



**San Mateo County
Flood and Sea Level Rise
Resiliency District**

**Request for Proposals for
Master Service Agreement for
Community Engagement and Communications Services**

RFP Number FSLRRD-2026-04-10B

Release Date: April 10, 2026

Preproposal Workshop: April 27, 2026, 10:00 AM PST

Deadline for Questions: May 4, 2026, 5:00 PM PST

Deadline to Respond: May 15, 2026, at 5:00 PM PST

No Extensions

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1 INTRODUCTION

1.1 Project Overview

The San Mateo County Flood and Sea Level Rise Resiliency District, known as OneShoreline, seeks to retain a single qualified consulting team to provide on-call professional services in support of its flood resilience and climate adaptation initiatives in the areas of community outreach and stakeholder engagement, multi-jurisdictional facilitation and governance support, and general branding and communications.

Services will be delivered under a Master Services Agreement (MSA) with a not-to-exceed value of up to \$500,000 for a three-year term structured across task orders reflecting specific service areas. Procurement of a consultant team does not guarantee a minimum volume of work or obligate OneShoreline to issue any task orders. OneShoreline reserves the right to modify, suspend, extend, or conclude services as project needs evolve and may extend the Agreement term by up to one (1) additional year and increase the contract amount in accordance with District policies.

OneShoreline is advancing a growing portfolio of flood resilience and climate adaptation initiatives across San Mateo County, spanning multi-jurisdictional shoreline planning, watershed-scale coordination, and community-focused engagement in areas experiencing current and increasing flood risk. This work involves collaboration with cities, regional agencies, community partners, and regulators, and requires consistent facilitation, engagement, and public-facing communications as projects evolve. As OneShoreline's project portfolio expands, this on-call contract is intended to provide the District with additional capacity to support stakeholder engagement, facilitation, and communications work across multiple concurrent initiatives

The selected firm must demonstrate experience delivering equity-centered community engagement for public agencies; facilitating multi-stakeholder and advisory processes; translating complex technical planning and engineering information into clear, accessible public-facing communications; and supporting public agencies with strategic communications and branding.

1.2 About OneShoreline

OneShoreline is the San Mateo County Flood and Sea Level Rise Resiliency District, established by State legislation effective January 1, 2020 as the first independent government special district in California created specifically to address the water-related impacts of climate change across jurisdictional boundaries (Assembly Bill 825, Mullin, 2019).

OneShoreline works to advance resilience to sea level rise, extreme storms, drought, erosion, and groundwater rise for developed, natural, and recreational areas, and to plan land use and infrastructure for both current and future climate-driven conditions. To do this, OneShoreline works with local governments, state agencies, scientific and educational institutions, asset owners, advocacy organizations, community-based organizations, and the public to use the best available science and public and private resources to deliver multiple benefits equitably to people, ecosystems, and the economy.

2 CONTEXT

OneShoreline is advancing a growing portfolio of flood resilience and shoreline adaptation efforts across San Mateo County, spanning policy guidance, planning, design, and early implementation. These efforts require coordination across cities, regional agencies, asset owners, technical partners, and community members. Upcoming flagship efforts include the Brisbane Shoreline Resilience Plan, Brisbane Living Shoreline, and the Southern Bayside Cities Shoreline Resilience Plan, which together address interconnected shoreline and watershed systems along San Francisco Bay, building on prior vulnerability assessments to advance coordinated adaptation strategies responsive to sea level rise, coastal flooding, stormwater constraints, and groundwater rise.

A range of policy requirements inform this work, including SB 272, BCDC's RSAP guidelines, California Coastal Commission Local Coastal Plan requirements, local General Plans and Hazard Mitigation Plans, and evolving regulatory frameworks. As we advance detailed planning along the entire 12 miles of bayside shoreline, we see a growing need for consistent messaging and frameworks, coordinated engagement, stronger brand awareness, and structured facilitation to advance decision-making and build public support.

OneShoreline is also expanding its presence on San Mateo County's Pacific Oceanside, working with public agency partners including the San Mateo County Harbor District, Caltrans, the Sewer Authority Mid-Coast, cities, the Resource Conservation District, and U.S. Army Corps of Engineers to secure funding, and address sea level rise and shoreline hazards affecting vulnerable shorelines, critical infrastructure, public trails, coastal landfills, and other community resources. The engagement needs and planning frameworks on the oceanside are distinct from the Bay shoreline context.

Across both Bay and Oceanside efforts, OneShoreline is advancing watershed-scale flood resilience initiatives and neighborhood-level engagement in communities experiencing recurring or increasing flood risk, often involving overlapping project boundaries, multiple implementing partners, and evolving funding opportunities. As the portfolio grows, there is increasing need for communications, stakeholder engagement, and facilitation support that can scale across projects while maintaining consistency in messaging, documentation, and public-facing materials.

The services requested through this RFP provide flexible, countywide support across three areas:

- **Community and Stakeholder Engagement** supports the full spectrum of OneShoreline's flood resilience and climate adaptation planning and project work, from multi-jurisdictional shoreline adaptation planning to neighborhood-scale outreach in communities experiencing recurring or increasing flood risk.
- **Multi-Jurisdictional Facilitation and Coordination** supports alignment across the cities, agencies, and regional partners, including facilitation of Technical Advisory Committees, interagency working groups, and cross-jurisdictional stakeholder processes where shared understanding, coordinated messaging, and documented progress are essential to advancing planning and implementation decisions.
- **Countywide Communications and Branding** supports transparency, public trust, and awareness of OneShoreline's efforts through newsletters, webpages, media campaigns, etc..

Work may span individual projects, cross-project coordination, and district-level initiatives, and will require close collaboration with OneShoreline staff, partner jurisdictions, technical consultants, and community-based organizations.

2.1 Goals and Anticipated Outcomes

The primary goals are to:

- Support inclusive, accessible, and equity-centered community engagement across OneShoreline's shoreline adaptation planning and climate risk reduction initiatives.
- Increase public understanding of flood risk, climate impacts, and adaptation strategies through clear, consistent, and audience-appropriate communications.
- Meaningfully incorporate community perspectives, lived experience, and local knowledge into planning, design, and implementation.
- Strengthen coordination and shared understanding among jurisdictions, agencies, and stakeholders involved in shoreline and watershed-scale resilience efforts
- Communicate project milestones, funding investments, and program outcomes through branding, storytelling, and media support

Anticipated outcomes of this work include:

- Community members in flood-prone and historically underserved neighborhoods have participated in engagement processes and can describe current and future flood risks relevant to their homes and neighborhoods
- Documented input from renters, limited-English-proficiency populations, and other underrepresented groups is reflected in planning decisions, project prioritization, and implementation strategies
- Engagement processes for RSAP projects meet BCDC's Equity Assessment Standard, with input from priority communities documented at each planning milestone
- OneShoreline and participating jurisdictions are using shared messaging frameworks and consistent public-facing materials across projects and geographies
- Jurisdictions, agencies, and stakeholders have established working relationships and shared decision-making processes that support coordinated action
- OneShoreline's initiatives are recognized by target audiences through a coherent brand presence across digital, print, and media channels

3 PROPOSAL PROCESS AND REQUIREMENTS

3.1 RFP Schedule

Milestone	Date
Advertisement of RFP	April 10, 2026
Pre-Proposal Workshop	April 27, 2026, at 10:00 AM PT
Deadline for Proposers to Submit Questions	May 4, 2026, at 5:00 PM
OneShoreline Posts Responses to Questions	May 8, 2026, at 5:00 PM
Deadline to Submit Proposals	May 15, 2026, at 5:00 PM PT
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

3.2 Proposal Process

Prospective consultants are encouraged to attend a virtual pre-proposal workshop to learn more about the project and RFP.

- **Date/Time:** April 27, 2026 at 10:00 AM
- **Register here:** <https://onshoreline-org.zoom.us/meeting/register/GBhA4w3zQHqow7ToXDtalw>

While oral responses may be provided during the workshop, only written addenda issued by OneShoreline shall be considered binding.

3.3 Submission of Questions

Questions regarding this RFP must be submitted via email to:

Projects@OneShoreline.org

Subject line: *Engagement RFP*

Responses to all questions will be posted at: <https://onshoreline.org/document-library/>

3.4 Submission of Proposals

Proposers must submit an electronic copy by the proposal deadline to:

Stephanie Lau, Grants and Communications Advisor

Projects@OneShoreline.org

Proposals must be valid for a period of 120 days from the date of submission. Late or incomplete proposals will not be considered.

3.5 Interviews

OneShoreline may invite multiple consultants for interviews at OneShoreline's offices, located at **1700 S. El Camino Real, San Mateo, CA**, or remotely via Zoom.

Key staff should reserve availability for May 27-28, 2026, as OneShoreline may not have flexibility

to reschedule this date. Interviews will focus on team qualifications, approach, and ability to effectively collaborate with OneShoreline and project partners.

3.6 Proposal Requirements

Length & Formatting

All proposals must adhere to the following length and formatting. Proposals that do not comply with these instructions may be deemed non-responsive and disqualified from further consideration.

The required content section of the proposal **must not exceed 10 pages total**, including all supporting materials except:

- Front and back cover
- Section dividers
- Appendices

Proposals and appendices **must follow the stated formatting requirements**, specifically:

- Minimum 11-point font for body text; min 10-point for all other text including graphics and tables.
- Number all pages clearly and sequentially. Do not number cover pages or section dividers.
- Page layouts must be US Letter size (8.5" x 11") but may include up to two Tabloid sized pages (11" x 17"), each counted as one page. Additional Tabloids will count as two pages each and should be numbered as such.
- Proposals shall be a single consolidated PDF for electronic submission, with headings bookmarked and a linked table of contents.

Required Content

Proposals must include the following content sections, organized in the order listed below:

Cover Materials. Proposals shall include the following materials:

- Proposal cover including RFP title and number, prime firm name, and submission date
- Signed cover letter from an individual authorized to contractually bind the proposer
- Primary point of contact (name, title, phone number, and email address)

Executive Summary. Brief overview of team qualifications, understanding of OneShoreline's needs and opportunities under this MSA, and differentiating qualifications or approaches.

Section 1. Proposed Team. Proposals shall describe the composition, roles, and capacity of the proposed on-call project team, including:

- Description of prime firm and subconsultants, with roles and responsibilities.
- Organizational chart showing all proposed key team members, their firms, and their roles.
- Bios for key personnel, including roles, qualifications, office locations, and percent availability by quarter through the end of 2026.

Section 2. Relevant Firm Experience: Brief descriptions of two (2) to three (3) relevant past projects, with an emphasis on equity-centered engagement, flood resilience or climate adaptation efforts, and multi-agency or multi-stakeholder facilitation. Include client name, project scope, and the proposer's role.

- Client name, project scope, schedule, and budget
- Team members involved and their roles
- Description of technical components and outcomes relevant to this scope
- One agency reference per project: name, title, phone, and email

Section 3. Engagement Approach and Strategy Menu: A recommended menu of equity-centered community engagement strategies tailored to the scope of work described in this RFP. Proposals should demonstrate flexibility across project type, geography, and community context.

Section 4. Billing Rates: Proposed billing rates for 2026 and 2027, including rates for all firms and anticipated job classifications. Rates should be all-inclusive, incorporating any additional charges such as technology fees or similar overhead costs.

Required Appendices

The following appendices are required and excluded from the ten-page narrative limit:

A. Sample Scope of Work and Budget:

A sample community engagement scope of work for a not-to-exceed amount of \$90,000 (inclusive of any stipends and CBO subcontracts) for a support of a Subregional Shoreline Adaptation Plan, modeled after OneShoreline's Ocean Protection Council workplan for the Brisbane Shoreline Resilience Plan. This work would fall under service Category A, community and stakeholder engagement. Proposers should draw on the RSAP's flow of plan elements and Equity Strategy Standard, as well as OneShoreline's publicly available project materials (e.g., the Context for Brisbane Shoreline Resilience Planning ([Attachment A](#)), OPC Workplan ([Attachment B](#)), [Brisbane projects webpage](#), and [Master Services Agreement for Brisbane Shoreline Resilience Planning RFP](#)). The sample scope should address the following:

- Developing a community engagement plan and schedule, developed collaboratively with OneShoreline and the engineering consultant, integrated with subregional shoreline adaptation planning milestones and updated as the project advances
- Concepts for engagement approaches to reach equity audiences and fulfill BCDC's RSAP equity strategy standard, tailored to Brisbane's demographics and shoreline user groups
- Engagement and coordination at the vulnerability prioritization milestone, including how technical risk findings will be translated into accessible materials and how community input on priorities will be gathered and documented
- Engagement and coordination at the local vision and adaptation strategies milestone, including how strategy options and tradeoffs will be presented accessibly and how community

preferences will feed into the technical evaluation process

- Engagement and coordination at the draft plan milestone, including how plan findings will be communicated and how the team will build toward community and stakeholder endorsement
- Equity Standards Assessments following the vulnerability prioritization, local vision and adaptation strategies, and draft plan publication milestones, including how findings will be integrated into subsequent planning steps

The sample scope should identify proposed tasks, key milestones, major deliverables, assumptions and coordination touchpoints with OneShoreline and the engineering consultant to align engagement activities with technical analyses and subregional shoreline adaptation planning milestones, assuming a 24-month schedule. OneShoreline may use the sample scope as the basis for negotiating an initial task order with the selected firm. The maximum length of the sample scope is eight pages, inclusive of figures.

A detailed fee proposal aligned with proposed scope of work shall also be provided, including:

- Task and subtask budget breakdown with labor hours by staff classification
- Fully burdened billing rates by staff classification for each firm
- Subconsultant costs included in task budgets; markups shall not exceed 5%
- Itemized allowable direct costs
- Assumptions underlying scope limitations, labor, tasks and direct costs
- The minimum font size for the fee proposal is 10 point.

B. References

Three (3) references from clients other than OneShoreline for whom the firm has performed comparable community engagement or communications work within the past five years. References should be current and directly familiar with the firm's work. For each reference, provide the client organization, contact name, title, phone number, email address, and a brief description of the project and the firm's role.

C. Resumes:

Resumes for up to ten (10) proposed key staff, not to exceed two (2) pages each.

D. Legal and Contractual Disclosures

Proposals shall include the following legal and contractual disclosures:

- Disclosure of any active or recent litigation (last 3 years)
- Any exceptions to this RFP or OneShoreline's standard contract
- Confirmation of acceptance of:
 - [OneShoreline's Standard Agreement and Insurance Requirements](#)
 - [Non-Collusion and Conflict of Interest Statement](#)

Optional Appendix

Proposers may include up to ten (10) pages of optional graphics, tables, or sample materials demonstrating the quality and range of prior engagement and communications work, such as fact sheets, infographics, meeting summaries, social media graphics, branding materials, videos, etc.

Reserved Rights and Legal Requirements

OneShoreline reserves the right to modify the RFP's scope of work, make corrections, and reject any or all proposals. OneShoreline may also correct errors in the RFP and contact the proposers with any clarifications. Consultant shall ensure full compliance with Federal, State and local laws, directives, and executive orders regarding California Public Contract Code and other provisions of laws applicable to this Project.

4 SCOPE OF WORK, SCHEDULE, AND BUDGET

The following describes the enabling scope of work for each service area. Specific task orders will be scoped and negotiated as individual projects, needs, and funding arise over the contract period.

4.1 Scope of Work

SERVICE AREA A – COMMUNITY AND STAKEHOLDER ENGAGEMENT

Provide community and stakeholder engagement support for shoreline adaptation planning efforts across OneShoreline's portfolio, including the Brisbane Shoreline Resilience Plan, Brisbane Living Shoreline Project, and Southern Bayside Cities Shoreline Resilience Plan. Engagement activities must support communities and stakeholders in understanding, evaluating, and providing meaningful input on RSAP adaptation strategies and their tradeoffs, with materials and facilitated processes that are accessible and culturally responsive. Potential services include:

- Co-creation of engagement workplans with OneShoreline and technical project teams to align outreach activities with planning milestones, RSAP decision points, and adaptation strategy evaluation processes
- Development and implementation of engagement strategies tailored to specific communities and contexts
- Identification, cultivation, and coordination of community-based organizations (CBOs) serving shoreline-adjacent and flood-prone communities, sustaining participation throughout multi-year planning processes
- Coordination with CBOs to co-design outreach approaches, draw on existing community trust and networks, and reflect the needs, languages, and priorities of the communities they serve
- Design and facilitation of community workshops, open houses, pop-up events, and small-group meetings on community priorities, adaptation strategy options, and tradeoffs
- Targeted outreach to residents, renters, small businesses, CBOs, and historically underserved communities using culturally responsive methods and trusted community partnerships

- Development of plain-language materials explaining flood risk, sea level rise projections, RSAP adaptation strategies, and near-term actions, tailored to different audiences and shoreline contexts
- Outreach to property owners, businesses, and community members in shoreline-adjacent neighborhoods to build awareness and gather locally grounded input on priorities and concerns
- Support for Technical Advisory Committees and multi-agency coordination, including preparation of meeting materials, facilitation support, and documentation of discussion and recommendations
- Feedback collection, synthesis, and documentation to inform adaptation strategy selection, planning decisions, and prioritization across geographies

SERVICE AREA B – MULTI-JURISDICTIONAL FACILITATION AND GOVERNANCE SUPPORT

Provide facilitation and process design support for multi-jurisdictional planning efforts involving competing interests, overlapping authorities, and shared infrastructure across city, county, and regional boundaries. Potential services include:

- Design and facilitation of multi-jurisdictional planning processes involving governance frameworks, shared responsibility, cost-sharing, and benefit allocation
- Facilitation of Technical Advisory Committees, interagency working groups, and cross-jurisdictional stakeholder bodies, including meeting design, materials, and documentation of discussion and recommendations
- Support for negotiations and deliberations involving shared infrastructure, overlapping flood risk, or cross-boundary project complexity
- Development of materials explaining governance options, responsibility frameworks, and adaptation tradeoffs for technical and non-technical audiences
- Feedback collection, synthesis, and documentation
- Co-creation of facilitation workplans with OneShoreline's technical consultant teams to integrate process design with technical analyses, decision points, and project schedules

SERVICE AREA C – GENERAL BRANDING AND COMMUNICATIONS

Provide ongoing strategic communications and branding support across OneShoreline's flood resilience and climate adaptation portfolio. Potential services include:

Content Creation and Design

- Graphic design and layout for reports, fact sheets, flyers, infographics, maps, and presentation materials
- Creation of templates and toolkits for repeat use, including tools such as slide decks, one-pagers, social graphics, signage

- Newsletter content, website and digital content, and plain-language writing and editing for public-facing materials tailored to different audiences
- Visual storytelling and data visualization that makes complex flood risk and climate adaptation planning content accessible to general audiences
- Content adaptation across web, email, social media, and print platforms

Communications Strategy and Distribution

- Development of core messaging frameworks for programs, initiatives, or policy efforts
- Development and implementation of targeted communications and public awareness campaigns
- Media strategy support, including preparation of press materials, coordination with local and regional media, and support for earned media and project milestone amplification
- Communications support during sensitive or time-critical situations such as flooding events, construction impacts, or grant announcements
- Message testing and refinement to support public understanding and trust
- Coordination with local and regional media outlets, as approved

4.2 Project Schedule and Budget

Engagement services will be authorized and funded on a task order basis. For each task order, OneShoreline will define the scope, schedule, and not-to-exceed budget, which will be refined in coordination with the selected consultant prior to authorization.

5 CONSULTANT RESPONSIBILITIES AND QUALIFICATIONS

The selected consultant team will be responsible for delivering high-quality technical, planning, and design services in compliance with all applicable federal, state, and local requirements. Given the complexity and multi-jurisdictional nature of OneShoreline’s work, the consultant must demonstrate a strong track record in managing similar efforts, coordinating across diverse stakeholders, and integrating climate resilience, environmental permitting, and infrastructure planning. This section outlines the expectations for consultant responsibilities, quality management, firm experience, and key staff qualifications necessary to successfully perform the work.

5.1 Consultant Responsibilities

- Consultant shall ensure full compliance with Federal, State and local laws, directives, and executive orders regarding California Public Contract Code and other provisions of laws applicable to this Project.
- Consultant is responsible for performing this scope in compliance with all applicable federal, state, and local laws, regulations, standards, and guidelines
- Consultant will submit deliverables including all materials developed through Project in electronic format unless otherwise directed by OneShoreline
- Consultant will provide Quality Assurance/Quality Control (“QA/QC”) on all services performed

by the Consultant

- Throughout the Project, Consultant will coordinate with OneShoreline on all aspects of the work
- All public-facing products will be produced in accordance with accessibility laws, including but not limited to blindness and low vision, deafness, and hearing loss, in compliance with Web Content Accessibility Guidelines 2.0 Level AA and Section 508 of the Rehabilitation Act. These deliverables will specifically be produced in accordance with California Department of Rehabilitation guidelines as per <https://dor.ca.gov/Home/WebAccessibilityToolkit>

5.2 Quality Management

The standard of care applicable to the consultant's work will be the degree of skill and diligence ordinarily employed by professionals performing the same or similar services under similar circumstances in the State of California. Close coordination between Consultant, OneShoreline, and other OneShoreline-designated Project partners throughout the course of the Project is required. This will ensure that critical information is made available to the appropriate Project team members in a timely manner.

5.3 Firm Qualifications

Qualified teams must demonstrate experience in the following areas:

- **Community engagement for flood resilience and climate adaptation**, conducted in partnership with public agencies, with equity-centered approaches reaching historically underserved communities. Familiarity with BCDC's RSAP framework is strongly preferred.
- **CBO partnership and coordination**, including identifying, cultivating, and sustaining relationships with CBOs, co-designing outreach that reflects community voice, and maintaining those partnerships across multi-year planning processes.
- **Multi-jurisdictional facilitation** in politically sensitive environments, including designing and leading decisional processes involving multiple cities, agencies, or infrastructure owners navigating shared responsibility, cost-sharing, benefit allocation, or overlapping authority. Experience facilitating Technical Advisory Committees, interagency working groups, and cross-jurisdictional stakeholder bodies is required.
- **Translation of technical content and integration into planning**, including producing accessible public-facing materials for diverse audiences and working alongside planners, engineers, and scientists to align engagement with technical analyses and decision points and ensure community input is reflected in planning priorities and decisions.
- **Strategic communications and branding**, including messaging, newsletters, media materials, and public awareness campaigns for public infrastructure, climate, or environmental programs, with experience managing communications across multiple simultaneous projects and providing rapid-response support during time-critical situations.
- **Accessible communications**, including familiarity with Section 508 and WCAG 2.0 Level AA standards and experience producing materials for limited-English-proficiency populations.

5.4 Key Staff Minimum Qualifications

Proposers shall identify key personnel and demonstrate that the proposed team collectively possesses the expertise and capacity necessary to deliver high-quality community engagement and communications services across the range of scope areas described in Section 4. Proposers may propose team structures, roles, and organizational arrangements that best reflect their individual qualifications and approach, provided that all required capability areas are clearly addressed.

At a minimum, the proposed team shall demonstrate experience in the capability areas described in Table 2. While individual team members are not required to possess expertise in every capability area, the proposed team as a whole must demonstrate adequate coverage of all areas identified below.

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

6 PROPOSAL EVALUATION

All proposals submitted in response to this RFP will be evaluated through a multi-stage review process led by OneShoreline. The evaluation will consider technical quality, team qualifications, project understanding, cost reasonableness, and compliance with RFP requirements. OneShoreline will ultimately contract with a single consultant who may manage a consultant team. The selection process should be finished within 60 days of the submission of responses.

6.1 Initial Review

Upon receipt, each proposal will be reviewed for compliance with basic submission requirements. This includes, but is not limited to:

- Timely submission by the proposal deadline.

- Adherence to page limits and formatting requirements.
- Inclusion of *all required proposal components*.
- Confirmation that key staff meet minimum qualifications.
- Acceptance of OneShoreline’s standard contract terms or disclosure of exceptions.

Proposals that do not pass the initial review will be deemed non-responsive and will not proceed to the evaluation stage. OneShoreline may request clarifications solely for the purpose of verifying eligibility or correcting non-substantive administrative errors.

6.2 Evaluation

A selection panel comprised of OneShoreline staff and other stakeholder agencies will evaluate the proposals provided in response to this RFP based on the evaluation criteria defined below.

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.

6.3 Interviews

OneShoreline reserves the right to invite shortlisted consultant teams to participate in interviews as part of the evaluation process. If conducted, interviews will be held in person or remotely and will focus on team qualifications, approach, and ability to collaborate effectively with OneShoreline and project partners. Final consultant selection will be based on written proposal evaluations and, if interviews are conducted, interview performance.

6.4 Selection and Contract Award

Following the evaluation process, OneShoreline will notify the highest-ranked consultant(s) and initiate contract negotiations. If negotiations are unsuccessful, OneShoreline reserves the right to enter into negotiations with the next highest-ranked proposer(s).