



Notice of Request for Qualifications for Strategic Communications
Assessment & Framework

NOVEMBER 1, 2017

SUMMARY	The Children and Families Commission of Orange County is seeking qualified individuals and/or firms with demonstrated leadership and experience for a Strategic Communications Assessment and Framework.
KEY DATES	<ul style="list-style-type: none"> • Request for Qualifications (RFQ) and instructions for submittal will be available on the Commission website – November 1, 2017 • Final date to submit questions on the RFQ – November 10, 2017 • Responses to RFQ questions posted on the Commission website – November 17, 2017 • Due date for submission of applications – November 30, 2017 by 3:00 pm
QUESTIONS	All questions and requests for additional information regarding this RFQ must be received via email to prop10@ocgov.com no later than Friday, November 10, 2017 . This will be the only opportunity to ask questions regarding the RFQ and submittal process. It is anticipated that responses to the questions will be posted to the Commission’s website on Thursday, November 17, 2017.
INSTRUCTIONS	The Request for Qualifications and instructions for submittal will be available on the Commission website www.occhildrenandfamilies.com
SUBMITTAL OF APPLICATIONS	<p>All submittals must be received by November 30, 2017, at 3:00 PM</p> <ul style="list-style-type: none"> • Submissions will only be accepted via email to: Prop10@ocgov.com • Submittals must include: 1) Cover letter, 2) Approach, 3) Similar Experiences and References, 4) Resume, 5) Timeline, and 6) Budget. • See Section II, page 2 for further information. • The Commission reserves the right to reject any or all applications submitted.
ANTICIPATED TERM	January 1, 2018 – March 31, 2018
FUNDING AVAILABILITY	Not to exceed \$50,000

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY
REQUEST FOR QUALIFICATIONS (RFQ)
FOR STRATEGIC COMMUNICATIONS ASSESSMENT & FRAMEWORK

I. GENERAL INFORMATION

A. Description of the Commission

The California legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, et seq. implementing the Children and Families First Initiative passed by the California electorate in November 1998 and establishing the California Children and Families Commission and County Children and Families Commissions.

The Children and Families Commission of Orange County adopted its First Strategic Plan to guide the allocation of Proposition 10 tobacco tax revenue funds to programs that meet the intent of voter initiative and benefit Orange County's children from birth through age five on February 16, 2000. The Commission has held public hearings annually to reconfirm its strategic directions for the following year.

For more information regarding the Commission's Strategic Plan, Goal Areas, and Programs, please refer to the following documents on the Commission's website:

- Strategic Plan
http://occhildrenandfamilies.com/wp-content/uploads/2017/04/2017_18_Strategic_Plan.pdf

- Annual Report Summary
http://occhildrenandfamilies.com/wp-content/uploads/2014/12/CFCOC_AR16-7a_final.pdf

B. Strategic Communications Assessment and Framework Opportunity

The purpose of the agreement is to conduct a one-time assessment of the current communications programs and activities. The selected consultant shall conduct an objective and efficient review and analysis of the Commission's current communications strategies and content and provide insight and recommendations for a communications plan that focuses on policy and advocacy issues that support the goal that all children are healthy and ready to learn when they enter school. The complete Scope of Work is set forth on Page 6 of this RFQ.

II. SUBMITTAL INSTRUCTIONS

A. Submittal Format / Acknowledgement of Receipt

Page number limits for each component are listed below. Each page must be on 8.5 x 11 inch paper, single spaced, 12 point font size, with one inch margins on all sides. Submission of all pages of the application document as a single pdf document is strongly encouraged. The Commission is not responsible for late or non-delivery of submissions. Late or non-responsive submissions will be rejected without consideration.

All submissions received will be provided a receipt by emailed confirmation. If you do not receive an emailed confirmation, or you wish to call and verify receipt, you may contact the Commission at: (714) 834-5310.

B. Contents of Submittal

Required documents to be submitted in response to this RFQ are:

1. **Cover Letter (limited to 2 pages)** – provide a cover letter, signed by the applicant, briefly summarizing Applicant’s qualifications and the consulting services being offered and include any questions or concerns you may have regarding the Commission’s general requirements as described in Section III below. For example, if your current insurance coverage does not meet the Commission’s standard insurance requirements and you will seek a waiver for the difference, please specify what the difference is and what you will be requesting to be waived. Or, if you are aware of, or are concerned about, a possible conflict of interest, please disclose it in your application submittal
2. **Approach (limited to 2 pages)** - Please describe your proposed approach to completing this work.
3. **Similar Experience and References (limited to 6 pages)** – provide an expanded reference narrative for two to three projects listed on your cover letter. Narratives should describe previous client engagements and include:
 - a. Project Title
 - b. Client/Agency Name
 - c. Description of the Project, including the your (firm’s) role, any deliverables and/or outcomes of the Project and total budget cost
 - d. Contact Person – This should be the person who serves or served as the lead project manager for your client. You are responsible for securing your client’s permission to be contacted as a reference. Must include name, title, phone number and email.
4. **Resumes (no page limit)** – Applicants and key personnel should provide a resume or curriculum vitae. Please indicate whether proposed key personnel participated in the projects listed in the Similar Experience section and their roles in such projects.
5. **Timeline (limited to 2 pages)** – Indicate your proposed timeline to complete the scope of work, including relevant dates of Project deliverables (include start and end dates).

6. **Budget (no page limit)** - Please provide a budget breakdown by scope deliverables as well as the total budget.
- C. The Commission reserves the right to retain all applications submitted; submission of applications indicates acceptance by the individual of the conditions contained in this RFQ and will be confirmed in contracts between the Commission and qualified individuals.
- D. During the review process, the Commission reserves the right, where it may serve the Commission's best interest, to request additional information or clarification from individuals, or to allow correction of errors or omissions.

III. GENERAL REQUIREMENTS

- A. **Contract** - The Commission will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in the RFQ document and the responses of the qualified applicant(s).
- B. **Non-Resident Tax Withholding** – Please note that the Commission is required to comply with all State laws and regulations related to non-resident withholding pursuant to California Revenue and Taxation Code Section 18662 which requires 7% of all payments exceeding \$1,500 in a calendar year to be withheld and sent to the California Franchise Tax Board. Nonresident payees include corporations, limited liability companies, partnerships, and individuals that do not have a permanent place of business in California.
- C. **Personnel** - Project partners, managers, other supervisory staff and specialists may be changed if those personnel leave the firm, are promoted, or are assigned to another office. The personnel may also be changed for other reasons with the expressed prior written permission of the Commission. However, in either case, the Commission reserves the right to accept or reject any or all replacements.

Firm specialists identified in response to the RFQ can only be changed with the expressed prior written permission of the Commission, which reserves the right to approve or reject any or all replacements.

Other staff personnel may be changed at the discretion of firms provided that such replacements have substantially the same or better applications or experience.

- D. **RFQ Interpretations and Addenda** - Any change to or interpretation of the RFQ by the Commission will be posted on the Commission's website and any such changes or interpretations shall become a part of the RFQ for incorporation into any contract awarded pursuant to the RFQ.
- E. **Public Record** - All applications submitted in response to this RFQ will become the property of the Commission and a matter of public record.
- F. **Additional Services** - The general service requirements outlined in the Scope of Work describe the minimum work to be accomplished. During initial contract negotiations and any subsequent negotiations for contract renewals, the scope of service may be modified and refined based on the needs of the Commission.
- G. **Undue Influence** – The firm declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of the Commission in connection

with the award or terms of the Agreement that will be executed as a result of award of this RFQ, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the Commission will receive compensation, directly or indirectly, from consultant, or from any officer, employee or agent of the firm, in connection with the award of the Agreement or any work to be conducted as a result of the Agreement. Violation of this Section shall be a material breach of the Agreement entitling the Commission to any and all remedies at law or in equity.

H. Submittal Preparation Expenses. The Commission shall not be liable for any expenses incurred by the applicant in the preparation or submission of its applications and such expenses shall not be reimbursed under the resulting contract.

I. Insurance Requirements

The insurance requirements for standard Commission contracts are set forth below, including coverage amounts, types of coverage, and policy requirements. The insurance requirements for specific contracts may be adjusted at time of contract negotiations based on the scope of services to be provided.

- Comprehensive General Liability Insurance for bodily injury (including death) and property damage which provides not less than \$1,000,000 combined single limit per occurrence and not less than \$2,000,000 annual aggregate.
- Comprehensive Automobile Liability Insurance for bodily injury (including death) and property damage which provides total limits of not less than \$1,000,000 combined single limit per occurrence applicable to all owned, non-owned and hired vehicles/watercraft, \$1,000,000 annual aggregate.
- Workers' Compensation Insurance for all employees engaged in project services with the California statutory amount of \$1,000,000 per accident (only if the applicant is a firm with employees).
- Employers' Liability Coverage of not less than \$1,000,000 per occurrence for all employees engaged in project services or operations (only if the applicant is a firm with employees).
- Professional Liability of not less than \$1,000,000 for professional licensed staff engaged in project services or operations (only if the applicant will provide a service which requires a professional license).

J. Conflict of Interest

A conflict of interest exists when a consultant has the opportunity to advance or protect his/her own interest, or the interests of others with whom he/she has a relationship, in a way that is detrimental or potentially harmful for the integrity or fundamental mission of the Commission. Consultants will be required to disclose potential conflicts of interest as soon as it becomes known to him/her, or prior to engaging in any services to a Commission funded organization, whichever comes first. Even the perception of a conflict of interest must be avoided and may require the restriction of the consultant's scope of work or may give rise to the disqualification of a consultant from providing further services on behalf of the Commission in a particular area of expertise. Commission staff shall consult with legal counsel regarding potential conflicts of interest at the earliest opportunity. Remedies may include, but not be limited to, removing the consultant from any decision making, limiting

the consultant's exposure to the decision making process, and other means as available to avoid the conflict of interest.

K. Termination by Commission

Commission may terminate the resulting contract without cause by giving written notice to the other parties at least fifteen (15) calendar days before the termination is to be effective. Additional terms for termination for breach, insolvency, force majeure, or funding interruption are to be negotiated.

STRATEGIC COMMUNICATIONS ASSESSMENT AND FRAMEWORK

SCOPE OF WORK

The purpose of the agreement is to conduct a one-time assessment of the current communications programs and activities. The selected consultant will make recommendations for a communications plan that focuses on policy and advocacy issues that support the vision that all children are healthy and ready to learn when they enter school. The budget shall not exceed \$50,000. Consultant shall perform the following tasks:

1. Conduct an assessment of the Commission’s communications materials and strategies, with consideration to the priorities identified in this scope of work. Develop a project outline and timeline to conclude no later than March 31, 2018.

Deliverable: written summary of overall assessment.

2. Internal Assessment

- Conduct interviews with staff, consultants and commission members as directed by project lead.
- Review communications materials and strategies to assess the current communications operations and identify gaps.
- Identify the “noise”, frequency, and/or intensity of the Commission’s exposure to the target audience, and if the frequency is appropriate.

Deliverable: written summary of internal assessment

3. External Assessment

- Conduct interviews with stakeholders to determine what they want or expect from the communications materials and strategies.
- Determine if the Commission’s brand is recognizable locally and statewide.
- Conduct an environmental scan of like organizations and their communications platform/plan.

Deliverable: written summary of external assessment

4. Develop recommendations for a communications plan that will promote the Commission as an expert in early childhood development and a trusted resource for related data. The recommendations should include:

- Effective communications strategies to elevate the exposure of the Commission, generate positive media, drive awareness to the website and social media, and increase awareness of the reputation and brand.

- Strategies to enhance the website, optimize relevant pages for search engine viability, and social media outreach targeting appropriate audiences on multiple social media platforms.
- Options to enhance the Commission's reputation and the use of the brand to generate awareness of the available resources.
- Strategies to measure the success and impact of communications strategies/programs.
- Determine the resources needed to implement the communications plan.

5. Prioritize the order for which recommendations should be implemented.

Deliverable for tasks 4 and 5: report of prioritized recommendations for a communications plan.