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 advertisement s, and social media.
3. Printing Services: production of print materials for distribution and/or display.

**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:

<table>
<thead>
<tr>
<th>Evaluation Phase</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>Minimum Qualifications Documentation</td>
<td>Pass/Fail</td>
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<tr>
<td>Price Proposal</td>
<td>Pass/Fail</td>
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<tr>
<td>Written Proposal</td>
<td>100 Points</td>
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<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
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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

<table>
<thead>
<tr>
<th>Proposal Phase</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFQ is issued by the City</td>
<td>Wednesday, June 22, 2022</td>
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<td>Virtual Bidder’s Conference</td>
<td>Wednesday, June 29, 2022</td>
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<td>Deadline for submission of written questions</td>
<td>Thursday, June 30, 2022, at 5:00 P.M PST</td>
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<td>Answers to questions posted online</td>
<td>Friday, July 1, 2022, at 5:00 P.M PST</td>
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<td>Proposals due</td>
<td>Friday, July 15, 2022, at 5:00 P.M PST</td>
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<td>Notice of Intent t Establish Prequalified Pool</td>
<td>Monday, July 25, 2022</td>
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<td>Protest period ends</td>
<td>3 business days after the City’s issuance of notification</td>
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Questions & Answers
Thank you!

Still have Questions?

Submit Questions via email to:

Lorna Garrido, Contract Administrator
Lorna.Garrido@sfgov.org