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District Attorney

Communication Consultants (as needed), Request for Qualifications
Sourcing Event ID: SFGOV-0000006795
Written Questions & Answers

FRIDAY, JULY 1, 2022
RE: FINAL SUBMITTED QUESTIONS & ANSWERS

This document contains all Questions and Answers submitted to the San Francisco District Attorney’s Office (SFDA) as part of the Request for Qualifications (RFQ) process. The questions are being provided as they were submitted including any spelling errors or grammatical mistakes. The SFDA did not make any correction to the question text. If a question was not understood in its submitted form the SFDA contacted the question asker and requested that they resubmit the question.

HOW TO USE THIS DOCUMENT:

This document is organized based on the topic of the question, including: General, Insurance and Bonds, Price Proposal and Written Proposal.

Question Type	Submitted Question	SFDA Answer
General	How can we access this recording after today?	The recording of this bidder’s conference is available on the SFDA website: https://sfdistrictattorney.org (available July 1 st) and https://sfcitypartner.sfgov.org/pages/index.aspx (available after July 5th)
General	What should someone do if they have questions after the deadline for written question on Friday, July 1, 2022?	SFDA is able to respond to technical questions after July 1, 2022 but is unable to respond to substantive questions thereafter. The intention behind this is to ensure that everyone has access to the answers to questions posed. The appropriate email for technical questions is: lorna.garrido@sfgov.org

Question Type	Submitted Question	SFDA Answer
General	What and where is the Peoplesoft sourcing event in which we are to put information (#7 in your checklist)	<p>Sourcing Event ID: SFGOV-0000006795. The SFDA expects all responsive applicants to upload complete proposals, including Minimum Qualifications documentation, into the City’s Supplier Portal: https://sfcitypartner.sfgov.org/pages/index.aspx</p> <p>VII. MINIMUM QUALIFICATIONS DOCUMENTATION (PASS/FAIL)</p> <p>Proposers must provide documentation that clearly demonstrates each Minimum Qualification (MQ) listed below has been met. Minimum Qualification documentation should be clearly marked as “MQ1”, “MQ2”, etc.... to indicate which MQ it supports. Each Proposal will be reviewed for determination on whether Proposer meets the MQs referenced in this section. This screening is a pass or fail determination and a Proposal that fails to meet the Minimum Qualifications will not be eligible for further consideration in the evaluation process. The City reserves the right to request clarifications from Proposers prior to rejecting a Proposal for failure to meet the Minimum Qualifications.</p> <p>3. Time and Place for Submission of Proposals</p> <p>Prior to the Proposal submission deadline, Proposers must upload their complete Proposals into the City’s Supplier Portal: https://sfcitypartner.sfgov.org/pages/index.aspx Late submissions will not be considered. Each original Proposal received will be screened to ensure that all content required by this RFQ is included. Partial or complete omission of any required content may disqualify Proposals from further consideration. Late Proposal submissions will not be considered and failure to adhere to the above requirements may result in the complete rejection of your Proposal.</p>
Insurance and Bonds	What sorts of insurance are required?	Applicants should refer to Attachment 1- City’s Proposed Agreement Terms under Article 5 Insurance and Indemnity for the list the required coverages.
Price Proposal	<p>Re: Price Proposals. May we submit a document consisting of hourly labor rates to provide services, and any fee needed to provide purchased items, such as printing, on behalf of your Office, instead of entering prices in the PeopleSoft portal?</p> <p>a.If this change to the RFQ requires a request, we hereby make that request, to provide a price list document instead of entering in prices into the PeopleSoft portal line items.</p>	Applicants may submit a price list that includes hourly labor rates to provide services and any fee needed to provide purchased items, such as printing, etc.

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Price Proposal	To provide communications services may require the skill sets of several people / types of expertise. The people soft bid site does not reflect the reality of making a budget... what are we to do?	Applicants may submit a price list that includes hourly labor rates to provide services and any fee needed to provide purchased items, such as printing, etc.
Price Proposal	The bid portal asks to place bid prices for a line item for services such as communications services... how can we bid a price when we don't know the scope of work? can't we quote hourly rates somewhere?	<p>Applicants may submit a price list that includes hourly labor rates to provide services and any fee needed to provide purchased items, such as printing, etc.</p> <p>VIII. PRICE PROPOSAL</p> <p>A. Price Proposal Format and Allocation of Points</p> <p>Proposers shall submit a Pricing Narrative in response to this RFQ. The pricing narrative should, at a minimum, address the following points:</p> <ul style="list-style-type: none"> (a) Unit pricing by service or product line, manufacturer, etc. including how the pricing will be determined and adjusted over the contract term (e.g. fixed price adjusted annually, X% off of list, X% mark up, etc.). (b) Indicate if any further discounts are offered, i.e. volume, quantity, prompt payment etc. (c) Discuss why the Proposer believes pricing is fair and reasonable and how it relates to most favored customer pricing. <p>Proposer’s pricing narrative, including any proposed price list discounts or markups, must remain firm during the term of the contract unless stated otherwise. Submission of the Pricing Narrative will be evaluated on a Pass/Fail basis.Price Proposal Evaluation Period</p> <p>B. Price Proposal Evaluation Period</p> <p>The City will attempt to evaluate Proposals within thirty (30) days after receipt of Proposals. If City requires additional evaluation time, all Proposers will be notified in writing of the new expected award date.</p> <p>C. Price Lists</p> <p>If a Price Proposal is based on prices from a catalog or price list, Proposer shall furnish copies of the catalog or price list in electronic format. Proposer shall furnish additional price lists as required. Proposer’s pricing narrative, including any proposed price list discounts or markups, must remain firm during the term of the contract.</p>
Written Proposal	If we must submit prices to the PeopleSoft portal line items, how are we to know the scope of work, for example, “Line 1: As-needed communications consulting services” which may require different types of expertise, in different amounts for any given project, for which we would submit a price?	Applicants may submit a price list that includes hourly labor rates to provide services and any fee needed to provide purchased items, such as printing, etc.

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Written Proposal	Under Business Profile, as alternative to providing financial statements you state we may provide D&B reports... since we do not pay to subscribe to D&B (we are a small business) may we simply provide our D&B number to satisfy this requirement?	<p>The RFQ language requires that a proposer submit either financial statements or Dun & Bradstreet reports to receive full points in the business profiles section. However, we will still consider a proposal that does not include financial statements or D&B reports, and instead provides other documentation that evidences financial stability – for example, D&B numbers and evidence of good standing with the California Secretary of State. Such a proposal will receive less than five points in the business profile section, but may be awarded some points if we determine that the documents submitted are strong indicators of financial stability.</p> <p style="text-align: center;">-----</p> <p style="text-align: center;">B. Business Profile (5 Points)</p> <p style="text-align: center;">Provide a brief description of the Proposer’s size and organization structure, including:</p> <p style="text-align: center;">1. Proposer’s financial stability, capacity and resources supported by two (2) most recent annual financial statements by which City can analyze Proposer’s financial resources. If</p> <p style="text-align: center;">Sourcing Event SFGOV-000006795 P-697 (11-20) 11 June 22, 2022</p> <hr style="border: 1px solid gray;"/> <p>financial statements are unavailable due to confidentiality reasons, submit recent Dun & Bradstreet reports. Include all lines of credits the City should consider in its analysis.</p> <p style="text-align: center;">2. A listing and description of any lawsuit resulting from (a) any public project undertaken by the Proposer or by its subcontractors where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the Proposer or its insurers within the last five years.</p>

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Written Proposal	<p>For Proposal section: Project Team section: "Team Members (7 Points)", may we provide the type of expertise of team members that we will utilize rather than identifying specific persons since, for example, if we need to provide graphic design work for a particular project in future we may screen a number of candidates at that time as a graphic design consultant to work under our creative services director (Key/Lead Team Member), and likewise for a video camera operator, or a video editor, an animator... etc.? Please note we can confirm our firm will be responsible to deliver satisfactory work but the identity of the consultants we employ to achieve it may vary in future, depending on the project. If this change to the RFQ requires a request, we hereby make that request to identify types of expertise rather than specific individuals for team members to satisfy the section "Team Members" (7 points) to fulfill the scope of work envisioned.</p>	<p>The respondents should provide the names and resumes for all current staff who serve as Key/Lead Team Members so that the Evaluation Panel can evaluate the agency's ability to successfully fill project roles and complete a project related scope of work.</p>
Written Proposal	<p>Under Key/Lead Team Members (10 Points) section: we request you delete the need to upload a letter of commitment from each Key/Lead Team Member, as burdensome proposal preparation for a contract of this kind.</p>	<p>The requirement to submit letters of commitment will be waived for this RFQ.</p>

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Written Proposal	<p>Under Key/Lead Team Members (10 Points) section: please define the phrase “the percentage of work time specified by Proposer in its Proposal for the duration of the Agreement,” regarding what period? Is there some minimum percentage of full-time work you expect? What if the project work must take place, at your Office’s request, over an extended period such as a couple months during which our Team Member needs to devote time when and as required by the Office? How do we calculate that percentage?</p>	<p>The requirement to submit letters of commitment, and the related percentages of work time, will be waived for this RFQ.</p>
Written Proposal	<p>For B. Business Profile, to give evidence of financial stability, capacity and resources... since our financial statements are confidential and since we do not pay Dunn & Bradstreet to issue reports (we are a small business) may we provide instead our D&B number and evidence of our continued listing as a company with the State of California Secretary of State?</p> <p>a. If this change to the RFQ requires a request, we hereby make that request, to provide our D&B number and evidence of our continued listing as a company with the State of California Secretary of State, as adequate evidence of our continued financial stability, capacity and resources as required under the Business Profile to achieve maximum points.</p>	<p>The RFQ language requires that a proposer submit either financial statements or Dun & Bradstreet reports to receive full points in the business profiles section. However, we will still consider a proposal that does not include financial statements or D&B reports, and instead provides other documentation that evidences financial stability – for example, D&B numbers and evidence of good standing with the California Secretary of State. Such a proposal will receive less than five points in the business profile section, but may be awarded some points if we determine that the documents submitted are strong indicators of financial stability.</p>

