



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

**RFP Number: FSLRRD-2026-04-10B**

Responses to Questions (Q&A #1)

May 8, 2026

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- Q1 Should the references provided be the same as or different from the references included with the project descriptions?**
- A1 The three required references may differ from those listed in the project descriptions; however, if the associated projects are not already described elsewhere in the proposal, sufficient detail about those projects should be included so that OneShoreline can understand the work performed.
- Q2 What is the file size limit for proposals? Will you accept proposals and/or appendices submitted through a link to a shared drive if the file size is too large to email?**
- A2 We don't place a limit on the file size for proposals, but please note that attachments larger than 25 MB would result in bounced emails. Yes, we will accept proposals and/or appendices submitted through a link to a shared drive.
- Q3 Since OneShoreline currently has an established brand identity, are we correct in assuming that branding activities should prioritize promoting the existing brand and aligning individual projects and initiatives within the brand hierarchy, rather than a complete rebranding of the District (e.g., new logo, etc.)?**
- A3 That is correct — at this time we prioritize enhancing our existing brand identity rather than rebranding.
- Q4 For formatting, is 11 width x 8.5 height acceptable?**
- A4 Yes.
- Q5 Does the Brisbane Technical Advisory Committee (TAC) for the Living Shoreline Project already exist? Will recruitment be supported by this contract? Is it a continuation of the work of the Brisbane Lagoon Public Advisory Committee (PAC)?**
- A5 The anticipated governance and roles are described below. Our vision for the TAC is that it will include entities who are likely to implement projects that emerge through the planning process, which is a narrower set of stakeholders than included in the Lagoon PAC. The purpose of this is to provide the space for deeper technical dives and gain traction and buy-in on actual projects and policies that would be needed to adapt the Brisbane shoreline and its adjacent shoreline reaches. The technical

consultant is primarily responsible for preparing materials for TAC meetings. Engagement consultants should propose their recommended approach for reaching stakeholders and community members beyond the TAC. Please refer to Table 1 for anticipated project governance and roles.

**Table 1. Anticipated Project Governance and Roles**

Party	Role	Key Responsibilities
<b>OneShoreline</b>	Project lead	Overall administration, budget, schedule, and grant compliance; convene and chair TAC; primary point of contact for OPC, BCDC, and SFBRA
<b>City of Brisbane</b>	Municipal partner & plan adopting agency	Participate in Project Management Team; support day-to-day coordination and City alignment; bring the Plan forward to City decision-making bodies at key milestones
<b>Technical Advisory Committee (TAC)</b>	Technical guidance & input	Provide technical input and guide major planning decisions; includes City of Brisbane, Caltrans, South San Francisco, City and County of San Francisco, and other implementation agencies
<b>Technical Consultant (separate contract)</b>	Primary technical author & delivery lead	Lead all technical work across both task orders; serve as primary author of all Plan chapters and deliverables; collaborate with Outreach Consultant and LSP research partners; develop technical materials for community outreach
<b>Outreach Consultant (this RFP)</b>	Community engagement support	Lead engagement strategy; co-design and facilitate community outreach and meetings in collaboration with the Consultant; develop public-facing materials from technical products; plan and coordinate workshops; support promotion, logistics, and follow-through
<b>Scientific Research Partners (separate contracts)</b>	Science Lead	Lead biological data collection, habitat assessment, and restoration science for the LSP; collaborate with Technical and Outreach Consultants on contracted scopes of work