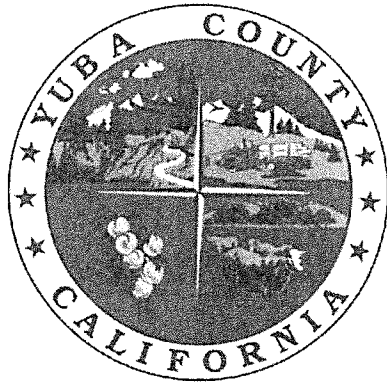


**COUNTY OF YUBA
HEALTH AND HUMAN SERVICES DEPARTMENT
REQUEST FOR PROPOSAL**

BRANDING SERVICES



PROPOSAL CLOSING DATE:

Monday, March, 25, 2019 at 4:00 p.m. (PST)

NOTE: It is the applicant's responsibility to check the County Solicitation Website, see address below, or to contact the RFP point-of-contact identified in the RFP for any addenda issued to this RFP. The County shall not be responsible for any incomplete proposal submitted as a result of missing addenda, attachments or other information regarding the RFP.

<http://www.co.yuba.ca.us/departments/admin%20services/purchasing%20solicitations.aspx>

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INTRODUCTION

Yuba County, through its Health and Human Services Department (County), is soliciting Requests for Proposals (RFPs) from qualified companies to provide media, marketing, and branding services.

This RFP outlines the scope of services, information necessary to understand the competitive selection process and the required documentation necessary for the submission of proposals. Please review the document carefully to ensure you are familiar with the County's requirements.

The target commencement date and term for the proposed services is subject to negotiation of final agreement.

BACKGROUND

The Yuba County Health and Human Services Department (HHSD) employs over 300 staff in seven different divisions. Each division offers unique services to the community, engages with the community in different ways, and has different messages for the community. It is important that community stakeholders and residents understand that the breadth and variety of services offered by all seven divisions are under the direction of one unified Health and Human Services Department.

I. SCOPE OF SERVICE

The county is seeking the expertise of a qualified company to provide a department brand strategy, including: a common logo, branding guidelines, and communication templates for flyers and brochures. The county currently uses internal resources to meet some of these needs, but strongly believes a qualified company with expertise in marketing, design, and branding will provide a greater value to our residents.

After a branding strategy is adopted we will leverage it through the use of physical and digital media to promote new and existing services or upcoming events. The brand strategy will be employed in online and social media marketing campaigns, and we may also pursue search engine optimization to enhance our online presence. The most qualified applicants will provide expertise and/or support in all of these areas and will be able to recommend and provide other areas of related support that the county has not yet considered.

The county will consider all solution strategies, including: a la carte services by project, hourly services, a contracted agreement, or any other arrangement resulting in the highest quality services and best value.

Each response to this RFP must include the following Department Brand Strategy, A Common Logo, Branding Guidelines and Communication Templates for Flyers and Brochures as well as service details within their proposal.

- A. **Department Brand Strategy:** Describe in detail a previously developed brand strategy (more than one strategy may be provided).
- B. **Common Logo:** Provide examples of previously developed logo(s).
- C. **Branding Guidelines:** Provide examples of previously developed guidelines for the use of Logos and branding.
- D. **Communication Templates for Flyers and Brochures:** Provide examples of previously developed communication templates.
- E. **Service:** Responders should complete Attachment #2 – Provider Service Questionnaire to incorporate the following elements in their proposals:
 - 1. Implementation Support (including training as necessary).
 - 2. A detailed plan for monitoring the services provided, requested and completed.
 - 3. Methodologies for assisting, troubleshooting and additional ongoing support.
 - 4. Standard Scope of Work when approaching a branding project.
- F. **All proposals must address the manner in which Responder will provide:**
 - 1. Implementation/ongoing support and specify if it is on-site, off-site or both as well as identify hours of availability.
 - 2. Assistance with addressing the individual needs of divisions within the Health and Human Services Department.
- G. **Responders are encouraged to incorporate the following elements in all strategies the Responder proposes to provide:**
 - 1. References from prior client(s).
 - 2. Anticipated timeline(s).

II. **RFP TIMELINE**

The following timeline represents the County's best estimate of the schedule that will be followed. Unless otherwise specified, the time of day for the following events will be between **8:00 a.m. and 4:00 p.m., Pacific Standard Time (PST).**

EVENT	TIME	DATE	DAY
RFP Issued		February 28, 2019	Thursday
Applicant's Conference			
Written Questions/Comments Due	4:00 p.m.	March 7, 2019	Thursday
Addenda Issued/Posted		March 15, 2019	Friday
Response Submission Deadline	4:00 p.m.	March 25, 2019	Monday
<i>No response will be accepted after this date and time.</i>			
Evaluation Process begins		March 26, 2019	Tuesday
Notice of Intent to Award Protest/Appeal period begins		April 3, 2019	Wednesday
Deadline to submit Protest/Appeal letters	4:00 p.m.	April 10, 2019	Wednesday
Purchasing Agents approval and authorization to award contract(s) is <i>tentatively</i> scheduled for the April 22, 2019.			

It is the applicant's responsibility to check the County Solicitation Website (see address below) or to contact the RFP point-of-contact identified in the RFP for any addenda issued to this RFP. The County shall not be responsible for any incomplete proposal submitted as a result of missing addenda, attachments or other information regarding the RFP.

The County's website will be the official notification posting place of all Amendments and Addenda's to the RFP. Go to:

<http://www.co.yuba.ca.us/Departments/admin%20Services/purchasing%20solicitations.aspx>

A. SUBMISSION OF PROPOSAL

One (1) original and four (4) copies (5 total) must be received and date stamped by County no later than **4:00 p.m. (PST) on March 25, 2019**. *Faxed proposals will not be accepted.* Proposals must be in sealed envelopes and clearly labeled "*Branding Services Proposal*" on the outside and mailed or hand-delivered to the Main reception area at:

Yuba County Health and Human Services Department
5730 Packard Avenue, Suite 100
Marysville, California
Attn: Doris Robertson, Administrative Analyst

*It is the Applicant's responsibility to assure that the proposal is delivered and received at the location specified herein, on or before the date and hour set. **Proposals received after the specified date and time will NOT be considered.***

III. PROPOSAL RESPONSE

Proposals must include the information that is specifically requested herein as well as such additional information as Applicant deems relevant to the process. Additional information may be provided but should be succinct and relevant to the goals of this RFP. Proposals must be developed in accordance with the described format.

FORMAT: Sections notated with “[Narrative]” should meet the following formatting requirements:

8.5” x 11” paper, 1” margins, 12 pt. font, double-spaced. Submit a maximum of twenty (20) pages of narrative (the total pages does not include requested attachments, i.e. Application, Attachments, proof of insurance, Board Resolution, Letters of Support, licenses/certificates, etc.) identifying each segment by corresponding number in addressing the following. **Proposals that deviate from this format *will not be considered.***

The proposal should include the following components in the order described below. Use forms where provided. A proposal lacking any of the following information may be deemed non-responsive:

A. Application

Using the form titled "APPLICATION" (Attachment 1) provide all requested information including original signature of agency official authorized to submit the proposal and thereby commit the agency to the obligations contained in the RFP response. Further the signing and submission of a response shall indicate the intention of the Applicant to adhere to the provisions described in this RFP and a commitment to enter into a binding contract.

B. Statement of Experience [Narrative]

Provide a summary of your experience in providing services described in the scope of services and include the number of years in business, years of experience providing such services or equivalent or related services.

C. Qualifications [Narrative and Attachments]

1. Complete the Provider Questionnaire (Attachment 2) which provides general information about your facility.
2. Proof of Insurance Coverage: Provide proof of required insurance as described in Attachment E of the sample contract posted as an addendum to this RFP on the county website.

3. Board Resolution (*if applicable*): For 501(c)3 agency's, a copy of the applicant's governing Board Resolution authorizing the submission of the proposal with evidence of 501(c) (3), including Employer ID Number, must be submitted as an attachment. If the Resolution is not available, a letter stating the date it will be available must be attached.

The county may request additional information the county determines is necessary for an accurate determination of the applicant's qualifications to perform services.

D. Budget [Narrative and Attachments]

Provide a line item budget indicating all expenses to the county. Costs may be listed a la carte by service, hourly by service, monthly by contracted agreement amount, or by any other means that clearly indicates the total cost of the projects listed in this RFP and the estimated costs of additional ongoing support.

The Budget narrative must clearly explain why each expense is budgeted, how they are calculated and relates to the end product.

IV. EVALUATION CRITERIA

The contract, if awarded, will be awarded to the Applicant(s) whose proposal is/are considered the *best value* to the County as interpreted by the County. Best value will be determined based on the following evaluation criteria and point value:

Evaluation Criteria	Possible Points
Ability to provide the service	50
Availability (during implementation and ongoing support)	25
Budget and Budget Narrative	<u>25</u>
Total	100

V. THE RFP SELECTION PROCESS

- A. Proposals will be reviewed by a committee for completeness and adherence to RFP instructions. The committee will evaluate and score proposals. They may require interviews during scoring to discuss proposals.
- B. Submissions which are deemed incomplete may be eliminated as not being responsive. Responsiveness means an Applicant who has submitted a proposal that conforms to the solicitation documents in all material aspects.
- C. A "Responsible Contractor/Applicant" shall mean an Applicant who has the capability, in all respects, to fully perform the contract requirements and the moral and business integrity and reliability that will assure good faith performance. Qualifications, interview, experience, and financial stability may all be taken into consideration.

- D. The County reserves the right to award a contract to the applicant(s) that presents the best qualifications and whose proposal best accomplishes the desired results.
- E. Upon recommendation from the review committee and approval by the Board of Supervisors or Purchasing Agent, qualified Applicant(s) will be selected to provide services to Yuba County upon contract commencement date through June 30, 2020.
- F. Applicant(s) shall agree to and sign a contract with the County; final terms of the contract will be negotiated with the selected Applicant(s) and incorporated in the contract. Contracts awarded will contain at least, but shall not be limited to, the provisions outlined in the sample Agreement for Professional Services posted as an addendum to this RFP on the county website address listed above.
- G. The County will notify all proposers whether or not they are selected for the subject services.
- H. It is the County's preference to promote employment and business opportunities for local residents and firms on all contracts and give preference to local residents, workers, businesses, and consultants to the extent consistent with the law and interests of the public.

VI. COUNTY NOTICES

A. **County Contact**

Any questions related to this RFP should be directed to the county contact person by email: HHSD_RFPquestions@co.yuba.ca.us

All communications during this process should be directed to the appropriate county contact listed above. Any applicant that makes any effort to communicate with any elected or appointed officials of Yuba County, either directly or indirectly, during this process will be EXCLUDED from consideration.

B. **Conflict of Interest**

Any agency or person considering doing business with Yuba County Government must disclose the agency or person's affiliation or relationship that might cause a "Conflict of Interest" with County Government entity. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest may automatically result in the disqualification of the Submitter's submittal.

C. **General Notices**

All applicants responding to this RFP should note the following:

1. Yuba County reserves the right to:
 - Reject any or all submittals
 - Request clarification of any submitted information

- Waive any informalities or irregularities in any qualification statement
 - Not enter into any agreement
 - Not to select any applicant
 - Cancel this process at any time
 - Amend this process at any time
 - Interview applicants prior to award and request additional information
 - Enter into negotiations with one or more applicants
 - Award more than one agreement if it is in the best interest of the county
 - Issue similar RFPs or RFQs in the future.
2. Addenda posting and notifications must be done at least 72 hours before the RFP closing. All addenda information can be found at: <http://www.co.yuba.ca.us/Departments/admin%20Services/purchasing%20so%20licitations.aspx>
 3. Any and all costs arising from this RFP process incurred by any applicant shall be borne by the applicant without reimbursement by Yuba County.
 4. Acceptance by Yuba County of any proposal submitted pursuant to this RFP shall not be deemed to constitute intent, implied or otherwise, to enter into an Agreement for Services.
 5. County will verify applicant, its principal and any named subcontractors are not on the Federal debarred, suspended or otherwise excluded list of vendors located at www.sam.gov.

VIII. PROTESTS AND/OR APPEALS

Protests or Appeals with respect to the solicitation or award of the RFP will be required to follow current requirements of the California Department of Social Services Management and Office Procedures (Chapter 23-600) regarding purchase of service as well as the Yuba County Purchasing and Contract Policy Manual which states in part:

9.0 Protest and Appeals

Any actual or prospective bidder, offer or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Director of Administrative Services. The protest shall be submitted in writing within five (5) working days after such aggrieved person or company knows or should have known of the facts giving rise thereto.

9.1 Response to Protest and Appeals

The Director of Administrative Services shall issue a written decision within ten (10) working days after receipt of the protest. The decision shall:

(a) State the reason for the action taken;

(b) Inform the protestants' that a request for further administrative appeal of an adverse decision must be submitted in writing to the Clerk of the Board of Supervisors within seven (7) working days after mailing of the decision by the Director of Administrative Services.

The written protest must be delivered no later than **April 10, 2019**, to:

Timothy J. McCoy, Director
Administrative Services
915 8th St. Suite 119
Marysville, California 95901

RFP Application Submission Checklist

- Attachment 1 – Application
- Attachment 2 – Provider Service Questionnaire
- Narrative Responses from Pages 4 and 5 of the RFP
- Proof of Insurance Coverage (#4 from Qualifications Section)
- Board Resolution (*if applicable*) (#5 from Qualifications Section)

Please return all documents to:

Doris Robertson
Finance and Administration
Yuba County Health & Human Services Department
5730 Packard Avenue, Suite 100
Marysville, CA 95901

no later than 4:00 p.m. on March 25, 2019.

APPLICATION

<i>(County Use Only)</i>	
RFP Application #: _____	Date & Time received: _____ / _____

Yuba County Health and Human Services
Branding Services

Agency Name:
Mailing
Address:

Date:

E-Mail Address:
Contact
Person:

Phone:

Authorization to Submit this Proposal: *Non-profit agencies must submit a Board Resolution authorizing submission of this proposal with evidence of 501(c)(3) status, including EIN number as attachments. If the Resolution is not available, a letter stating the date it will be available must be attached.*

Certification: *I certify that all statements in the proposal and attachments are in all respects true and correct. Failure to provide true and correct statements and information shall entitle the county to pursue any remedy authorized by law, which shall include the right, at the option of the county, of declaring any contract made as a result thereof to be void.*

In addition, by submission of a proposal, Applicant attests to having possession of a duly issued valid license issued by the State of California. Such license authorizes Applicant to contract to perform type of work required by the specifications. Should the Applicant fail to provide the number and classification of Applicant's State of California License and/or Certification, the County may reject your Proposal.

Authorized Agency Official:

Name and Title

Signature

Please complete the following.

Name: _____ License #
and Type: _____

1. Does your agency have experience providing the type of services requested in this RFP? If so, indicate the number of years providing this service and the agencies you provided these services to.

2. Please describe your agencies' employment criteria and the education or experience required for any potential employee who will specialize in branding or marketing.

3. Please describe your agencies training program to educate employees about branding services. Is the training program designed to ensure that employees can adequately provide these services? If yes, please provide details.

4. Please provide number of branding services previously provided and a detailed plan for monitoring the proposed services, additional requests and completed tasks.

5. Please provide methodologies for assisting, troubleshooting and providing additional support.
