

**REQUEST FOR QUALIFICATIONS  
CONSULTANT SERVICES TO CREATE AND DISTRIBUTE A GROUND WATER  
PROTECTION EDUCATIONAL BROCHURE**

Santa Rosa County, Florida is soliciting proposals from qualified firms interested in creating and distributing a Ground Water Protection Educational Brochure in conjunction with the County's East Milton Wellfield Protection Project. The proposed project scope includes development of the content and layout of an informational brochure to explain actions every property owner can take to avoid contamination of the ground water; printing a sufficient quantity of the brochure and mailing them to the property owners in the Wellfield Protection area.

All proposals must be in writing and delivered by hand, mail, or Fed EX to the Santa Rosa County Procurement Department, 6495 Caroline Street Suite G, Milton, Florida 32570; and must be received by 10:00 a.m., January 25, 2011. Only proposals received by the aforesated time and date will be considered. All proposals shall be sealed and clearly labeled, "RFQ – EDUCATIONAL BROCHURE". Please provide the original proposal, labeled "ORIGINAL", and eleven (11) copies labeled "COPY" (12 total complete packages).

Qualifications Packages which detail the scope of services required, the factors that will be considered in the award process, the submittal requirements and the criteria under which the proposals will be evaluated; may be secured from Santa Rosa County Website ([www.santarosa.fl.gov/bids](http://www.santarosa.fl.gov/bids)) or at the Santa Rosa County Procurement Department at 6495 Caroline Street Suite G, Milton, Florida 32570. Telephone (850) 983-1870)

Questions should be addressed to Paul Miller at (850) 981-7078.

Santa Rosa County, Florida proposes to award a contract to the provider whose proposal is deemed most advantageous to the County subject to the negotiation of fair and reasonable compensation consistent with industry standards.

Santa Rosa County reserves the right to reject any and all proposals, and if an award is made, will be made to the most responsible firm whose proposal indicates that the award will be in the best interest of Santa Rosa County. The County reserves the right to waive irregularities in the proposal. The County further certifies that it will not discriminate during the selection process on the basis of age, sex, familial status, race, national origin, or handicap status.

By order of the Board of County Commissioners of Santa Rosa County, Florida

**Legal Notice**

One issue – January 8, 2011 - Press Gazette, January 13 2011 - Navarre Press, and January 13, 2011 – Gulf Breeze News

Bill and Proof to Santa Rosa County Procurement Department, Attention: Orrin L. Smith, 6495 Caroline Street, Suite G, Milton, Florida 32570

**REQUEST FOR QUALIFICATIONS**

**PLANNING CONSULTANT SERVICES**

**CREATE AND DISTRIBUTE A GROUND WATER PROTECTION  
EDUCATIONAL BROCHURE**

**SANTA ROSA COUNTY, FL**

**January 8, 2011**

# REQUEST FOR PLANNING CONSULTANT SERVICES GROUND WASTER PROTECTION EDUCATIONAL BROCHURE

## I. Project Definition/Background:

The purpose of implementing the Santa Rosa County Inland Potable Water Well Field Protection Project is to establish and protect a specified area of natural aquifers and recharge areas in Santa Rosa County, Florida.

We have achieved the enactment of an initial Well Field Ordinance which will protect and preserve vital well fields which currently supply water to 51% of individuals and businesses in Santa Rosa County.

The steps taken to promote clean business practices in the areas of aquifer vulnerability will be a valuable tool for present and future generations. By stopping pollution of our aquifers now, we can preserve this natural, low-cost asset for the future.

As outlined in the Quality Assurance Project Plan (enclosed) the objective of this RFQ is to develop an educational brochure which will be a tool used to inform residential and commercial property owners about groundwater protection. This will greatly increase public awareness of the vulnerability of the communities' drinking water source and actions that the general public can take to avoid contamination of that source water. Making this information available to the general public is the goal of this project.

## II. SCOPE OF SERVICES:

The following are the minimum services required. The County may require other services not included here and the consultant's flexibility in providing other services will be a factor in the selection process.

- **Develop** the content and layout of an informational brochure to explain the actions every property owner can take to avoid contamination of the ground water.
- **Obtain** the mailing list of all property owners within the study area from the Santa Rosa County Property Appraiser's Office. The number of property owners is estimated to be 5,500.
- **Print** sufficient quantity of the brochure for distribution to the property owners within the study area.
- **Mail** a copy of the brochure to each property owner within the study area.

## III. SCHEDULE OF WORK PERFORMANCE:

Event	Date
RFQ Release	
Vendor Questions (if any) due	<i>Release date plus 2 weeks</i>
Responses to Vendor Questions	<i>Release date plus 3 weeks</i>
Proposal Responses due	<i>Release date plus 4 weeks</i>
Contract in Place	Pending Commission approval, after

	consultant selection and contract negotiation completion.
Project review by the Workgroup	April 1, 2011
Project review and approval by the BOCC	May 1, 2011
Distribution of Brochures to Property Owners	June 1, 2011

**IV. STATEMENT OF FEES:**

This effort is budgeted not to exceed \$5,740.00. Proposals should be concise in their statement of fees. Any expected expenditure should be included in your fee. NO ADDITIONAL charges will be reimbursed. Provide a detailed outline of your pricing for:

- Time and Expense
- Report Fees
- Miscellaneous Charges

**V. TYPE OF CONTRACT:**

- a. Santa Rosa County intends to negotiate a firm fixed fee contract or "cost not to exceed" type contract for all services herein requested.
- b. All proposers' qualifications will be evaluated and the most qualified administrative proposer selected.

**VI. SUBMITTAL INSTRUCTIONS:**

- a. All proposals must be submitted in writing by 10:00 a.m. on January 28, 2011 to receive administrative consideration. Proposers mailing their proposals should allow normal delivery time to ensure receipt of their proposals by Santa Rosa County. Proposals should be addressed to: Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, FL 32570 prior to the submission deadline.
- b. All proposals must be sealed and clearly marked on the outside "PROPOSAL Ground Water Protection Educational Brochure application" with the proposer's name and address.
- c. Questions concerning the "RFQ" should be directed to Beckie Cato @ (850) 981-7077 or Paul Miller @ (850) 981-7078. Proposers not selected will be promptly notified.

**VII. PROPOSAL CONTENT AND FORMAT**

- a. All proposals must be submitted in accordance with the instructions outlined herein to receive consideration. Any proposer submitting inadequate, incorrect, or incomplete information may not receive consideration. Proposals should be brief and to the point. Santa Rosa County reserves the

right to reject any and all proposals and to request additional information from proposers if deemed necessary.

- b. Letter of Transmittal: The proposer shall submit a "Letter of Transmittal" which shall as a minimum contain the following:
  - i. State the location of the office from which the work is to be accomplished.
  - ii. Describe the firm's general qualifications and the range of activities performed by the firm.
  - iii. State the firm's skills and experience in the areas of Environmental education, document preparation and graphic layout, and administrative support.
  - iv. Briefly state the proposer's familiarity with the needs and conditions existing in the Santa Rosa County that are relevant to the proposed project.
  - v. Indicate if personnel of the proposer have previously developed educational brochures with environmental subject matter for other jurisdictions.
  - vi. Certify that the proposer will provide professional guidance to the County relative to compliance with applicable federal, state, and local laws and regulations.
  - vii. Indicate if your firm is a Certified Minority Business Enterprise.
  - viii. Provide any additional information that the proposer feels is essential to their proposal.
  - ix. State that the person signing the "letter of transmittal" is authorized to bind the proposer.
  
- c. All proposals shall include each of the following attachments:
  - i. Attachment A: Experience with development of educational brochures. **20 points**
  - ii. Attachment B: Identify the management and staffing of the proposer including resumes. Identify all persons to be assigned to this project and outline the nature of their responsibilities. Include a description of relevant work experience for each person assigned to this project. **15 points**
  - iii. Attachment C: Describe the work management plan to be utilized by the proposer. The description should include a project schedule showing estimated start and completion dates of all major tasks. **15 points**
  - iv. Attachment F: Indicate whether the firm is a Certified MBE or WBE Business. **5 points**

## VIII. CERTIFICATION REQUIREMENTS

- a. Public Entity Crimes Statement – No person or affiliate on the convicted vendors list may, for a period of 36 months after being placed on the convicted vendors list: submit a bid on a contract or request for proposals; be awarded or perform work as a contractor, supplier, subcontractor or

consultant. Each submittal to the County for administrative services must include completed Public Entity Crimes Statement (Enclosed).

- b. Certification Regarding Debarment, Suspension, and Other Responsibility Matters – The prospective primary participant must certify to the best of its knowledge and belief, that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency and met all other such responsibility matters as contained on the attached certification form (Enclosed).

**Certification Regarding  
Debarment, Suspension,  
And Other Responsibility Matters  
Primary Covered Transactions**

1. The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
  - a. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - b. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or Local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - d. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or Local) terminated for cause or default.
  
2. Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Project Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Project Number

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC, OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

- i. THIS SWORN STATEMENT IS SUBMITTED TO Santa Rosa County, Florida  
(Print name of the public entity)
- by \_\_\_\_\_  
(Print Individual's Name and Title)
- for \_\_\_\_\_  
(Print Name of Entity Submitting Sworn Statement)
- Whose business is \_\_\_\_\_

and (if applicable) its Federal Employer Identification Number (FEIN) is \_\_\_\_\_ the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: \_\_\_\_\_

- ii. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(9), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
- iii. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
- iv. 1 understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
- a. A predecessor or successor of a person convicted of a public entity crime; or
  - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the Preceding 36 months shall be considered an affiliate.
- v. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in management of an entity.

vi. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Indicate which statement applies).

- Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, nor any affiliates of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.
- The entity submitting this sworn statement, or one or more of its officers, directors,, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, or an affiliate of the entity has been charged with an convicted of a public entity crime subsequent to July 1, 1989.
- The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

\_\_\_\_\_  
(Signature)

Sworn to and subscribed before \_\_\_\_\_ day of \_\_\_\_\_, 2011  
me this \_\_\_\_\_

Personally known \_\_\_\_\_ Notary Public - State of \_\_\_\_\_  
OR Produced \_\_\_\_\_  
identification \_\_\_\_\_

\_\_\_\_\_ My commission expires: \_\_\_\_\_

\_\_\_\_\_  
(type of identification)

\_\_\_\_\_  
(Printed typed or stamped  
commissioned name of notary public)

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