

REQUEST FOR PROPOSALS
PUBLIC OUTREACH AND ENGAGEMENT FOR 2024 BLUEPRINT (MTP/SCS)



SACRAMENTO AREA COUNCIL OF GOVERNMENTS
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www.SACOG.org

RELEASE DATE: December 15, 2022
DEADLINE FOR QUESTIONS: January 11, 2023
RESPONSE DEADLINE: January 20, 2023, 11:59 pm

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:
<https://secure.procurenw.com/portal/sacog>

Sacramento Area Council of Governments

REQUEST FOR PROPOSALS

Public Outreach and Engagement for 2024 Blueprint (MTP/SCS)

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I. INTRODUCTION

I.A Summary

The Sacramento Area Council of Governments (SACOG) is soliciting proposals for community-based organizations (CBOs) to provide outreach and engagement services for education and awareness on the 2024 Blueprint, the region's long range Metropolitan Transportation Plan/Sustainable Communities Strategy. This request for proposals describes the eligibility requirements for the program, the project schedule, the proposal evaluation process, and the minimum information that must be included in the proposal.

I.B Background

The Sacramento Area Council of Governments serves as a joint powers authority of city and county governments in El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties. As the only public agency with members from all 28 jurisdictions in the greater Sacramento region, SACOG plays a unique role as the place where local governments can come together to take on critical issues facing the region and to tackle problems that are too big for any one jurisdiction to solve on its own. SACOG is tasked by state and federal law with long-range planning for the region but also plays an important role in working with our local partners to advance more immediate solutions to some of the region's shared challenges of transportation, housing, air quality, climate change and the protection of the region's agricultural and natural resources.

SACOG is required to regularly update the long-range regional plan to reflect current trends in demographics, housing, and land use patterns. The 2024 Blueprint will outline recommendations for how we grow and invest as a region for the next 20-30 years. The plan aims to connect housing to jobs, education, goods and services, and recreational opportunities while protecting and enhancing our region's ecology, open space, and agricultural lands .

Community input will inform how the SACOG Board of Directors invests state and federal transportation dollars to shape the future of the Sacramento region. SACOG intends to use several awareness building tactics throughout the 2024 Blueprint development process to increase engagement among low-income communities, communities of color, partner agencies, stakeholders that represent a broad variety of interests throughout the region, and all other interested community members. Staff will use best practices to gain input from partners and will leverage relationships with community-based organizations to build upon these engagement activities to ensure that all interested parties can be meaningfully involved in shaping this regional plan.



I.C Contact Information

Project Contact:

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Department:

Procurement

I.D Timeline

Release Project Date	December 15, 2022
Pre-Proposal Meeting (Non-Mandatory)	January 10, 2023, 1:00pm Applicants are welcome to join this virtual session to ask questions and receive technical assistance as needed. Please register here: https://us06web.zoom.us/join/9tZ66t2t11
Question Submission Deadline	January 11, 2023, 5:00pm
Question Response Deadline	January 16, 2023, 5:00pm
Proposal Submission Deadline	January 20, 2023, 11:59pm
Contractor Selection Date	January 30, 2023
Project Launch	Early - Mid February 2023
Project Completion	June 30, 2023



II. SCOPE OF WORK

II.A Program Purpose & Overview

The purpose of Public Outreach and Engagement Grant Program for the 2024 Blueprint is to partner with community-based organizations to increase engagement with community representatives of Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color, along with low-income rural, urban, and other underrepresented communities to help shape the 2024 Blueprint. SACOG will award grants in support of outreach and engagement activities in the six-county region that address the specific needs of and use tailored methods to involve these groups in learning about and providing feedback on the 2024 Blueprint. Multiple awards are anticipated.

Activities funded under the Public Outreach and Engagement Grant Program will occur in addition to and alongside other outreach and engagement activities led by SACOG staff. SACOG is seeking CBO partners during the Blueprint survey period to encourage diverse survey participation and provide educational outreach through a “workshop in a box” concept or other tailored engagement methods. SACOG has identified a goal of achieving approximately 1000 completed surveys through awardee efforts. The Blueprint survey can be found here: <https://www.surveymonkey.com/r/2024Blueprint>.

SACOG recognizes that considerable effort and resources are needed to reach communities and populations that historically have and continue to experience marginalization and/or distrust in government. Consideration of both quantitative and qualitative aspects of engagement is important to SACOG in furthering equitable and meaningful participation of the region’s communities in the Blueprint process. Applicants are encouraged to apply at whatever capacity and level of effort makes sense for their organization and to propose achievable outreach goals specific to the communities they serve.

Awardees will be expected to attend at least one informational webinar on the 2024 Blueprint, and to track and report on demographics during outreach and engagement activities to ensure a diverse pool of respondents and participants. SACOG staff will provide grantees with relevant informational materials (e.g., fact sheets, informational fliers, presentations, etc.) and/or speakers at grantee-led outreach events as needed.

- Total funding available: \$50,000
- Proposal minimum/maximum request: \$1,000/\$5,000
- Required match: no match is required for this request for grant applications

II.B Eligible Applicants

SACOG will develop and oversee project agreements for applicants that are awarded funding. Applicants must serve communities in El Dorado, Placer, Sacramento, Sutter, Yolo, and/or Yuba



counties. Applicants may serve populations living in more than one county. Eligible applicants include:

- Nonprofit organizations (e.g., community-based organizations, faith-based organizations, business improvement districts, main street associations, neighborhood associations, chambers of commerce, community foundations, etc.)
- Community colleges, colleges, and universities
- K-12 public education institutions
- Tribal nonprofit organizations

Eligible applicants should demonstrate their capacity in the following:

- Be a trusted community entity;
- Understand and communicate deep community issues for residents living in the six county Sacramento region;
- Ability to gather and communicate the effects of transportation, land use planning and investments (such as roads, sidewalks, public transit, housing development, etc.) on the health and quality of life of existing communities; and
- Ability to connect to disinvested and marginalized communities

II.C Eligible Activities

Applicants should identify and select which level of public outreach and engagement they plan to conduct from the following options:

Option 1

- Blueprint education and survey promotion/distribution through email listservs, existing/currently scheduled community events, discussion groups
- Anticipated award range: \$1000 - \$1500
- *Completed surveys goal: 25 - 50*

Option 2

- Blueprint education and survey promotion/distribution through email listservs, existing/currently scheduled community events, discussion groups
- Interactive informational workshop(s) on the Blueprint (i.e., workshop in a box; includes tasks such as attending planning and coordination meetings with SACOG staff and identification of invitees/outreach plan)
- Anticipated award range: \$1500 - \$3000
- *Completed surveys goal: 50 - 100*

Option 3



- Blueprint education and survey promotion/distribution through email listservs, existing/currently scheduled community events, discussion groups
- Other engagement methods based on CBO expertise and community context (e.g., survey parties, canvassing, focus groups, pop-up events, online engagement) – *applicant will be asked to describe*
- Anticipated award range: \$1500 - \$5000
- *Completed surveys goal: 50- 150*

Note: Target ranges for completed number of surveys are provided for reference and are not grant performance requirements. Applicants should identify their own targets based on their capacity and specific community context. Awardees will be required to periodically share progress towards goals, and will receive payment based on activities completed, not number of completed surveys.

II.D Screening Criteria

Applicants that fail to demonstrate how their project meets the following eligibility criteria will be considered ineligible for award. This shall be at the sole discretion of SACOG.

- A. Applications must be for outreach and engagement activities within any of the six-county Sacramento region (El Dorado, Placer, Sacramento, Sutter, Yolo and/or Yuba counties).
- B. Only one application may be submitted per applicant.*
- C. The activity must be planned and implemented by June 30, 2023.

**The maximum allowable funding per applicant is \$5000. Based on availability of funding and demonstrated success of outreach efforts (i.e., survey completions), applicants that receive funding may ask for additional funding up to the \$5000 limit to augment originally planned outreach and activities. Allocation of additional funds up to the maximum amount is at the sole discretion of SACOG.*

Applicants should also identify the following in their proposal:

- How they will disseminate SACOG’s [Blueprint survey](#) to Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color, along with low-income rural, urban, and other underrepresented communities. While SACOG encourages applicants to identify strategies that leverage existing community events for distributing the Blueprint survey, each applicant should identify which methods will be best to reach members of the community or communities they serve.
- How outreach and engagement opportunities will be accessible in terms of format (pop-up workshops, video projects, online, in public meetings, one on one, by mail, etc.), venues (at school and community events, community centers, libraries, transit hubs, etc.), hours (evening or weekend), and language (accessible to lay people and translated



into the principle languages of the relevant communities, including accessible media such as caption videos).

II.E Project Execution Requirements

Project activities must be completed no later than July 30, 2023.

Outreach Materials: All promotional materials developed for an event or bulk communication (i.e., newsletter) must be approved by SACOG prior to publication and distribution. Any use of SACOG logos should be kept to scale if resized, and otherwise remain unmodified. Any press releases, flyers, newsletters, and other media/marketing materials used to promote the event or activity must be reviewed by SACOG prior to printing. Please allow three business days for SACOG staff to review materials.

Reporting and Payment of Funds: Applicants that receive funding will be required to report outreach efforts and participation metrics to SACOG monthly; SACOG will provide an online form for submitting tracking metrics. At minimum, awardees are expected to track estimates of completed surveys. Other engagement metrics should be identified in the application and may include:

- Number of communications sent to community listservs; number of recipients
- Number of community meetings attended where Blueprint survey and/or informational material was shared
- Number of surveys completed during engagement events
- Number of workshop attendees (if hosting an informational workshop)
- Other tracking metrics (to be mutually agreed upon by SACOG and applicant at time of award)

All work performed under the agreement will be on a fixed amount basis. Work done prior to the Notice to Proceed will not be funded. Upon the completion of all planned outreach activities, awardees will provide SACOG with a final report that summarizes the work done and any participant input/feedback. To receive payment, each awardee must submit a final report and a final invoice. SACOG will provide a final report sample to awardees.

III. VENDOR QUESTIONNAIRE

III.A Maintenance of Electronic Document References & Table of Contents

Proposals should include an itemized list of all electronic documents being provided to SACOG and maintain links to any documents provided on-line through the time of contract award.



III.B Transmittal Letter*

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant or consulting firm, and who may be contacted during the period of proposal evaluation. **The letter must also include a statement acknowledging that the consultant or consulting firm has reviewed and accepted SACOG’s Sample Purchase Order** (see attachments) with or without qualifications. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.

*Response required

III.C Project Proposal*

A. Organization Name & Primary Contact (Name, Email Address, Phone Number)

B. Please describe the outreach and engagement activities your organization will conduct under the Public Outreach and Engagement Grant Program.

- Please refer to the options outlined in the “Eligible Activities” section of the Scope of Work.
- How will outreach and engagement opportunities be accessible in terms of format, venue, hours, and language?
- Please list the relevant social media handles (Facebook, Twitter, Instagram) you intend to use as part of your survey promotion efforts.
- Please include the number of completed surveys you hope to achieve as a result of engagement activities.

C. Who is the intended audience for outreach and engagement activities? Please describe how outreach and engagement activities will directly reach and/or engage Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color, along with low-income rural, urban, and other underrepresented communities.

D. What metrics will you report on to demonstrate reach and impact? Briefly describe your organization’s plan for tracking and reporting on the level of engagement associated with proposed outreach activities.

Please keep project proposals 1 - 2 pages max.

*Response required

III.D Proposed Budget and Timeline*

The cost proposal shall describe the total price and timeline for which the consultant will commit to complete the total scope of work and end products.

*Response required



III.E Conflict of Interest*

Consultants and consultant firms submitting proposals in response to this RFP must disclose to SACOG any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP.

Does the consultant or firm have any conflicts of interest? If yes, a statement to that effect shall be included in the proposal.

Yes

No

*Response required

III.F Government Code 1090 Disclosure*

Attach Government Code 1090 Disclosure form (reference attachments or at the link below)

<https://sacogca.seamlessdocs.com/f/GovCode1090>

*Response required

III.G Levine Act Disclosure Statement*

Attach the Levine Act Disclosure statement (reference attachments or at the link below)

<https://sacogca.seamlessdocs.com/f/LevineActDisclosure>

*Response required

III.H Addenda

If SACOG issues any Addenda for this solicitation, please submit your forms and responses here.

III.I Full Proposal*

Please submit a copy of your full proposal here in 1 PDF file.

*Response required

IV. EVALUATION PROCESS

IV.A Review Panel

A proposal review panel made up of members of SACOG staff will evaluate the proposals.



IV.B Technical Evaluation

Upon receipt of the proposals, a technical evaluation will be performed. The review panel will evaluate each proposal in accordance with the criteria listed in the "Evaluation Criteria" section. Proposers may be telephoned and asked for further information, if necessary. Previous clients may also be called.

IV.C Oral Interviews

The review panel may request oral interviews from the top candidates to provide additional input in the evaluation process.

IV.D Recommendation of Award

The panel will make recommendations to the SACOG Executive Director on the basis of the proposal, oral interview when held, and reference check. SACOG reserves the right to select a grantee based solely on written proposals and not convene oral interviews. In determining which proposal is most advantageous, SACOG will award the contract to the proposer whose proposal offers the best value. Partial awards may be recommended and/or negotiated with applicants as part of developing the grantee list. SACOG staff will take into consideration such factors as geographic diversity and equitable distribution of funds.

V. EVALUATION CRITERIA

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Outreach and engagement activities Applicants will describe the outreach and engagement activities that will be used to raise education/awareness and solicit feedback on the Blueprint (see options under Eligible Activities section) and their goal for number of completed surveys.	0-100 Points	30 <i>(30% of Total)</i>



2.	<p>Furthering equitable engagement Applicants will describe the following:</p> <ul style="list-style-type: none"> • how outreach and engagement activities will directly reach and/or engage Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color, along with low-income rural, urban, and other underrepresented communities; and • how outreach and engagement opportunities will be accessible in terms of format, venue, hours, and language. 	0-100 Points	40 <i>(40% of Total)</i>
3.	<p>Tracking and metrics Applicants will describe a plan for tracking and reporting on the level of engagement associated with proposed outreach activities.</p>	0-100 Points	20 <i>(20% of Total)</i>
4.	<p>Budget and timeline Applicants will provide a proposed budget and timeline for grant activities.</p>	0-10 Points	10 <i>(10% of Total)</i>

VI. SUBMISSION INSTRUCTIONS

VI.A Submission Instructions and Deadlines

Proposals must be received by SACOG’s Procurement Officer via the SACOG Bidding Portal found at <https://secure.procurenow.com/portal/sacog>, as described further. Portal submission should be received no later than 11:59 pm (PST) on January 20, 2023.

VII. TERMS & CONDITIONS

VII.A General Terms of Project

The contract will be an agreement between SACOG and the consultant. SACOG will provide contract administration services. The consultant will invoice SACOG for services rendered and SACOG will compensate the consultant for these services as set forth in the agreement. Funding for the consultant services will be provided by SACOG. The SACOG Board of Directors will award the contract and project deliverables will be reviewed by the SACOG Project Manager.



VII.B Limitations

This request for proposal (RFP) does not commit SACOG to award a contract, to pay any costs incurred in the preparation of proposals in response to this request, or to procure or contract for services or supplies. SACOG expressly reserves the right to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. SACOG reserves the right to withdraw this RFP at any time without prior notice. Further SACOG reserves the right to modify the RFP schedule described above.

Until award of a contract, the proposals shall be held in confidence and shall not be available for public review. No proposal shall be returned after the date and time set for the opening thereof. All proposals become the property of SACOG. Upon award of a contract to the successful proposer, all proposals shall be public records.

VII.C Bid Protesting

Any bid protests are subject to SACOG's adopted bid protest procedure. To obtain a copy of SACOG's bid protest procedure please contact the Contracts Coordinator.

VII.D Award

All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. However, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint.

VII.E RFP Addendum

Any changes to the RFP requirements will be made by addenda issued by SACOG via the SACOG Bidding Portal (<https://secure.procurenow.com/portal/sacog>) and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation.

VII.F Verbal Agreement of Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of SACOG shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

VII.G Precontractual Expense

Precontractual expenses include any expenses incurred by proposers and selected contractor in:

- Preparing proposals in response to this RFP
- Submitting proposals to SACOG



- Negotiations with SACOG on any matter related to proposals.
- Other expenses incurred by a contractor or proposer prior to the date of award of any agreement.

In any event, SACOG shall not be liable for any precontractual expenses incurred by any proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. SACOG shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

VII.H Signature

The proposal will also provide the following information: name, title, address and telephone number of individual with authority to bind the consultant or consultant firm and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant or consulting firm and shall contain a statement to the effect that the proposal is a firm offer for at least a sixty (60) day period. Execution of the contract is expected by February 10, 2023.

VII.I Contract Arrangements

The successful proposer is expected to execute a purchase order with SACOG, subject to the terms and conditions described therein. A copy of SACOG's Purchase Order terms and conditions is attached as Exhibit A.

VII.J Equal Employment Opportunity

In connection with the performance of the contract, the consultant shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

VII.K Payment Schedule

The consultant will be paid upon the completion of the work by submitting an invoice to SACOG for work performed and accompanying final report.

