



IRVINE RANCH WATER DISTRICT 15600 Sand Canyon Ave., P.O. Box 57000, Irvine, CA 92619-7000 (949) 453-5300

October 19, 2015

REQUEST FOR QUALIFICATIONS

The Irvine Ranch Water District (IRWD) seeks to receive Statements of Qualifications from qualified firms, teams or joint ventures to provide as-needed strategic and/or technical communication and public outreach services. Proposers with relevant experience and qualifications in one or more of the categories set forth in the “Request for Qualifications” document are encouraged to submit an application.

Based on specific objective experience and qualifications, IRWD seeks to establish a pool of pre-qualified professional services consultants for as-needed strategic and/or technical communication and public outreach services with an emphasis on water use efficiency, water conservation and drought outreach communication services.

Completed application packages shall be submitted via mail to Irvine Ranch Water District, Attention: Public Affairs Department, 15600 Sand Canyon Avenue, Irvine, 92618 or via email to info@irwd.com.

Proposers that pre-qualify under this RFQ will be entered into a pre-qualified pool and remain eligible for consideration and contract negotiation on an as-needed basis. Once a Proposer has been pre-qualified, the Proposer’s pre-qualification status shall be valid for no more than three years following the date of their initial pre-qualification, at which time, IRWD will re-evaluate the Proposer’s qualifications to determine their continued eligibility.

After the initial establishment of the pre-qualification pool, IRWD will continue to accept qualifications and conduct evaluations with consistent criteria on a rolling basis until the expiration of the Pool on December 31, 2018.

The earlier a Proposer responds and is accepted into the Pool, the longer they may be qualified for professional services contracting opportunities for this RFQ, although IRWD makes no guarantee regarding the amount of work to be contracted. Actual contract periods and amounts will vary depending upon the as-needed strategic and/or technical communications and public outreach services needed.

Selection by IRWD for placement in the Pool does not guarantee a future contract award for professional services, and IRWD retains the right to cancel or terminate the Pool at any time. The Pool may be used by IRWD at its sole and absolute discretion.

SELECTED PROPOSERS PLACED IN THE POOL ARE NOT GUARANTEED A CONTRACT.

If you have questions or require additional information regarding the process or the application package, please call 949-453-5500 or email info@irwd.com .

IRVINE RANCH WATER DISTRICT
As Needed Public Outreach Professional Services
Request for Qualifications



A. Supplier Information:

Name of Company:
Address of Company:
Contact Name/Phone/Email:

B. Service(s):

- Water conservation/water use efficiency outreach campaign
- Strategic and technical communication programs
- Creative outreach campaign concept development and implementation
- Graphic concept development, design, creation and production
- Logo concept development, design, creation and production
- Video services, including script development, shooting/editing and production
- Photography services, including shooting/editing and production
- Social media outreach campaign development and implementation
- Advertising campaign development, scheduling and implementation
- Grassroots/constituency based services
- Document/report setup, proofing, editing, layout (both web and hard copy)

B. Service(s):

For all items checked in Section B above, please provide up to 10 total pages of Qualifications including:

- 1) Cover letter: introduction and statement of overall ability and qualifications to conduct work
- 2) Executive Summary: brief description of background and qualifications
- 3) Resume for each significant member of the Team. Team Organizational chart.
- 4) A list of 3 most recent/relevant successfully designed, implemented or executed strategic and or technical communication and public outreach services related to item(s) selected in Section B above.
- 5) References (3) for the work of the organization.

C. Insurance Requirements:

- Please check: Provide proof of insurance coverage as described in attached Exhibit "A"

D. Signature/Approvals:

Company Contact (Print)

Company Contact (Signature)

Date

IRWD Director

Date

IRWD General Manager

Date

EXHIBIT "A" INSURANCE REQUIREMENTS

During the term of the Agreement, CONSULTANT shall carry, maintain and keep in full force insurance against claims for injuries or death or damages to property that may arise from or in connection with CONSULTANT's performance of this Agreement. Such insurance shall be of the types and in the amounts set forth as follows:

Comprehensive general liability insurance with coverage limits of not less than One Million Dollars (\$1,000,000) per occurrence and aggregate, including products and operations hazard, contractual insurance, broad form property damage, independent consultants, personal injury, underground hazard, and explosion and collapse hazard where applicable.

Business automobile liability insurance for vehicles used in connection with the performance of this Agreement with minimum limits of One Million Dollars (\$1,000,000) per claimant and One Million Dollars (\$1,000,000) per incident and aggregate.

Workers' compensation insurance as required by the laws of the State of California. This requirement may be waived by IRWD upon certification by CONSULTANT that it has no employees or individuals who are defined as "employees" under the Labor Code.

If the Work includes design professional services, then in addition to the above-listed coverages, CONSULTANT shall carry, maintain and keep in full force professional liability insurance, with limits of not less than One Million Dollars (\$1,000,000) per claim or occurrence and Two Million Dollars (\$2,000,000) aggregate limits, throughout the term of this Agreement to cover claims caused by CONSULTANT's negligent acts, errors, or omissions of a professional nature.

Insurance coverages described above shall be afforded by insurance carriers that meet or exceed requirements for financial performance and security by having a Best's Key Guide rating of "A" or better; additionally, carriers shall have an assigned Financial Size Category of "VIII" or higher.

CONSULTANT shall provide evidence of insurance coverages on forms satisfactory to District, including endorsements providing that policies cannot be canceled or reduced except on thirty (30) calendar days written notice by the insurance carrier of cancellation or non-renewal (ten (10) calendar days notice for non-payment of premium). Industry standard forms for "certificate of insurance" from ACORD are accepted, provided that appropriate language

regarding notice of non-renewal or cancellation is provided on the form. CONSULTANT shall provide proof that policies of insurance required herein expiring or terminated during the term of this Agreement have been renewed or replaced with other policies providing coverage meeting the requirements hereof. Such proof will be furnished at least fourteen (14) calendar days prior to the expiration or termination of the coverages. Any deductibles or self-insured retentions must be declared to and are subject to approval by IRWD.

The general liability and automobile policies required by this Agreement shall contain an endorsement naming IRWD and its directors, officers, agents, employees, volunteers, and other entities for which IRWD's directors are the governing body as additional insureds.

The general liability and automobile insurance provided by CONSULTANT shall be primary, and any insurance or self-insurance maintained by IRWD shall be in excess of CONSULTANT's insurance and shall not contribute with it.

Insurance coverage required herein shall not prohibit CONSULTANT from waiving the right of subrogation prior to a loss. CONSULTANT hereby waives all rights of subrogation against IRWD.

Indemnification

Procurement of insurance by CONSULTANT shall not be construed as a limitation of CONSULTANT's liability or as full performance of CONSULTANT's duties to indemnify, hold harmless and defend under the following paragraph of this Agreement.

CONSULTANT shall indemnify, defend and hold IRWD and its directors, officers, agents, employees, and other entities for which IRWD's directors are the governing body harmless from all damages, costs, liability claims, losses, judgments, penalties and expenses, including reasonable attorney's fees as a result of third party claims, to the proportionate extent arising out of or pertaining or relating to the negligent acts, errors or omissions, or recklessness or willful misconduct of CONSULTANT, its officers, agents or employees, or out of CONSULTANT's breach of its obligations in performing this Agreement.