

## REQUEST FOR QUALIFICATIONS

### Communications Strategy and Support

#### **I. Introduction**

The Association of Bay Area Governments (“ABAG”) announces a Request for Qualifications (“RFQ”) for communications strategy and support services for the San Francisco Bay Area Regional Energy Network (“BayREN”). The services will be provided in calendar year 2015 under the direction of the Program Administrator. The BayREN is a regional energy network comprised of the nine-county member governments of the ABAG geographic region.<sup>1</sup> Additional information about the BayREN may be found at our website, [www.bayren.org](http://www.bayren.org).

#### **II. Intent and terms of RFQ**

ABAG is seeking individuals or firms that qualify for communication strategies and execution related to the value and successes of BayREN. Firms or individuals must demonstrate they meet the listed Minimum Requirements in order to be eligible for qualification under this RFQ.

ABAG’s objective for this RFQ is to select Proposer(s) to provide a strategy to communicate the efficacy of BayREN. ABAG encourages Proposer(s) to partner with other firms or parties if necessary to cover all of the elements of this RFQ.

ABAG intends to negotiate cost effective agreements with responsive and responsible firm(s) on an as-needed basis, but retains the right to contract within its sole and absolute discretion. Firms selected are not guaranteed a contract.

ABAG will select the most qualified and responsive Proposer(s) with whom BayREN program staff will commence contract negotiations. If a satisfactory contract cannot be negotiated in a reasonable time with the selected Proposer, then ABAG, at its sole discretion, may terminate negotiations. ABAG may open negotiations with the next highest ranked Proposer(s) until a satisfactory contract is negotiated, or terminate this solicitation. ABAG, at its sole discretion, has the right to approve or disapprove any staff person assigned to its projects before and throughout the contract term. ABAG reserves the right at any time to approve, disapprove, or modify proposed project plans, timelines and deliverables, provided that all modifications are within the scope of services sought by this RFQ.

The selection of any Proposer for contract negotiations shall not imply acceptance by ABAG of all terms of the proposal, which may be subject to further negotiation and approvals before the ABAG may be legally bound thereby.

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<sup>1</sup> ABAG’s county members include Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties. The BayREN Coordinating Circle, which leads the governance of the BayREN, is comprised of one representative from each county. Alameda is represented by StopWaste; Solano through City of Suisun City and Sonoma is represented by the Sonoma Regional Climate Protection Authority.

### **III. BayREN**

BayREN is a collaboration of the 9 counties that make up the San Francisco Bay Area. Led by the Association of Bay Area Governments (ABAG), BayREN implements effective energy saving programs on a regional level and draws on the expertise, experience, and proven track record of Bay Area local governments to develop and administer successful climate, resource, and sustainability programs. BayREN is funded by California utility ratepayers under the auspices of the California Public Utilities Commission. One of only two Regional Energy Networks in the state, BayREN represents 20 percent of the state's population. Originally approved as a pilot for 2013-14, funding has been extended until superseding direction by the CPUC. At a minimum, funding is extended through 2015.

BayREN's portfolio of programs has been very successful as measured by the number of completed projects and reach. The multifamily program, for example, has outperformed other multifamily energy upgrade programs in California by a factor of three to four. BayREN seeks assistance developing a strategy for communicating our value and success. We have many stories to tell. We need help communicating them.

### **IV. Scope of Services**

The following is a general overview of the types of services and activities that may be performed by the consultant(s) under the direction of the BayREN Program Administrator and is not meant to be exhaustive. The list and sub-list should be used as a general guide and is not intended to be a complete list of all work necessary to fulfill the BayREN's needs for the Project.

- Strategic advice in developing and effectuating a communication strategy
- Presentation of BayREN value in a succinct and concise way
- Development of key messages as support points
- Integrated marketing campaign
- Assistance on strategic communication issues important to BayREN
- Development of relevant strategies to enhance the view of BayREN adjusting misperceptions of our value and program success

### **V. Submission Requirements**

To provide an objective, fair review of all statements of qualifications, the submittals are to include only the following required information:

- 1) Summary of the firm or individual proposing to provide services, including name of primary contact for this contract, and list of key personnel who would be working on projects. Include brief resumes and relevant experience for the primary contact and key personnel. (2 pages.)
- 2) Provide a professional fee schedule for the primary contact and the key personnel identified above. (1 page.)

3) Provide at least one (1) but no more than three (3) examples of projects (or programs) that best demonstrate the individual's or firm's expertise and ability to meet the Minimum Requirements. Include a brief description of the work that would be completed by the proposed firm or individual and any work that would be subcontracted to other professionals. *(Please limit the description of the projects to one double-sided page per project.)*

4) Provide a narrative or list of projects that show past examples of work performed that correspond with the items listed in "Scope of Services", above. (2 pages.)

5) Provide a client reference for each qualification that can provide information on the individual's or firm's participation in the project/program. Provide the client reference's name, title, employer, and phone number. (1 page.)

Please submit three (3) hard copies and one electronic copy of your statement package.

Hard copies shall be mailed/delivered to:

Jennifer K. Berg  
BayREN Program Manager  
Association of Bay Area Governments  
101 Eighth Street  
Oakland, CA 94604-2050

Electronic copies shall be sent to [jennyb@abag.ca.gov](mailto:jennyb@abag.ca.gov).

## **VI. Schedule of Events**

ABAG will endeavor to adhere to the following schedule:

<b>Action</b>	<b>Date</b>
Release of RFQ	2/18/15
Consultant Written Questions Due Date	1/25/15 by 5:00 p.m. PST
ABAG Response to Written Questions Due	1/26/15
Consultant Proposal Submittal Date	2/27/15 by 5:00 p.m. PST
Identify and Notify Consultant Finalists	3/6/15

All questions regarding the RFQ shall be delivered via electronic email only to the ABAG designated Procurement Contact, Jennifer K. Berg at [jennyb@abag.ca.gov](mailto:jennyb@abag.ca.gov).