



***SOLANO COMMUNITY COLLEGE DISTRICT***

**REQUEST FOR PROPOSALS NO. 11- 008**

**FOR**

**CAMPAIGN (information) CONSULTING SERVICES**

**July 21, 2011**

**PROPOSALS DUE:**

**BY 4 PM, Tuesday, August 16, 2011**

**Attn: Mr. Yulian Ligioso  
Administration Building # 600 - Room 629  
Solano Community College  
4000 Suisun Valley Road  
Fairfield, CA 94534-3197**

**[www.solano.edu](http://www.solano.edu)**

**A. INVITATION**

Solano Community College District is seeking proposals from highly qualified firms to provide campaign consulting services in anticipation of placing a Proposition 39 General Obligation (GO) bond measure on the November, 2012, ballot.

**B. BACKGROUND**

Solano Community College is a tradition in Solano County. Established in 1945 as Vallejo Junior College, Solano was part of the Vallejo Unified School District until 1967 when the College became a countywide institution. The 192-acre Fairfield campus, centrally located just off Interstate 80, was completed in 1971 and opened with 5,000 students. Since then, facilities, programs, staff and services have expanded to meet to the needs of a growing county.

Solano College is part of California's public community college system of 112 campuses in 72 districts across the state. The College's service area encompasses the communities of Benicia, Dixon, Fairfield, Suisun, Vacaville, Vallejo and Winters, as well as Travis Air Force Base. Many graduates of the area's fifteen public high schools and three private schools take advantage of the educational opportunities offered by Solano Community College District with its Fairfield campus, Vacaville Center, Vallejo Center and site at Travis Air Force base.

The Solano Community College District passed Measure G, a \$125M Proposition measure in 2002. These bond proceeds have been utilized to build center facilities in Vacaville and Vallejo and to make major improvements to the Fairfield campus including the construction of a new Student Services Center and other projects to improve instructional delivery to students. The funds generated from the 2002 measure have essentially been exhausted. Additional facilities needs to serve future generations of students have been identified.

Solano Community College District is assembling a team of highly qualified firms to assist the District in placing a general obligation bond measure on the November 2012 ballot. In addition to a public opinion research/ polling firm, bond counsel, investment banker/underwriter, the District requires the assistance of a campaign consulting firm to assist with communication and information through Election Day.

This is a "fast – track" project given the amount of work to be performed prior to the deadline of placing such a measure on the ballot, should it be determined feasible. Only firms with the resources required to perform such work within the deadlines required should propose.

**C. PROJECT DESCRIPTION**

The District requires a highly experienced & successful campaign consulting firm to assist the District in developing an information campaign through effective communication and public relations in anticipation of a General Obligation bond to be placed on the ballot in 2012. This phase of the work would be done prior to Board passage of resolution to place a measure on the ballot.

The campaign consultant would be expected to work effectively with District staff, the public opinion /polling consultant, investment banker/underwriter, and the public in communicating all relevant information about the District's need for the proposed bond.

The District's assembled team and its agents/stakeholders would work with the selected consultant in developing to develop specific Informational strategies and materials. , but the District looks at firms submitting proposals to present a proposal for a suggested approach given what is currently known and based on what has been successful in the Consultant's experience with similar information campaigns for colleges/schools

#### **D. QUALIFICATIONS**

This project will require the Consultant to have the following minimum qualifications:

1. Five (5) or more years of experience performing the type work required in this Request. This experience shall include experience with public agencies preferably school districts and colleges.
2. Sufficient resources to complete the work.
3. Proven "track record" and success in performing such work.
4. Familiarity of, and compliance with, all local, state and federal laws and regulations pertaining to such work, including campaign finance rules and regulations.
5. A California office and/or representative.
6. Highly qualified staff with education, experience and knowledge of the disciplines and fields required by this work. This includes excellent interpersonal and communication skills.

#### **E. PROPOSAL CONTENT**

Proposals must contain sufficient detail to enable the College's Selection Committee to determine the merits of the firm. Proposals should address *all* elements requested below. *Your proposal does **not** need to be in the exact order below. .*

1. Consultant's complete name, business address, telephone number, email address, and the name, and contact information, including the email address, of the individual the College should contact regarding this proposal.

2. A description of the Consultant's organization, including, but not limited to, names of principals, number of employees, firm's longevity, client base, areas of specialization; and, any other pertinent information to assist evaluators to understand the overall capability, stability, resources, of the organization.
3. Names and biographies of the *proposed campaign project team* and an indication of their proposed roles.
4. Three (minimum) references for whom Consultant has performed same or similar services within the past five years. Include the organization name, address and the contact person's name and telephone number. Indicate the nature of the project.
5. A narrative statement that illustrates the Consultant's understanding of the all aspects of this project and an indication of any strengths or unique expertise & successes the firm would bring to the project. Describe experience and/or provide a *list of clients/campaigns* and the success/outcomes of such campaigns.
6. A narrative statement that describes the recommended approach or Scope of Work. Describe briefly what the firm proposes as effective public relations, communication and campaign given the basic information provide herein. Options and alternatives may be shown.
7. A description of the management plan the Consultant intends to employ for the project if any. The description should include roles of the project team, including accountability and lines of authority, back -up and contingency plans if applicable.
8. A timeline and/or steps for completion of the project.
9. A complete disclosure of any prior or ongoing incidents as to which it is alleged that proposer has defaulted or failed to perform which has led the other party to terminate the contract. Identify the parties involved and the circumstances of the default or termination. Also describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.
10. Proposed Fees:.

The Consultant must show all assumptions and estimated potential costs such as, but not limited, to:

- Number of hours & hourly rates estimated per task with not- to - exceed dollar amounts
- Estimated numbers of meetings, conference calls, and other work
- Fixed costs
- Types of expenses and not- to- exceed amounts for such expenses.
- Contingency hours & tasks should be *included* in the total cost and

broken-down (shown) in any detail provided

- Optional hours and work & costs proposed, if any
- All taxes, fees, supplies, should be estimated and shown.
- Any proposed travel and hotel costs must be estimated.

Solano Community College will not pay for services before it receives them. Therefore, do not propose contract terms that call for up-front payments or deposits. The District reimburses direct expenses only at actual cost---not cost plus some percentage or markup.

11. The signature(s) of the company officer(s) empowered to bind the firm, with the title of each (e.g., president, general partner). Generally this can be part of a front page or cover letter to the proposal.

## **F. EVALUATION OF PROPOSALS**

Proposals will be evaluated by a selection committee on a variety of criteria. The District will award a contract to the firm with *the most advantageous* proposal based on an evaluation of qualifications and price. This means the lowest cost proposal may not be selected. The District may, at its sole discretion, award to a firm based on their proposal and interview alone without further consideration or the District may interview other top firms.

### Evaluation Criteria

1. Clarity /completeness of proposal
2. Consultant's overall capability/ resources to perform the work
3. Consultant's depth and relevance of experience for this project
4. Consultant's Project Team's biographies
5. Consultant understands of the project, strengths & track record.
6. Consultant's approach to this project
7. Consultant's management plan, if any
8. Project timeline
9. Project Fees
10. References

## **G. SELECTION PROCESS**

The Selection Committee will make its recommendation to the Superintendent/President of Solano Community College. Staff will then notify the successful firm of the intention to enter into a successful agreement.

## **H. CONTRACT AWARD**

The District reserves the right to make an award of contract, or multiple awards of contracts for this work. The District may select a firm or firms based on the highest rated

proposal, or proposals, and an interview without further discussion or interviews with other firms. The District is not obligated to invite any or all finalists for an interview.

The firm selected will be expected to enter into a contract with the District within ten (10) calendar days from approval by the Board of Trustees. If agreement cannot be reached with the apparent successful firm, the District may cancel the award and negotiate with the next highest ranked Proposer. The District shall not be bound, or in any way obligated, until both parties have executed a contract. No party may incur any chargeable costs prior to the execution of the final contract.

**I. REJECTION AND WAIVERS OF PROPOSALS**

This Request for Proposal does not commit the District to award a contract or to pay any costs incurred in the preparation of a proposal in response to this Request.

The District reserves the right to accept or reject any or all proposals received; to negotiate with qualified proposer(s) or cancel the Request; and, to waive any minor irregularities and informalities in the proposal or proposal process.

The District may require the Consultant to submit additional data or information the District deems necessary to substantiate the costs presented by the Proposer. The District may also require the Proposer to revise one or more elements of its proposal in accordance with contract negotiations.

The District reserves the right to evaluate proposals for a period of sixty (60) days before deciding which proposal, if any, to accept.

**J. INSURANCE REQUIREMENTS**

The selected firm shall maintain insurance that is sufficient to protect the firm's business against all applicable risks and such insurance coverage shall meet, at a minimum, the District's Insurance Requirements attached to this RFP as **Attachment "A"**.

**K. NON-COLLUSION**

By submittal and signing the proposal, the Consultant is certifying that the proposal document is genuine and not a sham or collusive, and not made in the interest of any person not named and that the Consultant has not induced or solicited others to submit a sham offer, or to refrain from proposing.

**L. COMPLIANCE WITH LAWS AND REGULATIONS**

The Consultant shall comply with federal, state and local laws, regulations, and industry standards. The proposer shall also comply with the Drug Free Workplace Act requirements of California Government Code Sec 8350 et seq.

**N. QUESTIONS/CONTACT PERSON**

The District will accept written questions via e-mail until **12 Noon, Friday, August 5**. Questions regarding the work must be submitted to:

**Mr. Roy Stutzman, RFP Coordinator,**  
**Email: [roystutzman@aol.com](mailto:roystutzman@aol.com).**  
**Tel: (707) 529-0440**

The District will respond to each question by email directly to the firm submitting the question. If the question demonstrates that clarification or additional information is needed, an addendum will be issued to all proposers by E-mail. Consultant should acknowledge any and all emails sent by the District regarding this RFP by replying to the email sender that the email was received.

**Note: Consultants shall not contact any District employee or official regarding this proposal other than the individual listed above as the contact person. Contacting District staff or officials regarding this work may result in disqualification. No verbal comments made by District staff or officials are binding regarding this RFP except for that which is made in writing. This will assure that all proposers receive the same information in a timely manner.**

**O. DEADLINE FOR SUBMISSION OF PROPOSALS**

To be considered, proposals must be received at the address below by **4 p.m. on Tuesday, August 16 2011**. Late proposals will not be considered. The District highly encourages *early* submittal of proposals. A campus map is provided on [www.Solano.edu](http://www.Solano.edu). The Purchasing Division telephone number for campus directions or related submittal questions is: (707) 864-7000, extension 4785.

**Proposer shall submit one electronic version on a CD or flash drive, one (1) printed original and four (4) printed copies of the entire proposal including any supporting documentation addressed as follows:**

**Attention: Mr. Yulian Ligioso,  
Vice President Finance &  
Administration  
Solano Community College  
Administration Building # 600 - Room 629  
4000 Suisun Valley Road  
Fairfield, CA 94534-3197**

The box or package must be clearly marked **"Request for Proposals for Political Consulting # 008 due by 4 p.m. Tuesday, August 16, 2011"**

**P. TIMEFRAME FOR PROPOSAL SELECTION**

The District's current plan is to review proposals rapidly and invite a finalist or finalists for interviews between the approximate dates of August 29 and Sept 7.

Attachments:

**Attachment "A"**

### **DISTRICT'S INSURANCE REQUIREMENTS**

The Consultant shall obtain, in such form and with such carriers acceptable to the District, and keep in force at its sole expense during the term of this contract and any extensions, insurance adequate to protect the Proposer from claims under Workers' Compensation Acts, and from claims for damages for personal injury (including death), loss of property and damage to property which may arise as a consequence of this contract. All policies, with the exception of Workers' Compensation, shall name the District, its officers, directors, agents, and employees as additionally insured, with respect to the Consultant's acts or omissions under this agreement, and shall contain a covenant requiring thirty (30) days' prior written notice to the District before cancellation, reduction, or any other modification of coverage. These policies shall be primary and non-contributory with any insurance of the District and shall contain a severability of interest clause in respect to cross liability, protecting each named insured as though a separate policy had been issued to each. Certification of the above policies shall be furnished to the District upon execution of this agreement. The failure to furnish such evidence may be considered default by the Consultant. The Consultant and all of its employees or agents shall secure and maintain in force such licenses and permits as are required by law, in connection with the furnishing of goods or services covered under this contract. All operations and materials shall be in accordance with the law. The Consultant shall maintain current insurance documents, for all of the above coverage, on file at the District during the term of any contract with the District, including, but not limited to:

- Certificate of Insurance confirming \$1,000,000 combined single limit general liability coverage, automobile liability coverage, professional liability coverage, and contractual liability coverage, all four naming the Solano Community College District as an additional insured and copies of the endorsements to the policies naming the Solano Community College District as an additional insured.
- Proof of workers' compensation coverage

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