

**BACKGROUND, EXPERIENCE, AND REFERENCE FORM**

In the table below, the Statement of Qualification Submitter (hereafter “Contractor”) should check the box for the Category of Services (hereafter “Category” or “Categories” for which this Background, Experience And Reference Form is being submitted.

A separate SOQ Submitter Background And Experience Form must be submitted for each Category for which the Contractor wishes to be considered.

|  |  |
| --- | --- |
|  | **Customer Relations, Outreach, Community Relations, And Public Events Management Services** |
|  | **Message Development And Issues Management Services** |
|  | **Digital Communications Services** |
|  | **Photography, Graphic Design, Video Production And Related Services** |
|  | **Media Strategy And Training Services** |
|  | **Earned Media Services** |
|  | **Advertising And Marketing Services** |

This form consists of three sections as follows:

Sections:

[SECTION 1 : FIRM BACKGROUND AND EXPERIENCE pg. 2](#_Toc372885816)

[SECTION 2 : REFERENCES pg. 3](#_Toc372885817)

[SECTION 3: PERSONNEL BACKGROUND AND EXPERIENCE pg. 5](#_Toc372885821)

# SECTION 1 : FIRM BACKGROUND AND EXPERIENCE

In the table below, for the Category checked on page 1 of this form, summarize work performed/services provided of a nature similar to those specified in the RFQ Package Documents for the particular Category which have been performed by the Contractor and which will enable CRRA to evaluate the experience and professional capabilities of the Contractor related to such Category [Attach Additional Pages If Necessary].

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|  |

# SECTION 2 : REFERENCES

In the following tables, provide the names of three (3) non-CRRA references who can attest to the quality of work performed/services provided by the Contractor. Include job title, the name, address and phone number of the business and a brief description of the work performed/services provided for each reference. A particular reference may be used for more than one Category.

# REFERENCE 1

|  |  |
| --- | --- |
| Name of Person: |  |
| Title: |  |
| Name of Business: |  |
| Address: |  |
| Telephone Number: |  |
| Brief Description Of Work Performed/ Services Provided: |  |

# REFERENCE 2

|  |  |
| --- | --- |
| Name of Person: |  |
| Title: |  |
| Name of Business: |  |
| Address: |  |
| Telephone Number: |  |
| Brief Description Of Work Performed/ Services Provided: |  |

# REFERENCE 3

|  |  |
| --- | --- |
| Name of Person: |  |
| Title: |  |
| Name of Business: |  |
| Address: |  |
| Telephone Number: |  |
| Brief Description Of Work Performed/ Services Provided: |  |

# SECTION 3: PERSONNEL BACKGROUND AND EXPERIENCE

In the following tables, provide the requested information on the professionals who would be assigned by the Contractor to work with CRRA. In completing the forms below, please note the following:

* In the “Staff Level” item, indicate the individual’s staff level as specified in the Payment Rate Schedule Form (Section 4.2 of the RFQ Package Documents).
* In the “% of Time Available” item, indicate the percentage of the individual’s time that he/she would be available to provide services to CRRA.
* Any particular individual may be identified to be assigned to work with CRRA for more than one Category. When such is the case, use the space labeled “Other Categories Of Services” to indicate all of the Categories for which the individual might be involved.

If more than 7 individuals would be assigned to work with CRRA for a particular Category Of Services, copy page 8 of this form and use it to provide the requested information for the additional individuals.

Provide a brief resume (i.e., no more than two pages) of each individual listed on this and other Personnel Background And Experience Forms, if any, as Appendix A to the SOQ. Please provide only one resume for each individual identified, regardless of how many Categories Of Services to which he/she might be assigned.

# PROFESSIONAL 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 4

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 5

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 6

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |

# PROFESSIONAL 7

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: |  | Staff Level: |  | |
| Title: |  | % of Time Available: | |  |
| Probable Areas of Responsibility: |  | | | |
| Other Categories Of Services: |  | | | |
| Background: |  | | | |