

**Request for Proposals,  
Website Design and Aligned Public Communications & Branding Services  
(IRL NEP RFP#2016-001)**

The IRL Council invites all qualified respondents to submit proposals for web development and development of an aligned public communications and branding strategy for the Indian River Lagoon Council and Indian River Lagoon National Estuary Program.

Responses shall be accepted until 5:00 p.m. (Eastern Time), August 1, 2016, to the attention of Kathleen Hill, Indian River Lagoon National Estuary Program, 1235 Main Street, Sebastian, Florida, 32958.

Download a copy of the RFP here.

Any modifications that occur to the Request for Proposals will be posted on this page and may result in an extension of the deadline. For questions or additional information, please contact Kathleen Hill at hill@irlcouncil.org. No calls please.

Questions submitted regarding the RFP will be posted and responded to below.

**Questions:**

1. Do you currently have a brand charter?  
No. The Program does not currently have a brand charter.
  
2. Although respondents are permitted opportunity to highlight past case histories WITHIN the span of the 15-page proposal response, would you please confirm that it is your intent that past work summaries may be further elaborated on in Section III as ADDITIONAL content (outside of the 15-page limit).  
Yes. It is in our best interest to be able to fully evaluate a proposer's qualifications, so you may submit any supporting work summaries or other content under Section III as Additional Content. This will be outside the 15-page limit.
  
3. What type and amount of business insurance is required to bid on the IRL Council RFP?  
No insurance is required for a respondent to place a bid; however, Professional Liability insurance will be required at the time a contract is issued, \$500,000 single limits (per claim).
  
4. Could you clarify what is required in terms of insurance at the time of proposal submission?  
Below, you will find the specific language for insurance requirements. These do not have to be in place at the time the proposal is submitted, but will be required before a contract is issued.

**INSURANCE REQUIREMENTS**

Recipient shall acquire and maintain until completion of the Work the insurance coverage

listed below, which shall be considered primary coverage, with any IRL Council insurance considered excess coverage.

Recipient shall not commence the Work until it has provided Certificates of Insurance to the Council documenting such coverage. The "IRL Council" shall be shown as an additional insured under all policies to the extent of the Council's interests under this Agreement, except workers' compensation and auto liability. The insurance certificate shall include an endorsement requiring ten (10) days prior written notice to the Council before any change or cancellation is made effective. In addition, it shall have the words "endeavor to" and "but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents, or representatives" stricken from the cancellation clause in the Certificate of Insurance.

Any deductibles or self-insured retentions above \$100,000 must be declared to and approved by the Council. Approval will not be unreasonably withheld. Recipient is responsible for any deductible or selfinsured retention. Insurance is to be placed with insurers having an A.M. Best rating of A-:V or greater.

Council receipt of insurance certificates providing less than the required coverage does not waive these insurance requirements.

Workers' Compensation Insurance. Workers' compensation and employer's liability coverage, including maritime workers' compensation, if applicable, in not less than the minimum limits required by Florida law. If an exemption from workers' compensation is declared, an exemption letter issued by Florida Department of Financial Services, Division of Workers' Compensation, shall be submitted to the Council. Recipient is solely responsible for compliance with any Federal workers' compensation laws such as Jones Act and USL&H Act, including any benefits available to any workers performing work on this project.

General Liability. Commercial General Liability Insurance on an "Occurrence Basis," with limits of liability not less than \$500,000 for personal injury, bodily injury, and property damage. Coverage shall include: (1) contractual liability, (2) products and completed operations, (3) independent contractors, (4) broad form property damage, and (5) property damage resulting from explosion, collapse or underground (x, c, u) exposures. Extensions shall be added or exclusions deleted to provide the necessary coverage. "Claims made" coverage will be accepted only after verification that "occurrence" coverage is not available.

(c) Automobile Liability. Minimum requirements of Florida law.

(d) Professional Liability. (Per claim) \$500,000 single limits.

5. Could you clarify what you are looking for as examples of samples in section III? Also, how does this section differ from section II, question 7?

This is related to Question 2 above. Part II (7) is for you to provide a list of projects and a brief narrative about each so that we can gauge your relevant experience. What you submit

in this section must be within the 15 page proposal limit. Section III is provided for you to submit printouts, brochures, posters, etc., Basically, any collateral materials that you've produced that will showcase your abilities. This additional content is not counted toward the 15 pages.

6. May companies from outside USA (India or Canada) apply for this? Would we need to come over for meetings? May we perform the tasks related to the RFP outside USA?

As we state under Contractor Qualifications, we are most interested in working with a firm within the region of East Central Florida. To be considered, your company must have been in business in Florida and it would be a great advantage to have coastal environmental experience in Florida.

7. What is the anticipated annual budget for this campaign? What is the anticipated budget for website redevelopment? Is there a specified budget for advertising?

We have not yet established budgets for any of these elements.

8. Is it permissible to offer pricing as a firm fixed price, or is it the detail in the Project Budget Sheet that respondents will be evaluated on (review points)? If we must break out costs for a job of this scope, is it mandatory that this form be used in order to be compliant?

The budget form is provided as an example. It is not required that you use it. The critical statement in the RFP is on Page 7, #13 at the bottom of the page: A preliminary budget with cost estimates and timelines detailed sufficiently to evaluate process, timeline and line-item costs. So, it's the cost estimate/timeline that our evaluators will be looking at. If you address these items in enough detail for the evaluators to understand the process and timeline and costs, your score will not be impacted negatively.