles?

- \$1,000,001 to \$5,000,000
- \$5,000,001 to \$10,000,000
- \$10,000,001 to \$20,000,000
- More than \$20,000,000

9. How many agents licensed in the State of Wisconsin, are currently employed by your agency?

- One
- 2 to 5
- 6 to 10
- 11 to 20
- More than 20

10. Do you represent any carriers with an A.M. Best rating of less than A? If so, please explain.

11. Please indicate what lines of insurance your agency is licensed to write in the State of Wisconsin.

Property and Casualty Insurance

Health Insurance

Life Insurance

12. Do you currently carry professional liability (errors and omissions) insurance?

Yes

No

Please indicate the insurance company name and the amount of insurance currently carried for professional liability:

13. How often would your account manager contact our office to review our insurance needs and update our office?

14. What marketing plan would you use to assure us competitive premium quotes?

15. Describe the method you would use to select the insurance company to best fit our needs:

16. Describe how your agency would assist us with handling claims.

17. Describe the loss prevention services available from your agency:

18. What assistance will your agency provide in developing detailed and summary claims data?

19. Please describe your internal evaluation criteria. How do you determine whether you have provided value-added recommendations to the customer?

20. Who do you see as the important insurance competitors in property and casualty coverage for public entities?

21. What events do you see on the horizon that would be of a concern to the City?

22. What does your agency do to stay current with the ever changing municipal environment?

23. Describe the process you would employ to evaluate and keep abreast of the City of River Falls's loss exposures.

24. Please provide a sample of a proposed service agreement (included in your submission packet with the specific title of, "SAMPLE: PROPOSED SERVICE AGREEMENT")

25. Describe your organization's in-house capabilities (if no in-house capabilities, please provide the means in which these will be provided) to provide insurance and risk management services.

26. What additional special services does your office offer that would be of value to us?