



Date: Monday, July 13, 2015
To: Interested Firms
From: First 5 Fresno County
Re: Request for Quotation (RFQ) – Agency Communications Plan
Due Date: Tuesday, July 28, 2015 – 12 p.m.
Quotation No. 2015-1601

Introduction and Purpose of RFQ:

The Children & Families Commission of Fresno County (Commission) also known as and occasionally referred to in this document as First 5 Fresno County (F5FC) requests qualifications for a firm to provide a Communications Plan that is in congruence with the Commission's 2013-2020 Strategic Plan.

The Communications Plan will drive all activities of First 5 Fresno County's Community Relations Department. It will be used as a guide to how the Department messages the importance of the first five years of life and the importance of First 5 Fresno County itself to different target audiences across different mediums. Broadly, it will be used to help the Commission achieve the goals of its Strategic Plan. It will likely employ a public awareness survey to assess what targeted Fresno County residents know about issues impacting young children and their families, First 5 Fresno County and the Lighthouse for Children. The survey results will also identify how our different target audiences access news and information and highlight which sources are considered the most trustworthy.

The Communications Plan will identify strategies on how to connect with different target audiences, be it through mainstream media, social media, newsletters, outreach events, funded programs, hospitals, school districts, local government, etc. The accompanying Action Plan will help identify specific activities that need to take place in order to employ the identified strategies.

The timeframe for completion will be August 2015 to January 2016.

Information about First 5 Fresno County:

California voters passed Proposition 10, the California Children and Families Act in November 1998. The Act provided for a 50 cent per pack tax on cigarettes. The monies collected are to be used by First 5 county commissions to fund early childhood education programs that promote early childhood development from prenatal through age 5. F5FC receives approximately \$11

million per year and is responsible for developing a strategic plan to guide local funding decisions that are consistent with the intent of the California Children and Families Act.

Project Background

The Commission needs a Communications Plan that will ensure all community relations and public awareness activities undertaken by Commission staff directly support and enhance the goals of the 2013-2020 Strategic Plan. The F5FC 2013-2020 Strategic Plan is also available on the Commission’s website, www.first5fresno.org.

In addition, F5FC recently built and opened the Lighthouse for Children, a community space where young children and their families are supported and prioritized so they can reach their full potential. This three-story building houses a child development center, the Community Learning Center, conferencing and office space for community agencies, as well as F5FC offices. The Lighthouse for Children facility presents many new opportunities for the Commission to support direct services and facilitate cross-sector partnerships and learning, thus creating a new opportunity and responsibility for the Commission to communicate with various stakeholders in a facility unlike any other in downtown Fresno.

Project Description

Through this RFQ, the Commission is seeking a firm to work with F5FC staff to create a new Communications Plan and an Action Plan to serve as the blueprint for all community relations and public awareness activities undertaken by the Commission. The scope of work will be divided into two phases:

- Phase I will involve a public awareness survey, an analysis of the Commission’s most recent communications plan, 2013-2020 Strategic Plan, evaluation reports, and challenges identified by F5FC staff.
- Phase II will involve the drafting of the Communications Plan and Action Plan in collaboration with F5FC staff.

Project Timeline (subject to change)	
Deliverable	Timeframe
Survey analysis, market analysis, background report	September to October 2015
Development of Communications Plan & Action Plan	November to January 2015

It is anticipated the firm will provide a Communications Plan for the updated goals and priorities of the 2013-2020 Strategic Plan coupled with a Communications Action Plan that will guide strategies and activities undertaken by Commission staff.

The successful consultant team will have strategic communications planning, marketing, and public relations expertise. Qualified firms interested in providing this service for F5FC are encouraged to submit a proposal. The firm selected will have demonstrated understanding in providing similar services, and must be capable of rendering the services in a professional, timely and cost-conscious manner.

Submission Instructions:

The entire proposal must not exceed six (10) typed written pages. Proposals must include the following:

- **A cover letter** with basic information about your agency on agency’s letterhead.
- **Description of firm qualifications** including primary purpose and function, business philosophy, location of offices, and number of years in business.
- Describe **examples of relevant projects** completed and your experience in performing work of similar nature.
- **List of proposed personnel** (including subcontractors) and their relevant skills experience.
- Please describe in detail the **General Approach** you will use to address the Commission’s needs as described in this RFQ.
- Include contact information (name, title, agency, phone and email) for **three (3) professional references** for which firm has provided similar experience.
- Provide a **project budget and narrative** with estimates of the costs associated with the project, and narratives for each budget line item. Total project budget should not exceed \$50,000. Please note this is a competitive bid process.

Please mail, or hand-deliver one (1) original to:

First 5 Fresno County
Attn: Communications Plan RFQ
2405 Tulare Street, Suite 200
Fresno, CA 93721

Quotations must be received in the First 5 Fresno County Office on or before Tuesday, July 28, 2015 at 12 noon PST. All submissions will be time stamped. Submissions received after the above date and time will not be considered.

All material received in response to this RFQ shall become the property of the Commission and will not be returned to the vendor. Regardless of the vendor selected, the Commission reserves the right to use any information presented in a quotation. The content of each vendor’s quotation shall become public information once a vendor has been chosen.

Procurement Timeline:

Release of RFQ	Monday, July 13, 2015
Deadline for Questions on RFQ	5 p.m. Thursday, July 16, 2015

Deadline for Responses to Submitted Questions	5 p.m. Friday, July 17, 2015
Deadline for Quotation Submission	12 noon Tuesday, July 28, 2015

Questions on the Request for Quotation:

Any questions about this RFQ must be e-mailed to Allison Rodriguez, Community Relations Director, at arodriguez@first5fresno.org.

Confidentiality of Responses:

F5FC cannot guarantee the confidentiality of information submitted by the organization/agency. In the event that F5FC receives a request for records or court order that F5FC reasonably determines compels its disclosure of the proposal, F5FC shall provide such records as it deems appropriate. All materials submitted as part of a vendor’s response to this RFQ become the property of F5FC.

Miscellaneous Information:

1. Issuance of this RFQ does not constitute a commitment by the Commission to award a contract. The Commission reserves the right to reject any or all proposals received in response to this RFQ, or to cancel this RFQ if it is in the best interest of the Commission to do so.
2. By submitting a proposal, firms authorize F5FC staff to verify any or all information and/or references given in the quotation.
3. F5FC staff reserves the right to approve all subcontractors proposed by the primary contractor. Approval is based on the subcontractor contract language and budget with the primary contractor.
4. F5FC staff reserves the right, after firm is chosen, to amend the resulting services as needed throughout the term of the contract to best meet the needs of all parties.
5. As of the issue date of this, RFQ, and continuing through the public notification that a firm has been chosen, all F5FC staff and Commissioners are specifically directed not to hold any unscheduled meetings, conferences, or technical discussions regarding this RFQ with prospective service providers. “Off the record” contacts can potentially taint the Commission’s decision-making process. Please do not attempt to initiate this type of communication.
6. The contact person for each quotation, whether selected for award or denied, will be notified in writing of the decision. Upon notification of a chosen firm, F5FC staff and firm representatives will agree and finalize a detailed scope of work and budget.
7. Upon notice by F5FC that a firm has been chosen, any applicant may file a written protest regarding a potential procurement by the Commission. The protest should provide evidence

that the award violated F5FC's procurement procedures or state law. Mere disagreement with the Commission or Executive Director's decision shall not be the basis for a successful protest. The protest shall be in writing addressed to the Executive Director and contain the exact basis for the protest, and proof that the protester is a viable and responsible provider of the supplies, equipment or services sought.

8. No formal Bidders' Conference will be held. Questions may be directed to the Community Relations Director as noted above.
9. **Insurance.** On or before the Effective Date of any agreement, Contractor shall furnish to the Commission satisfactory proof of the required insurance (Certificates of Insurance), which shall include a commitment by Contractor's insurers that they will mail notice of any cancellation or reduction of coverage below the amounts herein required by the Commission, at least thirty (30) days prior to the effective date of such cancellation or change. Such required insurance shall include:

(a) General Liability. Comprehensive general liability coverage of at least one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury and property damage. If commercial general liability insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately or the general aggregate limit shall be twice the required occurrence limit (i.e., \$2,000,000).