

SUWANNEE RIVER WATER MANAGEMENT DISTRICT  
REQUEST FOR QUALIFICATIONS  
NO. 21/22-012  
COMMUNICATIONS AND OUTREACH SERVICES

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Suwannee River Water Management District

9225 CR 49

Live Oak, FL 32060

386.362.1001

800.226.1066 (Florida only)

[www.mysuwanneeriver.com](http://www.mysuwanneeriver.com)

## **SECTION 1 - INTRODUCTION**

The purpose of this Request for Qualifications is to pre-qualify and contract with firms capable of providing communications and outreach services to educate citizens and visitors of North Florida about the core missions of the Suwannee River Water Management District (District) and to illustrate how the District protects the natural resources through resource management, land management, projects, water supply, minimum flows and minimum water levels, water resources and hydrologic data services.

Due to the amount of work required for the outreach efforts and the desire for outside expertise related to this work, the District desires to enter into contracts with qualified firms licensed to do business in the state of Florida, which have expertise in one or more of the following services. Work will be project-based and issued via task work assignments.

1. Campaign Development and Management
2. Graphic Design
3. Media Placement and Buying
4. Social Media Development and Management
5. Copy Writing
6. Website Design and Development
7. Website SEO and Analytics
8. Audio Recordings and Development
9. Videography
10. Photography
11. Drone Imagery
12. 360-degree Imagery
13. Survey Development and Market Research
14. Email Marketing
15. Media Monitoring and Media Management
16. Public Relations, Crisis Communication and Grassroots Support
17. Media, Public Speaking and Presentation Training

The District will only accept submissions from firms demonstrating the ability to provide planning, project management, development services, reports, and consultation services for each project.

## SECTION 2 - Proposed Schedule

|                   |  |
|-------------------|--|
| February 11, 2022 | Release of Request for Qualification (RFQ).  |
| February 18, 2022 | Pre-Submission Meeting via video conference * <b>(MANDATORY)</b>   |
| February 25, 2022 | Written questions due by 4:00 p.m.   |
| March 2, 2022     | Answers posted to District website by 5:00 p.m.  |
| March 11, 2022    | Qualification Package Submittals are due prior to 3:00 p.m. at District Headquarters in Live Oak. Opening will occur at this time. * |
| March 16, 2022    | Selection of Qualified Firms at 10:00 a.m. at District Headquarter in Live Oak. *  |

\* Denotes a public meeting. Video conference information will be posted three business days prior to the meeting.

## SECTION 3 - INSTRUCTION TO RESPONDENTS

### STATEMENT OF QUALIFICATIONS SUBMITTAL

Respondents are required to complete and submit one (1) original and one digital (on a thumb drive) copy of their Statement of Qualifications. The volume of information provided is up to the Firm's discretion. The Statement of Qualifications shall include sufficient information to enable the District to evaluate the Firm; including, but not limited to:

1. Ability to stay within budget
2. Ability to complete small projects in a timely manner
3. Qualified subcontractors

To provide equal opportunity and ensure the same information is provided to all respondents, any questions should be submitted by email to [Troy.Roberts@srwmd.org](mailto:Troy.Roberts@srwmd.org) before 4:00 p.m. on February 25, 2022. The questions with answers will be posted on The District website [www.mysuwanneeriver.com](http://www.mysuwanneeriver.com), on March 2, 2022, by 5:00 p.m. Questions cannot be answered via telephone or other verbal communication.

Delivery of Qualifications shall be sent to:

*Pennie Flickinger, Business Resource Specialist III  
Suwannee River Water Management District  
9225 County Road 49  
Live Oak, Florida 32060 Phone: 386.362.1001*

All response forms shall be submitted in sealed envelopes with the following clearly marked in large, bold, and/or colored lettering.

*RFQ No. 21/22-012  
Communications and Outreach Services  
Bid Opening March 11, 2022  
3:00 p.m.*

Responses delivered in an envelope not properly marked with the RFQ number and opening date and time that are inadvertently opened by District personnel will not be considered. The responses shall be hand-delivered or mailed, preferably by registered mail.

## ACCESSIBILITY

For all electronic/digital submissions in response to this request, the Respondent must ensure that those deliverables and all supporting documents are accessible according to 282.603 Florida Statutes and Section 508 of the Rehabilitation Act of 1973 relating to the creation and use of electronic documents. This requirement applies to editable formats, such as Microsoft Word, as well as portable document formats (PDF).

Responses are due at the above address prior to 3:00 pm on March 11, 2022. Responses received after this time, for any reason, will be rejected.

Response Document: Responder shall submit a document that illustrates the Firm's understanding of the work requested, which includes the items below.

- Qualifications: List at least three (3) projects of a similar nature specified in this Scope of Work over the past two (2) years.
- List shall include a brief description of the project, name, and address of the company the services were performed for, and a contact person and phone number of the same companies.

Agreement Duration: For qualified firms, contracts are expected to be three-year agreements with the option of two, one-year renewals.

## SECTION 4 – KEY POINTS

Evaluation by District Selection Committee: The District Selection Committee composed of three (3) persons will ideally select no fewer than two (2) firms deemed to be the most highly qualified to perform the required services. In determining whether a firm is qualified, the District shall consider such factors as the ability of the qualified personnel; personnel available to complete the project/s, past performance; willingness to meet time and budget requirements; location; recent, current, and projected workloads of the firms; and the volume of work previously awarded to each firm by District with the object of effecting an equitable distribution of contracts among qualified firms provided such distribution does not violate the principle of selection of the most highly qualified firms. At the Selection Committee Meeting, which is a public meeting, each member will list at least two (2) firms to be prequalified. The pre-qualified firms will constitute the shortlist for the purpose of commencing negotiation of a contract. A contract will be negotiated with all pre-qualified firms. No work shall be performed until a Task Work Assignment is issued.

Proposals will be evaluated to help identify/pre-qualify firms that will best meet the District's overall project objectives. Should successful Proposers be unable at any time to accomplish the work they have been assigned or meet any of the requirements or standards listed in this RFQ and Scope of Work, other Proposers, who are pre-qualified to provide the same service, will be contacted to complete the required work.

Challenge of Solicitation Process: If a potential respondent protests any provisions of this RFQ, a notice of intent to protest shall be filed with the District in writing within 72 hours after the posting of the request for qualifications on the District's website. **“Failure to file a protest**

**within the time prescribed in Section 120.57(3) Florida Statutes shall constitute a waiver of proceedings under Chapter 120 of Florida Statutes.”**

Challenge of District’s Intent to Award Contract: If a respondent intends to protest District’s intent to award a contract, the notice of intent to protest must be filed in writing within 72 hours after posting of a notice of intent to award a contract and the respondent shall file a formal written protest within ten (10) days after filing of a notice of intent to protest. Any respondent who files a formal written protest pursuant to Chapter 28-110, Florida Administrative Code, and Section 120.57(3), Florida Statutes shall post with the District at the time of filing the formal written protest, a bond pursuant to Section 287.042(2) (c), Florida Statutes (2020).

Failure to file a notice of intent to protest or failure to file a formal written protest within the time prescribed in Chapter 28-110, Florida Administrative Code and Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. More specifically, **“Failure to file a protest within the time prescribed in Section 120.57(3) Florida Statutes shall constitute a waiver of proceedings under Chapter 120 of Florida Statutes.”**

Americans with Disabilities Act: The District does not discriminate upon the basis of any individual’s disability status. This nondiscrimination policy involves every aspect of the District’s functions including one’s access to, participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation as provided for in the Americans with Disabilities Act should contact Sharon Hingson, Records and Contracts Manager, at 386.362.1001 ext. 3037 or 800.226.1066 (Florida only).

Minority Business Enterprises: The District recognizes fair and open competition as a basic tenet of public procurement. Respondents doing business with the District are prohibited from discriminating on the basis of race, color, creed, national origin, handicap, age, or sex. The District encourages participation by minority business enterprises. Whenever two or more service providers are ranked equally, a minority business enterprise shall be given preference in the award process.

Veteran’s Preference: In the absence of a minority business enterprise, whenever two or more service providers are ranked equally, a veteran-owned business enterprise shall be given preference in the award process.

Drug Free Workplace Act: The selected respondent(s) shall certify that it has established a drug free workplace.

Public Entity Crime: Section 287.133(2)(a), Florida Statutes, states “A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in s.287.017 for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.”

Scrutinized Company: Section 287.135, Florida Statutes, states “A company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with an agency or local governmental entity for goods or services of:

- a. Any amount if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, or is engaged in a boycott of Israel; or
- b. One million dollars or more if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, the company:
- c. Is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473; or
- d. Is engaged in business operations in Cuba or Syria.”

Insurance Requirements: If awarded, respondents shall represent and guarantee that all employees, agents, servants, or representatives of the respondent, and all employees, agents, servants, or representatives of subcontractors are covered by workers' compensation insurance. Prior to entering into a contract with the District, respondent agrees to furnish the District certificates of insurance on all insurance, naming District as additional insured for items 2 and 3 below, providing evidence that respondent has in full force and effect the following minimum insurance with insurers authorized to do business in the State of Florida:

Workers' compensation insurance as required above.

Motor vehicular liability insurance with limits of not less than \$1,000,000 combined single limit which insurance shall be applicable to any and all vehicles utilized by the respondent to provide the services requested by District.

General liability insurance for all services rendered by the respondent for the requested services with a minimum of \$1,000,000 personal and advertising injury and \$1,000,000 general aggregate.

The certificate of insurance shall also provide that District shall be notified in writing by the carrier at least 30 days prior to any cancellation of said insurance.

Rejection of Responses: The District reserves the right to reject any and all responses submitted in response to the District request. The District also reserves the right to waive any minor deviations or obvious scrivener's errors in an otherwise valid response.

Qualifications of Respondents – \*To Submit with Response\*: It is the respondent's responsibility to completely fill in all items in Section 6 with the information listed below in the response. Other items that can be provided should be filled in and can be included in the response. Failure to provide these items may result in the response being considered non-responsive.

The minimum requirements necessary to meet the qualifications for this contract are as follows:

- a. Have three (3) years' experience for the service/task(s) being proposed (project experience must be by the individual(s), firm, or project manager(s) assigned to the

project). Respondent shall include information that demonstrates their ability to meet this requirement; and

- b. Have completed at least three (3) projects of the nature specified in the applicable Scope of Services over the past two (2) years. (Respondents shall use the SIMILAR PROJECTS form provided to list the names of the project(s), including the personnel assigned to each, and the names of the agencies/companies for whom the work was performed, including a contact person and telephone number.); and

The names, addresses, and telephone numbers of three (3) clients who can attest to your experience as it relates to the Scope of Services (not including the District). Respondents shall use Form A provided in the contract documents to list their references.

Respondents must demonstrate their ability to provide all equipment necessary (either owned or leased) with experienced operators (minimum three years) necessary to provide the required work (fill in and return an "Equipment List," with the bid).

A working email address with the ability to send and receive photographs; receive and print color maps in jpeg or PDF format. District staff needs the ability to send the contractor task work assignments, photographs, and project maps via email.

Each respondent shall submit the documentation stated above under Paragraphs 'a' - 'e' with the bid package. Failure on the part of the respondent to include the above with the bid shall render the respondent as non-responsive. Only responsive respondents will be considered by the District.

Disqualification of Respondent: Any of the following causes shall be considered as sufficient grounds for the disqualification of a respondent and the rejection of his response:

Submission of more than one example for the same work by an individual, firm, partnership, or corporation under the same or different names.

Evidence of collusion among respondents.

Incomplete work for which the respondent is committed by contract, which, in the judgment of the District, might hinder or prevent the prompt completion of work under this contract if awarded to respondent.

Being in arrears on any of his existing contracts with the District or in litigation with the District or have defaulted on a previous contract with the District.

Any other cause which, in the District's judgment and discretion, is sufficient to justify disqualification of a respondent or the rejection of the response.

Respondents to this solicitation or persons acting on their behalf may not contact, between the release of the solicitation and the end of the 72-business hour period following the agency posting the notice of intended award, any employee or officer of the District concerning any aspect of this solicitation, except in writing as indicated above. Violation of this provision may be grounds for rejecting a response.

Execution of Contracts: An electronic copy of the contract will be provided to the selected respondent(s) after approval by the Executive Director or Governing Board. The respondents, within ten (10) days of the date of receipt of contract shall supply to District the following:

- a. A completed Internal Revenue Service Form W-9.
- b. Satisfactory evidence of all required insurance coverage.
- c. Proof satisfactory to District of the authority of the person or persons executing the contract on behalf of the respondent, and
- d. All other information and documentation are required by the contract documents.

The above documents must be furnished, executed, and delivered before the contract will be executed by the District. The contract shall not be binding upon the District until it has been executed by the District and a copy of such a fully executed contract is delivered to the Contractor. The District reserves the right to cancel the award without liability and at any time before the contract has been fully executed by all parties and delivered to the Contractor.

Failure to Execute Contract: Failure upon the part of the respondent to whom the contract has been awarded to execute and deliver the contract, and to furnish the evidence required in "Execution of Contracts" "a – d" above, within ten (10) days after the date of the award shall be just cause, in the sole discretion of the District, for the annulment of the award.

Notice and Services Thereof: All notices given by District, under the provisions of this contract, shall be in writing, and service of same may be in either of the following manners:

- a. By delivery of such notice to the respondent or any office of the respondent if said respondent is a corporation, partnership, or LLC or to any agent of the respondent.
- b. By mailing such a notice by United States mail to the address of the respondent shown on the respondent's bid.
- c. The District shall not accept as filed any electronically transmitted facsimile pleadings, petitions, notice of protests, or other documents.

Florida Sales Tax: The District is exempt from payment of State of Florida sales tax pursuant to section 212.08(6), Florida Statutes.

Time of Completion: Each respondent agrees that the time is of the essence and further agrees that if awarded the contract, respondent shall proceed with the specified work in accordance with the approved schedule and within the time period specified in each task work assignment.

Use by Other State of Florida Governmental Entities: Other State of Florida governmental entities may purchase from the Agreement to be awarded pursuant to this request provided such use of the request has been determined to be cost-effective by the entity. Eligible users of this request include other water management districts, State of Florida agencies (including members of the state university system and community college system), counties, local county Boards of Public Instruction, municipalities, and other local public agencies or authorities. The general terms and conditions of this request for qualifications shall apply to the services procured by other State of Florida governmental entities referencing this request.



The respondent has the option of providing services described under this request to other State of Florida governmental entities at respondent's discretion.

Funding mechanisms/work assignments must be executed in advance of work performed for another State of Florida governmental entity. The governmental entity shall utilize appropriate funding mechanisms (purchase orders, etc.) to authorize performance by respondents. All Work performed under a funding mechanism executed by another state of Florida governmental entity shall be the responsibility of that governmental entity for payment. The District shall not be a party to any such funding mechanism thereby executed and shall not be responsible for payment for any services performed for any governmental entity that utilizes respondents pursuant to this section of the request.

Contract/project managers shall be identified for each work assignment executed between the respondents and another governmental entity. The District's contract/project manager(s) shall not be responsible for any work performed under any response between another governmental entity and the respondents.

## **SECTION 5 - SCOPE OF WORK**

The Suwannee River Water Management District (District) is requesting qualifications from firms to develop outreach materials and support to educate citizens and visitors of North Florida about the core missions of the District and to illustrate how the District protects the natural resources through resource management, land management, projects, water supply, minimum flows and minimum water levels, water resources, and hydrologic data services.

Due to the amount of work required for the outreach efforts and the desire for outside expertise related to this work, the District desires to enter into agreements with qualified firms licensed to do business in the state of Florida, which have expertise in one or more of the following services. Work will be project-based and issued via task work assignments.

1. Campaign Development and Management
2. Graphic Design
3. Media Placement and Buying
4. Social Media Development and Management
5. Copy Writing
6. Website Design and Development
7. Website SEO and Analytics
8. Audio Recordings and Development
9. Videography
10. Photography
11. Drone Imagery
12. 360-degree Imagery
13. Survey Development and Market Research
14. Email Marketing
15. Media Monitoring and Media Management
16. Public Relations, Crisis Communication, and Grassroots Support
17. Media, Public Speaking, and Presentation Training

After a firm is selected and contracts are awarded, each project will be issued via Task Work Assignment (TWA) and is subject to approval and budget constraints. TWAs will be issued to the firm that the District deems is best suited for the project. Prior to a TWA issuance, a quote or project cost may be requested by the District. Timeliness and cost will be a factor when choosing a qualified firm to which a TWA will be issued.

Vendor(s) shall provide all labor, supervision, equipment, materials, and expertise required for these services as directed in the approved TWA.

Services should cover all expected daily costs associated with standard creative, pre-production, production, and post-production efforts and delivery of final deliverables. Final produced content must be compatible with monitor displays including 4K, 1080 HD at 16x9, and provided in formats suitable for TV, YouTube, Facebook, Instagram, Twitter, mobile ads, and digital ads. District will be the owner of all content and materials developed, including editable versions of the material, b-roll, and all final products.

District retains the distribution rights to any content and materials to exercise as it deems appropriate.

## **SECTION 6 - SUBMISSION**

Respondents are required to submit the following:

1. Form A
2. Examples of previous work if provided, where an asterisk indicates
3. Qualifications: List at least three (3) projects of a similar nature specified in this Scope of Work over the past two (2) years. List shall include a brief description of the project, name, and address of the company the services were performed for, and a contact person and phone number of the same companies.

For qualified firms, contracts are expected to be three-year agreements with the option of two, one-year renewals.

All forms and materials must be submitted in one printed version and one USB electronic version in one envelope as discussed in Section 3.

**RFQ 21/22-012 COMMUNICATIONS AND OUTREACH SERVICES**

**FORM A**

|                                |  |
|--------------------------------|--|
| Company Name                   |  |
| Website Address                |  |
| FEID #                         |  |
| Address                        |  |
| Company Phone Number           |  |
| Primary Contact Person & Title |  |
| Primary Contact Phone          |  |
| Primary Contact Mobile         |  |
| Primary Contact Email          |  |

**References – Provide at least three**

| <b>Name</b> | <b>Phone</b> | <b>Email</b> |
|-------------|--------------|--------------|
|             |              |              |
|             |              |              |
|             |              |              |

Services Provided – Select the services your firm provides. *Services notated with an asterisk require at least one example of previous work performed.*

| Service  | Mark If Provided | Hourly Rate |
|--|------------------|-------------|
| 1. Campaign Development and Management                             |                  |             |
| 2. Graphic Design*   |                  |             |
| 3. Media Placement and Buying                                      |                  |             |
| 4. Social Media Development and Management*                        |                  |             |
| 5. Copy Writing*   |                  |             |
| 6. Website Design and Development*                                 |                  |             |
| 7. Website SEO and Analytics                                       |                  |             |
| 8. Audio Recordings and Development*                               |                  |             |
| 9. Videography*  |                  |             |
| 10. Photography*   |                  |             |
| 11. Drone Imagery  |                  |             |
| 12. 360-degree Imagery   |                  |             |
| 13. Survey Development and Market Research*                        |                  |             |
| 14. Email Marketing  |                  |             |
| 15. Media Monitoring and Media Management                          |                  |             |
| 16. Public Relations, Crisis Communication and Grassroots Support* |                  |             |
| 17. Media, Public Speaking and Presentation Training               |                  |             |