



---

# **Request for Proposal**

**RFP # 20-015**

---

Request for Proposals for

## **Child Welfare Marketing Campaign**

---

Wake County, North Carolina  
P.O. Box 550  
Raleigh, North Carolina 27602

Proposals are due February 18, 2020 before  
3:00 pm local time.



# Table of Contents

- 1.0 Introduction**
  - 1.1 Introduction.....
  - 1.2 Project Overview.....
  - 1.3 Scope of Services.....
  - 1.4 General Proposal Requirements.....
- 2.0 General Submittal Requirements**
  - 2.1 Proposal Contact.....
  - 2.2 Proposal Submittal Requirements.....
  - 2.3 Proposer Expenses.....
  - 2.4 Interpretations, Discrepancies and Omissions.....
  - 2.5 Tentative Schedule.....
  - 2.6 Pre-proposal Conference.....
  - 2.7 Finalists and Interviews.....
  - 2.8 Award.....
  - 2.9 Non-disclosure of County Information.....
  - 2.10 Retention of Proposer Material.....
- 3.0 General Terms and Conditions**
  - 3.1 Certification.....
  - 3.2 Conflict of Interest.....
  - 3.3 Assignment.....
  - 3.4 Indemnification.....
  - 3.5 Independent Contractor.....
  - 3.6 Payment.....
  - 3.7 Insurance.....
  - 3.8 Governing Law.....
  - 3.9 Confidential Information/Public Records Law.....
  - 3.10 Compliance with Laws and Regulations.....
  - 3.11 Acceptance.....
  - 3.12 Additional Services.....
  - 3.13 E-Verify.....
  - 3.14 Iran Divestment Act.....
  - 3.15 Federal Uniform Guidance.....
- 4.0 Detailed Submittal Requirements**
  - 4.0 Proposal Format.....
  - 4.1 Executive Summary.....
  - 4.2 Scope of Services.....
  - 4.3 Company Background and Relevant Experience.....
  - 4.4 Client References.....
  - 4.5 Cost Proposal.....
- 5.0 Current Environment**
- 6.0 Evaluation Criteria**
  - 6.1 Selection Participants.....
  - 6.2 Evaluation of Proposals.....



# 1 Introduction

## 1.1 Introduction

Wake County, North Carolina (“The County”) is seeking proposals from a qualified consulting firm to provide a comprehensive multi-media marketing campaign to promote the adoption of older children, sibling groups and children with special needs and the recruitment of foster homes based on defined geographical, race and ethnicity, and language needs. This campaign will be based on data and analytics to ensure effectiveness in our recruitment efforts. The Agency will be used to manage and identify opportunities to enhance strategies in our recruitment and marketing efforts. This will contribute to achieving successful outcomes for children awaiting foster homes and adoption.

This campaign will play a key role in meeting the goals of the Wake County Human Services Board:

1. For youth ages 14 – 17 years old, decrease their time in foster care and improve services to older youth. Use social media/other media involvement to promote education, prevention and needs, Juvenile Crime Prevention Council (JCPC).
2. The need for independent housing of the County’s Extended Foster Care (18 to 21 years old).
3. Partnership Development – to provide effective services to the community through cross-functional internal and external partnerships. Partnership Development is tied to the Wake County Human Services mission statement.

Throughout this request for proposals (“RFP”), the “Proposer” refers to qualified firms that submit Proposals and the “Agency” refers to the Proposer who is selected to provide the services described within this RFP.

## 1.2 Project Overview

### 1.2.1 County Overview

Wake County: Wake County is the most populous county in North Carolina. The County consists of 12 municipalities and includes Raleigh, the County seat and State capitol. The County’s population is estimated at 1,092,305 residents.

### 1.2.2 Program Services

The County’s goal is to decrease the length of stay in the County’s foster care system and to reach adoption. The extended length of stay harm children’s well-being in a number of ways. The longer a child remains in temporary care, the more likely he or she will experience multiple placement changes. These changes in placement often lead to severe, long -term behavior and emotional problems. Frequent moves also contribute to poor educational outcomes. Each change in placement decreases the likelihood that a child will return home or be adopted. Children never stop needing a family, regardless of age.



The targeted work population:

- Zero to 17 years
- 18 to 21-year-old
- Older youth
- Sibling groups
- County Regions
- MEPA Expectation – [Multiethnic Placement Act](#): A national requirement to recruit and retain foster homes reflective of the population being served

### 1.3 Scope of Services

The scope of services covered in this RFP is to provide the County a Multi-Faceted Marketing and Communication Campaign to promote the adoption of older children, sibling groups and children with special needs.

The County will select one Vendor to provide a comprehensive campaign centered on Broad Engagement, Targeted Engagement and Specialized Engagement with a set of deliverables including but not limited to:

#### 1.3.1. Create a Social Media Dashboard:

- Develop a recruitment hashtag
- Facebook page
- Instagram page
- Google Ads
- Geo Fencing
- Search engine optimization
- Increased Ads on local television and cable networks

#### 1.3.2. Email marketing and automation marketing that will create a system for immediate direct content response to support messaging throughout Wake County Human Services

#### 1.3.3. Develop a campaign for billboards and local ads

#### 1.3.4. Targeted print marketing based on identified geographical communities, race and ethnicity and first language needs

#### 1.3.5. Incorporation of quantitative and qualitative data analytics based on: url-specific tracking, research engine optimization, and survey/interviews with interested foster and adoptive parents

#### 1.3.6 Expected Impact and Outcomes

- More timely adoptions finalized to include adoptions of older children, sibling groups, and children with special needs, decreasing the length of stay by 90 days each year to 1,267 days by year 3
- Decreased numbers of children aging-out without permanent connections
- Numbers of children exiting out-of-home care (foster care) are higher than those entering out-of-home care
- Increased participation in the number of families participating in information sessions to 40 families consistently per month



- Increased number of licensed foster and adoptive homes by 15% each year; Year 1-197 homes, Year 2-227 homes, Year 3-261 homes
- Improved compliance with the Multiethnic Placement Act by increasing the percentage of Black (Non-Hispanic/Latino) by 20% each year to reflect the percentage of Black (Non-Hispanic/Latino) children served; Year 1-37%, Year 2-45%, Year 3-54%

1.3.6 Work expectations:

- Weekly status report of findings
- Monthly in-person meeting with assigned staff
- Provide oversight to campaign and ensure deliverables are met.

1.3.7 Term:

Wake County is seeking detailed proposals for an anticipated initial 12-month contract but requests that proposers also include years 2 and 3 in their packages. Each year should be broken out separately and should build on the expected achievements of the previous year.

## 1.4 General Proposal Requirements

When responding to this RFP, please follow all instructions carefully. Please submit proposal contents according to the outline specified and submit documents according to the instructions. Failure to follow these instructions will be considered a non-responsive proposal and may result in immediate elimination from further consideration.

By submitting a proposal, Proposers acknowledge that:

- 1.4.1 The County reserves the right to reject any or all proposals if it determines that select proposals are not responsive to the RFP. The County reserves the right to reconsider any proposal submitted at any phase of the procurement. It also reserves the right to meet with select Proposers at any time to gather additional information.
- 1.4.2 Proposals will be received by Wake County Government at the time noted on the cover page of this document. At that point, Wake County will close the receipt of proposals and begin the evaluation process. The only information that will be released will be the names of the respondent(s). No other information will be disclosed, except as required by the evaluation process, until a contract is awarded.

Wake County, solely at its option, may disclose the name(s) of any firms or companies being considered or elevated during the process. Proposers are not to contact any county staff or elected official in reference to the process due to the nature of a competitive environment and to protect the integrity of the RFP process. As information becomes available and is relevant for release, that information will be shared with respondents.



# 2 General Submittal Requirements

## 2.1 Proposal Contact

This RFP and any subsequent action taken as a result thereof is issued by the Wake County Procurement Services in accordance with North Carolina General Statutes on behalf of the County. Proposal responses should be directed to Procurement Services, specifically to the Purchasing Director, as outlined below. In regard to this RFP and subsequent procurement process, vendors shall make NO CONTACTS, either written or verbal, with any Wake County employee, staff member, or Board of Commissioner members during the period beginning with the issuance of this document through approval of award unless authorized by the proposal contact. ***Any attempt by a Proposer to contact or influence a member or members of the aforementioned will result in the immediate disqualification of the Proposer from award for items or services on this RFP.***

**Proposal Contact:**

Melissa England  
Wake County Finance Dept - Procurement Services  
Wake County Justice Center, 2nd Floor – Ste 2900  
301 S. McDowell Street  
Raleigh, NC 27601  
[Melissa.England@wakegov.com](mailto:Melissa.England@wakegov.com)  
919-856-6327

## 2.2 Proposal Submittal Requirements

Proposers are required to prepare their proposals in accordance with the instructions outlined in this part and elsewhere in this RFP. Each Proposer is required to submit its proposal in a sealed package.

Six (6) copies shall be submitted to the address shown below as well as an electronic version. The electronic version should be submitted on a non-password protected thumb drive.

**Mailing Address:**

Melissa England  
Wake County Finance Dept - Procurement Services  
Wake County Justice Center, 2nd Floor – Ste 2900  
301 S. McDowell Street  
Raleigh, NC 27601  
[Melissa.England@wakegov.com](mailto:Melissa.England@wakegov.com)  
919-856-6327

The County must receive proposals no later than **3:00 PM on February 18, 2020**. *The Proposer's name, RFP number, and proposal closing time and date must be marked clearly on the proposal submission.* The time of receipt shall be determined by the time clock in the Wake County Procurement Services office. The County will not be held responsible for the failure of



any mail or delivery service to deliver a proposal response prior to the stated proposal due date and time. It is solely the Proposer’s responsibility to: (1) Ascertain that they have all required and necessary information, documents and addenda, prior to submitting a response; (2) Ensure that the response is received at the correct location and time. Late responses, regardless of delivery means, will not be accepted. Fax or email responses will not be accepted.

**2.3 Proposer Expenses**

The County will not be responsible for any expenses incurred by any Proposer in the development of a response to this Request for Proposal or any other activities associated with this procurement including but not limited to any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to Wake County and/or its representatives. Further, the County shall reserve the right to cancel the work described herein prior to issuance and acceptance of any contractual agreement/purchase order by the recommended Proposer even if the Board of Commissioners has formally accepted a recommendation.

**2.4 Interpretations, Discrepancies, and Omissions**

Should any Proposer find discrepancies, omissions or ambiguities in this RFP, the Proposer must at once request in writing an interpretation from proposal contact listed in Section 2.2. The deadline for submitting questions is **January 30, 2020 by 5:00 PM**. All questions will be answered to the extent possible in the form of addenda to the specifications. The addenda will be available by February 6, 2020. All written requests for clarification should be addressed to the attention of Melissa England at [Melissa.england@wakegov.com](mailto:Melissa.england@wakegov.com)

Failure to request an interpretation will be considered evidence that the Proposer understands the provision of the RFP.

The issuance of a written addendum is the only official method by which interpretation, clarification or additional information will be given by the County. Only questions answered by formal written addenda will be binding. Oral and other interpretations or clarification will be without legal effect. It is the County’s intent not to issue any addenda after **February 6, 2020**.

**2.5 Tentative Schedule**

Date	Event
January 16, 2020	RFP Issued
January 30, 2020	Deadline for submitting questions
February 18, 2020	Submissions Due
March 2020	Contract awarded
April 1, 2020	Services begin



## **2.6 Pre-Proposal Questions**

The County will also make a good faith effort to provide other data or attachments, if the request will further clarify the project's scope. All requests for further information shall be received by the County **by January 30, 2020 before 5:00 PM EST**. A copy of all answers and further clarifications provided by the County to those making inquiries will be posted as an addendum to the RFP on the County's website (<http://wakegov.com/finance/business/rfp/Pages/default.aspx>) by **February 6, 2020**.

## **2.7 Finalists and Interviews**

From the proposals received, County staff may identify a short-list of finalists. The finalists will be expected to make a presentation to and respond to questions. Additional information regarding the content of the presentation will be provided to the selected finalists.

## **2.8 Award**

Wake County reserves the right to award a contract, based on initial offers received from Proposers, without discussion and without conducting further negotiations. Under such circumstance, the acceptance of a proposal by the County shall be deemed to be an acceptance of an offer and that such acceptance will be binding upon both parties. The County may also, at its sole discretion, have discussions with those Proposers that it deems to fall within a competitive range. The County may enter into negotiations separately with such Proposers. Negotiations with a Proposer may continue with a Proposer that the County has tentatively selected to award a contract to. The County shall not be deemed to have finally selected a Proposer until a contract has been successfully negotiated and signed by both parties.

The County anticipates awarding an initial 12-month contract with the possibility of two additional annual contracts. Continuance of the project will be dependent on the satisfactory completion of stated goals and outcomes, the availability of funding, and is at the sole discretion of Wake County.

## **2.9 Non-disclosure of County Information**

The Proposer and its agents shall treat all data and information gathered by the Proposer and its agents, including this RFP and all reports, recommendations, specifications, and data as confidential. The Proposer and its agents shall not disclose or communicate the aforesaid matters to a third party or use them in advertising, propaganda, and/or in another job or jobs, unless written consent is obtained from the County.

## **2.10 Retention of Proposer Material**

Any and all information submitted in conjunction with this RFP and the evaluation process will not be returned to the respondent.



## **3 General Terms and Conditions**

### **3.1 Certification**

The Proposer hereby certifies that it has carefully examined this Request for Proposal and the Proposer certifies that it understands the scope of the work to be done and that the Proposer has knowledge and expertise to provide the scope of the work. By signature on the response to the RFP, the Proposer certifies that its proposal is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud, so that all proposals for the purchase will result from free, open and competitive proposing among all vendors. Further, the Proposer certifies that it understands that collusive bidding/proposing is a violation of Federal law and can result in fines, prison sentences, and civil damage awards.

### **3.2 Conflict of Interest**

By submission of a response, the Proposer agrees that at the time of submittal, it: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Proposer's services, or (2) will not benefit from an award resulting in a "Conflict of Interest." A "Conflict of Interest" shall include holding or retaining membership, or employment, on a board, elected office, department, division or bureau, or committee sanctioned by and/or governed by Wake County. Proposers shall identify any interests, and the individuals involved, on separate paper with the response and shall understand that the County, in consultation with legal counsel, may reject their proposal.

### **3.3 Assignment**

No assignment of the Proposer's obligations or the Proposer's right to receive payment hereunder shall be permitted without prior consent of the County. The Proposer may not sell, assign, transfer or convey the contract resulting from this RFP, in whole or in part, without the prior written approval from the County.

### **3.4 Indemnification**

The Agency will indemnify and hold the County harmless from any and all liability, expense, judgment, suit, or cause of action for personal injury, death, or direct damage to tangible property which may accrue against the County to the extent it is caused by the negligence of Agency, its sub-agents, or their employees or agents, while performing duties under this Agreement, provided that the County gives the Agency prompt, written notice of any such claim or suit. The County shall cooperate with Agency in its defense or settlement of such claim or suit. This section sets forth the full extent of the Agency's general indemnification of the County from liabilities that are in any way related to Agency's performance under this Agreement.

### **3.5 Independent Contractor**

It is understood that in the performance of any services herein provided, the Proposer shall be, and is, an independent contractor, and is not an agent or employee of the County and shall



furnish such services in its own manner and method, except as required by this contract. Further, the Proposer has, and shall retain the right to exercise full control over the employment, direction, compensation, and discharge of all persons employed by the Proposer in the performance of the services hereunder. The Proposer shall be solely responsible for, and shall indemnify, defend, and save the County harmless, from all matters relating to the payment of its employees, including compliance with Social Security, withholding, and all other wages, salaries, benefits, taxes, exactions, and regulations of any nature whatsoever.

### **3.6 Payment**

Payment for the services rendered pursuant to the Agreement resulting from this RFP shall be made in amounts and at times set forth in the Agreement and shall be made upon receipt of original invoice(s) in accordance and in conformity with payment dates for bills and claims as established by the County. Prior to payment, the Agency must submit an original dated itemized invoice of services rendered. (Photographs or facsimiles of invoices will not be accepted.) Any reimbursement for expenses as allowed in the Agreement that are included in the invoice(s) must be supported with attached original billings for such expenses.

### **3.7 Insurance**

Proposers shall obtain, at their sole expense, all insurance required in the following paragraphs and shall not commence work until such insurance is in effect and certification thereof has been received by Wake County's Finance Office.

Workers' Compensation Insurance - with limits for Coverage A Statutory-State of North Carolina and Coverage B Employers Liability \$500,000 each accident, disease policy limit and disease Each Employee.

Commercial General Liability – with limits no less than \$1,000,000 per occurrence and \$2,000,000 aggregate, including contractual liability.

Commercial Automobile Liability, with limits of no less than \$1,000,000 per occurrence for bodily injury and property damage for any vehicle used during performance of contract services, including coverage for owned, hired, and non-owned vehicles. Evidence of commercial automobile coverage is only necessary if vehicles are used in the provision of services under the agreement.

If any coverage is on a claims-made basis, Provider agrees to maintain a retroactive date prior to or equal to the effective date of this Agreement and to purchase and maintain Supplemental Extended Reporting Period or 'tail coverage' with a minimum reporting period of not less than three (3) years if the policy expires or is cancelled or non-renewed. If coverage is replaced, the new policy must include full prior acts coverage or a retroactive date to cover the effective dates of this Agreement. Provider shall provide a Certificate of Insurance annually to Wake County indicating any claims made coverage and respective retroactive date. The duty to provide extended coverage as set forth herein survives the effective dates of this Agreement.

All insurance companies must be authorized to do business in North Carolina and have an AM Best rating of "A-/VII" or better; or have reasonable equivalent financial strength to the satisfaction of the County's Finance Office. Proof of rating shall be provided to the county upon request.



Insurance with limits no less than those specified above shall be evidenced by a Certificate of Insurance issued by a duly authorized representative of the insurer. In the case of self-insurance, a letter of explanation must be provided to and approved by Wake County Risk Management.

The Provider shall be responsible for providing immediate notice of policy cancellation or non-renewal during the term of this Agreement to the Wake County Finance Office and for three years subsequent for any claims made coverage. If Provider does not meet the insurance requirements specified above, alternate insurance coverage satisfactory to Wake County may be considered.

### **3.8 Governing Law**

This RFP and any contract resulting therefrom shall be governed by and construed according to the laws of the State of North Carolina. Should any portion of any contract be in conflict with the laws of the State of North Carolina, the State laws shall invalidate only that portion. The remaining portion of the contract(s) shall remain in effect.

### **3.9 Confidential Information/Public Records Law**

The County assumes no responsibility for confidentiality of information offered in a proposal. The RFP does not intend to elicit proprietary information. However, if proprietary information is submitted as part of the proposal, the information is to be labeled as such. Proposals are not subject to public inspection until after the contract award. Wake County reserves the right to share any information submitted in response to this RFP or process with any person(s) or firm(s) involved in the review and evaluation process. **Proprietary or confidential information must be clearly labeled as such at the time of initial submission and to the extent provided by N.C.G.S. Chapter 132, will not be made available for public inspection. In the event that a request for inspection is made under public records law, the Proposer will be notified of the request and may participate in any subsequent civil action to compel disclosure of confidential information.**

### **3.10 Compliance with Laws and Regulations**

Proposer must comply with all applicable State and Federal Laws. In the event any Governmental restrictions may be imposed which would necessitate alteration of the material, quality, workmanship or performance of the items offered on this proposal prior to their delivery, it shall be the responsibility of the successful Proposer to notify Wake County at once, indicating in their letter the specific regulation which required such alterations. The County reserves the right to accept any such alterations, including any price adjustments occasioned thereby, or to cancel the contract.

### **3.11 Acceptance**

Submission of any proposal indicates a Proposer's acceptance of the conditions contained in this RFP unless clearly and specifically noted otherwise in the proposal.

Furthermore, the County is not bound to accept a proposal on the basis of lowest price, and further, the County has the sole discretion and reserves the right to cancel this RFP, and to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise



with either the identical or revised specifications, if it is deemed to be in the County's best interests to do so. The County reserves the right to accept or reject any or all of the items in the proposal, and to award the contract in whole or in part and/or negotiate any or all items with individual Proposers if it is deemed in the County's best interest. Moreover, the County reserves the right to make no selection if proposals are deemed to be outside the fiscal constraint or not in the best interest of the County.

### **3.12 Additional Services**

The County reserves the right to negotiate additional services with the Vendor at any time after initial contract award.

### **3.13 E-Verify**

To ensure compliance with the E-Verify requirements of the General Statutes of North Carolina, all contractors, including any subcontractors employed by the contractor(s), by submitting a bid, proposal or any other response, or by providing any material, equipment, supplies, services, etc, attest and affirm that they are aware and in full compliance with Article 2 of Chapter 64, (NCGS64-26(a)) relating to the E-Verify requirements.

### **3.14 Iran Divestment Act**

By signing this agreement; accepting this contract/purchase order; or submitting any bid, proposal, etc., vendors and contractors certify that as of the date of execution, receipt, or submission they are not listed on the Final Divestment List created by the NC Office of State Treasurer pursuant to [NCGS 147 Article 6E, Iran Divestment Act](#), Iran Divestment Act Certification. Vendors and contractors shall not utilize any subcontractor that is identified on the Final Divestment List. Any organization defined under NCGS 147-86.80(2), Divestment from Companies Boycotting Israel, shall not engage in business totaling more than \$1,000 with any company/business, etc. that boycotts Israel. A list of companies that boycott Israel is maintained by the NC Office of State Treasurer, pursuant to NCGS 147-86.81(a)(1). Any company listed as boycotting Israel is not eligible to do business with any State agency or political subdivision of the State.

### **3.15 Federal Uniform Guidance: If the source of funds for this contract is federal funds, the following federal provisions apply pursuant to 2 C.F.R. § 200.326 and 2 C.F.R. Part 200, Appendix II (as applicable):**

Equal Employment Opportunity (41 C.F.R. Part 60); Davis-Bacon Act (40 U.S.C. 3141-3148); Copeland "Anti-Kickback" Act (40 U.S.C. 3145); Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708); Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387); Debarment and Suspension (Executive Orders 12549 and 12689); Byrd Anti-Lobbying Amendment (31 U.S.C. 1352); Procurement of Recovered Materials (2 C.F.R. § 200.322); and Record Retention Requirements (2 CFR § 200.324)



# 4 Detailed Submittal Requirements

## 4.0 Proposal Format

Proposers shall prepare their proposals in accordance with the instructions outlined in this section. Each Proposer is required to submit the proposal in a sealed package. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Proposer’s capabilities to satisfy the requirements of the RFP. Utmost attention should be given to accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled. The proposal should be organized into the following major sections with tabs for each section:

<u>Section</u>	<u>Title</u>
	Title Page
	Letter of Transmittal
	Table of Contents
1.0	Executive Summary
2.0	Scope of Services
3.0	Company Background and Relevant Experience
4.0	Client References for Similar Assignments
5.0	Cost Proposal and Narrative

Instructions relative to each part of the response to this RFP are defined in the remainder of this section. Response information should be limited to pertinent information only. Marketing and sales type information is not to be included.

## 4.1 Executive Summary

(Proposal Section 1.0) This section of the response should be limited to a brief narrative summarizing the Proposer’s proposal. The executive summary shall, at a minimum, include any identification of the proposed project team, responsibilities of the project team, and a summary of the proposed services. This section should highlight aspects of the proposal that make it superior or unique in addressing the needs of the County. Please note that the executive summary should identify the primary engagement contact. Contact information should include a valid e-mail address, fax number, and a telephone number.

## 4.2 Scope of Services

(Proposal Section 2.0) This section of the response should include a general discussion of the Proposer’s overall understanding of the project and the scope of work proposed as outlined in Sections 1.2 to 1.3.

As the County is seeking an Agency that brings substantial expertise in conducting a multi-faceted marketing and communication campaign, the Proposer should outline a recommended approach, critical tasks and timeline for achieving the County’s objectives in Sections 1.2 to 1.3 based on the Proposer’s experience with organizations similar to the County.



Proposers are encouraged to provide examples of services provided to their clients and the impact of those services.

### **4.3 Company Background and Project Team Relevant Experience**

(Proposal Section 3.0) Each proposal must provide the following information about the submitting Proposer's company, so that the County can evaluate the Proposer's stability and ability to support the commitments set forth in response to the RFP. The County, at its option, may require a Proposer to provide additional support or clarify requested information.

#### **4.3.1 Company Background**

- How long the company has been in business. In what state(s) has the company worked?
- A brief description of the company size and organizational structure.
- How long the company has been providing services to clients similar to the County.
- Any material (including letters of support or endorsement from clients) indicative of the Proposer's capabilities.
- Identify any litigation or governmental or regulatory action pending against your organization that might have a bearing on your ability to provide services to the County.
- Describe your contractual relationships, if any, with other organizations that will provide services described in your proposal.

#### **4.3.2 Project Team Experience**

- Identify your proposed team indicating who is responsible for the key roles; provide an organizational chart showing lines of communication and levels of authority;
- Include the résumés of staff who will work on the engagement. If they are working on only certain portions of the project, please indicate this on their résumé;
- Given that the County will be evaluating several proposals, describe why you feel that your services, from a professional and technical perspective, are the best fit for the County environment. Describe the distinguishing features the County should know about your services and company.

### **4.4 Client References**

(Proposal Section 4.0) The County considers references to be important in its decision to award a contract. Failure to provide this information will result in the proposal being considered non-responsive.

Please provide a comprehensive client listing with year(s) in which your firm provided services. Also provide at least three current clients who we may contact. References should be clients



similar in size to the County. Please give their company name and mailing address, telephone, and email of the contact person.

	Reference #1	Reference #2	Reference #3
COMPANY			
Contact Name			
Contact Title			
Contact Phone			
Mailing Address			
Email			

**4.5 Cost Proposal**

(Proposal Section 5.0) Proposers should submit a cost proposal and narrative for a three-year period with years one through three broken out separately.

The County reserves the right to contact Proposers on cost and scope clarification at any time throughout the selection process and negotiation process. The County is asking Proposers to estimate costs for all categories with the understanding that they may have to make assumptions. Such assumptions should be stated. Items that should be included in this cost section include:

- Cost of Services. Please include a detailed line item budget for the key areas outlined in the Scope of Services, along with a budget narrative
- Provide a listing of any in-kind resources that will be provided by the agency
- Provide a breakout of any salary and fringe expense, by title and name, that will be attributed to the contract.

# 5 Current Environment

**5.1 Current Operations**

The County's current recruitment efforts:

- Regional recruitment staff
- Faith-Based group
- School Population Law Enforcement
- Extend to: Medical personnel, First Responders

## 6 Evaluation Criteria

### 6.1 Selection Participants

The County has established a team of staff to evaluate vendor responses. This team of employees will be responsible for the evaluation and rating of the proposals and conducting interviews.

### 6.2 Evaluation of Proposals

Responses will be evaluated based on the following criteria:

1. Compliance to the RFP requirements; quality, clarity and completeness of services proposed in relation the scope of work the response
2. Respondent's Proven, Knowledge, and Experience in:
  - Working with human services agencies (private, public, and/or non-profit);
  - Engaging local communities while specializing in reaching a targeted population/audience;
  - Innovated approaches to engage the population/audience; and
  - Collaborating with diverse partners.
3. Client References
  - Capability of the Proposer to undertake and support services as described by this Request for Proposals based on reputation and customer references regarding the Vendor's performance for organizations with needs similar to the County's, particularly in the government sector.
4. Cost effectiveness and value of proposal
5. Other criteria deemed appropriated by the County Project Team