



COUNTY OF VENTURA

**HUMAN SERVICES AGENCY
Presents a**

**Request for Proposals
For**

FOSTER CARE OUTREACH CAMPAIGN

(RFP #CFSSFC1415)

RELEASE DATE: July 3, 2014

DUE DATE: 3:00 p.m. – July 30, 2014

BIDDERS CONFERENCE: 1:30 p.m. – July 10, 2014

**Oak Conference Room
Human Services Agency
855 Partridge Drive
Ventura, CA**

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SECTION I – PROGRAM INFORMATION

A. INTRODUCTION/BACKGROUND

Children Family Services (CFS) of the County of Ventura-Human Services Agency (HSA) is seeking applications from qualified firms to provide Foster Care Outreach services to increase the positive perception and awareness of the foster care system among the general public of Ventura County and to encourage eligible persons to become foster parents.

HSA intends to award one contract under this RFP. Contracts funded through this competitive RFP process will operate continuously through June 2015. Contractors will coordinate their service delivery with CFS.

B. PROGRAM OVERVIEW

The Foster Care Outreach contractor will facilitate relations with local media, develop a public information campaign, including video media development and support; speaker engagements with civic and community organizations, collaborate with HSA on website design and enhancement projects, develop brochures and newsletters and provide other innovative and effective forums to achieve the intended outcomes.

C. PERIOD OF SERVICE

A contract(s) is expected to be awarded for the period **October 1, 2014 through June 30, 2015**. The contract may be renewed for additional years. Should a new contract be awarded for subsequent years, the County reserves the right to award a new contract with the selected contractor for this service without the need for further competitive procurement, subject to approval by CFS and the County of Ventura, the availability of sufficient funds and satisfactory performance by the contractor.

This will be a fee for service contract. Services provided under this contract will be paid upon successful completion of specific deliverables as negotiated and identified in the contract. Respondents to the RFP will need to complete the line item budget as part of the review process to determine reasonableness of costs.

D. SCOPE OF SERVICES

Contractor will be responsible for providing each of the following:

1. Public Education, Marketing and Media Relations

- Develop a Public Education/ Awareness re-branding campaign to reshape public opinion of foster care.
- Utilize targeted media outreach and creative brand design and development to reshape public awareness of foster care and specific areas of identified need.
- Support Children Family Services (CFS) public and media relations activities through public service announcement, radio and print media in both English and Spanish across Ventura County.
- Re-brand “foster care” message to increase public awareness of need within Ventura County and increase recruitment response by individuals and communities (business, faith communities, civic groups, schools, nurses).
- Create a Spanish online informational PowerPoint presentation
- Update the English online informational PowerPoint presentation
- Acquire a diversity of radio, print and online media buys to advertise monthly recruitment schedule and special events in both English and Spanish

2. Partnerships and Promotions

Through partnerships with businesses, civic groups, faith communities, schools and city/ county government, effectively enhance new foster care brand within Ventura County and increase private, non-profit, business and public sector awareness and support.

- Design “Faith in Motion” publicity materials to recruit faith communities in recruitment efforts. Faith in Motion is the county’s marketing/ recruitment campaign to engage the faith community in foster care recruitment and ministries.
- Design awareness/ marketing plan and materials for school districts/ parents
- Promote foster care to potential partnering associations: nursing, seniors, fire department, police departments, educators (k-12 and college)
- Develop community champions within local businesses and create sector specific outreach materials and public awareness/ distribution plan

3. Press Relations

Develop a media release tool and calendar to highlight foster care throughout the calendar year and during awareness months: Foster Parent Appreciation, Adoption, Child Abuse Prevention, Day of the Child, Back to School, LGBT, National Preparedness Month, Runaway Prevention Month, Alcohol Awareness Month, etc. Utilize former foster youth (Youth Ambassadors), foster and relative caregiver families, CFS, the Office of Supervisor Bennett, and our community partners in press relations and interviews.

Work with Ventura County Reporter, Ventura County Star, Acorn, Ojai Valley News, and local English and Spanish radio, television and other electronic media to help build relationships with their reporters who cover CFS. Develop strategy to provide media engagement at least 12 times per year.

Book Speaking engagements at least quarterly for CFS staff/partners where they may be interviewed by reporters covering those meetings and conferences. Specific tactics should include the following:

- Identify topics and community events
- Craft media releases and provide support for special events, activities and featured stories (a minimum of 1 per month) to engage targeted audience
- Prep speakers for interviews
- Engage businesses, partners and local press (print, radio and internet based) in press coverage

4. Web and Social Media Integration

Improve website marketing and awareness to the social network community through the development of CFS’s foster care web pages and social media. Provide ideas and a strategy to use other electronic/social media.

While working with the HSA website team, redesign the HSA Foster Care internet website pages: <http://www.ventura.org/human-services-agency/foster-parenting>. This website has been re-designed using a Joomla platform with a completely new look and feel that will be service oriented. Specific tactics should include the following:

- Develop the foster care web pages to address recruitment, retention, ongoing classes, partnerships, resources and the Faith In Motion initiative
- Coordinate the Agency’s Facebook page, blogs and social media sites.

- Provide content mapping, copy and editing for website and social media sites
- Develop recruitment video “shorts”
- Develop foster care website links with partners (linking public, private and local business websites and social media to CFS foster page, Facebook and events).

5. Brochures/Collateral Materials

Provide design and printing management services for new materials and ensure they reach their intended audiences in a timely way.

6. Other Services

Provide other public relations services as needed.

E. OUTCOMES

The selected contractor will be evaluated in the designated areas listed below. Bidder’s proposal narrative must address how these performance goals will be met:

F. REVENUE SOURCE/FUNDING LEVEL

Funding for this project is from the Foster Care Recruitment funds and Child Welfare Services (CWS) funds from the California Department of Social Services. A maximum of **\$72,000** is available to fund one contract.

G. BIDDERS CONFERENCE/TECHNICAL ASSISTANCE

A Bidders’ Conference to answer questions about the RFP, the application process, program specifications, and contract requirements will be held July 10, 2014 at 1:30 p.m. at HSA, 855 Partridge Drive, Ventura, CA 93003. If, as a result of the Bidders’ Conference, there are any significant interpretations, direction, or revisions to the RFP, such information will be posted on the HSA website. Attendance at the Bidders’ Conference is highly recommended.

All inquiries regarding this RFP must be submitted in writing no later than July 24, 2014. Submit questions to Philip Bohan, HSA Contracts & Grants Manager, 855 Partridge Drive, Ventura, CA 93003 or by e-mail at philip.bohan@ventura.org or by fax at (805) 477-5490. Questions and answers regarding this RFP will be continually posted on the HSA website.

H. AWARD PROCESS TIMETABLE

<i>Activity</i>	<i>Date</i>
Bidders’ Conference – HSA	July 10, 2014
Last Date to Submit Questions	July 24, 2014
Proposal Submission Deadline*	3:00 p.m. July 30, 2014
Notification of Award Recommendation	Week of August 4, 2014
Contract Approval – Services begin (tentative)	October 1, 2014

* Human Services Agency, Administrative Offices, 855 Partridge Dr., Ventura, CA 93003

SECTION II – RFP GUIDELINES

A. RESPONSIVE PROPOSAL

A "responsive proposal" means one that substantially complies with all requirements of the RFP, including evidence that the bidder will adhere to all required State and County regulations, required insurance coverage limits, fiscal responsibilities, contract conditions and reporting requirements governing the proposed activity.

Any proposal may be declared non-responsive if it fails to conform to the essential requirements of the RFP and submission process and will not be considered or evaluated.

The bidder agrees to provide the County with any other information the County determines as necessary for an accurate determination of the prospective contractor's qualifications to perform services.

B. ACCEPTANCE OF PROPOSAL CONTENT

The contents of a successful proposal shall become contractual obligations if contract negotiation action ensues. Failure of a successful bidder to accept these obligations in a contractual agreement may result in cancellation of the award. The County of Ventura reserves the right to negotiate additional provisions to those stipulated in the proposal, recommend and/or award in amount(s) less than stated in the RFP, and negotiate a reduction or increase in service levels commensurate with funding availability.

The successful bidder must have the ability to negotiate the terms of the contract agreement with the County within thirty days following selection. The County of Ventura will make the final decision on contract award.

C. REJECTION OF PROPOSALS

Failure to furnish all information requested in this RFP or to follow the proposal format requested may disqualify the proposal. Any exceptions to the Scope of Services required by this RFP must be justified in the proposal.

The County reserves the sole and exclusive right to reject any or all proposals received in response to this RFP, or to cancel this RFP, in whole or in part, with or without cause, if it is in the best interest of the County to do so.

A bidder's submitted proposal may be withdrawn by written request prior to the proposal submission deadline.

D. EVALUATION AND SELECTION PROCESS

Proposals not submitted by the RFP due date will not be accepted and will be rejected by the County. All proposals submitted by the RFP due date will be subject to a standard review process. An initial review of each proposal will be conducted by County staff to determine if it is complete, in the required format, and in compliance with all requirements of this RFP. Failure to meet all of these requirements may result in a rejected proposal.

Each proposal that passes the initial review will be evaluated and scored by a review panel. The process may include a panel interview with the applicant agency. The review panel will evaluate and score each proposal on the basis of a 100-point scale, using the assigned weights listed below.

Evaluation Criteria	Point Value
Administrative Capability	15
Project Description/Scope of Services	35
Performance Measures and Program Evaluations (Outcomes)	20
Qualifications of Staff and Staffing Plan	15
Fiscal Responsibility and Budget	15
Total	100 Points

Narrative responses to each section of the application, any required attachments and the completed budget forms will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of proposed program design, cost, and expected outcomes. Each evaluation criterion is described in full in Section III-Submission Package.

It is County of Ventura policy that review panelists will not solicit or receive any communication from any potential contractor regarding any proposal under consideration.

E. PROTEST RIGHTS

Upon written request, any unsuccessful bidder is entitled to an explanation as to why its proposal may have been irregular and/or the basis for the award of the contract to the successful bidder. Protests shall be in writing and received within ten (10) calendar days following the announcement of intent to award contract.

It is the bidder's responsibility to ensure receipt by County to the designated address. A postmark will NOT be accepted as meeting the deadline requirements. No extensions will be provided to this protest provision. Protests shall be addressed to:

Philip Bohan, Contracts & Grants Manager
 County of Ventura
 Human Services Agency
 855 Partridge Dr.
 Ventura, CA 93003

The protest shall state the reason for the protest, citing the law, rule, regulation, or practice on which the protest is based. A written response will be sent to the protester within ten (10) working days after receipt of the written protest. Prior to the award of a contract, if any bidder files protest against the awarding of the contract, the contract may not be awarded until either the protest has been withdrawn or HSA has decided the matter.

F. AWARD AND COMMENCEMENT OF WORK

Recommendation for award is contingent upon successful negotiation of the contract and resolution of any protests. The successful bidder shall be required to sign the negotiated contract, which will be in the form and content as approved by County.

The final authority to award a contract rests solely with the County of Ventura. The successful bidder shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved by the County of Ventura.

The successful bidder must agree to all terms, insurance coverage provisions, and conditions of the contract with HSA.

If only one proposal is received and it is deemed that such proposal meets requirements for funding, County reserves the option to award such entity a contract on a sole-source basis. In the event no proposals are received, or proposals received do not meet requirements for funding under this RFP, County reserves the right to be the contractor of last resort, or to designate another qualified entity to operate the program on a sole-source basis.

G. LIMITATIONS

This RFP does not obligate the County of Ventura to award a contract, to pay for any costs incurred in the preparation of a proposal, or to procure or contract for services or supplies.

The County reserves the sole and exclusive right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, with or without cause, or to issue a new RFP, if it is in the interest of the County to do so. A bidder may be required to enter into negotiations and to submit any price, technical or other revisions of the proposal as may result from negotiations.

H. METHOD OF PAYMENT

A fee-for-service payment contract will be developed. The contractor will be paid for completion and submission of evidence of deliverables completed in accordance with the approved contract schedule of activities and services. Applicants must have the ability to maintain sufficient cash flow (*i.e.* lines of credit, cash reserve on hand) to meet ongoing financial obligations of program operation, pending payment from the County. No cash advances are provided.

I. PROHIBITION OF COLLUSION

Respondents to this Request For Proposals shall not engage in any actions, conversations or agreements with other parties that would be considered in restraint of free and open competition. Such activities that are intended to limit open competition by deceiving, misleading, or attempting to otherwise divide the market for the services being requested through this RFP are prohibited. If collusion is determined, it may be grounds for disqualification from the competitive process.

J. PROPOSALS PROPERTY OF COUNTY

All proposals become the property of the County of Ventura upon opening and shall not be returned to the bidder. Proposals shall remain confidential until the evaluation process is completed and tentative award has been posted by HSA. All proposals will be considered public documents, subject to review and inspection by the public at the County's discretion, in accordance with the Public Records Act.

K. ADDENDA AND SUPPLEMENT TO RFP

If revisions or additional information to this RFP become necessary, HSA will post the addenda or supplements on the HSA website.

L. PERSONALLY IDENTIFIABLE INFORMATION (PII)

A bidder's submitted proposal shall not include any personally identifiable information and any PII used during the performance of the contract shall be in conformity with applicable Federal and State laws governing the confidentiality of information.

M. ADDITIONAL REQUIREMENTS

1. The selected contractor(s) shall operate the project continuously throughout the term of the contract with HSA. Personnel shall be qualified in accordance with the applicable requirements of the agreement and any future amendments thereto.
2. All bidders responding to this RFP are specifically prohibited from soliciting letters of support from HSA staff. Bidders are hereby notified that HSA maintains a policy that prohibits its employees from providing letters of support, recommendations or advocacy for an outside agency, firm, or individual engaged in a competitive procurement process managed by HSA.
3. The County shall have the right to review the work being performed by the Contractor(s) at any time during the Contractor's usual working hours.
4. If a bidder is recommended for contract award under this RFP, they shall be required to certify and provide signed copies of the following forms *prior* to contract award:
 - Drug Free Workplace certification pursuant to 20 CFR Section 667.200(d)
 - Debarment and Suspension pursuant to regulations implementing Executive Order 12549
 - Certification Regarding Prohibition on Lobbying using federal funds.
5. The recommended bidder will need to submit evidence of the following insurance requirements effective on or before start of the contract:
 - A. Commercial General Liability "occurrence" coverage, naming the County of Ventura as additionally insured, in the minimum amount of \$1,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$2,000,000 aggregate, including personal injury, broad form property damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.
 - B. Commercial Automobile Liability coverage in the minimum amount of \$1,000,000 CSL bodily injury & property damage, including owned, non-owned, and hired automobiles. Also to include Uninsured/Underinsured Motorists coverage in the minimum amount of \$100,000 when there are owned vehicles. Contractor must have on file evidence of auto insurance in the minimum amount of \$100,000 CSL bodily injury & property damage for all employees and volunteers associated with the contract.
 - C. Workers' Compensation coverage, including a Waiver of Subrogation in full compliance with California statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.

Additional information regarding insurance requirements can be found in the Human Services Agency Contracts Manual. A copy of the Contracts Manual is available at www.vchsa.org.

6. The recommended Contractor will be subject to the County of Ventura Living Wage Ordinance. The Ordinance requires the payment of a living wage and accompanying paid time off to all covered employees engaged in providing services pursuant to a service contract as defined in Sec. 4952(f) of the County's Living Wage Ordinance.
7. Misrepresentation during the procurement or contracting process in order to secure the contract will disqualify a bidder or contractor from further consideration in the procurement or contracting process. Failure to comply with contract requirements once a contract has been awarded will constitute a material breach of the contract and may result in the suspension or termination of the affected contract and debarment from future County contracting opportunities

for a period not to exceed three years. Other penalties may also apply.

8. As applicable, the successful bidder shall also submit to the County prior to contract award the following documents:

- Most recent Audit or federal tax return
- Articles of Incorporation or business license

SECTION III – SUBMISSION PACKAGE

APPLICATION INSTRUCTIONS

Applications submitted in response to this RFP must include the items and be in the order as listed below. All of the items combined comprise your completed Application pursuant to this RFP.

1. Executive Summary: Please complete as directed

2. Narrative Section: Prepare a written response to the narrative section that fully addresses each of the evaluation criteria listed. The narrative must be typed in 12 point font, 8½” x 11”, paginated, on white paper. Narrative section is limited to 12 pages.

3. Program Budget: Please complete and submit the attached line item budget forms for the services proposed (note - an electronic version of the EXCEL budget worksheet is available at www.vchsa.org). No other budget forms will be accepted. Budgetary expenses are to be divided into two categories: administrative costs and program costs. Administrative costs should not exceed 10% of the total budget. Matching resources (i.e., in-kind contributions or cash match) as well as their source should be identified in the budget. The budget should be reasonable and accurate and provide a clear and concise description of your costs relating to the proposed project. Applicants may provide supplemental information to further clarify their budget, as needed

4. Exhibit B: Complete as directed, include any attachments or appendices as applicable

It is the responsibility of the bidder to ensure the proposal is submitted by the time and date and to the location as specified. Postmarks will not be accepted in lieu of this requirement. Therefore, use of the U.S. Mail is at the bidder's own risk. Proposals submitted to any other office will not be accepted.

To be considered for funding, all proposals submitted in response to this RFP must be received no later than 3:00 p.m. on July 30, 2014 with one complete application package with original signature and NINE copies (excluding audit), either delivered in person or mailed to:

Philip Bohan, Contracts & Grants Manager
County of Ventura
Human Services Agency
855 Partridge Drive, Ventura, CA 93003

Attachment 1 – EXECUTIVE SUMMARY – FOSTER CARE OUTREACH CAMPAIGN

1. Bidders Legal Name

Firm Name	
Address	
Telephone	

2. Program Name:	3. Funding Requested: \$
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4. Briefly summarize your proposed program design (700 character max):

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5. Chief Executive Contact

Name of Chief Executive	
Title	
Telephone	

6. Primary Application Contact

Name of Primary Contact	
Title	
Telephone	

7. Legal Status Information

Federal Employer Identification (FIN) Social Security Number (SSN)	
California Tax I.D. No.	

An unsigned proposal will be rejected

I certify that the information provided in this proposal is true and correct to the best of my knowledge and that I have been duly authorized by applicants governing body or other authority to file this proposal. This proposal is submitted as firm and fixed offer valid for 120 days of the submission date.

Signature: _____ Date _____

Printed Name and Title _____

Attachment 2 – NARRATIVE

Please provide a written response to each section. Your application proposal will be reviewed and scored according to the following evaluation criteria. All proposals will be reviewed for demonstrated capacity to provide the services/activities sought through this solicitation.

1. Administrative Capability (15 Points)

Demonstration of the agency's experience, knowledge and ability to administer the program so that the needs of the target population of the project are met and the project objectives can be reached.

2. Project Description/Scope of Services (35 Points)

Demonstration that the scope of services, stated objectives, anticipated outcomes, and activities to be provided support the Foster Care Outreach Campaign program described in this RFP. The comprehensiveness of the proposed program design, services and activities to be provided, and project timeline will be considered. (Bidder's narrative must describe how it will meet all the requirements listed in Section I, D. Scope of Services)

3. Performance Measures and Program Evaluations (Outcomes) (20 Points)

Ability to identify the objective measures of success to be used to evaluate the program's performance, defined outcomes and quality management. Describe your process to collect data and prepare reports on achieving outcomes of Foster Care Outreach Campaign and the measurement tools to be used.

4. Qualifications of Staff and Staffing Plan (15 Points)

Background and experience of project staff and or sub-contractors in working with the specific project target population (Foster Families) or projects similar to the one proposed. Bilingual (i.e. Spanish/English) and culturally competent staff should be identified, as well as staff training plans.

5. Fiscal Responsibility and Budget (15 Points)

Demonstration of ability to maintain accountability for contract funds; cost effectiveness of the project, including the ability to leverage other funds (cash or in-kind) to augment and maximize support for Foster Care Outreach Campaign, adequate cash flow/financial resources.

Total Points 100

Budget

Please download and complete the line item budget and submit it along with your narrative response to this RFP. An electronic version of the EXCEL budget form is available for downloading and use at www.vchsa.org. Look for the Requests for Proposals link on the left navigation bar and click on the RFP budget template.