



REQUEST FOR QUOTES:

Marketing and Communications Services

*County of San Mateo
Human Services Agency*

Date: October 29, 2015

**Responses Must be Received by 4:00 p.m. on Friday,
November 20, 2015**

REQUEST FOR QUOTES

The San Mateo County Human Services Agency (HSA) seeks a provider to provide on-call marketing services and communications support in promoting and conveying information to existing and potential Agency clients, existing and potential partners, community agencies, and the general public. The goals of this contract are to promote our programs and assist us with the delivery of our stories and messaging to our target communities; and to understand and be able to compel, verbally and visually, the audiences that we work with. We are looking for a contractor with the ability to quickly understand the diverse issues, communications challenges, and audiences of the HSA, work with our Agency Communications Office to develop communications materials, present a vision for how to tell a story across different media, and convey complex information to various audiences. The target commencement date for the proposed services is January 2016, and target term for the proposed services is 36 months, subject to negotiation of a final agreement.

TO SUBMIT A QUOTE:

Vendor Registration:

Vendors interested in responding to this RFQ must register online with the County at www.publicpurchase.com. The County of San Mateo, Human Services Agency will post a letter of notification of this RFQ on its website and will provide a direct link to PublicPurchase.com. The County will not be held responsible for, or liable for registration errors.

The RFQ response must be submitted electronically to PublicPurchase.com before 4:00 PM on November 20, 2015. All responses must be received by this date and time in order to be considered. The County will not be responsible for and will not accept late proposals due to slow internet connection, or for any other electronic failure (including but not limited to information transmission and internet connectivity failures) of the PublicPurchase.com system.

The deadline to submit a quote is Friday, November 20th, by 4:00PM.

Please provide enough detail to allow reviewers to understand the expertise and experience that qualify your staff and organization to undertake this project; the methods you propose to use to accomplish the Agency's goals; and the resources necessary to deliver the proposed services.

All quotes received will be evaluated by an Evaluation Committee. During the evaluation process, the County may require a provider's representative to answer

specific questions orally and/or in writing. The County may also require a visit to the proposer's offices, other field visits or observations by County representatives, or demonstrations as part of the overall evaluation. Once a finalist or group of finalists is selected, additional interactions or information may be required. The most qualified individual or firm will be recommended to the Department and/or County management by the Evaluation Committee based on the overall strength of each proposal, and the evaluation is not restricted to considerations of any single factor such as cost. Execution of an agreement has been tentatively scheduled for January 2016.

PROJECT DESCRIPTION

BACKGROUND

The San Mateo County Human Services Agency (HSA) is responsible for administering federal, state, and county funded programs that protect our most vulnerable residents, provide safety net services, and provide work supports to help families achieve self-sufficiency. Some of the specific branches in HSA are: Children & Family Services (CFS), Economic Self Sufficiency (ESS), SMCWorks (Employment Services), and Collaborative Community Outcomes (CCO).

Children & Family Services (CFS)

The Agency's Children & Family Services programs protect the welfare of children, improve the lifelong stability of children and youth, and improve the health and strength of families. CFS helps families understand and solve the issues that lead to child neglect, abuse or exploitation, and includes services in adoption, foster care, child care, foster youth transition support, and child protection services.

Economic Self Sufficiency Division (ESS)

The Agency's Economic Self Sufficiency Division provides multiple federal, state and County-funded programs to assist individuals and families meet basic needs. The role of ESS is to determine eligibility for safety net programs and help families and individuals maintain these benefits. Services include determining and eligibility and enrolling residents in health insurance benefits, including Medi-Cal and expanded health insurance programs through the Patient Protection and Affordable Care Act (ACA), nutritional assistance benefits through the Supplemental Nutrition Assistance Program (SNAP) at the federal level and CalFresh, at the state level; temporary cash assistance benefits through the Temporary Assistance for Needy Families Program (TANF) at the

federal level, also known as the California Work Opportunity and Responsibility to Kids (CalWORKs) program, at the state level; and the state mandated and county-funded General Assistance (GA) program.

Employment Services

The goal of SMCWorks is to facilitate services that assist families in moving toward self-sufficiency and off public assistance. SMCWorks is responsible for providing work support, and work-related activities to families receiving CalWORKs payments. Services offered include appraising and assessing skills, strengths, and barriers, to employment; developing a work plan for clients to maintain benefits while meeting federal and state work participation requirements; providing case management to monitor work participation and motivate families as they strive for self-sufficiency; providing supportive services such as transportation and child care to help families maintain participation; operating Job Information Centers that provide employment assistance services to all members of the public.

Collaborative Community Outcomes

This Agency division coordinates the delivery of supportive safety net services through community partnerships, in order to promote the well-being of individuals, families and communities. This includes homeless and safety net services, the Children's Fund, strategic collaborations and community engagement initiatives, the Day Worker Program, Veteran Services, and the STEM program.

INTRODUCTION

In 2008, the San Mateo County Board of Supervisors created a picture of a desired future for the County, titled Shared Vision 2025. This vision reflects the goals and priorities for the San Mateo County community expressed during a series of public meetings and surveys. The five "community outcomes" - healthy, livable, prosperous, environmentally conscious and collaborative – place an emphasis on what's best for all of San Mateo County today and in the years to come.

In 2015, the San Mateo County Human Services Agency completed a strategic planning process that gathered input from customers, community partners, and a cross-section of employees, including Agency Directors, Managers, and Staff. Complementary to Shared Vision 2025, the San Mateo County Human Services Agency 2015-2020 Strategic Plan guides the Agency and its programs toward specific priorities that will further Agency goals and support the County goals. It creates the "clear line of sight" for all divisions by establishing the Agency's values, goals, and objectives.

The Human Services Agency has adopted the following for the 2015-2020 Strategic Plan

Vision: All San Mateo County residents enjoy a healthy, safe, prosperous, and collaborative community.

Mission: Enhance the well-being of children, adults, and families by providing professional, responsive, caring, and supportive service.

The 2015-2020 Strategic Plan outlines five strategic goals for programs to align with:

- 1. Customers – Achieve and Sustain a Healthy, Safe, and Productive Life**
- 2. Workforce – Enhance Employee Skills to Support Excellence**
- 3. Operations – Enhance Internal Infrastructure to Optimize Outcomes**
- 4. Innovation – Harness Creativity and Interconnectedness as a Leading Human Services Agency**
- 5. Collaboration - Cultivate Community Partnerships to Achieve Shared Goals**

SCOPE OF SERVICES

San Mateo County is a tale of two cities. Located within the epicenter of technological innovation and the substantial wealth, talent and philanthropy that thrives in the area, the County is also experiencing unprecedented costs of living, historic housing shortages and income disparities. Consequently, we face a unique opportunity to help our County's residents regain self-sufficiency, even when assistance is needed for a brief window of time. We have a culture and commitment to customer-driven processes and constant innovation and improvement. Aiding life transformations, maintaining a passionate workforce, and the prospect to help shape our community in this incredibly transformative moment is our honor and opportunity. From our charge to end homelessness by 2020, to shepherding clients through soft skills training, to running a client-staffed catering service, to supporting former foster youth, to reuniting families, HSA is changing the way people in need get help in San Mateo County.

The County of San Mateo is looking to award an on-call contract to an individual or organization to promote our programs and assist us with the delivery of our stories and messaging to our target communities; to understand and be able to compel, verbally and visually, the audiences that we work with. We are looking for a contractor with the

ability to quickly understand the diverse issues, communications challenges, and audiences of the HSA, work with our Agency Communications Office to develop communications materials, present a vision for how to tell a story across different media, and convey complex information to various audiences.

The successful contractor will possess graphic design, layout, illustration, multimedia and production capabilities for creating brochures, handouts, presentations, handbooks, signage, videos and other outreach materials.

Deliverables shall include, on an on-call basis:

1. Logo/identity development – create program-level logos, illustrations, and associated graphics, as needed, for various programs, such as the Children’s Fund, Employment Services, Center on Homelessness, and Family Resource Centers (FRC).
2. Collateral development & production – create program outreach materials for various Agency initiatives, such as marketing materials to potential clients or program partners, awareness campaigns, correspondence, promotion, branding and re-branding. Examples include the Agency annual report, subsidized employment marketing, presentations, website content.
3. Internal communications – create materials and communications to inform and engage employees. Using existing resources and Agency guidance, this scope may include the development of a go-to source for internal information.
4. Employ multiple media – provide video capture and production capabilities, to capture and tell stories such as the face of homelessness in SM County and other client testimonials.

Length of Agreement: The anticipated duration of the agreement will be for 36 months.

County Responsibilities

The County will offer resources/support available from the Human Services Agency:

- Guidance in scoping, developing and finalizing deliverables from HSA Communications Office.
- Relevant resources from past projects related to requested deliverables.

QUOTE SUBMISSION REQUIREMENTS

1. Cover Letter

Provide a one page cover letter on your letterhead which includes the address, voice and fax numbers, and e-mail address of the contact person or persons and an indication of who is authorized to represent the agency in further communications regarding the quote.

2. Firm Qualifications and Experience:

1. Provide a statement of qualifications for your organization, including the size, a description of services provided by your organization, and the extent of experience/history providing the services requested for this project.
2. How many full time employees (FTEs) do you plan to assign to this project if you are selected? Please delineate between employees and consultants.
3. List the qualifications and experience for each individual that would be assigned to provide the services requested, including date and school of any applicable degrees, additional training and certifications/licensing, and work on similar projects.

3. Proposed Approach:

This section describes your proposed approach for meeting the services required by the Department, described in the Scope of Services, above. Relevant considerations include the quality and feasibility of your approach to meeting these needs, the manner in which you plan to provide adequate staffing (including planning for absences and back-up coverage, training, background checks, and monitoring, etc.), and equipment or other resources provided by you (if applicable). Keep these considerations in mind as you respond to the following:

- a) Describe how you will fulfill the needs of the Department included in this RFQ.
- b) List your needs for physical space and/or equipment at the Department during this engagement, if any, aside from space or equipment that would be provided by the Department as an obvious aspect of the requested services (for example, space to treat patients, computers to document services, etc.).
- c) Identify how you will meet all other aspects of the scope of work and related requirements listed in this RFQ, and list any items you cannot provide.

4. Cost

- a) Provide a detailed explanation for all costs associated with your providing the requested services if you are selected.
- b) A proposed hourly rate schedule for your firm and that of each sub consultant shall be submitted with each proposal.
- c) Is travel time to the Department expected to be billable? If so, how will travel time invoices be calculated? Generally, proposals that do not include such travel time or expenses are preferred unless the services requested require travel as part of the service.

5. Customer Service:

- a) How will your services meet the needs of the Department’s customers and/or the public?
- b) In the event of a routine problem, who is to be contacted within your organization?
- c) In the event of the identification of a problem by the Department, its clients/patients, and/or other applicable constituents, describe how you will address such problems and the timeframe for addressing them.

6. Claims and Violations Against Your Organization:

Please list any current violations or claims against you/your organization and those having occurred in the past five years, especially those resulting in claims or legal action against you.

7. References:

- a. List at least three business references for which you have recently provided similar services. Include contact names and phone numbers for all references provided.
- b. Provide at least three client/patient references, if applicable and appropriate, for whom you provide more than occasional services. Include names and phone numbers for these individuals.

PLEASE NOTE:

This Request for Quotes is not a commitment or contract of any kind. The County reserves the right to pursue any and/or all ideas generated by this Request for Quotes. The County reserves the right to reject any and all quotes and/or terminate the process if deemed in the best interest of the County.

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