



REQUEST FOR QUALIFICATIONS

FOR

**PUBLIC RELATIONS SERVICES
(RFQ Number 12-PA-002)**

**STATEMENT OF QUALIFICATIONS DUE DATE
OCTOBER 19, 2011**

**Connecticut Resources Recovery Authority
100 Constitution Plaza, 6th Floor
Hartford, Connecticut 06103-1722**

September 26, 2011

REQUEST FOR QUALIFICATIONS

For

PUBLIC RELATIONS SERVICES

(RFQ Number 12-PA-002)

Connecticut Resources Recovery Authority
100 Constitution Plaza, 6th Floor
Hartford, Connecticut 06103-1722

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**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES**

SECTION 1

**NOTICE TO FIRMS -
REQUEST FOR QUALIFICATIONS**

CONNECTICUT RESOURCES RECOVERY AUTHORITY

NOTICE TO FIRMS REQUEST FOR QUALIFICATIONS

The Connecticut Resources Recovery Authority (“CRRA”) is a quasi-public entity of the State of Connecticut that is responsible for implementing the State Solid Waste Management Plan and is currently providing solid waste disposal and recycling services to more than 100 municipalities in the state. CRRA has developed, constructed and now operates an integrated system of two resource recovery facilities, one regional recycling center, five landfills (all of which are closed or in the process of closing) and five transfer stations. At present, CRRA accepts more than 60% of the municipal solid waste (“MSW”) generated in Connecticut. These facilities are operated by entities that are under contract to CRRA.

CRRA is an affirmative action-equal opportunity employer.

CRRA is requesting qualifications from public relations firms interested in providing CRRA with certain public relations services for the period from January 1, 2012, through June 30, 2014. Qualified statements of qualifications (“SOQ”) will be accepted by CRRA for the following categories of public relations services:

- Media strategy and training;
- Earned media;
- Community relations and public events management;
- Message development and issues management;
- Photography, graphic design, web design and related services;
- Video production and related services;
- Advertising; and
- Interactive marketing.

SOQ submitters may submit an SOQ for any one, all or a combination of the above listed categories of services. At its sole discretion, CRRA may choose one or more separate SOQ submitters to provide services for each of the categories.

Request For Qualifications (“RFQ”) package documents may be obtained on the World Wide Web at <http://www.crra.org> under the “Business Opportunities” page beginning **Monday, September 26, 2011**. The documents will also be available Monday through Friday, from 8:30 a.m. to 5:00 p.m. at the offices of CRRA, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103-1722, beginning on the same date. Anyone intending to pick up the documents at CRRA’s offices must contact Roger Guzowski (860-757-7703) at least 24 hours in advance. There is a charge of \$25.00 for anyone picking up the documents at CRRA’s office. Payment should be made by check payable to “Connecticut Resources Recovery Authority.”

CRRA encourages firms interested in this RFQ to submit a Notice Of Interest Form to CRRA by 3:00 p.m., Wednesday, October 6, 2011. The Notice Of Interest Form is available on CRRA's web site along with the other RFQ documents. While not mandatory, CRRA will use the information provided on the Form to notify prospective SOQ submitters about the availability of addenda and other information related to the RFQ.

Sealed SOQs must be received at the offices of CRRA, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103-1722 no later than 3:00 p.m., Wednesday, October 19, 2011. CRRA reserves the right to reject SOQs received after the time and date set forth above. All SOQs shall remain open for one hundred twenty (120) days after the SOQ due date.

SOQs will be opened at CRRA's convenience on or after the SOQ due date.

Note that all information submitted in response to this RFQ is subject to Connecticut's Freedom of Information Act.

All requests for interpretation or clarification regarding this RFQ must be submitted **in writing** to Roger Guzowski, by e-mail (rguzowski@crra.org), by fax (860-757-7742), or by correspondence (CRRA, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103) no later than 3:00 p.m., Wednesday, October 6, 2011. Subject to the discretion of CRRA, CRRA may decide to provide written responses to potential SOQ submitters no later than Wednesday, October 13, 2011. Any entity considering submitting an SOQ is prohibited from having any ex-parte communications with any CRRA staff member or CRRA Board member except Mr. Guzowski.

**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES**

**SECTION 2
INSTRUCTIONS TO SOQ SUBMITTERS**

INSTRUCTIONS TO SOQ SUBMITTERS

PUBLIC RELATIONS SERVICES

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1. Introduction

The Connecticut Resources Recovery Authority ("CRRA") is a quasi-public entity of the State of Connecticut that is responsible for implementing the State Solid Waste Management Plan and is currently providing solid waste disposal and recycling services to more than 100 municipalities in the state. CRRA has developed, constructed and now operates an integrated system of two resource recovery facilities, one regional recycling center, five landfills (all of which are closed or in the process of closing) and five transfer stations. At present, CRRA accepts more than 60% of the municipal solid waste ("MSW") generated in Connecticut. These facilities are operated by entities that are under contract to CRRA.

From time to time, CRRA requires the services of public relations firms. CRRA is seeking Statements Of Qualifications (“SOQ”) from public relations firms in order to identify firms that would be qualified to work for CRRA (“SOQ submitters”). CRRA intends, but does not guarantee, to enter into contracts with one or more SOQ submitters. When CRRA has work that needs to be done, CRRA will select from among those successful SOQ submitters one or more of them with which to enter into a Request For Services for the services.

2. RFQ Projected Timeline

The following is the projected timeline for the RFQ process:

ITEM	DATE
RFQ Formally Announced	Monday, September 26, 2011
Notice of Interest Forms Due at CRRA	3:00 p.m., Thursday, October 6, 2011
Deadline for Written Questions	3:00 p.m., Thursday, October 6, 2011
Response to Written Questions	No Later Than Thursday, October 13, 2011
SOQs Due at CRRA	3:00 p.m., Wednesday, October 19, 2011
Interviews with Selected SOQ Submitters	Tuesday, October 24, 2011
Selection and Notice of Award Issued	Thursday, November 17, 2011
Effective Date of Agreement	January 1, 2012

CRRA reserves the right at its sole and absolute discretion to extend any of the actual or proposed dates in the above Projected Timeline.

3. Definitions

As used in this Instructions To SOQ Submitters and in other Contract Documents (as defined herein), the following terms shall have the meanings as set forth below:

- (a) **Addenda:** Written or graphic documents issued prior to the SOQ due date that clarify, correct or change any or all of the Contract Documents.
- (b) **Contract Documents:**
 - (1) Public Relations Services Agreement (the “Agreement”);
 - (2) RFQ Package Documents (defined below);
 - (3) Addenda;
 - (4) The successful SOQ submitter’s SOQ (including all documentation attached to or accompanying such SOQ, all other documentation submitted

in connection with such SOQ, and all post-submission documentation submitted prior to the issuance of the Notice Of Award);

- (5) Notice Of Award; and,
 - (6) Any written amendments to the Agreement.
- (c) **Laws And Regulations:** Any and all applicable laws, rules, regulations, ordinances, codes, orders and permits of any and all federal, state and local governmental and quasi-governmental bodies, agencies, authorities and courts having jurisdiction.
- (d) **Notice Of Award:** Written notification from CRRA to the apparent successful SOQ submitter(s) that states that CRRA has accepted such SOQ submitter's SOQ and sets forth the remaining conditions that must be fulfilled by such SOQ submitter before CRRA executes the Agreement.
- (e) **Project:** The provision by the successful SOQ submitter(s) of public relations services in accordance with the Contact Documents.
- (f) **RFQ Package Documents**
- (1) Notice To Firms – Request For Qualifications;
 - (2) Instructions To SOQ Submitters;
 - (3) Notice Of Interest Form;
 - (4) Statement Of Qualifications Form;
 - (5) Payment Rate Schedule Form;
 - (6) Business Information Form;
 - (7) Business Disclosure Form;
 - (8) SOQ Submitter Background And Experience Form [one Form to be submitted for each Category of Services for which the SOQ submitter wishes to be considered];
 - (9) Personnel Background And Experience Form [one Form to be submitted for each Category of Services for which the SOQ submitter wishes to be considered];
 - (10) References Form [one Form to be submitted for each Category of Services for which the SOQ submitter wishes to be considered];
 - (11) Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety;
 - (12) Affidavit Concerning Nondiscrimination;
 - (13) Background Questionnaire;
 - (14) SEEC Form 11, Notice To Executive Branch State Contractors And Prospective State Contractors Of Campaign Contribution And Solicitation Ban
 - (15) Notice Of Award;
 - A. Contractor's Certification Concerning Gifts [To be executed by successful SOQ submitter(s)];
 - B. Affidavit Concerning Consulting Fees [To be executed by successful SOQ submitter(s)]

- (16) Public Relations Services Agreement, including:
- A. Scope Of Services;
 - B. Request For Services – Standard Format;
 - C. Compensation Schedule;
 - D. CRRA Travel Policy And Expense Reporting;
 - E. Monthly Bill Format;
 - F. SEEC Form 11, Notice To Executive Branch State Contractors And Prospective State Contractors Of Campaign Contribution And Solicitation Ban;
 - G. Affidavit Concerning Nondiscrimination;
 - H. Affidavit Concerning Consulting Fees;
 - I. Contractor’s Certification Concerning Gifts; and
 - J. CRRA President’s Certification Concerning Gifts.

Terms that are not defined and used in this Instructions To SOQ Submitters shall have the same respective meanings assigned to such terms in the Agreement.

4. Communications With CRRA Staff And Board Members

Except for communications with Roger Guzowski, CRRA Contracts and Procurement Manager, or as otherwise authorized by this Instructions To SOQ Submitters, during the period while the RFQ process is active (i.e., from the date CRRA issues the RFQ until the date the successful SOQ submitter(s) accepts the Notice Of Award), firms contemplating or preparing SOQs are prohibited from contacting CRRA staff or CRRA Board of Directors members in an ex parte manner to discuss the RFQ process. An SOQ submitter’s SOQ may be rejected if any of the foregoing ex parte communications take place.

5. Reserved Rights

CRRA reserves the following rights at its sole and absolute discretion:

- (a) To reject any or all of the SOQs, or any part(s) thereof, and/or to waive any informality or informalities in any SOQ or the RFQ process for this Project;
- (b) To republish this RFQ after having rejected any or all of the SOQs; and
- (c) To terminate this RFQ process at any time prior to the execution of any Agreement.

6. Scope Of Services

The Services to be performed under the Agreement are more particularly described in **Exhibit A** of the Agreement (the “Services”). Specific instructions about how the Services are to be performed are included in the Agreement.

The Services are in 11 Categories as follows:

- (a) Media strategy and training;
- (b) Earned media;
- (c) Community relations and public events management;
- (d) Message development and issues management;
- (e) Photography, graphic design, web design and related services;
- (f) Video production and related services;
- (g) Advertising; and
- (h) Interactive marketing.

SOQ submitters may submit an SOQ for any one, all or a combination of the above listed categories of services. At its sole discretion, CRRA may choose one or more separate SOQ submitters to provide services for each of the categories.

CRRA will assume that an SOQ submitter is willing to perform only the Categories of Services that are selected by the SOQ submitter on the Statement Of Qualifications Form in the SOQ submitter's SOQ.

Requests For Services for specific work to be performed during the term of the Agreement will be solicited, at CRRA's discretion, from the SOQ submitters with which CRRA has entered into an Agreement pursuant to this RFQ.

The term of the Agreement shall be from January 1, 2012 to June 30, 2014.

7. Availability Of RFQ Package Documents

Complete sets of the RFQ Package Documents may be obtained on the World Wide Web beginning Monday, September 26, 2011:

<http://www.crra.org> under the "Business Opportunities" page; select the "RFQ: Public Relations Services" link.

The RFQ Package Documents are in PDF format. Many of the forms included in the documents are also available for downloading in Microsoft Word format on CRRA's web site. Prospective SOQ submitters can complete the forms by entering the answers using their computer's keyboard and mouse. The forms can then be printed and submitted with the SOQ. CRRA encourages SOQ submitters to make use of the downloadable Word forms.

The RFQ Package Documents are also available Monday through Friday, from 8:30 a.m. to 5:00 p.m. at CRRA's offices, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103-1722, beginning on the same date. Anyone intending to pick up the documents at CRRA's offices must contact Roger Guzowski [(860) 757-7703] at least 24 hours in ad-

vance. There is a charge of \$25.00 for anyone picking up the documents at CRRA's office. Payment should be made by check payable to "Connecticut Resources Recovery Authority."

8. Notice Of Interest

CRRA encourages firms considering submitting an SOQ to submit a Notice Of Interest Form (Section 3 of this RFQ Package Documents) to CRRA as early as they can. Forms should be submitted no later than **3:00 p.m., Thursday, October 6, 2011**. The Notice Of Interest Form is available on CRRA's web site along with the other RFQ Package Documents. While not mandatory, CRRA will use the information provided on the Form to notify prospective SOQ submitters about the availability of addenda, including CRRA's responses to written questions, and other information related to the RFQ.

9. Addenda And Interpretations

CRRA may issue Addenda to the RFQ Package Documents that shall, upon issuance, become part of the RFQ Package Documents and binding upon all potential or actual SOQ submitters. Such Addenda may be issued in response to requests for interpretation or clarification received from potential SOQ submitters. CRRA reserves the right not to respond to any or all inquiries.

Any request for interpretation or clarification of any documents included in the RFQ Package Documents must be submitted **in writing** to Roger Guzowski using one of the following methods:

- (a) By e-mail to rguzowski@crra.org;
- (b) By fax to 860-757-7742; or
- (c) By correspondence to CRRA, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103-1722.

To be given consideration, any such written request must be received by CRRA by **3:00 p.m., Thursday October 6, 2011**.

Addenda, if any, issued prior to the due date for Notice Of Interest Forms will be posted on CRRA's web site (<http://www.crca.org>) on the "Business Opportunities" page under the "RFQ: Public Relations Services" heading.

Addenda, if any, issued after the due date for Notice Of Interest Forms will be mailed and/or e-mailed to all persons who submitted a Notice Of Interest Form (see Section 8, above) or who picked up or requested from CRRA a printed copy of the RFQ Package Documents. Such addenda will also be posted on CRRA's web site (<http://www.crca.org>) on the "Business Opportunities" page under the "RFQ: Public Relations Services" heading. Such addenda will be mailed/e-mailed and posted on the web site no later than Thursday, October 13, 2011.

Failure of any SOQ submitter to receive any such Addenda shall not relieve such SOQ submitter from any conditions stipulated in such Addenda. Only questions answered or issues addressed by formal written Addenda will be binding. **All oral and other responses, statements, interpretations or clarifications shall be without legal effect and shall not be binding upon CRRA.**

10. SOQ Submission Procedures

Sealed SOQs must be submitted no later than 3:00 p.m., Eastern Time, Wednesday, October 19, 2011 at the offices of CRRA, 100 Constitution Plaza, 6th Floor, Hartford, Connecticut 06103-1722, Attn: Roger Guzowski. CRRA reserves the right to reject SOQs received after the time and date set forth above.

Each SOQ submitter must submit one (1) original and six (6) copies of its SOQ. The original of the SOQ shall be stamped or otherwise marked as such.

While CRRA has no preference as to how the copies of the SOQ are bound, the original of the SOQ should be loose leaf and bound with a binder clip. In addition, tabs (numbered or lettered) should be used to delineate sections of the SOQ.

Each SOQ (the original and six copies) shall be enclosed in a sealed envelope that shall be clearly marked with the name of the SOQ submitter and the phrase "Statement Of Qualifications For Public Relations Services."

11. Period SOQs Shall Remain Open

SOQs shall remain open and subject to acceptance for one hundred twenty (120) days after the SOQ due date.

12. Joint SOQs

No joint SOQs shall be accepted.

13. Non-Negotiability Of The Agreement

The terms and conditions of the Agreement (Section 16 of the RFQ Package Documents), as attached, are non-negotiable. Any firm contemplating submitting an SOQ that will be unable to execute the Agreement, as attached, should not submit an SOQ. This includes, but is not limited to, the insurance requirements (Article 6 of the Agreement).

14. Modification/Withdrawal Of An SOQ

SOQs may be modified or withdrawn by an appropriate document duly executed (in the manner that an SOQ must be executed) and delivered to CRRA's office, 100 Constitution

Plaza, 6th Floor, Hartford, Connecticut 06103-1722, Attn: Roger Guzowski, at any time prior to the SOQ due date.

15. SOQ Contents

SOQs shall be submitted on forms provided by CRRA as part of this RFQ Package Documents. All of the forms must be completed with the appropriate information required and all blanks on such forms filled in.

An SOQ must consist of the following and be in the following order:

- (a) Title page of the SOQ (not the title page of the RFQ), including the title of the project, the name of the SOQ submitter and the date the SOQ is submitted;
- (b) Cover letter, signed by a person authorized to commit the SOQ submitter to the contractual arrangements with CRRA, which includes the following:
 - (1) The name of the SOQ submitter;
 - (2) The legal structure of the SOQ submitter (e.g., corporation, joint venture, etc.) and the state/commonwealth in which the SOQ submitter is organized;
 - (3) A clear statement indicating that the attached SOQ constitutes a firm and binding offer by the SOQ submitter to CRRA considering the terms and conditions outlined in the RFQ and noting any technical exceptions taken thereto; and
 - (4) The SOQ submitter's promise, if any, to set aside a portion of the contract for legitimate minority business enterprises (see Section 18.3(e) of this Instructions To SOQ Submitters);
- (c) Table of Contents of the SOQ (not the Table of Contents of the RFQ);
- (d) The completed Statement Of Qualifications Form (Section 4 of the RFQ Package Documents), with:
 - (1) The Category(ies) of Services for which the SOQ submitter wishes to be considered checked (Section 1 on Page 1);
 - (2) Addenda, if any, listed in the appropriate place (Section 6(a) on Page 3);
 - (3) The name and address of the contact for Notices listed in the appropriate place (Section 15 on Page 7);and
 - (4) The completed agreement section (Page 7);
- (e) The completed Payment Rate Schedule Form (Section 5 of the RFQ Package Documents);
- (f) The completed Business Information Form (Section 6 of the RFQ Package Documents);

- (g) The completed Business Disclosure Form (Section 7 of the RFQ Package Documents);
- (h) A completed SOQ Submitter Background And Experience Form (Section 8 of the RFQ Package Documents) for each Category of Services for which the SOQ submitter wishes to be considered;
- (i) A completed Personnel Background And Experience Form (Section 9 of the RFQ Package Documents) for each Category of Services for which the SOQ submitter wishes to be considered;
- (j) A completed References Form (Section 10 of the RFQ Package Documents) for each Category of Services for which the SOQ submitter wishes to be considered (a particular reference can be used for more than one Category of Services);
- (k) The completed Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety form (Section 11 of the RFQ Package Documents), with the SOQ submitter's most recent EEO-1 data attached if the SOQ submitter wishes such data to be considered in the evaluation of its SOQ;
- (l) The completed Affidavit Concerning Nondiscrimination (Section 12 of the RFQ Package Documents) (subscribed and sworn before a Notary Public or Commissioner of the Superior Court);
- (m) The completed Background Questionnaire (Section 13 of the RFQ Package Documents) (subscribed and sworn before a Notary Public or Commissioner of the Superior Court);
- (n) A copy of the SOQ submitter's up-to-date certificate(s) of insurance showing all coverages required by Section 6.1 of the Agreement. [Please be advised that this is the area in which SOQ submitters seem to have the most difficulty. CRRA requires that the certificate(s) submitted show evidence of exactly the insurance requirements specified in the Agreement]; and
- (o) As Appendix A to the SOQ, a brief resume (i.e., no more than two pages) of each individual listed in the Personnel Background And Experience Form(s). Only one resume should be submitted for an individual regardless of how many Categories of Services for which the individual is listed.

SOQ submitters should not include in their SOQs any other portions of the RFQ Documents (e.g., this Instructions To SOQ Submitters or the Agreement).

An SOQ submitter may include additional information as an addendum/appendix to its SOQ if the SOQ submitter thinks that it will assist CRRA in evaluating the SOQ submitter's SOQ. An SOQ submitter should not include information that is not directly related to the subject matter of this solicitation.

16. SOQ Opening

All SOQs will be opened at CRRA's convenience on or after the SOQ due date.

17. Additional Information And Interviews

CRRA reserves the right to request additional information from SOQ submitters and to request certain SOQ submitters to make oral presentations or further explanations of their SOQ. It is expected that any oral presentations/interviews will be conducted Tuesday, October 25, 2011.

18. SOQ Evaluation

The award of the Agreement for the Services will be made, if at all, to the SOQ submitter(s) whose evaluation by CRRA results in CRRA determining that such award to such SOQ submitter(s) is in the best interests of CRRA. **However, the selection of an SOQ submitter(s) and the award of such contract(s), while anticipated, are not guaranteed.**

CRRA is an Equal Opportunity and Affirmative Action employer and does not discriminate in its hiring, employment, contracting, or business practices. CRRA is committed to complying with the Americans with Disability Act of 1990 (ADA) and does not discriminate on the basis of disability in admission to, access to, or operation of its programs, services, or activities.

18.1 Evaluation Criteria

CRRA will base its evaluation of SOQs on the following criteria:

- (a) Qualifications;
- (b) Demonstrated skill, ability and integrity to perform the Services required by the Contract Documents;
- (c) Payment rates;
- (d) Reputation; and
- (e) Any other factor or criterion that CRRA, in its sole discretion, deems or may deem relevant or pertinent for such evaluation.

18.2 Additional Evaluation Criteria

CRRA will also base its evaluation of the SOQs on the following criteria:

- (a) In each category(s) of Services sought, experience of the SOQ submitter in providing public relations services for clients, including governmental entities and resource recovery entities;

- (b) In each category(s) of Services sought, qualifications of personnel including the experience and availability of the day-to-day professional(s) and the breadth and depth of other partners, associates and other professionals available to provide services to CRRA;
- (c) Team organization and approach including the ability of the SOQ submitter to adequately staff and complete time-sensitive projects and to interact effectively with CRRA, and other professionals involved in CRRA's projects;
- (d) Connecticut presence as evidenced by the number of offices the SOQ submitter maintains in Connecticut and the number of Connecticut residents employed in those offices; and
- (e) Corporate Citizenship policies, including the charitable contribution of money and time; local procurement of goods and services; development of participation in internship programs or scholarships; and policies with regard to the use of women-owned, minority-owned and small business enterprises.

18.3 Affirmative Action Evaluation Criteria

SOQs will also be rated on the SOQ submitter's demonstrated commitment to affirmative action. Sections 46a-68-1 to 46a-68-17 of the *Regulations of Connecticut State Agencies* require CRRA to consider the following factors when awarding a contract that is subject to contract compliance requirements:

- (a) The SOQ submitter's success in implementing an affirmative action plan (see Question 4 of the Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety (Section 11 of the RFQ Package Documents));
- (b) The SOQ submitter's success in developing an apprenticeship program complying with Sections 46a-68-1 to 46a-68-17 of the *Regulations of Connecticut State Agencies*, inclusive (see Question 5 of the Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety (Section 11 of the RFQ Package Documents));
- (c) The SOQ submitter's promise to develop and implement a successful affirmative action plan (see Question 4B of the Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety (Section 11 of RFQ Package Documents));
- (d) The SOQ submitter's submission of EEO-1 data indicating that the composition of its work force is at or near parity when compared to the racial and sexual composition of the work force in the relevant labor market area (See Section 15(k) of this Instructions To SOQ Submitters); and

- (e) The SOQ submitter's promise to set aside a portion of the contract for legitimate minority business enterprises (see Section 15(b)(4) of this Instructions To SOQ Submitters).

19. Contract Award

If CRRA decides to award a contract(s) for the Services, CRRA will issue to the successful SOQ submitter(s) a Notice Of Award within one hundred twenty (120) days after the SOQ due date.

CRRA reserves the right to correct inaccurate awards resulting from CRRA's clerical errors. This may include, in extreme circumstances, revoking a Notice Of Award already made to an SOQ submitter and subsequently awarding the Notice of Award to another SOQ submitter. Such action by CRRA shall not constitute a breach of this RFQ by CRRA since the Notice Of Award to the initial SOQ submitter is deemed to be void ab initio and of no effect as if no Agreement ever existed between CRRA and the initial SOQ submitter.

20. Requests For Services

Following the execution of the Agreement and the satisfaction of all other conditions by the successful SOQ submitter(s), if CRRA identifies any specific Services related to a category of public relations services as specified in Exhibit A of the Agreement for which the SOQ submitter has been selected that are required during the term of the Agreement, CRRA may issue a Request(s) For Services (a "Request") to the successful SOQ submitter(s) for such specific Services. In such a case, the successful SOQ submitter may be required on an as-needed basis to provide a detailed scope of services and estimates of the costs and time to perform such services as to specific projects occurring during the term of the Agreement. If CRRA chooses to have such successful SOQ submitter(s) perform such services, such successful SOQ submitter(s) will, at CRRA's sole and absolute discretion, execute a Request in the form outlined in Exhibit B to the Agreement.

21. Contractor's Certification Concerning Gifts

Pursuant to *Connecticut General Statutes* Section 4-252, the apparently successful SOQ submitter(s) must submit a document certifying that it has not given any gifts to certain individuals between the date CRRA started planning the RFQ and the date the Agreement is executed. If the apparently successful SOQ submitter(s) does not execute the Certification, such SOQ submitter will be disqualified for the Agreement. The dates between which the SOQ submitter may not give gifts and the identities of those to whom it may not give gifts are specified in the attachment to the Notice Of Award included in this RFQ (see Attachment A to Section 15 of the RFQ Package Documents).

22. Affidavit Concerning Consulting Fees

Pursuant to *Connecticut General Statutes* Section 4a-81, the apparently successful SOQ submitter(s) must submit an affidavit stating that, except as specified in the affidavit, it has

not entered into any contract with a consultant in connection with the RFQ whereby any duties of the consultant pursuant to the contract require the consultant to pursue communications concerning the business of CRRA, whether or not direct contract with CRRA was expected or made. The affidavit is attached to the Notice Of Award included in the RFQ Package Documents (see Attachment B to Section 15 of the RFQ Package Documents).

23. SOQ Submitter's Qualifications

CRRA may make any investigation deemed necessary to determine the ability of any SOQ submitter to perform the Services required. Each SOQ submitter shall furnish CRRA with all such information as may be required for this purpose.

24. SOQ Preparation And Other Costs

Each SOQ submitter shall be solely responsible for all costs and expenses associated with the preparation and/or submission of its SOQ or incurred in connection with any interviews and negotiations with CRRA, and CRRA shall have no responsibility or liability whatsoever for any such costs and expenses.

**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES**

**SECTION 3
NOTICE OF INTEREST FORM**



NOTICE OF INTEREST FORM

Individuals and firms that have an interest in the Connecticut Resources Recovery Authority ("CRRA") solicitation listed below are encouraged to submit this Notice Of Interest Form to CRRA as early as they can. Forms should be submitted no later than the date specified below. Request For Bids/Proposals/Qualifications documents and other information released by CRRA related to the solicitation will be directly provided to those firms that have submitted this Form to CRRA by the Form Due Date.

Solicitation:	PUBLIC RELATIONS SERVICES
RFB/P/Q Number:	12-PA-002
Form Due Time/Date:	3:00 p.m., Thursday, October 6, 2011

Provide the following information about the individual/firm and the contact person for the firm.

Name of Individual/Firm:	
Name of Contact Person:	
Title of Contact Person:	
Mailing Address 1:	
Mailing Address 2:	
City, State, Zip Code	
Telephone Number:	
Fax Number:	
E-Mail Address:	

Submit this form to the CRRA contact listed below via e-mail, fax or correspondence as listed below.

CRRA Contact:	Roger Guzowski
E-Mail Address:	rguzowski@crra.org
Fax Number:	(860) 757-7742
Correspondence Address:	Connecticut Resources Recovery Authority 100 Constitution Plaza, 6th Floor Hartford, CT 06103

**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES**

**SECTION 4
STATEMENT OF QUALIFICATIONS
FORM**



STATEMENT OF QUALIFICATIONS FORM

PROJECT: General
RFQ NUMBER: 12-PA-002
CONTRACT FOR: Public Relations Services
STATEMENT OF QUALIFICATIONS SUBMITTED TO: Connecticut Resources Recovery Authority
100 Constitution Plaza, 6th Floor
Hartford, Connecticut 06103-1722

1. CATEGORY(IES) OF SERVICES FOR WHICH STATEMENT OF QUALIFICATIONS SUBMITTED

In the table below, place a check mark in the box for each Category Of Services for which the public relations firm submitting this Statement Of Qualifications (“SOQ”) wishes to be considered. (The Scope Of Services for each Category is described in **Exhibit A** of the Agreement and should be consulted before checking the box for any Category Of Services.)

<input type="checkbox"/>	Media Strategy And Training Services
<input type="checkbox"/>	Earned Media Services
<input type="checkbox"/>	Community Relations And Public Events Management Services
<input type="checkbox"/>	Message Development And Issues Management Services
<input type="checkbox"/>	Photography, Graphic Design, Web Design And Related Services
<input type="checkbox"/>	Video Production And Related Services
<input type="checkbox"/>	Advertising Services
<input type="checkbox"/>	Interactive Marketing Services

2. DEFINITIONS

Unless otherwise defined herein, all terms that are not defined and used in this Statement Of Qualifications Form shall have the same respective meanings assigned to such terms in the Contract Documents.

3. TERMS AND CONDITIONS

The undersigned (the "SOQ Submitter") accepts and agrees to all terms and conditions of the Request For Qualifications ("RFQ"), Instructions To SOQ Submitters, the Agreement and any Addenda to any such documents. This SOQ shall remain open and subject to acceptance for one hundred twenty (120) days after the SOQ due date.

If CRRA issues a Notice Of Award to the SOQ Submitter, the SOQ Submitter shall within ten (10) days after the date thereof:

- (a) Execute and deliver to CRRA the two attached counterparts of the non-negotiable Agreement;
- (b) Execute and deliver to CRRA the Contractor's Certification Concerning Gifts;
- (c) Execute and deliver to CRRA the Affidavit Concerning Consulting Fees;
- (d) Deliver to CRRA the requisite certificates of insurance;
- (e) Execute and deliver to CRRA all other Contract Documents attached to the Notice Of Award along with any other documents required by the Contract Documents; and
- (f) Satisfy all other conditions of the Notice Of Award.

4. SOQ SUBMITTER'S OBLIGATIONS

The SOQ Submitter proposes and agrees, if this SOQ is accepted by CRRA and CRRA issues a Notice Of Award to the SOQ Submitter, to the following:

- (a) To perform, furnish and complete all the Services as specified or indicated in the Contract Documents and Agreement for the applicable rates and/or costs set forth in this SOQ and in accordance with the terms and conditions of the Contract Documents and Agreement;
- (b) At the request of CRRA and if the successful SOQ Submitter qualifies, to apply with the State of Connecticut Department of Administrative Services, and do all that is necessary to make itself qualify, as a Small Contractor and/or Minority/Women/Disabled Person Business Enterprise in accordance with Section 4a-60g of the *Connecticut General Statutes*.

5. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING NON-NEGOTIABILITY OF THE AGREEMENT

In submitting this SOQ, the SOQ Submitter acknowledges and agrees that the terms and conditions of the Agreement (including all Exhibits thereto), as included in the RFQ, are non-negotiable, and the SOQ Submitter is willing to and shall, if CRRA accepts its SOQ for the Services and issues a Notice Of Award to the SOQ Submitter, execute such Agreement. However, CRRA reserves the right to negotiate with the SOQ Submitter over the SOQ Submitter's rates for the Services submitted on its Payment Rate Schedule Form.

6. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING EXAMINATION OF CONTRACT DOCUMENTS

In submitting this SOQ, the SOQ Submitter represents that:

- (a) The SOQ Submitter has thoroughly examined and carefully studied the RFQ package documents and the following Addenda, receipt of which is hereby acknowledged (list Addenda by Addendum number and date):

Addendum Number	Date Issued

- (b) Without exception, the SOQ is premised upon performing, furnishing and completing the Services required by the Contract Documents and applying the specific means, methods, techniques, sequences or procedures (if any) that may be shown, indicated or expressly required by the Contract Documents;
- (c) The SOQ Submitter is fully informed and is satisfied as to all Laws And Regulations that may affect cost, progress, performance, furnishing and/or completion of the Services;
- (d) The SOQ Submitter has studied and carefully correlated the SOQ Submitter's knowledge and observations with the Contract Documents and such other related data;
- (e) The SOQ Submitter has given CRRA written notice of all conflicts, errors, ambiguities and discrepancies that the SOQ Submitter has discovered in the Contract Documents and the written resolutions thereof by CRRA are acceptable to the SOQ Submitter;

- (f) If the SOQ Submitter has failed to promptly notify CRRA of all conflicts, errors, ambiguities and discrepancies that the SOQ Submitter has discovered in the Contract Documents, such failure shall be deemed by both the SOQ Submitter and CRRA to be a waiver to assert these issues and claims in the future;
- (g) The SOQ Submitter is aware of the general nature of work to be performed by CRRA and others that relates to the Services for which this SOQ is submitted; and
- (h) The Contract Documents are generally sufficient to indicate and convey understanding by the SOQ Submitter of all terms and conditions for performing, furnishing and completing the Services for which this SOQ is submitted.

7. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING INFORMATION MADE AVAILABLE

In submitting this SOQ, the SOQ Submitter acknowledges and agrees that the SOQ Submitter shall not use any information made available to it or obtained in any examination made by it in connection with this RFQ in any manner as a basis or grounds for a claim or demand of any nature against CRRA arising from or by reason of any variance which may exist between information offered or so obtained and the actual materials, conditions, or structures encountered during performance of any of the Services.

8. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING STATE OF CONNECTICUT TAXES

In submitting this SOQ, the SOQ Submitter acknowledges and agrees that CRRA is exempt from all State of Connecticut taxes and assessments, including sales and use taxes. Accordingly, the SOQ Submitter shall not charge CRRA any State of Connecticut taxes or assessments at any time in connection with the SOQ Submitter's performance of this Agreement, nor shall the SOQ Submitter include any State of Connecticut taxes or assessments in any rates, costs, prices or other charges to CRRA hereunder. The SOQ Submitter represents and warrants that no State of Connecticut taxes or assessments were included in any rates, costs, prices or other charges presented to CRRA in any SOQ or other submittal to CRRA in connection with this RFQ.

9. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING DISCLOSURE OF INFORMATION

In submitting this SOQ, the SOQ Submitter:

- (a) Recognizes and agrees that CRRA is subject to the Freedom of Information provisions of the *Connecticut General Statutes* and, as such, any information contained in or submitted with or in connection with the SOQ Submitter's SOQ is subject to disclosure if required by law or otherwise; and

- (b) Expressly waives any claim(s) that the SOQ Submitter or any of its successors and/or assigns has or may have against CRRA or any of its directors, officers, employees or authorized agents as a result of any such disclosure.

10. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING NON-COLLUSION

By submission of this SOQ, the SOQ Submitter, together with any affiliates or related persons, the guarantor, if any, and any joint ventures, hereby represents that, under risk of termination of the Agreement, if awarded, to the best of its knowledge and belief:

- (a) The prices in the SOQ have been arrived at as the result of an independent business judgment without collusion, consultation, communication, agreement or otherwise for the purpose of restricting competition, as to any matter relating to such prices and any other person or company;
- (b) Unless otherwise required by law, the prices that have been quoted in this SOQ have not, directly or indirectly, been knowingly disclosed by the SOQ Submitter prior to "opening" to any other person or company;
- (c) No attempt has been made or will be made by the SOQ Submitter to induce any other person, partnership or corporation to submit, or not to submit, an SOQ for the purpose of restricting competition;
- (d) The SOQ Submitter has not directly or indirectly induced or solicited any other firm to submit a false or sham SOQ; and
- (e) The SOQ Submitter has not sought by collusion to obtain for itself any advantage for the Services over any other firm for the Services or over CRRA.

11. SOQ SUBMITTER'S REPRESENTATIONS CONCERNING RFQ FORMS

By submission of this SOQ, the SOQ Submitter, together with any affiliates or related business entities or persons, the guarantor, if any, and any joint ventures, hereby represents that, under risk of termination of the Agreement, if awarded, all of the forms included in the RFQ Package Documents that are submitted to CRRA as part of its SOQ are identical in form and content to the preprinted forms in the RFQ Package Documents except that information requested by the forms has been inserted in the spaces on the forms provided for the insertion of such requested information.

12. SOQ SUBMITTER'S WAIVER OF DAMAGES

The SOQ Submitter and all its affiliates and subsidiaries understand that by submitting an SOQ, the SOQ Submitter is acting at its and their own risk and the SOQ Submitter does for itself and all its affiliates, subsidiaries, successors and assigns hereby waive any rights any of them may have to receive any damages for any liability, claim, loss or injury resulting from:

- (a) Any action or inaction on the part of CRRA or any of its directors, officers, employees or authorized agents concerning the evaluation, selection, non-selection and/or rejection of any or all SOQs by CRRA or any of its directors, officers, employees or authorized agents;
- (b) Any agreement entered into for the Services (or any part thereof) described in the Contract Documents; and/or
- (c) Any award or non-award of a contract for the Services (or any part thereof) pursuant to the Contract Documents.

13. SOQ SUBMITTER'S REPRESENTATION REGARDING THE CONNECTICUT CAMPAIGN CONTRIBUTION AND SOLICITATION BAN

With regard to a State contract as defined in P.A. 07-1 having a value in a calendar year of \$50,000 or more or a combination or series of such agreement or contracts having a value of \$100,000 or more, the authorized signatory to this submission in response to CRRA's solicitation expressly acknowledges receipt of the State Elections Enforcement Commission's notice advising prospective state contractors of state campaign contribution and solicitation prohibitions, and will inform its principals of the contents of the notice. See Section 14 [SEEC Form 11] of the Contract Documents.

14. ATTACHMENTS

The following documents are attached hereto and made a part of this SOQ:

- (a) The completed Payment Rate Schedule Form;
- (b) The completed Business Information Form;
- (c) The completed Business Disclosure Form;
- (d) A completed SOQ Submitter Background And Experience Form for each Category of Services for which the SOQ Submitter wishes to be considered;
- (e) A completed Personnel Background And Experience Form for each Category of Services for which the SOQ Submitter wishes to be considered;
- (f) A completed References Form for each Category of Services for which the SOQ Submitter wishes to be considered;
- (g) The completed Questionnaire Concerning Affirmative Action, Small Business Contractors And Occupational Health And Safety;
- (h) The Affidavit Concerning Nondiscrimination that has been completely filled out by the SOQ Submitter and signed before a Notary Public or Commissioner of the Superior Court;

- (i) The Background Questionnaire that has been completely filled out by the SOQ Submitter and signed before a Notary Public or Commissioner of the Superior Court;
- (j) A copy of the SOQ Submitter's up-to-date certificate of insurance showing all coverages required by Article 6 of the Agreement; and
- (k) As Appendix A to the SOQ, brief resumes of each individual listed in the Personnel Background And Experience Form(s).

15. NOTICES

Communications concerning this SOQ should be addressed to the SOQ Submitter at the address set forth below.

SOQ Submitter Name:	
SOQ Submitter Contact:	
Title:	
Address 1:	
Address 2:	
City, State, Zip Code	
Telephone Number:	
Fax Number:	
E-Mail Address:	

16. ADDITIONAL REPRESENTATION

The SOQ Submitter hereby represents that the undersigned is duly authorized to submit this SOQ on behalf of the SOQ Submitter.

AGREED TO AND SUBMITTED ON _____, 20 **11**

Name of SOQ Submitter:	
Signature of SOQ Submitter Representative:	
Name (Typed/Printed):	
Title (Typed/Printed):	

**REQUEST FOR QUALIFICATIONS
FOR
PUBLIC RELATIONS SERVICES**

**SECTION 5
PAYMENT RATE SCHEDULE FORM**



PAYMENT RATE SCHEDULE FORM

Name of Statement of Qualifications Submitter:	
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Each Statement Of Qualifications ("SOQ") Submitter must submit the information requested on the forms on the following pages.

NOTE: The current CRRA agreement for similar services expires December 31, 2011. CRRA has decided to align the Agreement for the Services that are the subject of this RFQ with CRRA's fiscal year. Therefore, the first period of time in the tables in this Form is for the six-month period from January 1, 2012 through June 30, 2012. The second and third periods of time are for the twelve-month periods from July 1, 2012 through June 30, 2013 and from July 1, 2013 through June 30, 2014, respectively.

1. Personnel Billing Rates

On Page 2 of this Form, SOQ Submitter must list the staff level, title and hourly billing rates for each staff level of personnel in its firm who will be assigned to work with CRRA on the project.

2. Ancillary Service Rates

On Page 3 of this Form, SOQ Submitter must provide the rates at which ancillary services are billed, including, but not limited to:

- Word processing;
- Copying;
- Travel in firm-owned vehicle (per mile);
- Computer time;
- Any other services (excluding telephones and cell phones) for which the bidder routinely bills.

3. General Provisions Regarding Billing and Expenses

The following provisions apply to all of the firm's billing and expenses related to providing Services pursuant to the Contract Documents.

3.1 "Doing Business" Costs

The following items are considered part of the firm's fixed costs of "doing business" and will not be paid for by CRRA:

- Facsimile transmissions;
- Postage;
- Local telephone calls;

- Word Processing;
- Overtime or extra help;
- Delivery of documents (unless the delay is caused by the CRRA);
- Training of the firm's personnel;
- Secretarial time; and
- Intra-office conferencing and memorandums.

3.2 Expenses For Which CRRA Will Not Pay

CRRA will not pay for:

- Rates for professionals for functions normally performed by clerks or secretaries;
- Excessive revisions of documents;
- Long distance or out-of-state travel unless expressly authorized by the CRRA;
- Photocopy expenses at more than \$0.10 per page. (CRRA must authorize photocopy costs in excess of \$200 for a single job in advance);
- Any other staff service charges, such as meals, filing, proofreading, regardless of when incurred;
- Time spent in preparing bills to CRRA;
- Budget preparation and revisions; and
- Messenger and Federal Express delivery unless rush is caused by CRRA or is at CRRA's request and then will be billed by weight at standard Federal Express rates.

3.3 Expenses For Which CRRA Will Pay Actual Costs

CRRA will pay actual costs for the following:

- Long-distance telephone billed at direct-line charge rates.
- Extraordinary postage for a singular mailing exceeding a combined cost of \$1.00 per mailing per file.

3.4 Expenses For Which CRRA Will Pay Actual Costs If Authorized In Advance

CRRA will pay actual costs for the following, if authorized in advance:

- Retention of experts. (Selections and terms of engagement must be pre-approved.)
- Extraordinary travel.

**REQUEST FOR QUALIFICATIONS
FOR
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**SECTION 6
BUSINESS INFORMATION FORM**



BUSINESS INFORMATION FORM

Bidder/Proposer/Statement of Qualifications Submitter (hereinafter collectively referred to as "Consultant") must provide the information requested in the following sections/tables.

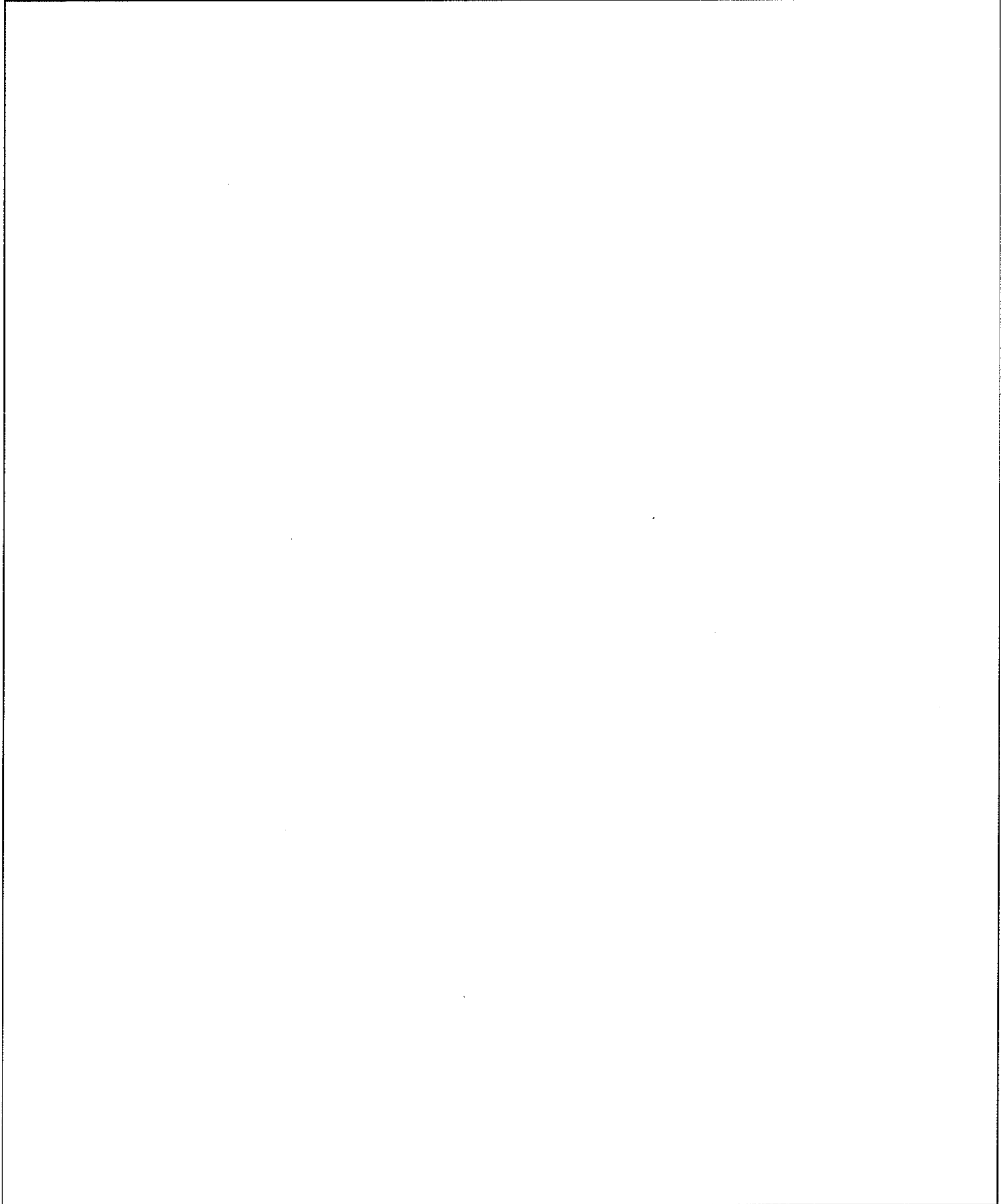
1. CONSULTANT INFORMATION

Name of Entity:					
Central Office/ Headquarters Address:	Address 1:				
	Address 2:				
	City, State, Zip Code:				
Servicing Office Address (if different than Central Office/ Headquarters Address):	Address 1:				
	Address 2:				
	City, State, Zip Code:				
Name of Parent Company (if any):					
Entity's Legal Structure:		<input type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture <input type="checkbox"/> Partnership <input type="checkbox"/> Public Entity <input type="checkbox"/> Other			
State in Which Entity is Legally Organized:					
Year Entity Started:		Number of Professional Employees:		Number of Offices:	
Location(s) of Offices (City and State)		# of Attorneys	Location(s) of Offices (City and State)		# of Attorneys
1.			5.		
2.			6.		
3.			7.		
4.			8.		

Brief History of the Entity:	
Overview of Entity's Principal Lines of Work:	

2. KEY STRENGTHS AND QUALIFICATIONS

In the space below, provide a summary of the key strengths and qualifications of the Consultant to provide public relations services to CRRA.

A large, empty rectangular box with a thin black border, intended for the consultant to provide a summary of their key strengths and qualifications for public relations services to CRRA.

3. CORPORATE CITIZENSHIP POLICIES

In the space below, summarize Consultant's Corporate Citizenship policies including the charitable contribution of money and time, local procurement of goods and services, development and participation in internship programs or scholarships and policies with regard to the use of women-owned, minority-owned and small business enterprises.

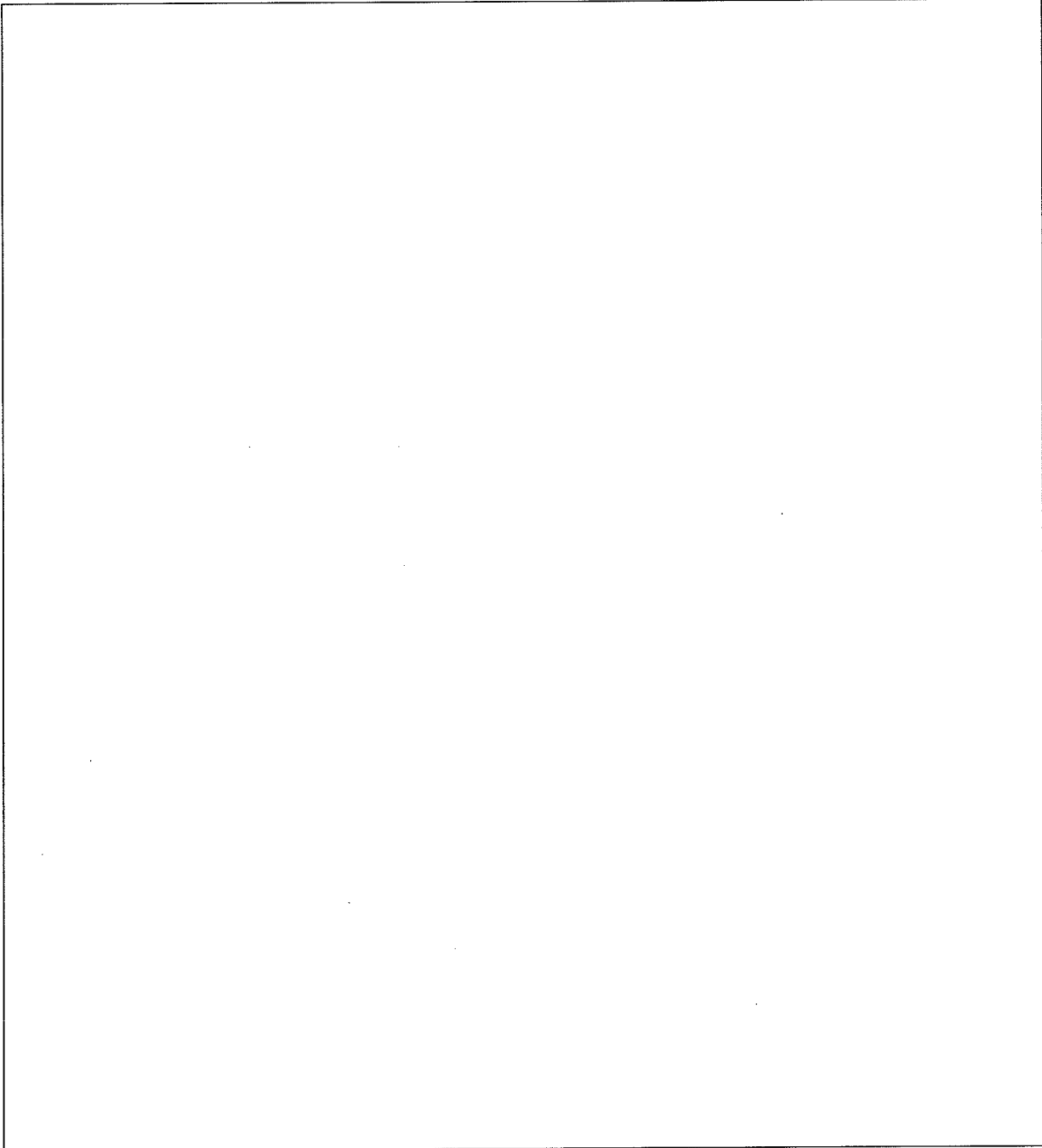
4. TEAM ORGANIZATION

In the space below, describe how Consultant would organize the team of professionals that would work with CRRA and the Consultant's approach to adequately staffing and completing time-sensitive projects and transactions.

A large, empty rectangular box with a thin black border, intended for the consultant to describe their team organization and staffing approach. The box is currently blank.

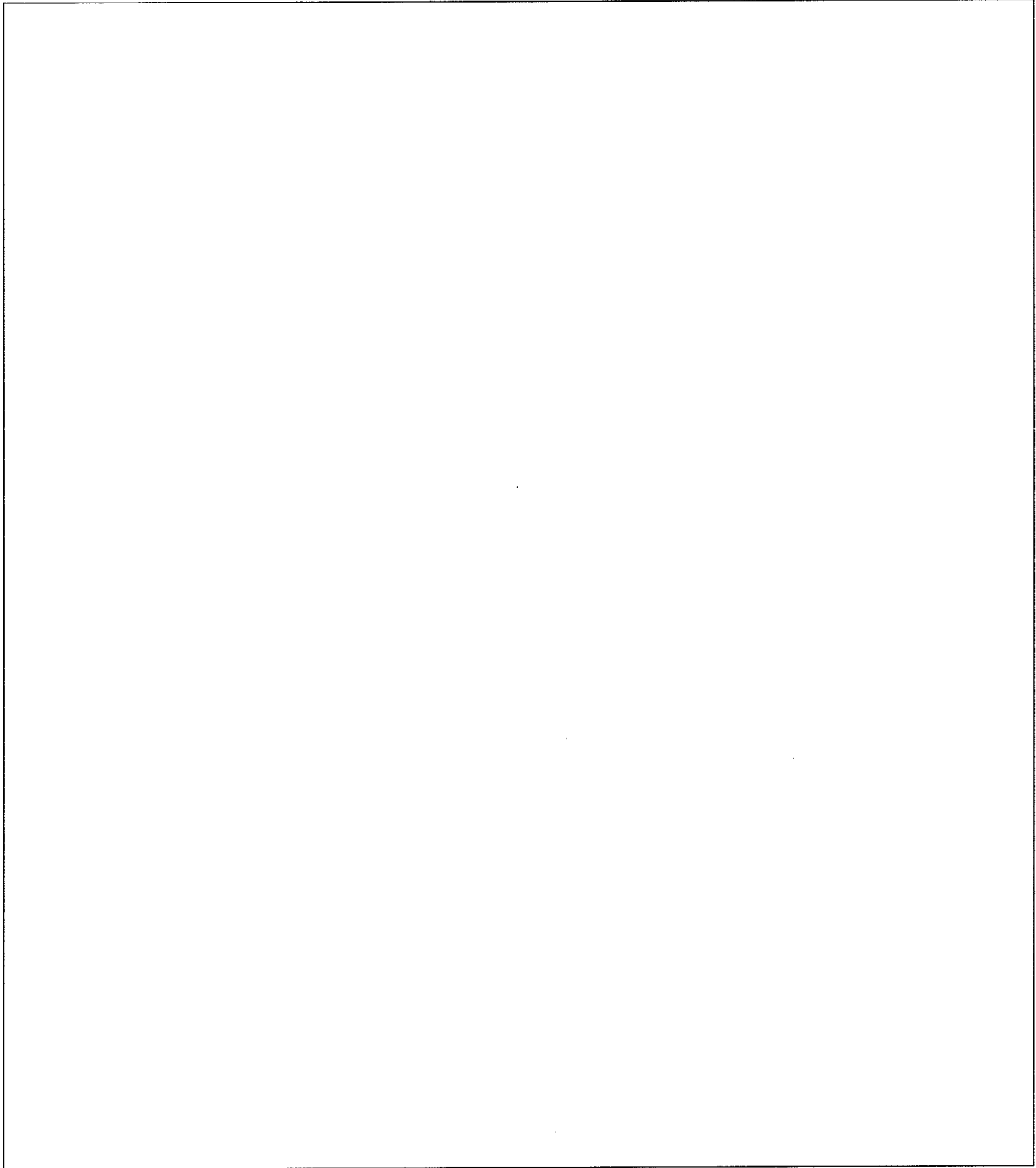
5. EXPERIENCE WITH SITING CONTROVERSIAL FACILITIES

In the space below, describe Consultant's experience in managing public relations aspects of the siting of controversial facilities, such as power plants, waste management facilities, manufacturing facilities, "big-box" retail outlets or other developments, which created local opposition. Describe the specific development proposal, outline your strategy and tactics for managing public relations aspects of that proposal and the outcome.



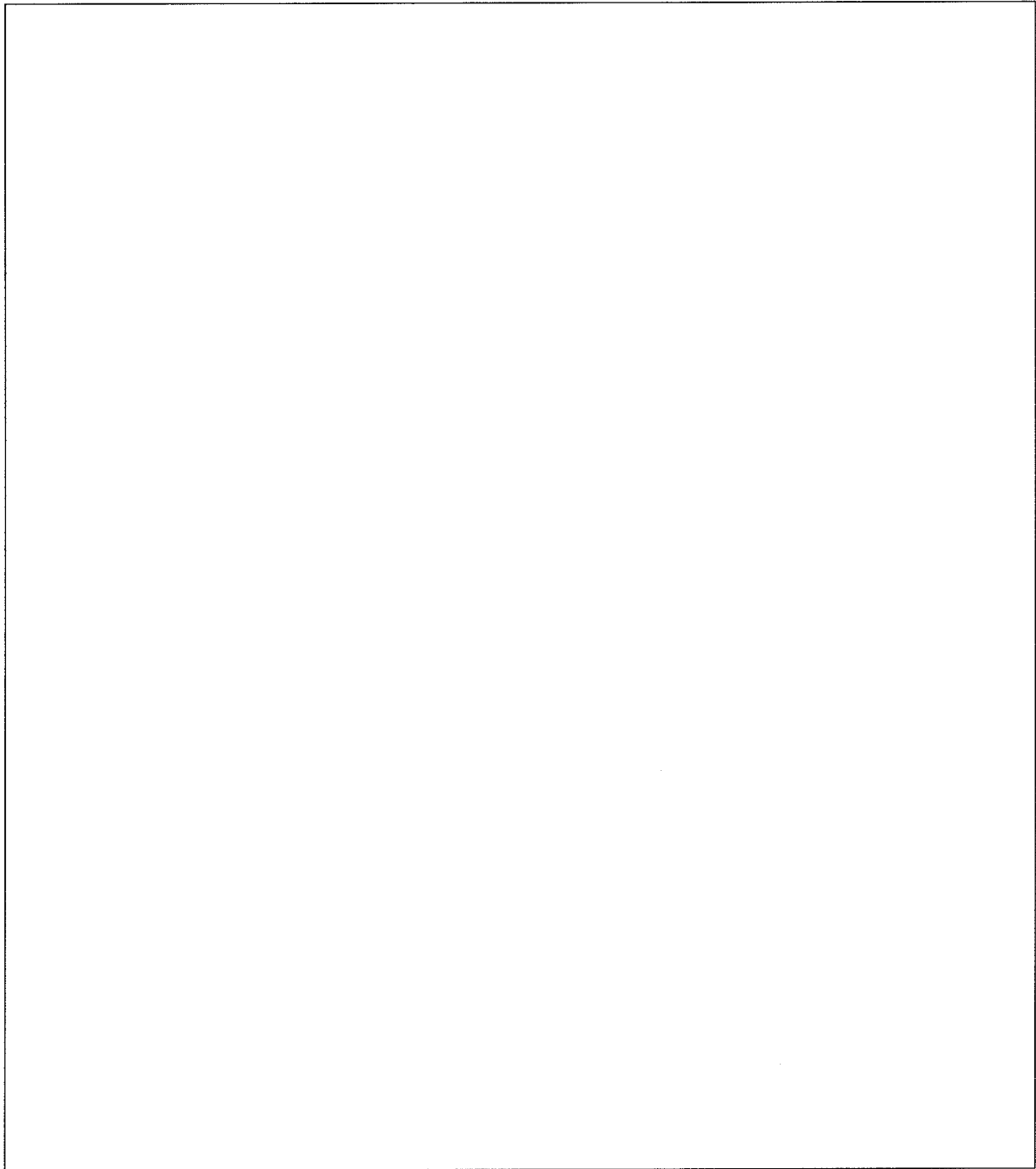
6. EXPERIENCE RELATED TO LITIGATION

In the space below, describe Consultant's experience in managing public relations and communications strategies and tactics related to litigation. Describe the specific litigation, outline your strategy and tactics for managing public relations aspects of that litigation and the outcome.



7. EXPERIENCE RELATED TO PUBLIC DEMONSTRATIONS

In the space below, describe Consultant's experience in managing public relations and communications strategies and tactics related to public demonstrations against your client. Describe the specific demonstration, outline your strategy and tactics for managing public relations aspects of that demonstration and the outcome.



**REQUEST FOR QUALIFICATIONS
FOR
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**SECTION 7
BUSINESS DISCLOSURE FORM**



**BUSINESS DISCLOSURE
FORM**

Bidder/Proposer/Statement of Qualifications Submitter (hereinafter collectively referred to as "Consultant") must provide the information requested in the following sections/tables.

1. CONFLICTS OF INTEREST

In the table below, disclose any material assignments, relationships or other employment that the Consultant or any employee of the Consultant has with any member of CRRA's past or present Board of Directors, any CRRA employee, governmental entity, or other person or entities that may create a conflict of interest or the appearance of a conflict of interest in providing to CRRA the Services that are the subject of this solicitation.

[Attach Additional Pages If Necessary]

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2. CONFLICT OF INTEREST MEASURES

In the table below, discuss any measures that the Consultant either has in place or would take to identify, disclose and resolve any possible conflicts of interest.

[Attach Additional Pages If Necessary]

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3. BUSINESS WITH MAJOR CRRA CONTRACTORS

In the table below, disclose any services similar to the Services that are the subject of this solicitation that the Consultant has provided to any of the following major CRRA contractors. Place a check in the box for any such contractor for which the Consultant has provided the services. If the Consultant has provided any such services, provide a summary description of the services provided.

Having provided the services similar to the Services that are the subject of this solicitation to one or more of the contractors listed below does not disqualify a Consultant from consideration under this solicitation.

[Attach Additional Pages If Necessary]

Entity	Summary Description of Services Provided
<input type="checkbox"/> Covanta	
<input type="checkbox"/> Copes Rubbish Service	
<input type="checkbox"/> CWPM, LLC	
<input type="checkbox"/> The Metropolitan District	
<input type="checkbox"/> NAES Corporation	
<input type="checkbox"/> Wheelabrator (Waste Management)	

**REQUEST FOR QUALIFICATIONS
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SECTION 8

**SOQ SUBMITTER
BACKGROUND AND EXPERIENCE FORM**



SOQ SUBMITTER BACKGROUND AND EXPERIENCE FORM

In the table below, check the box for the Category of Services for which this SOQ Submitter Background And Experience Form is being submitted. A separate SOQ Submitter Background And Experience Form must be submitted for each Category Of Services for which the SOQ submitter wishes to be considered.

<input type="checkbox"/> Media Strategy And Training Services
<input type="checkbox"/> Earned Media Services
<input type="checkbox"/> Community Relations And Public Events Management Services
<input type="checkbox"/> Message Development And Issues Management Services
<input type="checkbox"/> Photography, Graphic Design, Web Design And Related Services
<input type="checkbox"/> Video Production And Related Services
<input type="checkbox"/> Advertising Services
<input type="checkbox"/> Interactive Marketing Services

In the table on the following page, for the Category of Services checked above, summarize work performed/services provided of a nature similar to those specified in the RFQ Package Documents for the particular Category of Services which have been performed by the SOQ submitter and which will enable CRRRA to evaluate the experience and professional capabilities of the SOQ submitter related to such Category of Services.