

# **REQUEST FOR PROPOSALS**

## **PUBLIC OUTREACH COMMUNICATIONS AND COMMUNITY ENGAGEMENT SERVICES UNDER PROFESSIONAL SERVICES AGREEMENT**

### **I. Instructions**

The City of Santa Rosa is seeking proposals from qualified firms to work in conjunction with City staff to provide services for Capital Improvement Project Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery in Santa Rosa, California.

To be considered, the proposal and the cost proposal must be submitted by the following method by the due date:

1. A PDF file via email to the Contact Person listed below (with cost and fee proposal in a separate PDF file)

Gregory Mariscal  
City of Santa Rosa  
Transportation and Public Works Department  
69 Stony Circle  
Santa Rosa, CA 95401

(707) 543-3832  
[gmariscal@srcity.org](mailto:gmariscal@srcity.org)

### **II. Project Description**

This project will rehabilitate approximately 33 miles of City residential streets that were damaged as result of debris removal activities in Coffey Park and Fountaingrove neighborhoods following the 2017 Tubbs Fire. Two treatment options are proposed for streets included on this project, 1) mill and fill asphalt replacement and 2) digout repairs with a slurry seal. Treatment type for any given street is dependent on roadway condition. Please see below links for proposed pavement treatment maps in the Coffey Park and Fountaingrove neighborhoods.

### **III. Schedule**

|                                      |                                   |
|--------------------------------------|-----------------------------------|
| <b>Proposal due:</b>                 | <b>August 25, 2023 by 4:00 PM</b> |
| Notification of selected consultant: | Approximately September 4, 2023   |
| Consultant Notice to Proceed:        | Approximately November 2023       |
| Project complete:                    | Approximately March 2025          |

### **IV. Scope of Services (Statement of Work)**

Strategic communications planning, public/community relations, media relations, public outreach and education, collateral material development, social media, and website development. Continue public outreach communications and engagement tools throughout the construction process.

## V. Proposal Requirements

Cover letter not necessary however if submitted it shall be separate from the Proposal. Extensive and elaborate proposals are discouraged. Complete and concise proposals (maximum of **20 pages** not including table of contents, resumes, "...Terms...", or cost proposal) are desired and shall include:

1. **Executive Summary:** The executive summary shall be signed by an official authorized to bind the firm for a period up to 90 days after the proposal is submitted and shall contain the name, title, mailing address, email address, and telephone number of the individual to whom correspondence and other contact should be directed.
2. **Project Team:** Include a proposed team organizational structure. Identify principal, project manager, and all personnel who will be assigned to work on this project, and what their responsibilities for this project will be. There can be no change of key personnel once the proposal is submitted without the prior approval of the City. It is important that the proposed project manager have sufficient time to represent the City on this project as an extension of City Staff. A list of other projects the project manager will be assigned during this project is required. The number of hours per week the project manager will be dedicating to this project must be clearly stated.
3. **Project Team Qualifications/Resumes:** Identify the education, professional credentials, licensing, and experience of each member of the Team. Describe each team member's experience working on similar projects. Specifically show, for each team member, a list of projects for which they served in the role they are expected to serve in on this project. Show, for the team as a whole, their achievements in designing similar projects. For the primary firm and each sub-consultant, list the professional license number for each architect or engineer of record.
4. **Community Engagement Strategy:** For items C-J, see attachment A for details. The proposal shall include:
  - a. description of your understanding of the project,
  - b. project schedule
  - c. Translation Services.
  - d. Project Branding/Consistency
  - e. Interactive website and Digital Outreach
  - f. Email Updates
  - g. Communications
  - h. Community Meetings
  - i. Visualization tools
  - j. City Coordination
5. **Reference Projects:** The proposal shall include a list of at least three (3) recent projects completed by your firm with similar services to those required by this RFP. Include a project description, contact name and number, design fee, construction dates, construction estimate, and actual construction cost including change orders and claims.
6. **Scope of Services:** The proposal shall include a detailed scope of services identifying specific tasks and any specific considerations and assumptions. See item IV Scope of Services above.
7. **Cost Proposal:** In a separate PDF file, provide a fee schedule and cost proposal with a breakdown of fully burdened rates and estimated hours to be spent at the various rates on various tasks. The fee table shall include each personnel classification required to

provide the scope of services, billing rates by individual, hours by individual and task, cost summary for each task, and all reimbursable fees and expenses. The contract will be on a time-and-materials basis with a “not to exceed” figure.

## **VI. Review Process**

1. Consultant selection will be based on the City’s evaluation of the Proposals submitted. City staff (or Review Board) may request clarifying information from any or all consultants that submit a Proposal. The City staff will evaluate the responses to this RFP, may interview the top rated consultants, and negotiate a contract with the consultant that City staff determines is the most qualified.
2. If an agreement cannot be reached with the top rated consultant, the City will negotiate with the next most highly rated consultant. The City is not responsible for any costs incurred by the respondents in the preparation and submittal of a response to this RFP.
3. City’s Selection Criteria. The following is a partial list for the City’s criteria for the selection of a consultant for the project:
  - a. Responsiveness to requirements, terms, and conditions of this RFP.
  - b. Qualifications of Project Team
  - c. Availability and ability to perform the Scope of Services in a timely manner
  - d. Community Engagement Strategy (Understanding of the work to be done)
  - e. Experience with similar kinds of work
  - f. Demonstrated technical ability
  - g. Reference response and demonstrated performance.

See Separate PDF Attachments for Reference:

- A) Community Engagement Strategy
- B) Public Outreach Communications Plan
- C) Professional Services Agreement Template

Public Outreach Communications Plan  
Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project  
PID #C02258

**Project Branding and Consistency**

**Project Website**

**URL: [NeighborhoodRoadRecovery.com](http://NeighborhoodRoadRecovery.com)**

- Subscribe to email updates
- Weekly construction updates
- Project Description
- Project Benefits
- FAQ's
- Contact

**Advance Construction Notification Letter – distributed by 08/01/23 - City**

**Dedicated Hotline to Respond to Residents' Concerns**

**Project Signs Placed at Primary Ingress and Egress Points - contractor**

**Place Project Scope on Waze, Google Maps or where applicable**

**Stakeholder Outreach**

- Fountaingrove HOA's
- Coffey Park HOA
- Schaefer Elementary School
- Hidden Valley Elementary School

**Community Meeting #1 – Fall 2023**

**Meeting #1 Logistics**

- Present overview of project impacts, benefits, and proposed timelines
- Type: in-person, virtual or hybrid
- Meeting Date/Time
- Spanish Interpreter

**Postcard Mailer**

- Distribution Map
- Mailer Delivered by xx/xx/23
- Mailer Specs:
  - Delivered to xxx local businesses, residences, and unoccupied property owners
  - Bilingual
  - Size: 9" x 6"

- Full color gloss / double-sided

#### **News Release**

- Distributed by xx/xx/23

#### **Newspaper Ad**

- Run dates tbd 2023

#### **Online/Digital Outreach**

- Weekly email construction updates
- Images for social posts

**Imminent Construction Notification Letter** – distributed by xx/xx/23 - City

#### **Print Materials**

##### **Information Card**

- Project Branding, QR Code, URL, Hotline
- Cards distributed by crews onsite
- Specs
  - Bilingual
  - Size: approx. 4" x 3"
  - Full color gloss / double-sided

##### **Door Hangers**

- Project branding, contact information
- For awareness of neighborhood impacts
  - Change in Trash Pick-up
  - Temporary Driveway Closure
  - Restricted Street Parking
  - Night or Weekend Work

**On-site portable lighted message boards - contractor**

#### **Community Meeting #2 – Spring 2024**

##### **Meeting #2 Logistics**

- Present overview of pavement project impacts, benefits, and proposed timelines
- Type: in-person, virtual or hybrid
- Meeting Date/Time
- Spanish Interpreter

### **Postcard Mailer**

- Distribution Map
- Mailer Delivered by xx/xx/24
- Mailer Specs:
  - Delivered to xxx local businesses, residences, and unoccupied property owners
  - Bilingual
  - Size: 9" x 6"
  - Full color gloss / double-sided

### **Newspaper Ad**

- Run dates tbd 2024

### **News Release**

- Distributed by xx/xx/24

### **Online/Digital Outreach**

- Weekly email construction updates
- Images for social posts

### **Ongoing outreach through project completion Spring 2025**

- Online/Digital Outreach
- Door Hangers
- Project Information Cards
- Lighted Message Boards
- Project Hotline
- Project Website
- Stakeholder Outreach
- Project Signs