



REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ)

**FOR
A MASTER AGREEMENT
FOR**

**SPECIALTY TECHNICAL ASSISTANCE SERVICES FOR WEB DEVELOPMENT,
GEOSPATIAL ANALYSIS, AND WRITTEN AND GRAPHIC COMMUNICATION**

October 9, 2020

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TABLE OF CONTENTS
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<u>Section</u>	<u>Page</u>
1. Introduction	2
2. Instructions to Proposers	2
3. Background—Master Agreement	3
4. Scope of Services	3
5. Desirable Qualifications and Experience	5
6. Submission Requirements	5
7. Evaluation and Selection Criteria	6
8. Contract Administrative Process	7

Exhibit A: Example Contract

Request for Qualifications
REQUEST FOR STATEMENT OF QUALIFICATIONS
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1. Introduction

The Watershed Conservation Authority (WCA) is seeking to create an on-call master list of responsible and qualified firms and/or individuals to provide consultant services in one or more of the following specialty technical services categories: (1) Website Development, (2) Geospatial Analysis, and (3) Written and Graphic Communication including graphic design, rendering, and technical writing. Organizations, firms, and individuals are welcome to submit qualifications.

About the WCA: The WCA is a local public entity of the State of California recognized as a joint powers authority, exercising the joint authorities of the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy (RMC) and Los Angeles County Flood Control District (LACFCD) pursuant to Section 65000 et seq. of the Government Code. The purpose of the WCA is to expand and improve open space and recreational opportunities for the conservation, restoration, and environmental enhancement of the San Gabriel and Lower Los Angeles Rivers Watershed area consistent with the goals of flood protection, water supply, groundwater recharge and water conservation. Additional information can be found at wca.ca.gov.

2. Instructions to Proposers

Submit digital copy of proposal to Johnathan Perisho at jperisho@wca.ca.gov cc: Dena Williams, dwilliams@wca.ca.gov. Due to COVID-19 the WCA office is closed to in-person submissions.

Submittals must be received by WCA by 6:00 pm, Friday November 6, 2020.

Questions regarding this RFSQ are welcome and shall be made in writing to Johnathan Perisho, project manager with the WCA, at jperisho@wca.ca.gov **no later than October 29**. Note that the WCA's responses to question and requests for clarifications will be shared with other potential proposers through e-mail and the WCA website.

WCA recommends that potential proposers inform Mr. Perisho of their intention or interest in responding to this RFSQ. Such notification will allow for any supplemental information regarding this solicitation to be provided, including addenda and responses to questions.

3. Background—Master Agreement

The Watershed Conservation Authority (WCA) is Requesting Statements of Qualifications (RFSQ) from individual consultants, firms, non-governmental organizations (NGOs), and nonprofit organizations (NPOs) [hereafter referred as Consultant(s)].

This solicitation is to establish a list of responsible and qualified firms and/or individuals to enter into master agreements for one or more of the three categories of services to be used on an as-needed basis by the WCA. Consultants will be on-call to respond to solicitations for specific scopes of work that may be requested over the 3-year life of the Master Agreement. The scope of services and total fee for individual task orders will be negotiated utilizing the consultants rates/fee schedules specified in the Master Agreement. The WCA does not guarantee that any work will be made under the agreements during the contract period to the selected Consultant(s).

The WCA serves a broad and diverse territory across 64 cities, unincorporated communities, and two counties. LA County alone is home to diverse populations living throughout 88 cities and 76 unincorporated communities: from some of the most urban landscapes in the country, to dynamic natural spaces that are part of an internationally-recognized biodiversity hotspot supporting great concentrations of species richness and diversity. There are many municipalities, jurisdictions, groups, and initiatives working hard every day on planning and projects for the communities we serve. This RFSQ is pursuant to assisting the agency in sharing, communicating, and visualizing information from many data sources to help strategize, plan, coordinate, and design more efficiently and effectively, and to connect people with resources that can help realize a more resilient future for the diverse and cross-jurisdictional communities we serve and beyond.

The work of the WCA crosses many disciplines, from planning and design to securing and managing funding, managing projects, construction, and land management. We work with partners at all levels and in many disciplines including the general public and technical experts. The work we wish to advance and share through digital web-based platforms must be informed, effective, and serve a wide audience. To advance the mission of the WCA we are seeking to form an on-call Master list of qualified experts that can assist us in structuring leading methods and tools to advance our practices, support our work, the work of our partners, and both our human and ecological communities.

4. Scope of Services

The successful Consultant(s) shall provide professional consulting services on an as-needed basis to provide specialized technical services in (1) Website Development, (2) Geospatial Analysis, and (3) Written and Graphic Communication including graphic design, rendering, and technical writing. Once a Master Agreement list of approved consultants is formed proposals may be requested for specific services from qualified proposers in the relevant category. Examples of such services are described in the following:

(1) Website Development may include development, launch, and/or improvement of websites, web-based platforms, and tools. Specific examples may include, but are not limited to:

- Inventory of existing assets, website platform services, and applications that may serve as templates and core functions, and to make recommendations as appropriate. Stable code updated by a third party will be key.
- Launch of a platform with editable features that may be populated.
- Web development for geospatial data projection applications. ESRI ArcGIS Online is considered a viable option for interim web hosting of spatial data. However, native interactivity of datasets will require integration of spatial data tables with a webhost to perform basic algorithm functions and data searches across table categories. These functions could support spatial user tools for data development (adding projects by spatial reference, e.g. creating polygons), and also for pre-loading basic arithmetic functions (e.g. multiplication across datasets). Accordingly, supporting hosting of spatial data in open formats such as GeoJSON may be researched, tested, and potentially recommended or applied for feasibility of desired website applications.
- Web development for spatial data viewer tools. Integration of spatial data tables may support core features for interactivity. These may include a tool to submit recommendations for new data by way of user-drawn points or polygons, associated data entry fields, measurement tools, and data export functions.

(2) Geospatial Analysis may include the development and processing of geospatial data, and/or advising on methods and practices for communicating leading practices. This work may include analysis of spatial data to project existing conditions and outcomes concerning open space, hydrology, fire management, ecology, or other related subjects. Specific examples may include, but are not limited to:

- Processing or layering existing geospatial data to communicate prevailing conditions in map-based formats.
- Application of analysis methods, modeling, or data collection and processing to produce original spatial data relevant to advancing the mission of the WCA and WCA projects.
- Advising on approaches, methods, and practices for understanding and representing relevant conditions and processes which may include hydrology, ecology, active transportation, and social elements.

(3) Written and Graphic Communication including graphic design, rendering, and/or writing that may include developing creative and/or technical content for websites and web-based tools related to the mission of the WCA. Proposals may be requested to assist in communicating to a wide audience complex and technical concepts that may be specific to environmental design, planning, water management, fire management, urban ecology, and other related subjects. Such content may include the development or selection of graphics, images, and original written content maintaining high standards in technical references and integrity in attribution. Specific examples may include, but are not limited to:

- Writing fact-based reports through research and conducted interviews to address watershed issues, urban greening, and the intersection of watersheds and equity issues, or other related areas, and that reference data, metrics, or other methods demonstrating high standards.
- Graphic design to create original presentations of facts and data and maps, or other issues that are specific to the mission of the WCA, that are readable and compelling for a wide audience.

Funding is currently available for immediate work starting as early as January 2021. This Master Agreement shall be in effect for current and future potential work for a 3-year period, unless otherwise extended.

5. Desirable Qualifications and Experience

Consultant(s) shall have a high level of competency for each selected category to propose on as evidenced by submission of qualifications. Proposers may submit to multiple categories for consideration, with each category proposed clearly indicated in submission of qualifications addressing the Evaluation and Selection Criteria listed below. Master Agreements will be awarded to a qualified short list of consultants for one or more categories for which they have proposed and have been found to be both responsible and qualified to perform on a fixed rate basis. WCA will request Statement of Work (SOW) proposals, as needed, through a Request for Services (RFS) process for task orders to the Master Agreement for specific scopes of work. Accordingly, the WCA welcomes a range of skill sets from experts in each category to be included in a Consultant Services Master Agreement.

RFSQ Categories:

(1) Website Development qualifications will be considered from website designers, project managers and architects, and coders for experience and project examples demonstrating advanced to expert knowledge with web coding standards (practices and languages such as HTML and CSS), as well as code that may be appropriate for custom applications utilizing complex integration of data and display across multiple platforms (web, mobile, apps, etc.). Familiarity with spatial data formats and open standard formats for encoding geographic data structures, such as GeoJSON, is highly desirable.

(2) Geospatial Analysis qualifications will be considered for experience and examples demonstrating an expert level of geospatial analysis applications and methods. Experience with both spatial data and research in environmental and related fields is highly desirable.

(3) Written and Graphic Communications qualifications will be considered for experience and provided examples demonstrating a high level of quality in graphic design and/or written work. Familiarity with planning and design practices, technical writing, and demonstrated research with high integrity in referencing sources is highly desirable.

6. Submission Requirements

Consultants that are interested in providing professional services for this contracting opportunity shall submit the following information in 8.5" x 11" page format (11-point font or greater). Consultants shall

ensure that their written responses indicate how they meet the Selection Criteria listed below for one or more of the categories.

1. **Cover Letter/Letter of Interest** that includes the Federal Identification Number (if applicable) of the Consultant as well as the person authorized to negotiate and sign all agreements (maximum 1 page).
2. **Completed W9 Form.** The current version of the form is available [from the IRS website here](#).
3. **Written Statement of Qualifications** that is responsive to the selection criteria below (maximum 4 pages). Consultants shall respond in writing indicating how they believe their qualifications fulfill the requirements of these criteria. Consultants must respond to each numbered criterion with complete and organized responses for each category that qualifications are being submitted for.
4. **Consultant's Fee Schedule.**
5. **Resume(s)** of the individual Consultant or Consultant's team. The resume should include each individual's proposed category of expertise or assignment/responsibilities, and their specific professional experience related to their expertise or assignment.
6. **List Professional References/Clients** for representative work performed within the last 3 to 5 years related to the selected category(ies) and selection criteria below.
7. **Examples of Work** responsive to the selection criteria below. For individuals representing group work, please indicate role in the project as appropriate (maximum 6 pages).

7. Evaluation and Selection Criteria

Proposals will be evaluated for the following criteria:

1. Professional experience of Consultant in relation to the work to be performed. For firms, please list each person with their role and office location for all individuals identified as a part of this statement of qualifications. (15%)
2. Professional experience and training of key personnel. List staff education, certification, and training as appropriate. (15%)
3. Demonstrated experience, technical competence, and availability of Consultant in relation to service categories proposed. (25%)
4. Demonstrated experience of the Consultant in relation to the quality of performance on similar past projects. (25%)
5. General quality and responsiveness of statement including capability of the Consultant to provide the services desired in a timely manner. (10%)
6. Fee Schedule. (10%)

8. Contract Administrative Process

A list of qualified Consultants will be selected on the basis of responses to this RFSQ to be considered for approval by the Governing Board to enter into an on-call Master Agreement. Submittals will be evaluated and scored based upon the above selection criteria for those organizations/individuals who have complied with the minimum qualification requirements. Typically, organizations/individuals with the highest scores will be selected to be included on the short list and may be invited for an oral presentation on qualifications and experience. Upon completion of the selection process a list will be compiled of qualified Consultants whose services may be utilized under the services described herein, dependent on the desired tasks and project and approval of the Governing Board.

The WCA does not guarantee the amount of services being requested. More than one (1) contract may be awarded to more than one (1) Consultant(s) on a fixed rate basis as needed. The WCA reserves the right to terminate the selection proceedings at any time.