



**Request for Qualifications
for
Radio Broadcast Services**

RFQ No. 01-2015

**City and County of San Francisco
Board of Supervisors
Office of the Clerk of the Board**

Request for Qualifications No. 01-2015

Date of Issue: Monday, April 6, 2015

Response Packages are due on Monday, April 27, 2015 by 5:00 p.m.

7 copies of the completed response package should be submitted to:

Office of the Clerk of the Board
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102 – 4689

Attention: Ambi Bohannon Jones

HAND DELIVERY RECOMMENDED

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Attachment I: Acknowledgement of RFQ Terms and Conditions

Attachment II: P-500 Professional Services Agreement

Attachment III: City's Administrative Requirements

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Background

The Board of Supervisors is the legislative branch of the City and County of San Francisco (CCSF or “The City”). The Board consists of 11 members elected on a non-partisan basis from a district where he or she lives. The Board of Supervisors’ regularly scheduled meetings are held at 2:00 p.m. on Tuesdays of each week. These meetings are currently transmitted to the public online via <http://sfgovtv.org/> and on television Cable Channel 26. On April 15, 2014, the Board of Supervisors passed Motion No. M14-057, directing the Clerk of the Board to prepare a Request for Qualifications (RFQ) to enable a radio station to broadcast the weekly San Francisco Board of Supervisors meetings.

Project Description

The Office of the Clerk of the Board seeks responses from firms that are qualified to provide all of the labor, equipment, and technical expertise needed to provide weekly, pre-scheduled, live, uninterrupted, high-sound quality radio broadcasts of the San Francisco Board of Supervisors meetings, in their entirety, on Tuesdays at 2:00 p.m. These radio broadcast services are requested to provide members of the public with a widely accessible means to actively engage in City government by staying informed of the legislative and policy matters under review and consideration by the Board of Supervisors.

Based on responses to this RFQ, it is the intent of the Office of the Clerk of the Board to create a pre-qualified pool of radio stations from which the Board of Supervisors may choose a prospective Respondent to air the weekly Board of Supervisors meetings. Please note that there is no guarantee of work or compensation for any of the Respondents selected for pre-qualification. This pre-qualified list may be used by the City and County of San Francisco at its sole and absolute discretion. The City reserves the right to procure services similar or identical to the services specified in this RFQ by any other means. No pre-qualified Respondent is guaranteed a contract. Prospective Respondents are encouraged to read this RFQ in its entirety.

RFQ Timeline

RFQ timeline dates are subject to change. Please visit www.sfbos.org/contractingopportunities to obtain the latest schedule.

RFQ Issued	Monday, April 6, 2015
Technical Overview and Tour	Friday, April 10, 2015 at 10:00 a.m.
Deadline for RFQ Questions	Tuesday, April 14, 2015 at noon
Deadline for RFQ Answers	Tuesday, April 21, 2015 at 5:00 p.m.
Response Packages Due (<u>No Exceptions</u>)	Monday, April 27, 2015 by 5:00 p.m.
Pre-Qualification Status Notification Date	Tuesday, May 12, 2015 by 5:00 p.m.
Appeal Period Ends (<u>No Exceptions</u>)	5 Business Days After Pre-Qualification Notification

The pre-qualification list resulting from this RFQ will be active for two (2) years from the Pre-Qualification Status Notification Date (May 12, 2015). The Office of the Clerk of the Board may use this RFQ to justify contracts with a term start date within the two-year timeframe and for any necessary amendments to those agreements. The term of the agreements, and amendments, does not need to conclude within the two-year timeframe.

There is no Local Business Enterprise (LBE) subcontracting requirement for this RFQ or for the contracts awarded from this RFQ. LBEs, however, are strongly encouraged to submit proposals and will be eligible for rating discounts.

Technical Overview, Questions, and Communications

Technical Overview

The Office of the Clerk of the Board will provide an **optional** pre-response technical overview and tour of the Board of Supervisor's Legislative Chamber (City Hall, Room 250) on Friday, April 10, 2015 at 10a.m. for prospective respondents who want to see the physical layout of the Board Chamber and understand the technical infrastructure currently available to support a live remote radio broadcast. Attendees should meet promptly at 10a.m. in City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 to sign-in for the technical overview and tour.

While the City will consider the full range of on-and-off-site technical options available to provide this service, prospective Respondents are reminded to propose options that will result in uninterrupted high-sound quality radio broadcast coverage of the weekly Board meetings, as requested by this RFQ. To the extent possible, prospective respondents are also strongly encouraged to propose radio broadcast options that minimize, or completely eliminate, the logistical impact and footprint associated with the transport, placement, installation, set-up, and removal of broadcast equipment in the Chamber.

Questions

In order to ensure fair and equal access to information about this RFQ, please e-mail your RFQ questions to Ambi.BohannonJones@sfgov.org. All questions must be in writing and received by the Deadline for RFQ Questions (Noon on Tuesday, April 14, 2015). No questions will be accepted after this time, with the exception of City vendor requirement questions. No telephone questions will be answered.

A consolidated list of questions and answers pertaining to this RFQ will be posted on the San Francisco Board of Supervisors' website at www.sfbos.org/contractingopportunities, the Office of Contract Administration's website at <http://sfgsa.org/index.aspx?page=359>, and emailed to all known prospective respondents by the Deadline for RFQ Answers (5:00pm on Tuesday, April 21, 2015). Periodic posting of questions and answers may occur prior to the deadline. Prospective respondents are encouraged to review these websites periodically and to incorporate guidance, as appropriate.

Communications

Interested parties are directed **NOT** to contact any employees or officials of the City regarding this solicitation other than those specifically designated in this RFQ and its associated attachments. Questions regarding the City's vendor and/or administrative compliance requirements or processes may be directed to the responsible department.

Scope of Work

This scope of work is a general guide to the work the City expects to be performed, and is not a complete listing of all services that may be required or desired. The City is soliciting qualifications to create a pre-qualified list of radio stations, in accordance with specified evaluative criteria, to provide radio broadcast services as described below.

1. **Airtime:** The Contractor will provide live, uninterrupted, commercial-free, high-sound quality radio broadcasts of the pre-scheduled weekly San Francisco Board of Supervisors meetings on Tuesdays beginning at 2:00pm and lasting through the duration of the entire meeting. The Contractor should be prepared for meeting cancellations, recesses, closed sessions, special meetings, and other events that may impact the regularly scheduled meetings of the Board. The duration of Board meetings can be unpredictable depending on the length of the legislative agenda and the nature and complexity of the items before the Board.

In FY 2013/14, the duration of a Board meeting ranged from one hour and seven minutes (1hr, 7 minutes) to nine hours and eight minutes (9hrs, 8 minutes), with the average meeting lasting three hours and 27 minutes (3hrs, 27 minutes). Contractors should visit http://sanfrancisco.granicus.com/ViewPublisher.php?view_id=10 to view archived video of meetings of the Board of Supervisors for additional information and to familiarize themselves with the overall flow of the Board's legislative proceedings.

2. **Personnel and Equipment:** The Contractor will provide all technical staff and equipment needed and required to sustain and transmit a high-sound quality radio broadcast of the Board's legislative proceedings and additionally provide baseline commentary to describe events for listeners when there is no audio associated with these activities. The City will consider the full range of on-and-off-site technical options available to provide this service.
3. **Broadcast Coverage, Capacity, and Confirmation:** The Contractor will have sufficient broadcast coverage, transmission strength, and technical capabilities to minimally reach the geographic boundaries of the City and County of San Francisco, although a broader reach is preferred. Upon request, and at no cost to the City, the Contractor shall also be able to provide broadcast confirmation of each Board of Supervisors meeting in a manner determined by the City, including transcript, audio recording, or station/broadcast logs and records.

4. **Archiving:** Quarterly, the Contractor shall provide the Office of the Clerk of the Board with an uncompressed audio file (.wav or .MP3) of each Board of Supervisors meeting broadcast during the course of the City's Fiscal Year for archival and public information purposes.

Minimum Qualifications

In order for the proposal to be considered responsive to this RFQ, the Contractor must possess and address in their response the following minimum qualifications:

1. **Authorization:** A valid radio broadcast station license, including any other required instrument of authorization, issued by the Federal Communications Commission (FCC);
2. **Broadcast Coverage:** A broadcast coverage area that, minimally, reaches the geographic boundaries of the City and County of San Francisco;
3. **Experience:** A least ten years of radio broadcast experience, including at least two years of prior experience airing government meetings;
4. **Community-Oriented Programming:** Must demonstrate a strong commitment to supporting and a consistent track record of providing community-oriented programming, as defined. Current radio broadcast content must include significant and substantive community-oriented programming. For the purposes of this RFQ, community-oriented programming refers to radio content that is created, in whole or in part, by volunteers who are not paid professionals. Such content should reflect the stories and experiences of individuals, groups, and communities living in the City and County of San Francisco and have an emphasis on the core values of diversity, localism, and community building; and,
5. **Personnel:** Must currently have personnel on staff with sufficient technical expertise and experience to perform the work requested by the City pursuant to this RFQ.

Response Requirements

Time and Place for Submission of Responses

Respondents must provide seven (7) copies of the response package in total: one (1) original response package and six (6) complete copies. Response packages must be received by 5:00 p.m. on Monday, April 27, 2015. Responses may be delivered to the Reception Desk in the Office of the Clerk of the Board located at City Hall, Room 244 or mailed to:

Office of the Clerk of the Board
Attention: Ambi Bohannon Jones
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

Postmarks will not be accepted in lieu of this requirement. Submissions by fax or e-mail will not be accepted. Late submissions will not be considered, including those submitted late due to mail or delivery service failure. Please note that Respondents hand-delivering responses to City Hall may be required to open or otherwise make packages accessible for examination by security staff.

Response Package

To be considered complete, the following items shall be included in your response and packaged in an envelope or box clearly marked **RFQ No. 01-2015 Radio Broadcast Services**:

1. **Response Cover Letter and RFQ Point of Contact.** The Respondent must provide a response cover letter on station letterhead that includes all pertinent contact information for the Respondent, designates an individual to be the RFQ Point of Contact to receive e-mail notifications and other communications regarding the RFQ process, and provides contact information for this designee. The RFQ Point of Contact should be someone authorized by the Respondent to make representations for the Respondent and to obligate the Respondent to perform the commitments contained in its response package.
2. **Signed Acknowledgement of the RFQ Terms and Conditions.** The Respondent must provide a signed Acknowledgement of the RFQ Terms and Conditions (Attachment I).
3. **Completed and Signed Contract Monitoring Division (CMD) Forms 2A, 3 and 5 (and Form 4 if the Respondent is submitting a Joint Venture proposal).** The Respondent must complete, sign, and provide the applicable CMD Forms detailed in Attachment IV.
4. **Copy of a Valid Radio Broadcast License.** The Respondent must provide a copy of the station's valid radio broadcast license, including copies of any other required instrument of authorization, issued by the FCC.
5. **Broadcast Coverage/Service Area Map and Studio and Transmitter Location.** The Respondent must provide a copy of a broadcast coverage/ service area map that accurately reflects the station's service contours and broadcast reach. This map should clearly indicate that the Respondent's broadcast reach minimally includes the geographic boundaries of the City and County of San Francisco. The address of the station's main studio and transmitter location should also be provided. Broadcast coverage/service area maps can be obtained from the following FCC websites:
 - AM Radio Stations: <http://www.fcc.gov/encyclopedia/am-query-broadcast-station-search>
 - FM Radio Stations: <http://www.fcc.gov/encyclopedia/fm-query-broadcast-station-search>
6. **Listenership.** The Respondent must provide an estimate of their average monthly radio listenership in the San Francisco-Oakland-San Jose Designated Market Area (DMA) for January 2015 and February 2015. The Respondent's listenership figures may also

include individuals who access the Respondent's radio content online, however, such figures should be reported separately.

7. **Station Qualifications.** The Respondent must provide a written statement that:
- Summarizes the Respondent's radio broadcast experience and expertise and clearly explains how those qualifications make the Respondent uniquely qualified to provide the radio broadcast services requested by the City. Respondents should give specific examples of their radio broadcast work, particularly with respect to airing government meetings, and be mindful to address the minimum qualifications noted above pertaining to experience and community-oriented programming. An annotated copy of the Respondent's Calendar Year 2014 weekly program guide or schedule indicating which shows are classified as community-oriented programming should also be provided.
 - Details the logistics and technical requirements of the proposed on-or-off-site radio broadcast solution and expressly explains how the proposed solution will result in uninterrupted high-sound quality radio broadcast coverage of the weekly Board meetings;
 - If an on-site radio broadcast solution is proposed, the Respondent should also detail any and all installation requirements and provide a description of their impact on the Board's Legislative Chamber.
8. **Staff Qualifications and Proposed Staffing Structure.** The Respondent must provide the resumes of key staff members, including those of the individuals proposed to perform services for the City. These resumes should detail the individuals' education, experience, qualifications, and any other relevant information that demonstrates their ability to skillfully perform the services requested by the City. The Respondent should also provide a proposed staffing structure to support the services requested.
9. **Estimated Cost.** The Respondent must provide the total estimated itemized annual Fiscal Year cost of providing the services requested by this RFQ based on an estimated 40 Board meetings per Fiscal Year.
10. **Professional Letters of Reference.** The Respondent must provide three (3) professional letters of reference from individuals, entities, or organizations who can speak to the quality of the respondent's work, as well as adherence to contractual obligations and deliverables. Professional letters of reference should not be obtained from current employees and/or other individuals who have an established relationship of mutual trust and confidence with the Respondent.

UNEXPLAINED OMISSIONS IN THE RESPONSE PACKAGE MAY DISQUALIFY THE ENTIRE RESPONSE PACKAGE FROM REVIEW.

Complete but concise responses are recommended for ease of review by the Evaluation Team. Responses should provide a straightforward and clear description of the Respondent's capabilities to satisfy the requirements of the RFQ. All marketing and promotional information should be excluded.

Each of the seven (7) individual response packages should be contained in a separate 1-inch ring binder with ten (10) labeled paper tab dividers separating each of the required response package components noted above. In an effort to conserve resources, please print double-sided to the maximum extent practical. Please do not bind your proposal with a spiral binding, glued binding, or anything similar. All pages, figures, maps, and tables should be numbered and clearly labeled.

Evaluation Criteria

This section describes the guidelines that will be used to evaluate the response packages received and to select Respondents for pre-qualification. It is the City's intent to pre-qualify Respondents that present the best overall qualifications to the City, inclusive of cost considerations. **Respondents selected for pre-qualification are not guaranteed a contract.** This RFQ does not in any way limit the City's right to solicit contracts for similar or identical services if, in the City's sole and absolute discretion, it determines that the pre-qualified list is inadequate to satisfy its needs.

Evaluation Team

The Evaluation Team will be responsible for evaluating Respondents and will be comprised of City staff and other subject matter experts with specialized knowledge regarding the services requested by this RFQ. Specifically, the team will be responsible for the review, evaluation, and rating of the response packages received for pre-qualification.

Minimum Qualifications

Any response package that does not demonstrate that the Respondent meets the Minimum Qualifications outlined above by the response deadline will be considered non-responsive and will not be evaluated or eligible for award of any subsequent contract(s).

Evaluation Criteria for Pre-Qualification

Each RFQ response package that meets the Minimum Qualifications outlined above will be evaluated in accordance with the criteria below. A Respondent must receive an average score of 70 points or above, out of the 100 total possible points, to be pre-qualified to provide the radio broadcast services requested by the City. There is no numerical limit to the number of firms that may be pre-qualified. At any time during the evaluation process, the City may require a Respondent to provide oral or written clarification of its response. However, the City reserves the right to create the pre-qualified pool of vendors without further clarification of the responses received.

Station Qualifications – 40 points

- a) Response clearly summarizes the Respondent's qualifications and clearly demonstrates how those qualifications will be used to successfully provide the radio broadcast services requested by the City. Response gives specific examples of the Respondent's applicable and relevant work and specifically addresses prior experience airing government meetings. (15 points)
- b) Response clearly demonstrates the Respondent's understanding of the resources and equipment required to provide the services requested by this RFQ, specifically explains how the proposed solution will result in uninterrupted high-sound quality radio broadcast coverage of the weekly Board meetings, and expressly details the logistics and technical requirements associated with implementing the proposed on-or-off-site radio broadcast solution. All installation requirements and a description of their impact on the Board's Legislative Chamber have also been provided, if applicable. (15 points)
- c) Response clearly demonstrates the Respondent's strong commitment to supporting and consistent track record of providing community-oriented programming. The Respondent's Calendar Year 2014 weekly program guide or schedule includes significant and substantive community-oriented content. (10 points)

Staff Qualifications – 30 points

- d) The qualifications and educational backgrounds of key staff members, including those proposed to perform the services requested by the City, are adequate and appropriately demonstrated. (20 points)
- e) The staffing structure proposed to support the services requested is sufficiently detailed, reasonable, and appropriate. (10 points)

Estimated Cost – 20 points

- a) The total estimated annual Fiscal Year cost is sufficiently detailed, reasonable and appropriate. All total estimated annual Fiscal Year costs are itemized and clear. (20 points)

Completeness of Response Submission – 10 points

- a) Response conforms with RFQ response requirements and concisely, but comprehensively, addresses each of the required components. (5 points)
- b) Response is professionally presented and contains organized content and format. (5 points)

Contractor Selection Processes

Respondents scoring an average of 70 points and above will be added to a pre-qualified list of Respondents that are eligible to provide the radio broadcast services requested by this RFQ. All Respondents will be notified of their pre-qualification status in writing. Receipt of a pre-qualification notification letter by the Respondent is not a promise to contract for services.

Following the designated appeal period, the pre-qualified list of Respondents will be presented to the Board of Supervisors for their review and consideration. The Board of Supervisors reserves the right to select any or none of the pre-qualified Respondents to engage in contract negotiations with the Clerk of the Board for the purposes of providing radio broadcast services.

Appeals

Following the review, notification, and announcement of the pre-qualified Respondents, the Office of the Clerk of the Board will accept appeals regarding the evaluative process and the selection of pre-qualified Respondents. All appeals must be in writing and addressed to:

Office of the Clerk of the Board
Attention: Ambi Bohannon Jones
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

The reason for the appeal must include citation of the law, rule, regulation, or practice upon which the appeal is based. Appeals must be received within five (5) business days from the date of the pre-qualification status notification letter. If the City determines that a meeting with the Respondent is necessary, such meeting will be scheduled within five (5) business days of the receipt of an appeal to review and attempt to resolve the appeal. If the City determines that a meeting with the Respondent is not necessary, at a minimum, the Respondent will receive a written response to the appeal within ten (10) business days of the submission of a timely appeal. The decision of the Clerk of the Board on all appeals is final and all affected parties will be notified of the outcome in writing.

General Information

1. The Respondent's RFQ response package may not be altered in any way after the submission deadline. The Respondent may revise a response on the Respondent's own initiative at any time before the submission deadline. The Respondent must submit the revised response in the same manner as the original. A revised response must be received on or before the submission deadline. In no case will a statement of intent to submit a revised response, or commencement of a revision process, extend the submission deadline for any Respondent.

2. The Respondent agrees that the response package, and all associated materials submitted in response to RFQ No. 01-2015 for Radio Broadcast Services, become the property of the City and County of San Francisco, and may be returned only at the option of the City and at the Respondent's expense.
3. In accordance with the City's Sunshine Ordinance (San Francisco Administrative Code §67.24(e)), all response package materials submitted in response to RFQ No. 01-2015 for Radio Broadcast Services may be subject to public review upon written request. Specifically, the ordinance requires that all contracts, contractors' bids, responses to solicitations and all other records of communications between City and persons or firms seeking contracts, shall be open to inspection immediately after a contract has been awarded. Nothing in this provision requires the disclosure of a private person or organization's net worth or other proprietary financial data submitted for qualification for a contract or other benefit until and unless that person or organization is awarded the contract or benefit. Information provided which is covered by this paragraph will be made available to the public upon request. The Respondent understands that any writing presented under this RFQ may be subject to public disclosure.
4. The Contractor must comply with all applicable City ordinances and requirements that affect contracting. These requirements generally include general liability, workers compensation, and auto insurance coverage, compliance with the Equal Benefits Ordinance, and attainment of a current San Francisco business tax certificate, among other items. For more detailed information regarding these ordinances and requirements, please visit the following Office of Contract Administration website at: <http://sfgsa.org/index.aspx?page=5199>.
5. While Contractors are not required to be fully approved City vendors in order to apply to this RFQ, the Board of Supervisors can only contract for services with fully compliant and approved City vendors. The City's administrative compliance and vendor authorization processes can take a few weeks to several months to complete depending on the complexity of the Respondent's employee benefits package. As such, the City strongly encourages Respondents to initiate this process immediately, if they have not done so already. Possession of a City vendor number is not enough to be eligible for City contract. Interested parties must also complete the business tax declaration (or exemption) process, confirm their equal benefits status, sign up to accept electronic payments, and complete additional steps outlined on the following Office of Contract Administration website: <http://sfgsa.org/index.aspx?page=4762>.
6. **Respondents who are pre-qualified pursuant to the terms of this RFQ must become fully approved and compliant vendors within 60 calendar days of the Pre-Qualification Notification Date. Failure to do so will result in the selection of another pre-qualified respondent to provide these services.**
7. The Respondent agrees that all costs incurred as a result of developing the response package are the Respondent's responsibility and at the Respondent's cost.

8. The Respondent understands and agrees that any response package may be rejected if it is conditional, incomplete, and/or deviates from the specific requirements contained in RFQ No. 01-2015 for Radio Broadcast Services.
9. The procurement process for this RFQ may be delayed, suspended, or cancelled if the City determines that such action is in the best interest of the City.
10. Final award of any contracts resulting from this RFQ may be subject to approval by the Civil Service Commission.
11. Respondents, if selected for contract negotiations, will be required to enter into such contract(s) substantially in the form of the City's Standard Professional Services Agreement (P-500), as detailed in Attachment II. **There is no need to sign this document as part of your response. Additionally, please do not edit or provide a "mark-up" of proposed revisions to the City's standard contract.** It is provided here for informational purposes only so that Respondents are fully informed of the City's standard contractual terms, conditions, and expectations prior to responding to this RFQ.