



REQUEST FOR PROPOSALS

Master Service Agreement for Community Engagement and Communications Services

Pre-Proposal Workshop

April 27, 2026

Summer Bundy, Director of Projects

Stephanie Lau, Grants & Communications Advisor

Clare Keating, Project Manager



About OneShoreline

Established by State Legislature

AB 825 (Mullin, 2019) established the San Mateo County Flood and Sea Level Rise Resiliency District, effective January 1, 2020

Countywide Special District

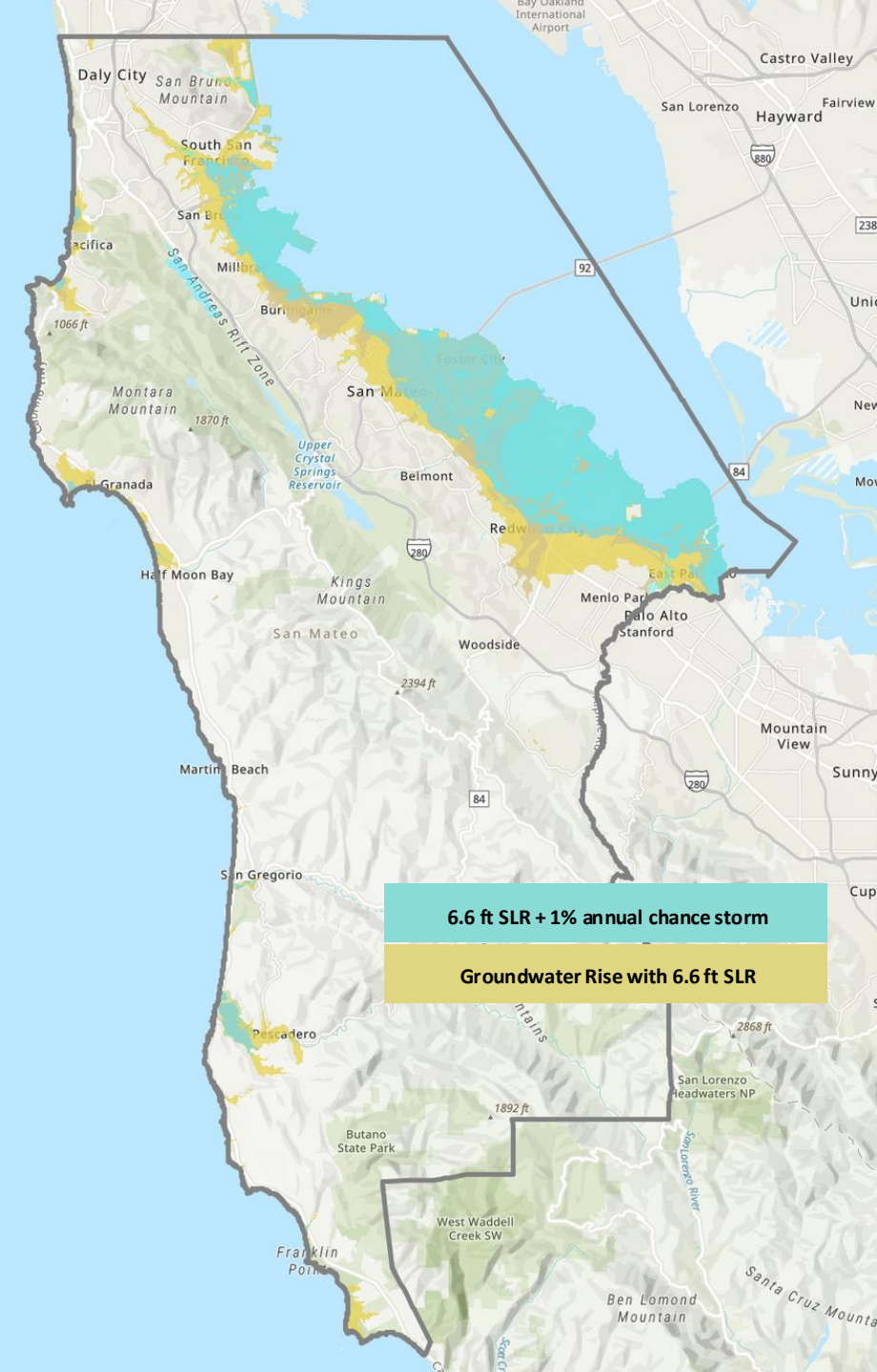
Aligns resilience efforts across jurisdictional boundaries and within the context of a watershed or regional shoreline

Diverse Funding Sources

Contributions from County and cities, state and federal grants, property tax assessments in limited geographic areas (flood zones)

Holistic Approach

Plan and implement flood protection projects that also restore habitats and enhance recreational opportunities



Our work operates across four interconnected priorities

Advance Resilience Projects

Advance projects to align long-term resilience for developed, natural, and recreational areas across jurisdictions

Plan for Climate Conditions

Provide planning, policy, and design guidance for private development and resilient public infrastructure

Reduce Storm Impacts

Alert residents to extreme weather events and reduce flood damage made worse by rising sea levels — right now, not just in the future

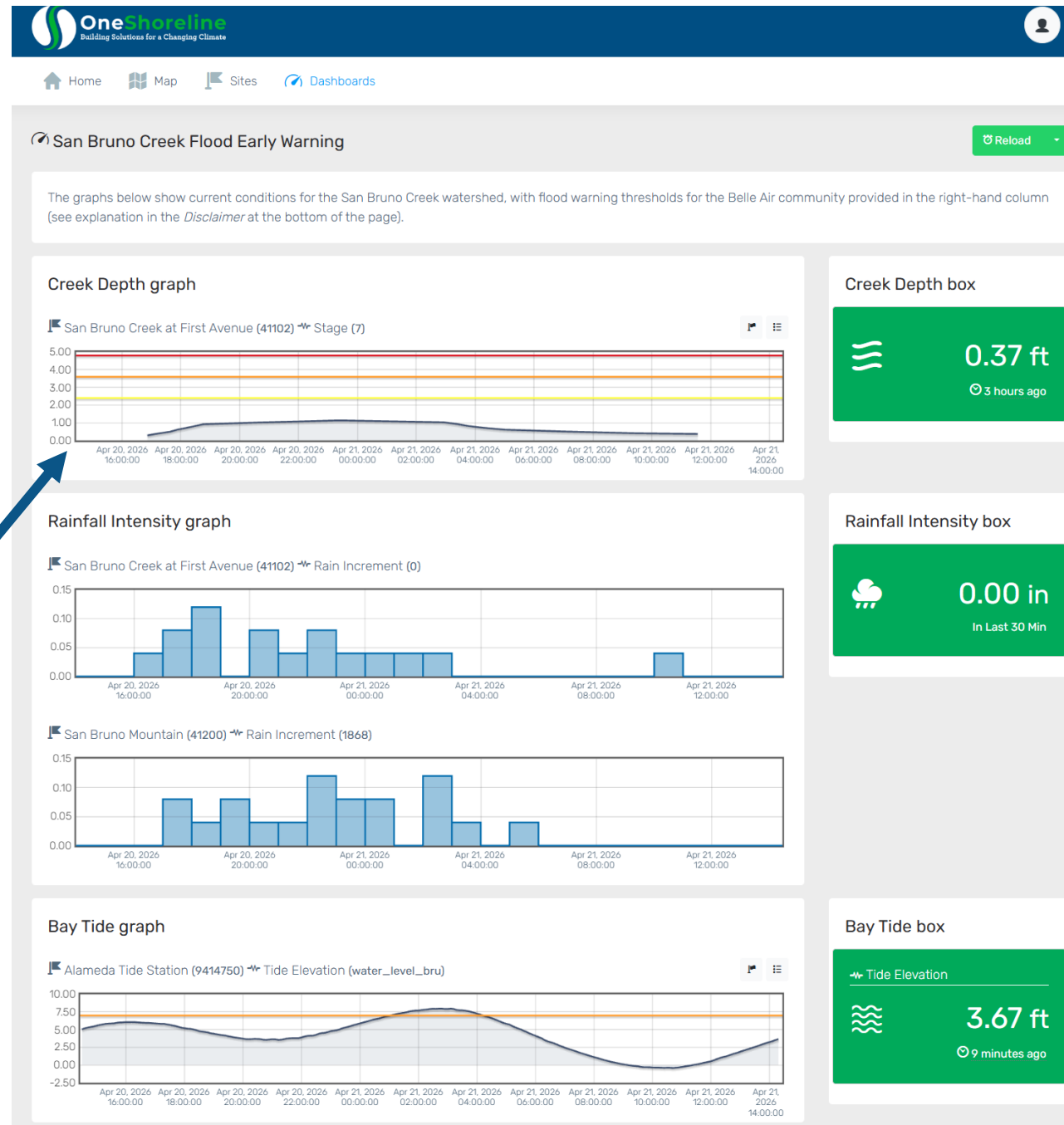
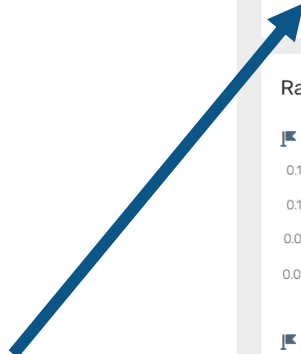
Secure Long-Term Funding

Develop ongoing local funding streams and leverage outside opportunities

Countywide: Flood Early Warning System

OneShoreline operates and maintains the countywide Flood Early Warning System — an integrated network of stream, precipitation, and tide gauges located throughout San Mateo County to monitor flood risk in real time.

The system pushes automatic alerts to city emergency contacts when the 75% (**Flood Watch**) and 100% (**Flood Warning**) thresholds are triggered on four flood-prone creeks.



Coastside Partnerships and Advocacy

OneShoreline partners with other jurisdictions on a range of projects along the Pacific Coast and leads funding advocacy for several local and regional priorities.





LEGEND

- Constructed project
- Concept Design / Environmental Review
- Planning/Feasibility
- Subregional shoreline adaptation plan

* OneShoreline-led

Bayside Shoreline Resilience

Every jurisdiction along the San Mateo County Bayside is advancing multi-benefit shoreline resilience projects, plans, and policies.

Brisbane Shoreline Resilience Plan + Living Shoreline Project

OneShoreline-led, in partnership with:

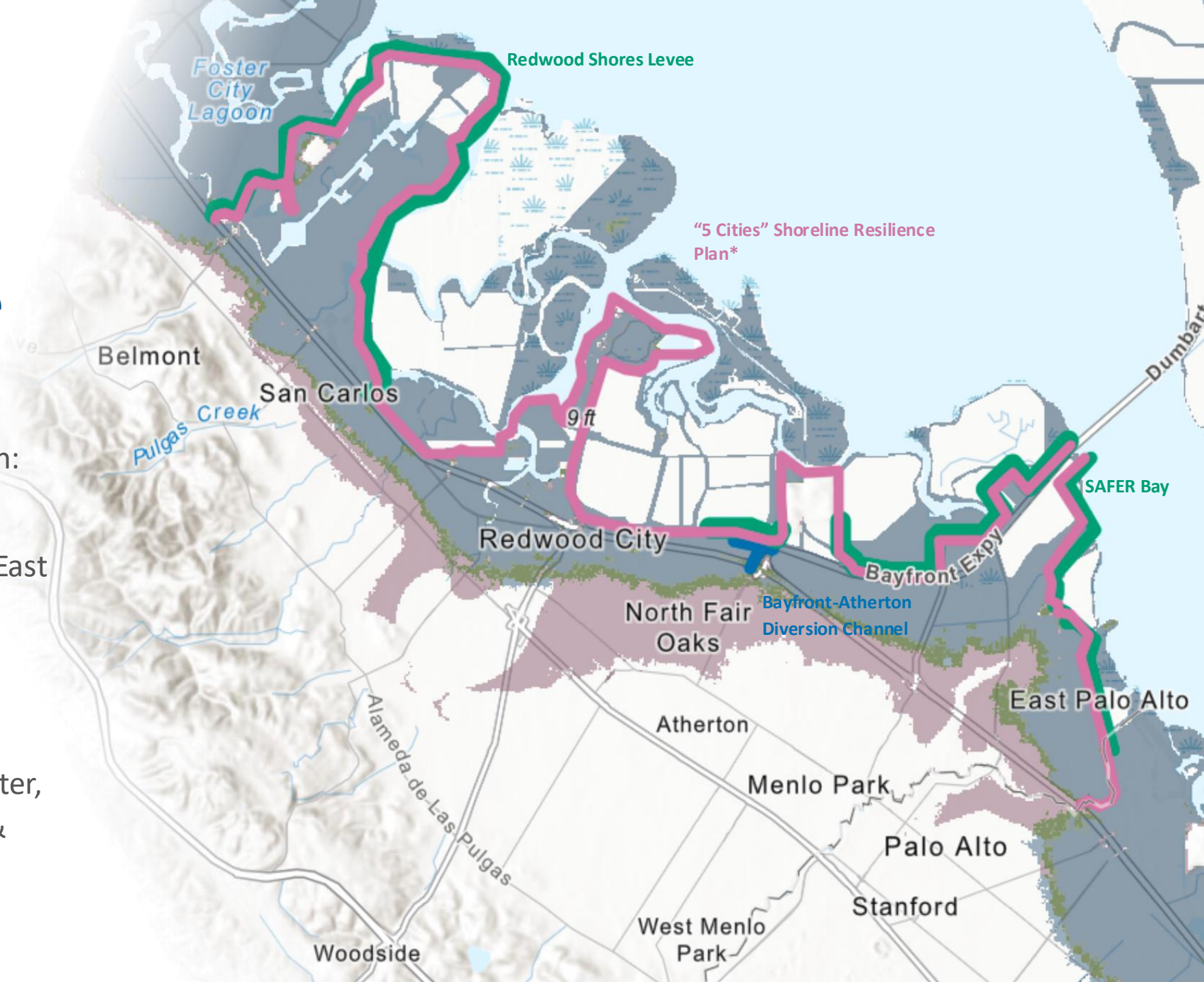
- Brisbane
- Caltrans
- City & County of San Francisco
- South San Francisco
- Smithsonian Environmental Research Center (SERC), SF Bay National Estuarine Research Reserve (NERR), SF State Estuary and Ocean Science (EOS) Center



San Mateo County Southern Bayside Cities (“5 Cities”) Shoreline Resilience Plan

OneShoreline-led, in partnership with:

- Cities of Belmont, San Carlos, Redwood City, Menlo Park, and East Palo Alto
- Nuestra Casa (community-based organization)
- Caltrans, Silicon Valley Clean Water, Port of Redwood City, U.S. Fish & Wildlife Service, Cargill
- And many more!





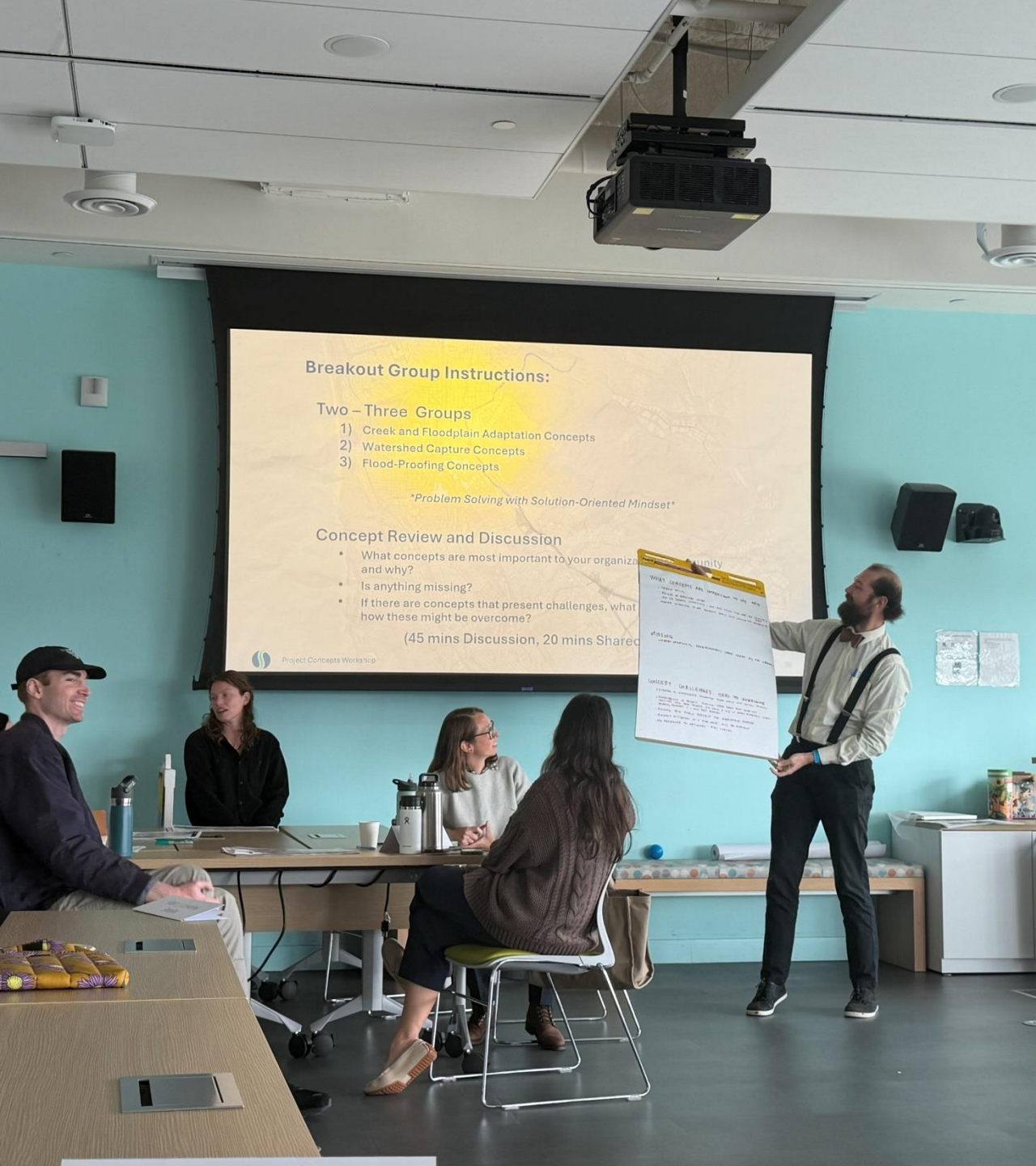
Master Service Agreement for Community Engagement and Communications Services



Approach and Scope of Work

- Single contract, 3-Year MSA, not-to-exceed \$500k
- Task order services in three categories:
 - A. Community and Stakeholder Engagement
 - B. Multi-Jurisdictional Facilitation and Coordination
 - C. Countywide Communications and Branding
- Initial task orders for support of the Brisbane and 5 Cities shoreline resilience plans (area A)





Working with OneShoreline and Technical Consultants

- Co-create engagement workplans aligned to planning milestones and technical decision points
- Translate complex technical content into accessible public materials
- Feed community input back into planning priorities and technical evaluations
- Technical Advisory Committees and interagency working groups
- Document feedback to ensure it shapes decisions across concurrent workstreams

Proposal Requirements

Required Content

Cover Materials

Executive Summary

Section 1 – Proposed Team

Section 2 – Relevant Firm Experience

Section 3 – Engagement Approach & Strategy Menu

Section 4 – Billing Rates

Required Appendices:

- A. Sample Scope of Work and Budget for Brisbane Shoreline Resilience Plan Support
- B. References
- C. Resumes
- D. Legal and Contractual Disclosures

Format and Length

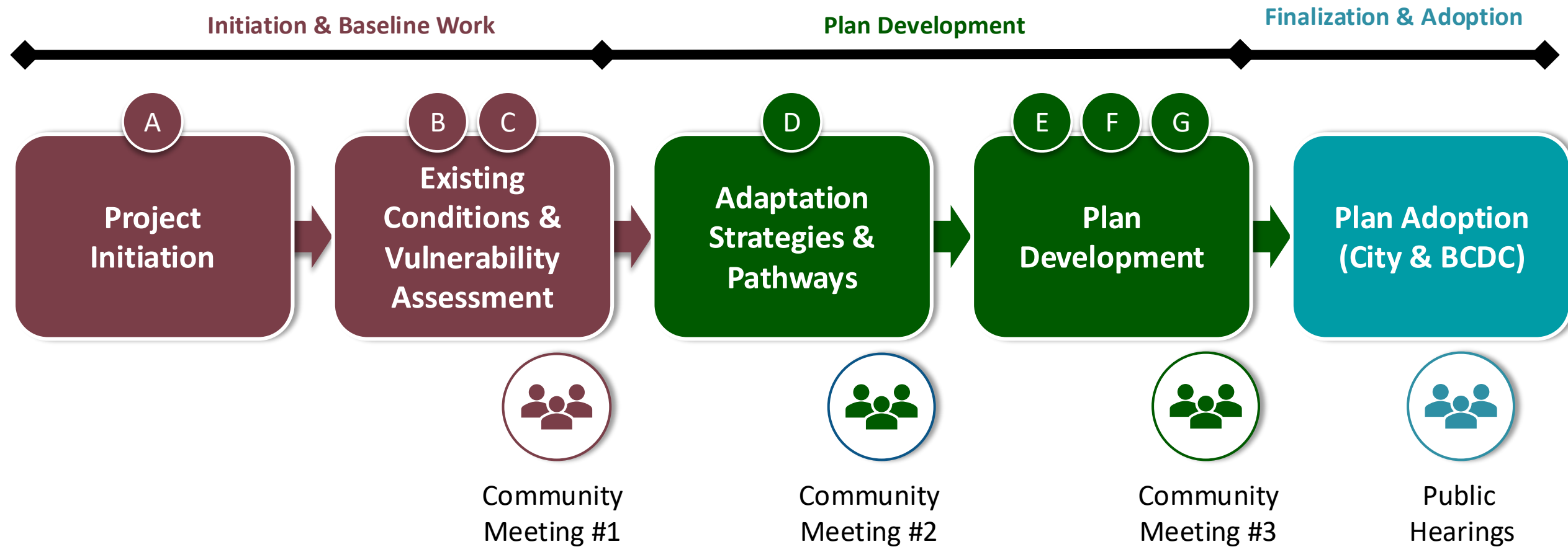
- Required content section 10 pages max
- Minimum 11-point font for body text; min 10-point for graphics/tables
- 8.5” x 11” but may include up to two tabloid pages counted as one page.
- Electronic submission (bookmarked PDF)

Required Appendix A: Brisbane Task Order Proposal

1. Community engagement plan and updates
2. Engagement approaches to reach equity audiences and fulfill BCDC's RSAP equity strategy standard, tailored to Brisbane
3. Engagement and coordination at key milestones:
 - Vulnerability prioritization milestone
 - Local vision and adaptation strategies
 - Draft plan milestone
4. Equity Standards Assessments

Not-to-exceed budget of \$90k inclusive of labor, stipends, expenses

Shoreline Resilience Plan Process



* TAC and BCDC engagement throughout

* Equity Assessments conducted at each major milestone

Firm Qualifications (RFP Section 5.3)

**Community
engagement for
flood resilience and
climate adaptation**

**CBO partnership
and coordination**

**Multi-jurisdictional
facilitation**

**Translation of
technical content**

**Strategic
communications
and branding**

**Accessible
communications**

Key Staff Qualifications (RFP Section 5.4)

Capability Area	Desired Experience
Project Management	Managing on-call engagement and communications contracts for public agencies across multiple simultaneous workstreams
Community Engagement and Facilitation	Designing and leading equity-centered engagement using approaches such as public meetings, workshops, TACs, interagency working groups, and cross-jurisdictional stakeholder processes
Equity, CBO Outreach, and Partnership	Implementing culturally responsive outreach for historically underserved communities, including sustained CBO partnerships, co-design of outreach approaches, and engagement of renters, limited-English-proficiency populations, and flood-prone neighborhoods
Multi-Jurisdictional Governance Facilitation	Experience facilitating structured deliberative processes among multiple jurisdictions or agencies navigating shared responsibility, competing interests, and complex decision-making
Communications, Writing, and Accessibility	Producing written and visual content for a range of audiences and using multiple platforms, including graphics, infographics, branded materials, press materials, and digital content, supporting public awareness campaigns, and providing rapid-response communications support
Interdisciplinary Coordination	Working alongside planners, engineers, and scientists to integrate community input into planning
Translation Services	Coordinating professional translation and interpretation for multilingual communities, including familiarity with language needs of San Mateo County's shoreline-adjacent and flood-prone populations

Evaluation

Criterion	Evaluation
Firm and Team Qualifications	Demonstrated experience providing community engagement and communications services for public agencies, particularly related to flood resilience, climate adaptation, or similar public infrastructure or environmental programs; qualifications, roles, availability, and capacity of proposed key team members to support an as-needed, on-call contract.
Engagement Approach and Equity Strategy	Quality and appropriateness of the proposed engagement approach and equity-centered strategy menu, including the ability to tailor approaches to different communities, geographies, and project contexts.
Sample Scope	Quality and relevance of the sample Brisbane engagement scope; demonstrated understanding of the RSAP planning process, OneShoreline's role and working approach, and the coordination requirements between engagement and technical workstreams described in this RFP
Relevant Project Experience and References	Relevance and quality of past projects described, including equity-centered engagement, multi-agency or multi-stakeholder facilitation, and translation of technical information for public audiences; relevance and strength of references.
Cost and Billing Rates	Reasonableness, transparency, and competitiveness of proposed billing rates relative to the scope of services and anticipated needs.
Proposal Quality and Responsiveness	Clarity, completeness, and organization of the proposal; responsiveness to RFP requirements and demonstration of understanding of OneShoreline's needs and objectives.

Key Dates

Milestone	Date
Advertisement of RFP	April 10, 2026
Pre-Proposal Workshop	April 27, 2026, at 10:00 AM PST
Deadline for Proposers to Submit Questions	May 4, 2026, at 5:00 PM PST
OneShoreline Posts Responses to Questions	May 8, 2026, at 5:00 PM PST
Deadline to Submit Proposals	May 15, 2026, at 5:00 PM PST
Consultant Interviews	May 27-28, 2026
Notification of Selection	June 3, 2026
Deadline for Negotiation of Agreement	June 16, 2026
OneShoreline Board Authorization to Execute Agreement	June 22, 2026

Q&A

Submit written questions to
projects@oneshoreline.org

