



REQUEST FOR QUALIFICATIONS

Communications Strategy and Services
Deadline for Statements July 15, 2016

I. Introduction

The Association of Bay Area Governments (ABAG) invites you to submit a Statement of Qualifications (SOQ) to perform as Contractor for ABAG's Resilience Program. This work will consist of developing communications material that support and promote the work of this vital regional program.

II. Background

Since 1974, ABAG's Resilience Program has been a national leader among Councils of Governments in providing scientific information about local hazards in a user friendly format to guide public decision making. The purpose of the Resilience Program is to create a more resilient, sustainable, equitable and prosperous region through good planning and actions that reduce the region's risk to natural hazards, particularly those related to earthquakes and the effects of climate change.

Over the years of its existence, the program has collaborated with other disaster mitigation and recovery agencies, convened stakeholders to discuss critical infrastructure issues associated with natural hazards, and generated online earthquake and liquefaction maps. Under its former name, Earthquake and Hazards program, ABAG's program staff prepared the region's first hazard mitigation plan. The program recently changed its name to the Resilience program to reflect the inclusion of climate associated issues and a broader range of hazards. Additional information about the Resilience Program can be found at our website <http://resilience.abag.ca.gov>.

III. Intent and Terms of RFQ

ABAG is seeking firms or individuals that qualify for communication strategies and services related to telling the story of ABAG's resilience program. Firms or individuals must demonstrate they meet the listed Minimum Requirements in order to be eligible for qualification under this RFQ.

ABAG will select the most qualified and responsive Proposer(s) with whom Resilience Program staff will commence contract negotiations. Our objective is to obtain the highest qualified candidate(s) to achieve the objectives within a realistic time frame and reasonable cost.

This RFQ does not commit ABAG to award a contract. The award of any contract as a result of this solicitation is contingent upon the availability of funds. Firms selected are not guaranteed a contract. Award of contract may not be made to any Proposer(s) unless an agreement can be secured for all general and special provisions.

If a satisfactory contract cannot be negotiated in a reasonable time with the selected Proposer, then ABAG, at its sole discretion, may terminate negotiations. ABAG may open negotiations with the next highest ranked Proposer(s) until a satisfactory contract is negotiated, or terminate this solicitation. ABAG, at its sole discretion, has the right to approve or disapprove any staff person assigned to its projects before

and throughout the contract term. ABAG reserves the right at any time to approve, disapprove, or modify proposed project plans, timelines and deliverables, provided that all modifications are within the scope of services sought by this RFQ.

The selection of any Proposer for contract negotiations shall not imply acceptance by ABAG of all terms of the proposal, which may be subject to further negotiation and approvals before the ABAG may be legally bound thereby.

IV. Minimum Qualifications

The proposing consultant team must have a minimum of five years of direct experience in graphics, identity branding, marketing, website development and user experience, brochure development, and signage, and must possess the background, experience and capability necessary to successfully perform the tasks outlined in the Statement of Work.

Due to the different skill sets required for this work, ABAG encourages team submissions and anticipates that this project may require sub-consultants.

V. Scope of Services

The Contractor shall perform all aspects of the required work as described in the Statement of Work (Attachment 1).

VI. Compensation

The Contractor must be an independent contractor. No benefits are provided. All services will be paid for on an hourly basis with no other direct costs. Contractor is responsible for payment of applicable state and federal taxes. Contractor must have a valid California Driver's License, own transportation, car and health insurance. Up to \$75,000 is available for this work through September 2017.

VII. Time Frame

The term of the contract would be from August 1, 2016 through September 30, 2017 but additional service could be required depending on outcomes of current and forthcoming funding.

VIII. Selection Procedure

Every submittal will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer.

- 1) Relevant Qualifications and Experience – The Contractor will be evaluated based on the level of experience and background
- 2) Educational and Professional Background – The Contractor must possess the educational and professional requirements listed in the Minimum Qualifications.
- 3) Submittal – The Contractor will be evaluated based on the adequacy of the submittal to respond to the objectives of this Request for Qualifications (RFQ). Statements must respond to all the requirements of the RFQ, and must include all information specifically required in all sections of the RFQ.

Highest candidates may be invited to an interview at ABAG Offices at the **Bay Area Metro Center, 375 Beale Street, San Francisco, CA** at their own expense.

IX. What to Submit

To provide an objective, fair review of all statements of qualifications, the submittals are to include only the following information:

- 1) Transmittal letter – Covering highlights and unique features of your qualifications. Letters should include your address, email and telephone number.
Length: **One (1) page maximum**
- 2) Statement of Qualifications – Provide a summary of the firm or individual proposing to provide services. Provide a definitive statement of qualifications allowing the candidate to accomplish the requirement as stated in the Statement of Work. Include description of any resilience or hazards related experience that you could bring to this project. If proposing as a team, please demonstrate your ability to work together as a team.
Length: **Two (2) pages maximum**
- 3) Education and Professional Background – Include brief resumes, including education and relevant experience for the primary contact for this contract and key personnel.
Length: **Two (2) pages maximum**
- 4) List of References – Provide a list of reference for your work, including contact name, address, telephone number, nature of job, length, and amount.
Length: **One (1) page maximum**
- 5) Fee Schedule – Provide a professional fee schedule for the primary contact and the key personnel identified above.
Length: **One (1) page maximum**

X. Where to Submit SOQ

Hard copies shall be mailed or delivered to:

JoAnna Bullock
Association of Bay Area Governments
375 Beale Street, Suite 700
San Francisco, CA 94105-2066

Electronic copy shall be sent to: joannab@abag.ca.gov

XI. Schedule of Events

ABAG will endeavor to adhere to the following schedule:

Action	Date
Release of RFQ	6/15/16
Contractor written questions due	6/24/16, by 5pm PST
ABAG response to written questions due	7/1/16
Contractor Statement of Qualifications due	7/15/16, by 5pm PST
Identify and notify contractor finalists	7/22/16
Conduct interviews with finalists	7/27/16
Contractor begin work	8/1/16

All questions regarding the RFQ shall be delivered via electronic email only to the ABAG designated Procurement Contact, JoAnna Bullock at joannab@abag.ca.gov.