



ON-CALL SERVICES REQUEST FOR QUALIFICATIONS

Wastewater, Stormwater, and Drinking Water Infrastructure
Creative Storytelling Support (RFQ 2023-EI2)

US Water Alliance

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Request for Qualifications

On-Call Water, Wastewater, and Drinking Water Infrastructure
Creative Storytelling Support

Date of Request: January 12, 2023

Submissions Due: Rolling (until May 31, 2024, 5:00 pm ET)

Questions Due no later than: May 6, 2024, 5:00 pm ET

Background

As an Environmental Finance Center (EFC), the US Water Alliance (Alliance) provides technical assistance (TA) including engineering, financial, managerial, and community engagement support to communities across the country. The services sought through this RFQ will supplement the experience and expertise that will be provided directly by Alliance staff and its partners. The overall goal of this TA is to help communities—especially those that are considered disadvantaged and/or that have not received federal funding for water infrastructure in the past—secure State Revolving Funds (SRFs) for stormwater, drinking water, and/or wastewater infrastructure improvements. Additionally, the Alliance seeks to align [One Water values](#) with infrastructure planning and investments.

Scope of Services

The US Water Alliance is soliciting qualifications for on-call professional consulting services, including but not limited to **graphic design, illustration, photography, videography, public relations support, and communications** to assist with the Alliance’s federally funded Category 3 National EFC. The Alliance is looking for one or more consultants or consulting firms that can provide these services to help bring awareness to the issues communities are facing and showcase the value of providing TA to communities across the country.

This RFQ does not have a defined scope of work for individual projects. Project budgets will vary depending on community needs and availability of funding. This will be an Indefinite Delivery, Indefinite Quantity (IDIQ) Contract. The Alliance is not looking for teams of consultants—rather, consultants are encouraged to submit qualifications for the requested services in which they have relevant experience. Once selected, the consultant(s) will be eligible to perform work for the Alliance as needed for specific projects over the span of two years with an option to renew for an additional two to three years (depending on need and performance). When a specific project arises, the Alliance will contact one or more appropriate “on-call” pre-qualified firms and execute a Task Order that will include a defined scope of work and associated fee.

On-call services may include but are not limited to:

- *Graphic Design and Illustration*: design of brochures, flyers, posters, and other marketing and promotional materials. This may include designing logos, icons, and other assets.
- *Document and Template Creation*: design and layout of reports, creation of templates, and organization of content to improve legibility.
- *Photography*: documentation of events and activities related to our community engagement and TA programming.
- *Videography*: documentation of community stories, engagement events, and facilitation of creative storytelling.
- *Public Relations and Communications*: support for PR and communications efforts including outreach, press releases, social media, and other related services.

Amount of Funding

Actual allocations will depend on the quality of applications, community needs, and other applicable considerations. It is anticipated that the Alliance will pre-qualify up to 10 consulting firms under this RFQ. The project period for this RFQ will be a two-year period with an option to renew for an additional two to three years depending on need and performance.

This will be an Indefinite Delivery, Indefinite Quantity (IDIQ) Contract and selection does not guarantee a specific volume of work or a contracted amount. The Alliance reserves the right to make no selection under this RFQ or to make fewer selections than anticipated.

RFQ Process

Applications will continue to be accepted on a rolling basis, and the Alliance will review applications monthly beginning January 2024 through June 2024. Review timelines and frequencies are subject to change. All applications must be **emailed to Mary Morton at mmorton@uswateralliance.org no later than Friday, May 31, 2024, at 5:00 pm ET**. Statements of qualifications should be submitted as a single, multi-paged electronic PDF. Prospective consultants may submit questions about this RFQ to mmorton@uswateralliance.org. Questions will be accepted until Monday, May 6, 2024, at 5:00 pm ET.

Submission Requirements

Prospective consultants must present satisfactory evidence to the Alliance indicating their ability to meet the scope of services. To ensure consistency, responses should not exceed 20 pages and must conform to the following format:

1. **Cover Letter & Statement of Qualifications (25 points)**: Each consultant must include a cover letter that identifies the consultant, their place of business, the name, email address, and telephone number of the primary contact person, as well as a summary of qualifications and interest in this RFQ. Ensure that the value the consultant brings to the work and the technical assistance field is described.

- 2. Services Offered (20 points):** Provide up to a one-page summary for each applicable service that the consultant is offering. Include brief summaries of the location and scope of recent projects that show experience in the services offered. The consultant should also provide the names of key personnel charged with managing the contract. Describe the geographic region the consultant typically operates within and/or is able to work within (e.g., city, region, nationwide).
- 3. Work Samples (25 points):** Provide up to five (5) examples of representative work experience.
- 4. Team Resumes (15 points):** Provide a one-page resume for the primary point of contact and/or project manager (not included in the total page count). Append up to five (5) additional resumes of key personnel who will be charged with implementing the primary services offered. Resumes shall not exceed 1 page (not included in the total page count).
- 5. Hourly Rates (10 points):** Append a rate sheet with current hourly rates for each position.
- 6. References (5 points):** Provide a minimum of two (2) client references. Include the names of contact persons, an address, a telephone number, and an email address. Indicate relevant projects that the consultant has performed for the client.

Evaluation

The Alliance and its partners will review all submissions and select the most qualified statements based on the criteria listed below. Submittals will be evaluated using the following criteria. Scores represent the maximum points for each criterion.

ITEM	SUBMITTAL ELEMENT	POINTS
1	Cover Letter & Statement of Qualifications	25
2	Services Offered	20
4	Work Samples	25
5	Team Resumes	15
6	Hourly Rates	10
7	References	5
Total		100

Selection Process

The Alliance will score each submission according to the criteria above on a rolling basis to determine a shortlist of consultants. Finalists may be invited to participate in a virtual interview with the Alliance and partners. However, the Alliance reserves the right to select consultants based solely on the evaluation of the submittals alone and not proceed to interviews.

Additional Requirements

All contractors will be subject to compliance requirements under federal law. Conditions of the contract will require that contractors do not participate in the development of procurement specifications or other activities while providing technical assistance that violate the provisions in 2 CFR 200.319 on full and open competition for federally funded contracts.

The Alliance reserves the right to reject any Statement of Qualifications and to waive any and all formalities, irregularities, or technicalities. The Alliance reserves the right to select the firm(s) that best meets its needs and negotiate a final contract and task order(s). The Alliance is not responsible for any costs or expenses incurred by any firm in submitting a response to this RFQ.