



**Deadline is
@ 5 PM
This is a receipt deadline**

City of Santa Fe Request for Qualifications #18/07/Rfq Fireshed Education and Outreach

The City of Santa Fe Fire Department is seeking a contractor to provide high-quality wildfire education and outreach services. Through this contract, the Fire Department wishes to develop and implement an education and outreach campaign in the area designated as the Greater Santa Fe Fireshed. The education and outreach campaign is to be delivered to residents who live in the wildland urban interface, promote resilient landscapes, fire adapted communities, and safe and effective wildfire response to adults and youth. The Fire Department also wishes to produce promotional and educational materials that can be distributed at public and community events.

The total contract amount available is up to \$33,000 (plus GRT).

Qualifications/Expertise

The contractor/organization must possess the following qualifications and expertise:

- A minimum of two years' experience with social media marketing. Experience in the arts and cultural sector is a plus.
- Administrative experience and proven results to ensure implementation of the project; successful history of marketing organizations through social media; expertise in current and new trends/techniques in social media marketing; and proven responsibility to both investigate and recommend cogent social media campaigns.
- History of building and maintaining positive working relationships with clients to enhance the digital presence of their organizations, resulting in increased interest, presence and interaction on social media sites.
- Proven expertise in the recommendation, planning and implementation of customized social media marketing programs.

Contract Amount and Requirements

Up to \$33,000 may be available for this contract. Effective dates of contract will be two years from the execution of the Professional Services Agreement.

The selected contractor will be required to enter into a Professional Services Agreement with the City of Santa Fe (Exhibit A). In addition, contractor must have/obtain a city business license and New Mexico CRS number.

Scope of Services

The contractor/organization will provide the following services to the City during the contract period:

1. Develop promotional and educational graphics that can be used on multiple products to include but not limited to rack cards, posters, public transportation media, pamphlets, and an 8 page booklet.

2. Develop and deliver wildland urban interface education program via mailings, public events, seminars, field trips, and meetings.
3. Contribute to and upkeep a Fireshed website including partner profiles, news and events, resources, and a blog.
4. Install innovative communication techniques in recreational areas within the Greater Santa Fe Fireshed such as public photo point monitoring, signage, and kiosks.

Evaluation

All qualifications will be evaluated based on the following criteria:

- 50% Experience and Knowledge: Experience with public communication on wildfire and forestry issues; existing relationships with professional networks in the wildland urban interface arena; and knowledge and understanding of the Greater Santa Fe Fireshed.
- 25% Administrative Skills: Qualifications of contractor/organization; proven effectiveness; and communication skills.
- 25% Fee Proposal: Cost to City; return on investment; and feasibility of program budget.

A committee consisting of members from the City of Santa Fe Fire Department and USDA Forest Service, Santa Fe National Forest staff will evaluate all eligible qualifications according to the criteria. Scores of the evaluation committee members will be totaled to determine the top rated firms.

Interviews may be conducted with one to three of the top-rated firms. The totaled scores of the evaluation committee members from the interview evaluations will determine the final top-rated firm, unless other tangible extenuating circumstances are documented.

Submittal Requirements

- ☐ One-page cover letter summarizing the contractor's interest in the contract, experience and qualifications, and the proposed program methodology.
- ☐ Maximum five-page narrative addressing the following:
 - Qualifications of individuals responsible for implementation of the contract
 - Outline of approach to work
- ☐ Fee proposal
- ☐ Three professional references in support of contractor's qualifications.

Submission Information

All interested contractors/organizations must submit a final proposal by 5 PM MST on October 24, 2017. This is the deadline for the receipt, not the postmark. Late proposals will not be accepted.

Mail to City of Santa Fe Fire Department, PO Box 909, Santa Fe, NM 87504-0909 ATTN: Porfirio Chavarria, Fireshed Education and Outreach RFQ. Or, for hand-delivery or 3rd party carriers (UPS, Fed-Ex, etc.), direct to City of Santa Fe Fire Department, 200 Murales Rd., Santa Fe, NM 87501.

For more information contact

Porfirio Chavarria
Wildland Urban Interface Specialist, Fire Department
505.955.3119
pnchavarria@santafenm.gov