



ADVANCING PUBLIC SECTOR COMMUNICATORS

**Request for Qualifications –  
18-Month CAPIO Podcast Series  
Development and Management**

**California Association of Public Information Officers  
(CAPIO)**

**[www.capio.org](http://www.capio.org)**

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**Qualifications Due: August 31, 2020 by 3:00 p.m. (PST)**

**Submit via email to [info@capio.org](mailto:info@capio.org)**

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## Section 1. General Information

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### 1.1 Purpose

The California Association of Public Information Officials (CAPIO) is seeking qualifications from consultants/firms to develop, implement and manage monthly podcasts targeted towards serving our 800+ statewide membership. The development of the 18-month podcast series will be a participatory effort that engages CAPIO board members, general membership and prospective members and features timely topics on issues facing public sector communicators.

The podcast will feature a variety of topics and speakers that are relevant to government communicators. Podcast guests may include subject matter experts, public officials, or government communicators. Podcast topics may include:

- Current events facing public sector communicators
- Local agency case studies and best practices
- Crisis communications
- Branding
- Social media
- Media relations
- Internal communications
- Community engagement
- Graphic design

The podcasts will complement the ongoing educational curriculum developed. Episodes may include a variety of storytelling techniques, contributors or guests, host narration, and commissioned sound pieces.

The selected consultant will be asked to launch the podcast series in fall 2020 and be on contract for 18 months. CAPIO reserves the right to extend the contract and series if the Board so decides.

Vendor responsibilities include:

- Audio editing and sound design for all episodes in the latest format available.
- Coordination of interviewees, contributors and/or guests during recordings.
- Hosting and conducting audio interviews, recording contributor actualities, and voice tracking, including associated scheduling and logistics.

### 1.2 CAPIO Information

Founded in 1971, the California Association of Public Information Officials is a membership organization serving nearly 800 professionals throughout the public sector who engage their constituents through honest and transparent communication. CAPIO provides California-focused education and networking that equips our members and their agencies with the knowledge and skills to develop and advance, because we believe that good government requires good communicators.

CAPIO is not just for civic public information officers (PIOs). In addition to a core group of municipal and state communications professionals, CAPIO members include the staff of school districts, counties, water and air pollution control districts, parks and open space districts, private PR firms, municipal television channels, police and fire departments, and other professionals tasked with public information and communications duties for these agencies and organizations.

## Section 3. Scope of Work

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- 3.1 The required scope of work (SOW) under this RFQ is organized into four sections. At a minimum, the CAPIO Strategy will include the following components listed below. The development of this strategy will be a participatory effort.

3.1.1 Deliverables. The CAPIO podcast series will:

1. Development of the monthly podcast series (18)
2. Management of the launch
3. Coordination with CAPIO leadership to select topics, interviewers and interviewees.
4. Technical services to produce and maintain podcast channel

## Section 4. General Requirements

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4.1 RFQ Issue Date: August 7, 2020

4.2 RFQ Due Dates and Submittal Instructions:

RFQ responses will only be accepted electronically via email and in PDF format. Responses are due August 31, 2020 at 3:00 p.m. (PST). Send proposals to CAPIO's Association Manager:

**Amy Orr**  
**info@capio.org**

4.3 RFQ Questions

All questions regarding this RFQ are to be directed in writing via email to: **Amy Orr at info@capio.org**. Emails must reference this RFQ and include the individual's name, company, address, and contact information. Questions via phone will not receive a response.

All questions must be received no later than August 24, 2020 at 3:00 p.m. (PST).

Proposers may rely only upon written information and/or instructions from CAPIO. CAPIO shall not be responsible for any oral information and/or instructions given with regard to this RFQ.

To maintain a fair and equal process for all proposers, upon receipt of this RFQ and until the CAPIO staff's recommendation for a contract is submitted for approval, proposers (or their designated agents) SHALL NOT directly or indirectly contact any Board members, committee members or other CAPIO staff, other than the person identified in this RFQ, for meetings, conferences or technical discussions that are related to the RFQ.

4.4 Minimum Qualifications

All consulting firms submitting proposals and sub-contractors must meet the following minimum qualifications in order to be considered for evaluations:

1. CAPIO must receive one (1) electronic copy (email) of the proposal in PDF format by August 31, 2020 on or before 3:00 p.m., PST.
2. Minimum of two years of experience in managing and/or developing podcasts.
3. Proposers must have a minimum of three successful podcasts with organizations similar in size (or larger) than CAPIO. At least one of the engagements must be with a local government client.

4. The proposer shall include qualifications, experience of the firm and resumes of key individuals who would be assigned to this project.

#### 4.5 Contract Payment

Payments to awarded consultant will be based on milestone deliverables developed during the contract negotiation process. All milestone deliverables will require CAPIO acceptance and sign-off. If desired or agreed to, some portions of the contract can be an in-kind exchange with sponsorship recognition at the upcoming conference.

### Section 5. Proposal Content and Format

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#### 5.1 Contents of Proposals

At a minimum, the statement of qualification/proposal shall include the following attachments/sections:

1. **Proposal Cover Sheet (Attachment 1).**
2. **Letter of Transmittal (Attachment 2):** The proposal letter will summarize, in a brief and concise manner, the proposer's understanding of the requested services. Please include the official name of the firm submitting the proposal, mailing address, e-mail address, telephone number, fax number and contact name. The letter must be signed by an official authorized to bind the proposer contractually and contain a statement that the proposal is firm for ninety (90) days. An unsigned letter or one signed by an individual not authorized to bind the proposer will be rejected. If the proposal is made by a firm or partnership, it shall be signed with the firm or partnership name by a principal of the firm or partnership, who shall sign his or her own name and title. The names of each firm principal or partner shall also be provided.
3. **Company Information / Qualifications and Experience (Attachment 3):** The proposer shall include qualifications and experience of the firm and bios of individuals who would be assigned to this project. The proposer shall identify the year the firm was established, the total number of employees, and the number of employees focused on this type of engagement. The proposer may include any additional literature and product brochures.
4. **Client References (Attachment 4):** The proposer must provide a minimum of three client references for similar work performed for clients of a similar size, complexity and business. At least one local government reference is required. The proposer will provide the following information about clients being used as references: client name, client contact information, client size and industry, and brief description of the engagement. **If possible, sample deliverables should be provided either as part of the proposal or for viewing.**

5. **Fee Schedule Information (Attachment 5):** The proposer shall provide pricing information for this project, including a breakdown of costs by project task, deliverables, or other appropriate measure as well as identification of hourly rates to be charged per each staff person.
6. **Staffing Information (Attachment 6):** Identify the key individuals, including consultants and sub-consultants, proposed to comprise the team, along with their qualifications and experience as related to the project. Types and locations of similar work performed by the proposed team in the last two years that best characterizes the quality and past performance of the project manager and team should be included in resumes. The team, consisting of identified key individuals and support staff, including sub-consultants (if applicable), must stay intact throughout the project duration. If any changes need to be made to the team, the proposer is required to notify CAPIO of the changes and the reasoning behind the change within a timely manner.
7. **Conflict of Interest:** It is preferable that the proposer be an independent entity with no direct affiliation with any equipment or software manufacturer or vendor. If such a relationship exists, the proposer must identify the organization(s) and the nature of the relationship and indicate if the proposer could still be relied upon to work solely in CAPIO's best interest.
8. Any other information which the consultant/firm believes would aid CAPIO in understanding the consultant/firm's qualifications to perform the requested services.

**If selected, CAPIO will request a Consultant and Professional Services Agreement from the selected provider.**



## Section 6. Evaluation / Selection Criteria

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### 6.1 Evaluation Scoring

An evaluation team will evaluate all proposals received that meet the minimum qualifications. All requirements identified in this RFQ must be satisfied in order to ensure that a proposal will qualify for consideration. A point system will be used in evaluating the proposals. Evaluation categories and points will be as follows:

<b>Evaluation Criteria</b>	<b>Maximum Points</b>
Podcast experience	25
Price of services	15
Experience of personnel assigned	25
References feedback	20
Compliance with content requested in the RFQ	15
Total Points	100

## Section 7. Proposed Timeline

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- 7.1 Listed below are the important dates when CAPIO plans to take steps or actions. If CAPIO finds it necessary to change any dates, such change will be accomplished by addendum to this RFQ.

Activity	Date
RFQ released	August 7, 2020
Deadline for questions	August 24, 2020
Addendum responding to questions	August 27, 2020
Deadline for proposals (electronic submission only)	August 31, 2020
Proposal review/evaluations/contract	September 14, 2020
Start of contract	September 15, 2020
Estimated project completion	March 15, 2022

## Section 8. Terms and Conditions

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### A. Selection

1. CAPIO reserves the right to reject any and all proposals, or any part thereof, or to accept any proposals or any part thereof, or to waive any informality on or defects in any proposal, or in the qualification process, as deemed to be in the best interest of CAPIO. Moreover, CAPIO reserves the right to make no selection if proposals are deemed to be outside CAPIO's fiscal constraint or not in the best interests of CAPIO.
2. CAPIO reserves the right to select a firm, based on initial proposals received, without discussion and without conducting further negotiations. Proposers are therefore requested to submit their most attractive offer within their initial proposals as CAPIO specifically reserves the right to select a contractor without negotiations based on the content of the initially submitted proposals.
3. CAPIO may, at its sole discretion, reject any or all RFQ's or waive any irregularities without disqualifying the proposal. The issuance of this RFQ does not bind CAPIO to award a service agreement for services described herein. CAPIO reserves the right to re-issue or change the RFQ, and to procure the services by any other means.
4. Failure to provide requested information or unwillingness to accept terms, conditions, and other requirements of this RFQ may result in rejection of the proposal.
5. CAPIO shall not be deemed to have finally selected a proposer until a contract has been successfully negotiated and signed by both parties. Contractual commitments

are contingent upon the availability of funds. All contracts are subject to the approval of CAPIO's Board of Directors.

D. Cost of RFQ Proposal

Any/all respondents submitting proposals do so entirely at their expense. There is no expressed or implied obligation by CAPIO to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, for providing additional information when requested by CAPIO or for participating in any presentations and, if selected, contract negotiations, including preparation of a statement of work.

E. Reasonable Inquiry

CAPIO may conduct any reasonable inquiry to determine the responsibility of the proposer. The submission of a proposal constitutes permission by the proposer for CAPIO to verify all information contained therein. If CAPIO deems it necessary, additional information may be requested from any proposer. Failure to comply with any such request may disqualify a proposer from consideration.