



**BEACH CITIES HEALTH DISTRICT
REQUEST FOR QUALIFICATIONS (RFQ)
Healthy Living Community for Older Adults – Public Outreach &
Community Relations Consultant**

Issue Date: Nov. 1, 2016

Proposal Due Date: December 6, 2016

Proposals Directed To: Beach Cities Health District

Proposal Contact: Eric Garner
Eric.Garner@bchd.org

Number of Proposal Copies: 3

In compliance with this Request for Qualifications (RFQ) and to all conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed response or as mutually agreed upon by subsequent negotiation. By signature hereto, the proponent certifies that all representations and certifications contained in its response are complete and accurate as required.

Name and Address of Firm:

Name:

Signature:

Title:

Date:

Phone #:

Federal Emp. ID#

Fax #:

**BEACH CITIES HEALTH DISTRICT
REQUEST FOR QUALIFICATIONS (RFQ)
Healthy Living Community for Older Adults – Public Outreach &
Community Relations Consultant**

**COMMUNITY RELATIONS CONSULTANT SERVICES FOR
BEACH CITIES HEALTH DISTRICT,
REDONDO BEACH, CA 90277**

TABLE OF CONTENTS

SECTION 1: GENERAL INFORMATION

- 1.1 Purpose
- 1.2 Beach Cities Health District Overview
- 1.3 Contact Point and Issuing Office

SECTION 2: SCOPE OF SERVICES

- 2.1 Scope of Work

SECTION 3: PROPOSAL FORMAT AND CONTENTS

- 3.1 Letter of Transmittal
- 3.2 Qualifications and Experience of Firm, Including Subcontractors
- 3.3 Required Disclosures
- 3.4 Insurance Requirements

SECTION 4: SUMMARY OF KEY DATES

- 4.1 Key Dates

SECTION 5: ADMINISTRATIVE SPECIFICATIONS

- 5.1 Evaluation Criteria & Award Notice

SECTION 1: GENERAL INFORMATION

1.1 Purpose

The intent of this Request for Qualifications ("RFQ") is to identify a Consultant who can provide services consistent with the scope of work included in this document, to Beach Cities Health District, a public agency that serves the cities of Hermosa Beach, Manhattan Beach and Redondo Beach.

Consultants must adhere to rigid performance standards that are mission critical to our organization's success. This document will provide Consultants with the information necessary to prepare and submit responses for consideration of this service. Consultants responding to this RFQ are expected to provide Beach Cities Health District (hereafter referred to as BCHD) with information and evidence that will enable the evaluation of the information in expectation of awarding a contract in a manner which best serves BCHD. BCHD has the right to use any and all ideas presented in any response to this RFQ. BCHD reserves the right to award a contract based solely on what it considers to provide the greatest long-term benefit to BCHD and the best quality of service to the community and customers.

1.2 Beach Cities Health District Overview

The Beach Cities Health District (BCHD) is a dynamic public health agency serving the 120,000 residents of Hermosa Beach, Manhattan Beach and Redondo Beach through a wide range of innovative health and wellness programs that promote healthy lifestyles, physical health and fitness, and emotional balance. The organization strives to develop programs and services that meet our mission:

To enhance individual and community well being in the cities of Hermosa Beach, Manhattan Beach, and Redondo Beach through a broad array of innovative health services, collaborative partnerships, and community programs.

A public agency, BCHD returns \$3.50 in health programs and services to the community for every \$1 in property taxes it receives.

1.3 Contact Point and Issuing Office

The sole point of contact for questions or additional information is:

Eric Garner
Beach Cities Health District
1200 Del Amo Street
Redondo Beach, CA 90277
eric.garner@bchd.org

All responses to this RFQ must be delivered to the point of contact shown above. All questions and requests for additional information must be in writing and received through the point of contact shown above (email is acceptable).

SECTION 2: SCOPE OF SERVICES

2.1 Scope of Work

The Community Outreach Consultant works in collaboration with the Communications department to develop and execute an ongoing community engagement to ensure focused, consistent and transparent messages are effectively communicated, and to facilitate public input and feedback from the community regarding the potential development of a Healthy Living Community for Older Adults.

Minimum essential requirements include the following:

- Involves the community in the planning process, and listens and actively responds to input from Beach Cities residents regarding BCHD initiatives.
- Informs and educates the community through public presentations, community forums, etc.
- Identifies and coordinates meetings within the Beach Cities community, including but not limited to elected officials, community groups, local businesses, clubs, etc. with the goal of deepening the community's understanding of Beach Cities Health District and to encourage feedback from the community.
- Represents Beach Cities Health District at community events and meetings, actively participating and/or becoming members when there is strategic justification for doing so.
- Tracks public input and engagement, and reports back to the Communications department.

We are looking for a contractor that holds knowledge, skills and abilities that include the following:

1. Knowledge in communications, public relations or related field.
2. Experience working on community initiatives and projects for a public agency.
3. Strong presentation skills and public speaking experience.
4. Excellent oral communication and writing skills. Effectively transfers thoughts and expresses ideas verbally in individual or group situations.
5. Polished and professional demeanor exhibited at all times.
6. Ability to deal with difficult personalities in multiple systems.
7. Familiarity with the landscape of Redondo Beach relative to organizations, groups, stakeholders, and lifestyle. Knowledge of various cultural norms and other individual differences of stakeholders.
8. Ability for exposure to variable temperature and weather conditions and moderate to loud noise during indoor and outdoor community events and activities, including up to 95 decibels level.

SECTION 3: PROPOSAL FORMAT AND CONTENTS

To be considered, Consultant shall submit a complete response to this Request for Qualifications (RFQ) using the format outlined below. Proposals by a joint team shall list the full names and addresses of all team members and the proposed relationship / role of each.

3.1 Letter of Transmittal

The prospective Consultants proposal shall include a brief letter of transmittal signed by an individual or individuals authorized to bind the prospective Consultant contractually.

3.2 Qualifications and Experience of Firm

The Consultant shall provide information on their business, applicable certificates of recognition, and other pertinent information that demonstrates their qualifications to perform the contract. Information on education, training, certification, awards, etc. for individual employees of the agency may be supplied.

The firm should have a minimum of five years of experience providing public outreach and community relations services.

The Consultant shall designate a project team comprised of experienced professional staff to competently and efficiently perform the work with their own personnel. The response shall identify the project team composition, project leadership (i.e. principle, project manager) and reporting responsibilities. As a minimum, the principle in charge and manager shall be designated. Other key personnel may also be designated. The manager must have adequate experience in managing services of similar nature and scope.

3.3 Required Disclosures

In addition to all other requests listed in Section 3 of this RFQ, Vendors responding to this RFQ will provide the following disclosure:

A disclosure of the Consultants name and address and, as applicable, the name and address of any company or venture that owns or has majority stake in the Consultant and the names of key officers and directors of the Consultant. A disclosure providing information regarding any major contract that has been terminated for any reason within the last five years by Consultant and/or Subcontractors responding to this RFP.

3.4 Insurance Requirements

Please attach copies of all proof of insurance as described below that qualifies you to provide the service requested.

Contractor shall provide and maintain insurance coverage of adequate levels in compliance with the following as applicable:

- Comprehensive Public/General Liability \$1,000,000 per occurrence
- Worker's Compensation per California Requirements
- Comprehensive Automobile Liability \$1,000,000 per occurrence

- Beach Cities Health District to be named as additional insured on Comprehensive General Liability insurance.

SECTION 4: SUMMARY OF KEY DATES

4.1 Key Dates

The following dates are shown for informational and planning purposes only. BCHD reserves the right to change any of the dates.

Public Notice – RFQ issued	November 1, 2016
RFQ responses due by 3:00 P.M. on	December 6, 2016
Responses reviewed	Dec. 2016-Jan. 2016
Interviews conducted (if required)	January 2017
Board Approval; commence services	January 2017

SECTION 5: CRITERIA FOR EVALUATION OF PROPOSALS

5.1 Evaluation Criteria & Award Notice

BCHD staff will review the responses. Responses will be received and evaluated on the understanding that the Consultant accepts full responsibility for, and will be contractually bound by, all statements made within the proposal and by sales and/or technical representatives. This responsibility extends to verbal sales commitments, vendor literature and claims of the capacity and ability of the proposed Consultant and its representatives to meet the specified scope of service requirements contained in this RFQ.

The evaluation of Responses will include, but may not be limited to, the items listed in this RFQ. Additional significant consideration will be given to the quality and comprehensiveness of each Consultants response to this RFQ and to the hourly rate schedule submitted.

BCHD reserves the right to accept responses in whole or in part, and to negotiate with any Consultant in any manner necessary to serve the best interests of BCHD. Consultants may be strictly held to the terms submitted in their responses as maximums, but may be required to reduce costs depending upon aspects of the services which may be determined by BCHD to be unnecessary, or aspects for which BCHD decides to assume the responsibility. The response submitted by any successful Consultant, and accepted by BCHD whether in whole or in part, will become part of the contract awarded as a result of this RFQ and the Consultant will be expected to sign a contract with BCHD, consistent with the RFQ, and such contract may include additional terms and conditions.

BCHD reserves the right to withdraw or cancel this RFQ at its own discretion. BCHD also reserves the right to reject any and all responses resulting from this solicitation. BCHD reserves the right to obtain any information from any lawful source regarding past business history and practices and the ability of Consultant to supply public outreach and community relations services that BCHD has a right to expect from a Consultant with a good reputation. Such information may be taken into consideration in evaluating the responses.

All notices and communications regarding this RFQ will solely be conducted through the Consultants point of contact listed in the response and the BCHD contact identified in this document. Awards will follow the timeline outlined in Section 4.1.