

First 5 San Mateo County

Request for Qualifications

Communications Consultation Services

Qualifications must be submitted by:
April 27, 2020 by 4:00 p.m.

Submit Qualifications to:
First 5 San Mateo County
Attn: Myra Cruz, Administrative Secretary
1700 S. El Camino Real, Ste. 405
San Mateo, CA 94402
650-372-9500 ext. 232
ecruz@smcgov.org



Kitty Lopez, Executive Director

GENERAL PROVISIONS AND RIGHTS

This Request for Qualifications (RFQ) is not a commitment or contract of any kind. First 5 San Mateo County (F5SMC/the Commission) reserves the right to pursue any and/or all ideas generated by this request. F5SMC reserves the right to reject any and all Qualifications Submittals and/or terminate the RFQ process if deemed in the best interest of the Commission. Further, while every effort has been made to ensure the information presented in this RFQ is accurate and thorough, F5SMC assumes no liability for any unintentional errors or omissions in this document. F5SMC reserves the right to waive or modify any requirements of this RFQ when it determines that doing so is in the best interest of the Commission. Costs for developing the Qualifications Submittals are entirely the responsibility of the Respondents and shall not be reimbursed.

General Provisions Regarding Public Nature of Qualifications Submittals: Government Code Section 6550, *et seq.*, the California Public Records Act (CPRA), defines a public record as any writing containing information relating to the conduct of the public business. The CPRA provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

F5SMC cannot represent or guarantee that any information submitted in response to this RFQ will be confidential. Please be advised that any contract that eventually arises from this RFQ is a public record in its entirety. Also, all information submitted in response to this RFQ is itself a public record without exception. Submission of any materials in response to this RFQ constitutes a waiver by the submitting party of any claim that the information is protected from disclosure. By submitting materials, (1) you are consenting to release of such materials by F5SMC if requested under the CPRA without further notice to you, and (2) you agree to indemnify and hold harmless F5SMC for release of such information.

All Qualifications Submittals submitted in response to this RFQ shall become the exclusive property of F5SMC. At such time that F5SMC approves an Agreement, all Qualifications Submittals submitted in response to this RFQ shall become a matter of public record and shall be regarded as public records.

Respondents' Rights Regarding Confidentiality of Qualifications Submittals: If F5SMC receives a request for any portion of a document submitted in response to this RFQ, it will not assert any privileges that may exist on behalf of the person or entity, and F5SMC reserves the right to disclose the requested materials without notice to the party who originally submitted the requested material. If a Respondent believes that a portion of its Qualifications Submittals is confidential and notifies F5SMC of such in writing, F5SMC may, as a courtesy, attempt to notify the Respondent of any request for the Qualifications Submittals. However, it would be the sole responsibility of that Respondent to assert any applicable privileges or reasons why the document should not be produced, and to obtain a court order prohibiting disclosure. The Respondent understands that F5SMC is not responsible, under any circumstances, for any harm caused by production of a confidential Qualifications Submittals.

F5SMC's Rights Regarding Confidentiality of Qualifications Submittals: To the extent consistent with applicable provisions of the CPRA and applicable case law interpreting those provisions, F5SMC and/or its officers, agents, and employees retain the discretion to release or to withhold disclosure of any information submitted in response to this RFQ. Submission of a Qualifications Submittals constitutes a complete waiver of any claims whatsoever against F5SMC and/or its officers, agents, or employees that F5SMC has violated a Respondent's right to privacy, disclosed trade secrets, or caused any damage by allowing the Qualifications Submittals to be inspected.

SECTION 1: INTRODUCTION

F5SMC invites responses to this Request for Qualifications (“RFQ”) from qualified consultants, agencies and/or individuals. The successful Respondent may eventually enter into contract with F5SMC to provide Communication Consultation Services for the development of a Strategic Communications Plan and Implementation Plan (“The Plan”). See Attachment B, Sample F5SMC Independent Contractor Agreement.

Respondents may request up to a total of \$300,000 for 3-years contract term which **begins July 1, 2020 and ends June 30, 2023.**

The objective is to:

- Develop a 2020 - 2023 Strategic Communications Plan and Implementation Plan that will provide F5SMC with a plan on how communication activities and public education campaigns supporting the needs of children prenatal to age 5 and their families in San Mateo County, will be developed, implemented and measured.
- Support the Commission’s Vision, Mission and successful implementation of Desired Outcomes as identified in the 2020-2025 Strategic Plan.
- Increase knowledge of F5SMC’s role, initiatives, programs, funded partners services and impact to the community (parents, businesses, legislators, educators, etc.) county-wide, with targeted efforts to hard to reach population segments.
- Educate San Mateo County expectant parents, parents/caregivers of children birth to age 5, service providers and community members for universal understanding of the importance of early brain development through an Early Brain Development Public Education Campaign.
- Increase communications collaboration with First 5 California, First 5 Association of California, Children Now, Early Childhood Funders, etc., on initiatives benefiting local needs.
- Increase communication collaboration activities with funded and non-funded partners.
- Update communication policies and standardized internal processes, fundamental communication tools, outreach methods, outline and schedule of communication activities.

RFQ TIMELINE

Release of RFQ	March 17, 2020
Deadline for Respondents’ Questions (Submitted to F5SMC via email)	March 30, 2020, 5 p.m.
Answers to Respondents’ Questions Posted on F5SMC Website	April 6, 2020, 5 p.m.
Letter of Interest (LOI)	April 13, 2020
Qualifications Submittals Due	April 27, 2020, 4 p.m.

Review of Qualifications/ Respondent Interviews (as needed)	May 4 to May 7, 2020
Short-Listed Interviews	May 8, 2020
Announcement of Recommendation and Approval (F5SMC Commission Meeting)	May 18, 2020
Letter of Notification	May 19, 2020
Appeal Deadline	May 27, 2020
Agreement Negotiations	May 20 - June 12, 2020
Agreement Approval (F5SMC Commission Meeting)	June 22, 2020
Anticipated Start Date	July 1, 2020

Please review the RFQ materials for Scope of Work (SOW), submittal instructions and the criteria for selection. Interested respondents should submit their qualifications to:

Myra Cruz, Administrative Secretary III
ecruz@smcgov.org

AND

Michelle Blakely, Program and Planning Director
mblakely@smcgov.org

Qualifications must be submitted by via email to ecruz@smcgov.org and mblakely@smcgov.org(please use Dropbox for large files) **by 4:00 p.m., April 27, 2020**. Late submissions may be rejected. Please submit along with the Request for Qualifications Cover Sheet (Attachment A), Communications Consultations Services Budget Form (Attachment C), and Client Reference Form (Attachment D). F5SMC will not accept mailed, hand-delivered and faxed copies.

SECTION 2: BACKGROUND

Proposition 10 (Prop 10), the “California Children and Families Act of 1998”, imposed an excise tax on tobacco products and authorized counties to establish commissions to allocate these funds at the local level. Ordinance #03889 was adopted by the San Mateo County Board of Supervisors on March 9, 1999, creating the nine-member Children and Families First Five Commission (now referred to as First 5 San Mateo County Commission). The Commission was authorized to develop a Strategic Plan and allocate funds accordingly. The most recent Strategic Plan was completed and approved in September 2014.

The F5SMC consists of: (a) one member from the Board of Supervisors, (b) the Director of San Mateo County Health, (c) the Director of the County Human Services Agency, (d) the County Superintendent of Schools, and (e) five public members appointed by the Board of Supervisors. In addition, the F5SMC Commission recognizes the value of youth representation, and therefore invites up to two Youth Commissioners to serve as active members on the F5SMC Commission. The current Commission members include:

- Louise F. Rogers, Chair, Chief, San Mateo County Health
- Sandra Phillips Sved, Vice Chair, Public Member
- Alexis Becerra, Public Member
- David Canepa, San Mateo County Board of Supervisors
- Ken Cole, Director, San Mateo County Human Services Agency
- Pam Frisella, Public Member
- Roseanne Foust, Public Member
- Nancy Magee, San Mateo County Superintendent of Schools
- Neel Patel MD, Public Member
- Ryan Teh, Youth Commissioner

FIRST 5 SAN MATEO COUNTY STRATEGIC PLAN

In October 2018, the Commission updated its Strategic Plan for the years 2020-2025. The Commission identified the following desired outcomes to guide its efforts during the Strategic Plan period:

1. San Mateo County will give priority to young children and their families;
2. Communities provide a safe and healthy environment for young children;
3. Children have access to high-quality early care and educational settings;
4. Families feel connected to and supported by their community and able to nurture their child's health and development;
5. Children have healthy attachments to their parents and caregivers; and
6. Children have access to and are utilizing appropriate health care services to meet their health and developmental needs.

The 2020-2025 Strategic Plan is consistent with the focus and intent of the Children and Families Act, building on what has been learned and accomplished locally and providing a framework for the Commission and the community for how Proposition 10 funds will be strategically invested over the next five years. Central to the success of these investments is a strong foundation that adequately prioritizes early childhood systems and services in San Mateo County. These foundational improvements will be furthered with investments in three core focus areas: Quality Care and Education, Healthy Children, and Resilient Families.

One approach to achieve the Desired Outcomes is through public education and awareness. First 5 San Mateo County staff, grantees, or other partners will work to increase awareness

about early childhood and educate the public on ways they can enhance the health, development, and learning of children prenatal to age 5. Strategic Planning efforts identified Communication activities as embedded components within each of the three core Focus Areas listed above.

In light of the Commission's declining revenues, F5SMC is expanding opportunities for partnership. During the Strategic Planning Process, the First 5 San Mateo County Commission examined how its role in the community could best maximize positive impacts for children, families and the community. For the duration of the 2020-2025 Strategic Plan, F5SMC will focus on three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts and as a Community Leader to advocate for the prioritization of young children and their families in decision making processes. Respondents should be familiar with the content of the new Strategic Plan, Attachment E which is also available on the First 5 San Mateo County F5SMC website at www.first5sanmateo.org.

As a result of the Strategic Planning Process, the Strategic Plan Implementation Plan (SPIP) - Round 1, was developed for the implementation of fiscal investments for fiscal years 2020-2021, 2021-2022, 2022-2023 and lists current and upcoming program funding and activities; see Attachment F.

SECTION 3: SCOPE OF WORK AND DELIVERABLES

In close collaboration with F5SMC staff, the selected contractor will update and deliver a Strategic Communications Plan and Implementation Plan that will serve as a roadmap for how communication activities and public education campaigns supporting the needs of children prenatal to age 5 and their families in San Mateo County, will be developed, implemented and measured.

The Plan will support the implementation of strategic and systemic investments to achieve positive child, family and community outcomes. In part, this will be accomplished through Policy, Advocacy and Communication Efforts focused in the areas of Leadership on Early Childhood Advocacy & Policy Development; Community Partnership; and Community Education as identified in the 2020- 2025 Strategic Plan.

The Strategic Communications Plan and Implementation Plan (The Plan) should have an internal and external communications plan, which may include, but are not limited to, the following 12 components:

- Measurable goals and strategies
- Target audiences & identification of the message "frame" (including audiences in support of, against and unaware of the efforts of F5SMC)
- Key messages and persuasive strategies
- Communications activities
- Communications vehicles
- Crisis communications
- Implementation plan
- Monitoring and evaluation

- Timing considerations - immediate, short, and long-term goals and strategies
- Staffing (F5SMC has some capacity for communications)
- Budget

The Communications Consultation Scope of Work will be finalized with the successful candidate during contract negotiations.

CONTRACTOR ACTIVITIES

Contractor activities may include, but are not limited to the following:

- Meetings with F5SMC Staff, Commission, stakeholders and community members in individual and/or group settings; facilitation of meetings; meeting presentations.
- Recommending the role of Commissioners in supporting and the successful implementation of communications activities as Ambassadors.
- Formulating recommendations by working closely with Executive Director and Program and Planning Director to establish roles, responsibilities and processes to support implementation of communication activities not currently resourced within F5SMC's staffing structure.
- Recommending updates or new strategies for existing brand identity and style guide for internal and external use.
- Developing program and outreach materials and/or templates such as PPT, reports, impact story templates consistent with brand identity and style guide
- Formulating recommendations for mapping of communication activities within existing and new programs and focus areas.
- Revamping existing website design to offer users a mobile friendly easy to navigate web-site experience with a strong modern visual element. F5SMC uses WordPress.
- Formulating recommendations and implementing strategies to improve social media impact and increase number of engaged followers.
- Recommending content development that not only conveys important messages in print, but also through photographs, video, voice/audio, graphic elements, and usage of success stories; i.e., parent, grantees, service providers, etc.
- Recommending and implementing earned and paid media strategies
- Recommending new or innovative technologies.
- Compiling data, synthesis, analysis of website and social media.
- Developing Strategic Communications and Implementation Plan.

SECTION 4: TIMELINE AND PROJECT BUDGET

CONTRACT TIMELINE

The term of the contract will be for 36 months, from July 1, 2020 through June 30, 2023. All F5SMC contracts are subject to Agreement Term and Termination Provisions as stated in Attachment B, Paragraph 3 of the Sample F5SMC Independent Contractor Agreement. However, funding for Year 2 and then Year 3 of The Plan are not guaranteed and will be contingent on satisfactory performance in Year 1.

BUDGET

F5SMC has allocated \$300,000 for this project and yearly allocations may fluctuate to meet the goals and objectives detailed in this RFQ. However, the budget total for fiscal years 2020-2021, 2021-2022, and 2022-2023 shall not exceed \$300,000. Provide a detailed budget describing all costs associated with the services you intend to provide using Attachment B: Budget Request and Budget Narrative Form. **Applicants should submit a three-year budget (Year 1: July 1, 2020- June 30, 2021; Year 2: July 1, 2021- June 30, 2022; Year 3: July 1, 2022 - June 30, 2023) without exceeding the maximum grant amount of \$300,000.** The project budget will be finalized during contract negotiations with the successful candidate.

SECTION 5: DESIRED QUALIFICATIONS

F5SMC is seeking a consultant, agency and/or individual that has expertise and demonstrated ability in the following areas:

PROJECT PLANNING AND DEVELOPMENT

- Proven, successful development of similar sized Strategic Communications Plan and Implementation Plan projects
- Proven ability to develop short- and long-term measurable communication goals and strategies
- Knowledge of and experience with First 5 or similar early childhood programs and familiarity with agencies and services typically utilized by First 5 Commissions
- Ability to develop unique, creative and effective key messaging
- Successful development of tactics, timelines, budgets and implementation strategies for communication activities to support communication outreach and public education implementation

- Ability to develop messaging, outreach materials and activities for diverse multi-cultural, multi-lingual audiences
- Experience in content development of messaging using a variety of media including print, video, voice/audio, graphic visuals, and photography; successful usage of “success stories” to reach an audience on an emotional level as opposed to a logical, data driven message
- Experience in identifying staffing to support communication activities, including, but not limited to identification of staffing gaps and recommendations

EXPERTISE

- Knowledgeable about the importance of early brain development and its effects on the healthy childhood development of children prenatal to age 5
- Experience in developing collaborations for communication outreach efforts between diverse community partners
- Proven ability to develop effective, creative and successful communication strategies for multiple focus areas on prior projects
- Proven ability to measure and evaluate strategies and tactics; experience in the revision of unsuccessful strategies which resulted in successful communication implementation of projects and/or campaigns
- Proven ability to identify barriers and negative perceptions, and through reframing, etc., turn negative perceptions into positive perceptions increasing support for the project, service or organization
- Proven, successful development of quality written materials targeted to multiple audiences with specific, individualized messaging, written at appropriate composition levels for targeted audiences
- Experience in the development of communication policy, processes and templates for the implementation of communications plans by an organization’s internal staff
- Experience in the development of brand identity and style guides
- Excellent graphic design skills; usage of info-graphics
- Experience with Word Press website enhancement and/or design which resulted in increased site traffic
- Experience in the development of video messaging to maximize education and outreach efforts
- Knowledgeable about the uses, benefits and outcomes of multiple social media applications

PROJECT MANAGEMENT AND BUDGETING

- Excellent project management and budget development skills
- Proven ability to complete projects on time and under budget

EFFECTIVE COMMUNICATION

- Proven ability to interact and collaborate positively with all levels of agency personnel on prior projects; experience working with Boards and/or Commissions

SECTION 6: SUBMITTAL INSTRUCTIONS

Qualifications Submittals are due **by 4:00 pm on Monday, April 27, 2020**. There is no exception to the deadline.

Late submissions may be rejected. Please submit Request for Qualifications Cover Sheet, Attachment A; Communications Consultation Services Budget Form, Attachment C; and Client Reference Form, Attachment D. F5SMC will not accept mailed, hand-delivered, and faxed copies.

Submit their qualifications to:

Myra Cruz, Administrative Secretary III
ecruz@smcgov.org

AND

Michelle Blakely, Program and Planning Director
mblakely@smcgov.org

COMMUNICATION WITH F5SMC

As of the release date of this RFQ and continuing until the final date for submission of proposals, F5SMC personnel are specifically directed not to hold meetings, conferences, technical discussions, or communications of any kind with any consultants, agencies and/or individuals for purposes of responding to this RFQ. Any attempt by a consultant, agency and/or individual, or agent thereof, to contact F5SMC personnel, F5SMC Commissioners or a member of the Review Committee regarding the proposal process may result in the Qualifications Submittal being disqualified.

Please read this entire RFQ and all enclosures before preparing your response. Responding firms or qualified individuals should seek clarification of any requirements they do not fully understand. Misunderstandings resulting in an improper response will not be considered a valid reason for submitting non-responsive submittals.

1. Any clarification desired by Respondent regarding the meaning or interpretation of this RFQ, must be requested by email no later than March 30, 2020, 5 p.m.
2. Respondents should address any issue or question via email to: Myra Cruz, Administrative Secretary Email: ecruz@smcgov.org and Michelle Blakely, Program and Planning Director Email: mblakely@smcgov.org

3. Respondents should address every item listed in this RFQ. Brevity and clarity are of utmost importance. Responses that do not comply with all requirements of this RFQ, including the submittal deadline, may not be considered.
4. The signed, original Qualifications Submittal shall include a statement signed by an owner, officer, or agent of the Respondent who is authorized to commit its firm, acknowledging and accepting the terms and conditions of this RFQ.
5. The Qualifications Submittal shall be bound and printed vertically ("portrait" orientation) on standard 8 ½" by 11" paper. The responses shall not exceed 20 pages, single sided, double-spaced. Submittals will preferably provide a full response in fewer pages. Type size shall be no smaller than 12-point, Arial Font. Page limit does not include samples of work product and resumes submitted in response to this RFQ.

INFORMATION TO BE INCLUDED IN QUALIFICATIONS SUBMITTALS

The body of the response shall include the following minimum information which must be organized according to the following sections; including section titles and numbering:

1. Background Information of Qualified Consultants, Agencies and/or Individuals if applicable
 - a. Company information on letterhead
 - b. Name of firm
 - c. Address of firm
 - d. Telephone & fax numbers
 - e. E-Mail address
 - f. Primary contact person
2. Brief History of Firm
 - a. Legal structure (corporation, partnership, joint venture, etc.)
 - b. Size of firm / staff
 - c. Years in business
 - d. Organizational chart of firm, and tenure of executive management
 - e. If firm is a partnership or association, a listing of all the partners, general partners, or association members known at the time of submission, who will participate in the project if awarded must be included.
3. Project Team

Provide the names of individuals who will be assigned to this project, which may include, but not limited to the following:

 - a. Principal in charge
 - b. Project Manager
 - c. Graphic Designer
 - d. Technical / Copy Writer
4. Project Organizational Chart

Provide Project organizational chart of this team. Also, provide resumes of each team member including the following information:

 - a. Name, office location, phone number
 - b. Years of service with firm
 - c. Education
 - d. Professional experience
 - e. Pertinent experience
 - f. Client references from pertinent experience
 - g. Anticipated services to be provided
 - h. Role and time commitment of each team member for this project
 - i. Each team member who works on other projects
 - j. How team members insure user team input
 - k. If joint venture, clear understanding of each teams' roles
 - l. Who will be performing what work and where?
5. Meeting Attendance, Roles & Responsibilities
 - a. Specifically, state who from your firm will attend major meetings
 - b. Identify roles
 - c. Within each firm, clearly state the responsibilities of everyone proposed for each phase of the project
 - d. Present written assurances that if awarded the project, the proposed team will be assigned for the duration of all appropriate phases of the project

6. Sub Consultants

- a. Identify all consultants proposed for this project
- b. Identify consultants who have submitted correspondence stating their intention to participate in the Qualifications Submittal
- c. Provide correspondence submitted response. Proposed sub consultants may include, but are not limited to the following types of services:
 - Graphic Designer
 - Translation Services
 - Technical / Copy Writing
 - Web-designer

Note: F5SMC reserves the right to qualify, accept, or reject any proposed sub consultant or reject the use of internal staff to provide certain types of services. F5SMC also reserves the right to make recommendations for consideration regarding sub consultants.

7. General Project Approach:

- a. Describe your approach to the creation of communication and implementation plans. Include benefits each step has for F5SMC.
- b. Describe your firm's philosophy about the importance of, and, effective communication outreach, and how it relates to F5SMC and this project.
- c. Describe your approach to transforming program data and outcomes into key messages that resonate with target audiences.
- d. Describe your experience in developing communication processes, including the development of outlines and schedules of standardized tasks and activities that can be implemented for multiple programs with differing project scopes and outcomes.
- e. Describe methods you would use to incorporate communication activities and messaging across multiple funded programs
- f. Describe your approach and any creative or unique methods your firm may employ in the development of the new Strategic Communications Plan and Implementation Plan.
- g. Describe your philosophy for developing messaging for diverse target audiences; i.e., legislators versus parents/caregivers versus business leaders.
- h. Describe your capability to absorb additional workload, availability of personnel, and commitment to provide services on a timely basis.
- i. Include a description of how, if selected, you will closely interface and coordinate with F5SMC Staff, Commissioners funded partners and other consultants throughout the phases of the Project.
- j. Describe what you anticipate to be the challenges and success in developing The Plan.

8. Unique Qualifications (2 Pages)

- a. This section is an opportunity to provide specific information that differentiates the Respondent from other firms or individuals. This statement should be limited to two pages and is tabulated as part of the previously stated page limit of 20 pages.
- b. May provide any additional supporting documentation or information that would be helpful in evaluating Respondent's qualifications and commitment.

9. Client References

- a. For projects selected to demonstrate your firm's experience, complete the Client Reference Form, Attachment D, Client Reference Forms will not be tabulated as part of the previously stated page limit of 20 pages.
- b. Include a description of the projects, project budget, and describe your participation in the project.

10. Project Budget

Please provide a budget detailing proposed expenses for yearly allocations up to \$100,000 for fiscal years 2020-2021, 2021-2022, and 2022-2023 to meet the goals and objectives detailed in this RFQ using the Communications Consultation Services Budget Form, Attachment C. Qualifications Submittals that exceed this amount will not be considered.

The project budget will be finalized during contract negotiations with the successful candidate.

PROJECT / WORK SAMPLES

Please provide samples of previous projects that you feel reflect expertise and demonstrated ability in the any of the areas listed in Section 3, Scope of Work and Deliverables, Section 5, Desired Qualifications, Section 6, Submittal Instructions, and Section 7, Selection Criteria & Selection Process. Project samples are attachments to the Qualifications Submittal and are not considered part of Qualification Submittal page limit.

POSTING OF ANSWERS TO QUESTIONS BY SUBMITTERS

F5SMC will accept Written Questions regarding this RFQ through March 23, 2020, sent via email to ecruz@smcgov.org. All questions and responses/answers will be posted to the F5SMC web site on March 30, 2020. F5SMC at its sole discretion may choose to provide additional information following receipt of the questions.

F5SMC is responsible only for what is expressly stated in this RFQ and authorized written addenda thereto. F5SMC is not responsible for, and shall not be bound by, any non-authorized person acting or purporting to act on its behalf.

QUALIFICATIONS SUBMITTALS

1. All proposals submitted in response to this RFQ shall become the exclusive property of F5SMC.
2. The Qualifications Submittal shall be used to determine the qualifications of a consultant, agency and/or individual's ability to render the services to be provided. The failure to comply fully with the instructions in this RFQ may eliminate Qualifications Submittals from further evaluation as determined at the sole discretion of F5SMC. F5SMC reserves the sole right to evaluate the contents of Qualifications Submittals in response to this RFQ and to select a successful contractor, if any.
3. All Qualifications Submittals must remain valid for a period of not less than one hundred twenty (120) days from the closing date for submission.

SECTION 7: SELECTION CRITERIA AND PROCESS

SELECTION CRITERIA

The criteria by which each Qualification Submittal will be judged are as follows:

1. **Completeness of Qualifications Submittal:** Qualifications Submittals should reply to each of the items set forth in the RFQ and adherence to the formatting rules.
2. **Successful Development of Similar Projects:** Proven experience working collaboratively with community-based services and families to launch a new service or project, such as information and

referral or warmline and family & community outreach.

3. **Content Area Knowledge:** Familiarity with health systems serving young children and experience working with health providers; Knowledge of child development birth through 5 years, including developmental milestones and related parenting issues; Recommended best practices and protocols for early identification, including developmental screening, assessment, referrals and follow-up; Effective outreach strategies and materials for the targeted populations of child health providers
4. **Creativity and Innovation:** Responses and work samples show creative talent and innovative approaches to reaching target audiences
5. **Regional Knowledge and Reach:** Familiarity with San Mateo County landscape, demographics, and communities; Ability to scale services to serve child health providers throughout San Mateo County
6. **Target Population:** Experience providing outreach and office-based training to child health providers for children ages 0-5 years and their families with diverse backgrounds.
7. **Project Management:** Demonstrated strength in project management skills, including keeping prior projects on schedule of similar size and scope; Ability to utilize data and incorporate ongoing learnings to improve service delivery in a timely manner; Agility in implementing new technology, tools, and strategies to more effectively serve child health providers
8. **Collaboration:** Ability to engage in timely follow-up and communications with the funder and consultant(s); Strong reputation for working collaboratively with community partners in support of the healthy development of young children and families; Strong reputation for delivering high-quality services to clients and providers
9. **Evaluation:** Ability to utilize a database to track outreach and training activities and to ensure measurement of progress on outcomes and common data indicators for HMG
10. **Project Budget:** Demonstrated ability to develop realistic budgets and adhere to budgets for prior projects of similar size and scope
11. **References:** List of three professional references for which you have provided services of a similar nature, including contact names and phone numbers

F5SMC may consider any other criteria it deems relevant and is free to make any recommendations it deems to be in the best interest of F5SMC.

SELECTION PROCESS

F5SMC will award a contract to a qualified applicant with the expertise and qualifications outlined in the RFQ. Qualifications Submittals will be reviewed by a Review Panel which includes a F5SMC staff member as well as external reviewers. The Selection Criteria is matched to desired responses, to the questions listed above, as well as to criteria outlined in Section 3: Scope of Work & Deliverables, Section 5: Desired Qualifications and Section 6: Submittal Instructions.

F5SMC will conduct interviews of Short-listed Respondents on between April 30 to May 7, 2020 from 10:00 a.m. to 4:00 p.m. Interviews will consist of a 30-60 minute presentation by Respondents followed by a Q & A session. Short-listed Respondents must participate in the interview process to be eligible to contract with F5SMC.

SECTION 8: OTHER INFORMATION

1. **Complete & Timely Qualifications Submittals:** F5SMC reserves the right to reject submittals that are incomplete or submitted after the date specified in the RFQ.
2. **Addendums:** If needed, an appropriate addendum will be posted to the F5SMC website stating revisions, deletions, or additions to be made to the specifications as a result of any inquiries.
3. **Solicitation of Qualifications Submittals:** In no way obligates F5SMC to purchase any or all of the described goods or services.
4. **Indemnification, Workers' Compensation & General Liability Insurance:** F5SMC shall require indemnification on behalf of itself and San Mateo County entities with any agencies or individuals with which it enters into agreements. In addition, F5SMC requires all agencies and consultants to provide evidence of both workers' compensation and general liability insurance. See Sample F5SMC Independent Contractor Agreement (Attachment B).
5. **Additional Information:** If F5SMC determines, in its sole discretion, that additional information is required or desirable beyond that provided in the Qualifications Submittals, F5SMC reserves the right to schedule an interview with the Respondent as set forth in the RFQ Timeline, and Section 7: Selection Criteria and Selection Process.
6. **Errors:** If errors are found in a Qualifications Submittals, F5SMC may reject the Qualifications Submittal; however, F5SMC may, in its sole discretion, correct arithmetic and/or transposition errors. The agency or organization will be informed of the errors and corrections.
7. **Late Qualifications Submittals:** Any Qualifications Submittals received AFTER 4:00 p.m. on April 27, 2020 may be rejected by F5SMC as not meeting the requirements of this RFQ. Mailed, hand-delivered and faxed Qualifications Submittals will not be accepted.
8. **Rejection of Qualifications Submittals:**
 - a. F5SMC may reject any Qualifications Submittals that do not meet the minimum requirements of this RFQ.
 - b. F5SMC reserves the right to reject any and all Qualifications Submittals.
 - c. F5SMC reserves the right to waive any requirements of this RFQ when it determines that waiving a requirement is in the best interest of F5SMC. F5SMC's waiver of an immaterial requirement shall not excuse the respondent from full compliance with remaining requirements and the contents of its Qualifications Submittals in the event it is awarded the contract.

9. **Notification:** Notification of the announcement of recommendation will be done by certified or registered mail. Notification may also be conducted via email and/or phone.
10. **Inability to Negotiate an Agreement:** After a respondent has been recommended for funding by the Review Panel and selected for funding by F5SMC, negotiations will commence to institute a contractual Agreement. If a satisfactory contract cannot be negotiated, F5SMC may, in its sole discretion, defer the amount of funding to another date or award the funds to another respondent.
11. **Appeal Process:** An email informing unsuccessful respondents that their proposal has not been selected for funding will be sent by May 19, 2020, to the contact person identified on the Request for Qualifications Cover Sheet. A respondent must submit a written appeal via email by May 27, 2020 to:

Kitty Lopez
Executive Director
klopez@smcgov.org

and copied to

Michelle Blakely and Myra Cruz
mblakely@smcgov.org ecruz@smcgov.org

Written appeals that are mailed, hand-delivered, or fax will not be accepted.

Appeals shall be in writing, submitted as stated above and shall be limited to the following grounds:

- a. Any failure of F5SMC to follow RFQ procedures as articulated in the RFQ; and/or
- b. The RFQ review criteria were not appropriately applied to the proposal.

The respondent must include a statement of explanation in the appeal letter describing the specific reasons that form the basis of the appeal. The Executive Director of F5SMC will respond in writing to the appeal within 10 calendar days of the receipt of the written appeal. F5SMC staff may set up a meeting with the respondent in order to discuss the concerns. The decision of the Executive Director of F5SMC is final. **If the respondent fails to follow any of the instructions set forth in this RFQ, the respondent will waive the right to file an appeal with the Commission.**

SECTION 9: ATTACHMENTS

- Attachment A: Request for Qualifications Cover Sheet
- Attachment B: Sample F5SMC Independent Contractor Agreement
- Attachment C: Communication Consultation Services Budget Form
- Attachment D: Client Reference Form
- Attachment E: F5SMC 2020 - 2025 Strategic Plan
- Attachment F: Strategic Plan Implementation Plan

ATTACHMENTS CAN VIEWED AND DOWNLOADED AT
www.first5sanmateo.org