

**City and County of San Francisco
San Francisco District Attorney's Office**

**Request for Qualifications:
Communication Consultants (as needed)**

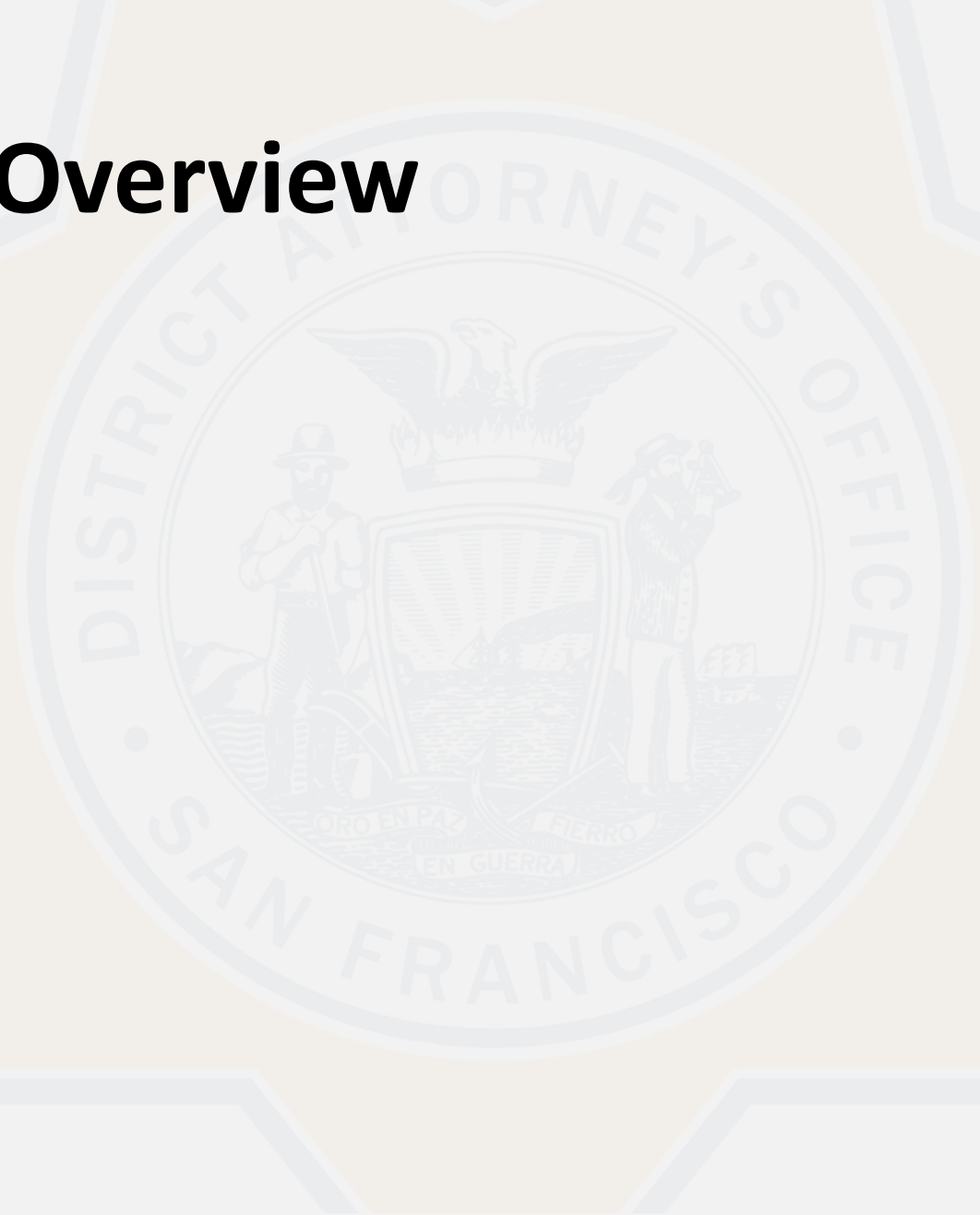
Sourcing Event ID: SF GOV-000006795

VIRTUAL BIDDER'S CONFERENCE

Wednesday, June 29, 2022, 4:00 PM- 5:00 PM (PST)

Presentation Overview

- I. Learning Objectives
- II. About this RFQ
- III. Proposal Evaluation Criteria
- IV. Applicant Resources
- V. Timeline & Important Dates
- VI. Questions & Answers



Learning Objectives

- Review purpose and services requested
- Review selection criteria
- Discuss timeline and resources
- Provide prospective applicants a space to ask clarifying questions

Overview Request for Qualifications: *Communication Consultants (as needed)*

SFDA is issuing this Request for Qualifications (RFQ) to identify one or more highly qualified suppliers to provide as-needed communications consulting services to educate the public about crime prevention, consumer protection, office initiatives, and how to access services.

Creation and Duration of the Prequalified Pool: Valid for 3 years but may be extended for up to 3 additional years if reopened by the City in accordance with Section 21.4 of the San Francisco Administrative Code.

****NOTE: Proposers prequalified under this RFQ are not guaranteed a contract.***

Request for Qualifications:

Communication Consultants (as needed)

Minimum Qualifications. As a minimum qualification, proposers must demonstrate experience in providing successful public awareness and/or consumer awareness campaigns to a diverse population. Experience should include all of the following:

1. Communication Services: messaging, branding, strategies in building public awareness around an issue or topic.
2. Design Services: marketing strategies for collateral materials, website, paid advertisements, and social media.
3. Printing Services: production of print materials for distribution and/or display.
4. Public Service Announcements (PSA): production and placement of PSAs for radio, television, and the internet.

Desirable Qualifications. Though not a requirement, proposers will ideally have experience working with municipalities (or similar government agencies) on public and consumer awareness campaigns. Proposers without government agency experience must demonstrate how their experience working in other sectors is applicable to the scope of this RFQ and to providing services to the City.

Proposal Evaluation Criteria

Responsive Proposals will be evaluated by a panel (“Evaluation Panel”) consisting of one or more parties with expertise related to goods and/or services being procured through this RFQ. The City intends to evaluate the proposals generally in accordance with the criteria outlined below:

Evaluation Phase	Maximum Points
Minimum Qualifications Documentation	Pass/Fail
Price Proposal	Pass/Fail
Written Proposal	100 Points
TOTAL POINTS	100

Applicant Resources

Register as a BIDDER at the City's Supplier Portal: <https://sfcitypartner.sfgov.org/pages/index.aspx>

City Business Tax Registration Inquiries: For questions regarding business tax registration procedures and requirements, contact the Tax Collector's Office at (415) 554-4400 or, if calling from within the City and County of San Francisco, 311.

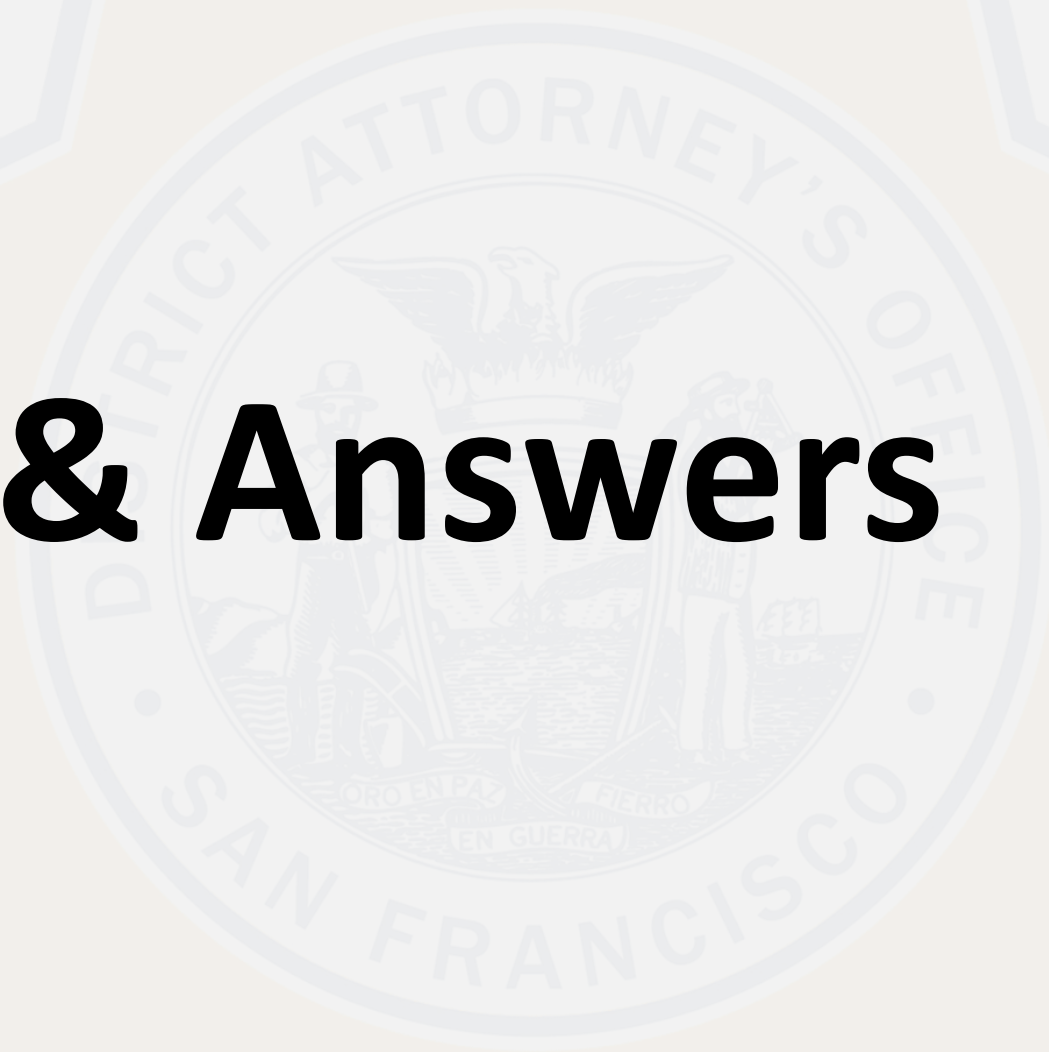
Chapter 12(B) and 12(C) Inquiries: For questions concerning the City's Chapter 12(B) and 12(C) Equal Benefits and Non-Discrimination in Contracting requirements, go to: www.sfgov.org/cmd

Mandatory Green Purchasing Requirements, proposers are required to review to ensure all goods and services offered to the City in response to this RFQ comply with the City's Green Purchasing Requirements, go to: <https://sfgov.org/oca/green-purchasing-requirements>

Timeline & Important Dates

Proposal Phase	Date
RFQ is issued by the City	Wednesday, June 22, 2022
Virtual Bidder's Conference	Wednesday, June 29, 2022
Deadline for submission of written questions	Thursday, June 30, 2022, at 5:00 P.M PST
Answers to questions posted online	Friday, July 1, 2022, at 5:00 P.M PST
Proposals due	Friday, July 15, 2022, at 5:00 P.M PST
Notice of Intent to Establish Prequalified Pool	Monday, July 25, 2022
Protest period ends	3 business days after the City's issuance of notification

Questions & Answers



Thank you!

The background features a large, faint watermark of the Seal of the City and County of San Francisco District Attorney's Office. The seal is circular with a five-pointed star outline around it. The text "DISTRICT ATTORNEY'S OFFICE" is arched across the top, and "SAN FRANCISCO" is arched across the bottom. The central emblem depicts a figure holding a scale and a sword, with a banner below that reads "FOR ENDA GUERRA".

Still have Questions?

Submit Questions via email to:

Lorna Garrido, Contract Administrator

Lorna.Garrido@sfgov.org