

October 26, 2016

REQUEST FOR STATEMENT OF QUALIFICATIONS
Deadline for Statement of Qualifications is November 18, 2016

The State Coastal Conservancy and Association of Bay Area Governments' (ABAG) San Francisco Bay Area Water Trail invite you to submit a Statement of Qualifications (SOQs) and other materials for website services. The Services Required Section below describes the requirements in more detail.

I. Background

The San Francisco Bay Area Water Trail (Water Trail), a project of the State Coastal Conservancy and ABAG, is a growing network of designated launching and landing sites, or "trailheads," around San Francisco Bay. Each trailhead enables non-motorized small boat users to enjoy the historic, scenic, cultural, and environmental richness of San Francisco Bay and its nearby tributary waters. The Water Trail promotes safe and responsible use of the Bay while protecting and increasing appreciation of its environmental resources. The Water Trail's network of sites encourages people to explore the Bay in different boat types (such as kayaks, sailboards, dragon boats, and stand up paddleboards) and in a variety of settings through single and multi-day trips. More than 100 existing marinas, waterfront parks, and other publicly accessible sites may become part of the Water Trail.

The Water Trail Project seeks a new, modern design for its website (www.sfbaywatertrail.org), an important tool for communication to the public, partners, and jurisdictions.

II. Services Required

The Consultant selected pursuant to this RFQ will, in coordination with Water Trail staff, prepare a mobile optimized website with a graphically appealing design that facilitates a clear and logical flow of information and graphic continuity between the Bay Trail and Water Trail websites. Ease of navigation within the Water Trail website will be a key feature. The Water Trail website must be mobile optimized and compliant with California accessibility standards. The website will include, but not be limited to, the following webpages:

- Explore the Water Trail
 - About the Water Trail
 - Trailheads
 - Places to Go
 - Wetland Restoration Efforts
 - Bay Wildlife
 - Sister Trails
 - Plans and Publications

- Plan Your Trip
 - Overview
 - Learn to Paddle / Rent a Boat
 - Trip Ideas
 - Water Safety
 - Accessibility
 - Leave No Trace

- Get Involved
 - Overview
 - Partners
 - Events
 - Join a Club
 - Recreation Programs
 - Volunteer
 - Boat Storage

- Map
 - Interactive “trip planner” map that includes the following features and capabilities:
 - Water Trail Trailheads
 - Tides
 - Winds
 - Weather Forecast
 - Distance Measurements
 - Campgrounds
 - Overlays including:
 - Areas prone to mudflats at low tides
 - Areas where hunting is allowed
 - Areas particularly sensitive to disturbance
 - Areas where habitat restoration is occurring

- About Us
 - Water Trail Project Management Team
 - Water Trail Advisory Committee
 - Staff/Contact Us
 - Funding Partners

Staff will provide all text, links, and photos to be incorporated into the website.

Staff is also open to suggestions regarding the addition of a Water Trail app linked to the website, but our ultimate decision will take in account the cost of app development and the long-term maintenance costs of the proposed app.

III. Time Frame

Services will commence on or about December 1, 2016 and end on or about June 1, 2016.

IV. Compensation

Up to \$20,000 is available for this contract. Consultant must be a bona-fide independent Consultant. Consultant is responsible for payment of applicable state and federal taxes. Services will be paid for on either an hourly basis with other direct costs to be billed on an as expended basis or on the basis of completion of tasks. All payments will be in arrears. Payments for grant funded projects are contingent upon approval by, and receipt of funds from, the grantor.

V. Selection Procedure

Every Statement of Qualifications (SOQ) will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer.

- 1) Relevant Qualifications and Experience - The Consultant will be evaluated based on the level of experience and background in performance of similar projects, the clarity of graphic communication demonstrated in those projects, and the ability to work collaboratively with ABAG staff.
- 2) Education and Professional Background - The Consultant will be evaluated based on his/her academic credentials and professional associations sufficient to demonstrate a high level of relevant expertise.
- 3) Results of Reference Checks.
- 4) Statement - The Consultant will be evaluated based on the adequacy of the material submitted in response to the services required as described in this Statement of Qualifications (SOQ). Statements must respond to all the requirements of the request, and must include all information specifically required in all sections of the request.

Highest ranking candidates may be invited to an interview at ABAG Offices, 375 Beale Street, San Francisco, CA, at their own expense.

VI. Contract Award

Contract award shall be made to the responsible Consultant on the basis of the evaluation criteria listed above and whose statement is most advantageous to ABAG. Our objective is to obtain the highest qualified Consultant to achieve the objectives within a realistic time frame and reasonable cost. Qualifications and experience as a whole are more important than cost.

This request does not commit ABAG to award a contract. We reserve the right to reject any or all SOQs received in response to this request. Award of contract may not be made to any Consultant unless an agreement can be secured for all general and special contract provisions. Award will not be made to a Consultant whose proposed period of performance is not within a

period of time acceptable to ABAG. Applicants are informed that the award of any contract as the result of this solicitation is contingent upon the availability of funds.

VII. What to Submit

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

1) Transmittal Letter - Normal transmittal letter, covering highlights and unique features of your firm. Any special terms and conditions of the offer should also be summarized here. Letter should include the name and telephone number of a contact person and your office address.

Length: **One (1) page maximum.**

2) Statement of Qualifications - Provide a definitive statement to respond to the requirements as stated in this request. This must describe in detail the procedures and methods that will be used to provide the services requested, preferably drawing on past experience/work conducted by the applicant.

Length: **Three (3) pages maximum.**

3) Relevant Experiences - Provide a summary of relevant experience over the last 5 years.

Length: **Two (2) page maximum.**

4) Educational and Professional Background - Provide a summary of educational background. Also include special professional and/or project experience.

Length: **Two (2) pages maximum.**

5) List of Client References - Provide a list of clients to be used as references for your work, including contact name, address, telephone number, nature of job, length of engagement, and amount.

Length: **One (1) page maximum.**

6) Budget - Must include total funds requested and amount budgeted for tasks associated with the project. Provide hourly billing rate, including overhead.

Length: **One (1) page maximum.**

7) Examples of Work - Provide up to **Three (3)** example projects. Length: **Twelve (12) pages maximum.**

We require three (3) hard copies of your SOQ package as well as one (1) electronic copy that can be submitted by email. **All proposals are due in the ABAG offices no later than November 18, 2016 at the close of business, 5:00 P.M.**

Questions may be directed to Ben Botkin in writing at benb@abag.ca.gov.

VIII. Where to Submit Application

If mailed or hand delivered, address to:

Ben Botkin, SF Bay Trail
Association of Bay Area Governments
375 Beale Street, Suite 700
San Francisco, CA 94105-2066

Electronic SOQs can be emailed to:

benb@abag.ca.gov

(Receipt in our office must be by the deadline stated regardless of postmark.)