



# CITY OF COALINGA

*The Sunny Side of the Valley*

**REQUEST FOR QUALIFICATIONS  
FOR  
PUBLIC INFORMATION SERVICES**

Prepared By:

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155 W. Durian  
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Deadline for Submissions: April 24, 2026 at 5:00 p.m.

# REQUEST FOR QUALIFICATIONS

## INTRODUCTION AND PURPOSE:

The City of Coalinga is seeking proposals from qualified public information consulting firms with experience working with California municipalities to assist the City with legally compliant public information efforts related to potential municipal revenue measures and other citywide informational initiatives.

The purpose of this engagement is to support the City in providing clear, objective, and legally compliant information to the community regarding municipal services, fiscal conditions, and potential funding measures that may be considered by the City Council.

All work performed under this contract must strictly comply with applicable laws governing public agency communications, including restrictions on the use of public resources for advocacy.

The consultant will assist the City in developing factual, transparent, and accessible informational materials to ensure residents are informed about City services, fiscal conditions, and potential policy considerations.

Engagement of a consultant does not commit the City to placing a measure on the ballot. Any work performed will be informational in nature and subject to direction from the City Manager and City Council.

## BACKGROUND AND SETTING:

The City of Coalinga regularly communicates information to the public regarding City services, programs, infrastructure projects, community initiatives, and other matters of public interest. As part of these efforts, the City periodically requires professional public information and communications support to assist with the preparation of clear, accurate, and legally compliant informational materials for the community.

Public information services may support a variety of City initiatives, including community engagement, economic development, public safety programs, infrastructure and capital improvement projects, City Council policy discussions, and citywide informational items related to municipal services and finances. In certain instances, the City may also seek assistance preparing objective informational materials related to potential revenue measures or other policy considerations being evaluated by the City Council.

These public information efforts may involve the preparation of informational content and communication materials used across multiple platforms, including but not limited to the City website, social media channels, printed informational materials, community presentations, surveys, reports, press releases, and other public-facing communications. All work must be conducted in compliance with applicable laws governing public agency communications and the use of public resources for informational purposes.

## SCOPE OF SERVICES:

The selected consultant may be asked to provide some or all of the following services.

### **Public Information Strategy and Planning**

The consultant shall assist the City in developing a public information strategy designed to communicate objective information regarding City services, fiscal conditions, and potential revenue measures.

Services may include:

- Development of a public information and outreach plan.
- Identification of key informational topics and messaging themes.
- Preparation of communication timelines aligned with Council direction and statutory deadlines.
- Coordination with City staff to ensure consistency with existing communication efforts.
- Guidance on compliance with applicable laws governing public agency communications.

### **Fiscal and Revenue Measure Information Support**

If directed by the City Council, the consultant may assist the City with preparation of informational materials related to potential revenue measures.

Services may include:

- Preparation of objective fiscal analyses explaining City revenues, expenditures, and service needs.
- Development of informational content explaining how potential revenue measures would function.
- Preparation of clear explanations of fiscal impacts and service implications.
- Assistance with development of legally compliant informational language regarding ballot measures.
- Coordination with the City Attorney to ensure legal compliance of all materials.

### **Community Outreach and Public Engagement**

The consultant may assist the City in designing and facilitating public engagement opportunities intended to inform residents about City services, fiscal conditions, and policy considerations.

Services may include:

- Planning and facilitation of community informational meetings or workshops.
- Development of informational presentations for City Council meetings and public forums.
- Stakeholder outreach and engagement strategies.
- Preparation of informational materials for distribution to residents and businesses.
- Assistance with public meeting facilitation and documentation of feedback.

### **Informational Materials and Communication Tools**

The consultant may develop a variety of informational materials designed to clearly communicate City information to the public.

Deliverables may include:

- Informational fact sheets and summaries.
- Frequently Asked Questions (FAQ) documents.
- Infographics and data visualizations.
- Website content or digital informational materials.
- Presentation materials for community meetings and City Council briefings.
- Mailers or printed informational materials, if directed.

All materials must be objective, factual, and legally compliant.

### **Public Opinion Research (Optional)**

If directed by the City Council, the consultant may conduct research to better understand community awareness and perspectives regarding City services, fiscal conditions, or potential policy measures.

Services may include:

- Community surveys.
- Polling or statistical research.
- Focus groups or stakeholder interviews.
- Analysis of community feedback.
- Preparation of summary reports and findings.

All research conducted must comply with applicable legal requirements.

### **Legal Compliance Coordination**

The consultant shall work closely with the City Manager and City Attorney to ensure that all communications, materials, and activities comply with applicable state laws governing the use of public resources for informational purposes.

The consultant shall:

- Submit draft materials for legal review when required.
- Follow guidance provided by the City Attorney regarding compliance requirements.
- Ensure informational materials remain neutral and factual in nature.

### **Reporting and Project Management**

The consultant shall provide project management and regular communication with City staff.

Responsibilities include:

- Coordination with the City Manager and designated staff
- Regular progress updates
- Preparation of periodic reports summarizing work performed
- Attendance at meetings as requested by the City

## DELIVERABLES

Deliverables may include, but are not limited to:

- Public information and outreach plan.
- Fiscal informational materials.
- Community outreach materials.
- Presentation materials for public meetings and Council briefings.
- Informational fact sheets and FAQs.
- Survey or polling reports (if conducted).
- Summary reports documenting outreach activities and findings.
- Short-form video content: Many residents now get their info from 30-60 second clips.
- Interactive digital tools: Such as "Budget Simulators" where residents can see the impact of revenue changes in real-time.
- Multi-lingual outreach: If Coalinga has a significant Spanish-speaking population, explicitly requiring bilingual capabilities will ensure you get firms with "inclusive" expertise.

## CONSULTANT QUALIFICATIONS

Firms responding to the RFQ should demonstrate:

- Experience working with California municipalities.
- Experience with municipal revenue measure informational campaigns.
- Knowledge of legal requirements related to public agency communications.
- Experience conducting public opinion research and community engagement.
- Ability to develop clear, accessible informational materials for the public.

Preference may be given to firms with demonstrated experience assisting cities with informational outreach related to local revenue measures.

## CONTRACT STRUCTURE

The City anticipates entering into a professional services agreement with the selected consultant.

The agreement may include:

- A not-to-exceed contract amount
- Defined task orders or work phases
- Hourly billing rates for personnel
- Optional services that may be authorized by the City as needed

## TERMS OF SERVICE

The anticipated term of the contract will be up to 12 months, with the option to extend if authorized by the City Council.

## SUBMITTAL REQUIREMENTS:

One (1) electronic copy via email of the statement of qualifications must be received no later than **5:00 p.m. on April 24, 2026**. Late proposals will not be considered. Proposals should be addressed to:

Sean Brewer, City Manager  
[sbrewer@coalinga.com](mailto:sbrewer@coalinga.com)  
155 W. Durian Ave  
Coalinga, CA 93210

## EVALUATION:

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Quality and suitability of work samples
- Responsiveness and availability
- Proposed fee structure
- Overall best value to the City

The City reserves the right to select and/or reject any and all SOQs submitted. It is the City's intent to negotiate a final Scope of Work and Fee for Service with the top selected firm based on the criteria above.

## SELECTION PROCESS:

Proposals Due: April 24, 2026 by 5:00 p.m.

Consultant Selection/Interviews (if determined): April 27-29, 2026

City Council Approval of Professional Services Agreement May 7, 2026

**\*Council presentations may be required at the request of the City Council prior to final section.**

## PROFESSIONAL SERVICES AGREEMENT:

Prior to the start of work, the selected consultant will be required to execute a Professional Services Agreement (PSA) with the City. The awardee will also be required to obtain or provide proof of a City of Coalinga business licenses.

## QUESTIONS:

Please submit all questions in writing to Sean Brewer at [sbrewer@coalinga.com](mailto:sbrewer@coalinga.com).