



# **REQUEST FOR QUALIFICATIONS**

## **SOCIAL MEDIA SERVICES**

**STATEMENT OF QUALIFICATIONS DUE:**

**5:00 P.M.**

**FRIDAY, AUGUST 14, 2015**

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
4040 PARAMOUNT BLVD.  
LAKEWOOD, CALIFORNIA 90712

JULY 29, 2015

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## **1.0 INTRODUCTION**

The Water Replenishment District of Southern California (WRD or District) is a special district established under the California Water Code. WRD manages the groundwater in the Central and West Coast Groundwater Basins, which supply water to approximately 4 million people in a service area that covers 420 square miles in southern Los Angeles County. WRD is responsible for maintaining adequate groundwater supplies, preventing seawater intrusion into the groundwater aquifers, and protecting groundwater quality against contamination. There are approximately 350 drinking water wells operated by approximately 100 active groundwater pumpers within the WRD service area.

## **2.0 BACKGROUND**

As part of its overall outreach and education efforts, WRD has established its presence on Facebook, Twitter, YouTube, Instagram, and Pinterest. Analysis of current social media efforts is favorable and shows WRD on a par with similar local agencies. To date, all social media outreach has been managed in-house by WRD staff.

WRD seeks to expand its current social media outreach to better share news and information related to groundwater.

WRD requires the following social media services. Unless otherwise specified, the following apply to Facebook, Twitter, YouTube, Instagram, and Pinterest.

## **3.0 PROFESSIONAL SOCIAL MEDIA SERVICES**

In general, WRD is seeking the services of a qualified Social Media Consultant (Consultant) to do the following:

### **3.1 Policy**

The Consultant will work with WRD staff to establish a Social Media Policy.

### **3.2 Goals**

The Consultant will work with WRD staff to identify specific goals for social media outreach.

### **3.3 Strategy**

The Consultant will work with WRD staff to develop specific strategies and a tactical plan for each digital platform, as well as a clear path to achieving the established goals. The Consultant will assist staff in formulating and implementing strategies for disseminating information and assessing public sentiment toward the information.

### **3.4 Identify**

Consultant will identify influential voices within the water, environmental, legal and elected communities and ascertain the nature and sentiment of the discussions taking

place. Using this information, WRD may choose to engage with influencers when appropriate or as needed.

The audience for WRD outreach and messaging currently includes:

- Residents within the service area
- Groundwater purveyors within the service area
- City governments within the service area
- Other water agencies statewide
- Local, regional, and national environmental organizations and groups
- Local, regional, and national media
- Influential leaders in social media
- Community leaders
- Civic organizations
- Interested Citizens

Identify additional and targeted audiences on the various social media platforms.

### **3.5 Engage**

Based on the various audiences identified, consultant will work with WRD staff to create new and identify existing content and engagement tactics including but not limited to campaigns, contests, and other interactive tools.

### **3.6 Measure**

Consultant will be responsible for detailed performance measurement and analysis across all social media platforms, and semi-monthly reporting to WRD staff. Consultant will gauge the trends and effectiveness of the social media program and work with WRD staff to determine how to proceed based on the findings.

### **3.7 Train**

Consultant will provide training and assistance with implementation of the social media strategy to prepare WRD staff to manage the program moving forward.

### **3.8 Control**

WRD staff will remain in control of the content and tone of all social media outreach at all times and no content may be posted without the knowledge and prior approval of WRD. Consultant will, at all times, protect the reputation of the District.

## **4.0 RFQ PROCESS**

### **4.1 Information Disclosure to Third Parties**

Statements of Qualifications (SOQs) are a matter of public record and are open to inspection under the California Public Records Act. If any respondent claims any part of its SOQ is exempt from disclosure and copying, they shall so indicate in the transmittal letter. By responding to this RFQ, respondents waive any challenge to WRD's decisions in this regard.

If any SOQ contains confidential information, the respondent shall clearly label and stamp the specific portions that are to be kept confidential. The respondent is urged to identify the truly confidential portions of the SOQ and not simply mark all or substantially all response as confidential. Notwithstanding the foregoing, respondents recognize that the WRD will not be responsible or liable in any way for losses that the respondents may suffer from the disclosure of information or materials to third parties.

#### **4.2 WRD Rights and Options**

WRD, at its sole discretion, reserves the following rights:

- To determine which respondents, if any, shall be included on a short list based on the criteria set forth in this RFQ and be invited to submit a proposal in response to future requests for proposals;
- To reject any, or all, SOQs or information received pursuant to this RFQ;
- To supplement, amend, substitute or otherwise modify this RFQ at any time by means of a written addendum;
- To cancel this RFQ with or without the substitution of another RFQ or prequalification process;
- To request additional information;
- To verify the qualifications and experience of each respondent;
- To take action affecting the RFQ, the RFQ process or the services or facilities subject to this RFQ that would be in the best interests of WRD;
- To require one or more respondents to supplement, clarify or provide additional information in order for WRD to evaluate the SOQs submitted; and
- To waive any minor defect or technicality in any SOQ received.

#### **4.3 Questions/Clarifications Request**

The Consultant shall, in the SOQ, identify a Project Manager. The Project Manager shall be the primary contact for WRD, during the pre-qualification process and for future work scope and contract negotiations.

For WRD, the primary contact is:

Tracey Burke  
Senior Public Affairs Representative  
Water Replenishment District of Southern California  
4040 Paramount Blvd.  
Lakewood, CA 90712  
(562) 921-5521  
E-mail: [tburke@wrd.org](mailto:tburke@wrd.org)

During the SOQ/Pre-qualification process, interested parties shall direct all questions via email to the WRD's primary contact listed above. Responses to questions may be made available on the District's web site ([www.wrd.org](http://www.wrd.org)) approximately 5 days prior to the SOQ due date.

## **5.0 SUBMITTAL OF SOQS**

### **5.1 Submittal Requirements**

The SOQs shall provide the information requested and be organized into sections as follows:

- Cover Letter
- Company Qualifications
- Key Project Staff Experience and Qualifications

### **5.2 Cover Letter**

The SOQs shall include a letter of transmittal attesting to its accuracy, signed by an individual authorized to execute binding legal documents on behalf of the proposing firm or joint venture. The cover letter shall provide the name, address, email, telephone and facsimile numbers of the proposed Project Manager, serving as the primary contact for the company.

### **5.3 Company Qualifications**

WRD will evaluate each respondent to determine if the respondent's experience and expertise demonstrates the ability to undertake the specified services. The SOQs shall describe at least three (3) examples of previous work on similar services, including, if possible, projects where the previous work has been done for a water agency in California or within the WRD service area. The examples must clearly demonstrate that the respondent has the experience, skills and expertise necessary to perform the work specified.

Each example must include the project name, location, date, project outcome, the respondent's role in the project, and the name/title/phone number(s) of the clients(s) familiar with the respondent's work who may be contacted to assess the respondent's performance on the completed or ongoing project.

WRD reserves the right to conduct independent verification of the respondent's qualifications by contacting project references, accessing public information or contacting independent parties. Additional information may be requested during the evaluation of qualifications.

### **5.4 Key Project Staff Qualifications**

The SOQs must include resumes of key project team members who will be working on the project and a description of the organizational structure of the project team. The submittal should identify each team member's expertise and qualifications in relation to the project, as well as the individual's specific involvement in similar services.

The respondent shall recognize that the key employees assigned to this project will be used as a basis for determining which firms will be selected for inclusion in the pre-qualified list. Therefore, changes to the respondent's proposed team may alter the suitability of the company from future consideration for specific services and/or result in removal from the list.

## **5.5 Equal Opportunity Outreach Program**

WRD supports and encourages participation by businesses located locally in the WRD service area, owned and controlled by minorities, women, disabled veterans and/or disadvantaged and small business enterprises, and from labor surplus areas.

## **5.6 Disclosure of Existing Work with WRD or Any of Its Contractual Partners**

The SOQ shall include a list of all work currently being performed by the respondent, or any of the respondent's subcontractors, with WRD or any other agency that may have a contractual arrangement with WRD. This list shall provide the name of the agency with whom the work is being performed, the entity that is doing the work, and a brief description of the project on which the work being done.

## **5.7 SOQ Format**

The SOQs shall be limited to no more than 15 pages in length. This does not include résumés or organizational charts. Respondents shall submit five (5) copies of their SOQs signed by a duly authorized officer of the corporation. All copies shall be identical. The first copy shall have the original transmittal letter fixed to the outside and shall be signed. All other copies shall have copies of the transmittal letter as the first page of the Proposal. Respondents shall respond to all of WRD's request(s) for information in the order in which they appear. The SOQs shall be printed on 8.5" x 11" size recycled paper or recyclable white bond paper, paginated, and bound. Any oversized documents must be folded to size and secured in the SOQ.

## **5.8 Statement of Qualifications Deadline**

Five (5) copies of the SOQ must be received by WRD, no later than 5:00 p.m., August 14, 2015, at the following address:

Water Replenishment District of Southern California  
4040 Paramount Blvd.  
Lakewood, CA 90712

Attention: Tracey Burke, Senior Public Affairs Representative

Failure to submit the SOQ by this date and time shall be grounds for rejection. It is the sole responsibility of the respondent to see that the SOQ is properly received by the WRD before the submission deadline. Respondents shall bear all risks associated with private delivery services or delays in the U.S. mail. No facsimile copies will be accepted. The package containing the SOQ shall be clearly labeled: "Statement of Qualifications for Social Media Services".

## **6.0 EVALUATION CRITERIA**

WRD will evaluate the SOQs submitted in response to this RFQ and select a limited number of the most qualified respondents for further consideration.

## **6.1 Technical Competence**

Technical competence to perform the work specified herein will be evaluated. Considerations include, but may not be limited to, the following: general experience with regional water agencies; familiarity with similar types of projects; and assignment of knowledgeable project manager and key personnel.

## **6.2 Performance on Similar or Related Projects**

Past performances will be assessed through direct communication with the respondent's previous clients. Factors to be considered will include, but may not be limited to, project coordination, cost control, work quality, successful outcome of projects, experience gained or learned, and understanding and experience with local agencies, neighborhood councils, homeowner groups, stakeholder groups, educators, environmental and non-governmental organizations, and the general public.

## **6.3 Communication Skills**

Written and verbal communication skills as evidenced by the SOQ and, if necessary, an interview.

## **6.4 Accessibility of Staff**

The accessibility of the respondent's staff is an important criterion for assessing the ability to arrange consultations on short notice and to affect a short turnaround of project requests and changes. Preference will be given to those respondents whose team (staff and sub-consultants) will be working primarily in an office in the Los Angeles County vicinity.

## **6.5 Flexibility and Readiness to Completing Specified Work**

The flexibility and readiness of consultants to commence work with short notice should be indicated in the SOQ.

## **6.6 Local Business Enterprise, Small Business Enterprise, and Veteran Business Enterprise Preference**

The District may give extra consideration to LBE, SBE, and VBE candidates certified as such by any branch of the Federal Government, the State of California, or by any other Public Entity within the State of California as defined by California Public Contract Code.