

RFQ 26-09 Annual Statement of Qualifications (ASQ) Public Relations, Marketing, Advertising, Videography, Photography, Event Planning, Web and Electronic Media Services, Consumer Research or Education, Strategic Planning, and Public-Policy Initiatives.  
Questions/Answers

Question 1 – Geographic eligibility (Section 3.1C)

The solicitation requests that respondents indicate the office location from which services will be performed. Are out-of-state firms eligible to respond and be approved to CAW's vendor pool, provided services can be delivered remotely with on-site availability as needed?

- All ASQ 26-09 responses are eligible for evaluation and consideration per submitted qualifications. Due to various and at times unpredictable components of CAW projects, the utility lends preference to qualified locally based firms.

Question 2 – "Similar size and scope" for references (Section 3.4A)

The solicitation requests references for three projects of similar size and scope. Can CAW clarify whether "similar size and scope" refers to the budget/scale of the engagement, the type of services performed, or the size of the client organization? This will help respondents determine which references are most relevant to provide.

- The focal point of this section reflects demonstrative ability to provide applicable project need-based services connected to CAW's Mission and ratepayers/consumers within the utility's service area.

Question 3 – Subcontractor use for specialized services (Section 1.26)

For service categories such as consumer research or public policy analysis that may require specialized expertise, is it acceptable for the prime respondent to subcontract those specific services to qualified firms, provided the prime remains the sole point of contact and assumes full responsibility?

- Per CAW's standard operating procedure as outlined within Sections 1.17 and 1.22, CAW will provide a scope of work outlining project specifications. Criteria requirements are discussed with respondents, evaluated and determined prior to project award.

Question 4 – Financial information format (Section 3.3 / Section 4)

For private firms, is a letter of good standing from a financial institution sufficient to satisfy the financial stability component of the evaluation, or is a specific financial statement format required?

- A letter of good standing is acceptable.

Question 5 – Approval scope

Will firms approved through this ASQ process be considered for all service categories listed in Section 1.1, or will approvals be limited to specific service categories based on the respondent's stated areas of expertise?

- All firms that meet minimum qualifications will be eligible to provide services for the utility based upon the scope of work and best fit to provide required services.

1. Section 1.1 references "strategic planning," but that is not further mentioned in Sections 2.1 or 2.2 (Scope of Work and Program Elements, respectively). Would you please give more detail on what is intended by strategic planning in the context of the rest of the scope of work?
  - Central Arkansas Water experiences varying strategic planning needs on an annual basis and will partner with third-party vendors based upon matching qualifications.
2. May a vendor bid on only one element of the RFQ (in our case, strategic planning, depending on its definition)?
  - Central Arkansas Water allows single-element responses on Annual Statement of Qualifications solicitations.