



Request for Proposals

**Listos California Campaign Creative Services Coordination**

Dec 19, 2023

**Summary:**

Valley Vision is issuing this Request for Proposal to solicit responses from vendors capable of serving as a Campaign Creative Services Coordinator(s) for the Listos California Community Resilience Campaign. This vendor will design the campaign and communications plans; create core messaging, content, and materials based on researched knowledge; directly manage designated implementation strategies and coordinate execution of the campaign and communications plans across multiple vendors and partners. This vendor will also create the structure and design of the website, develop content, and provide ongoing maintenance and improvements.

**Background:**

Listos California is a program of the California Governor's Office of Emergency Services (Cal OES) with the purpose of engaging the most vulnerable Californians, which can be described by social vulnerability factors including social and geographic isolation, poverty, language barriers, and other access and functional needs challenges, in order to increase their preparedness, response, recovery, and mitigation capabilities. This will be achieved by delivering culturally and linguistically competent education, information, and other support through a grass-roots, people-centered approach.

Valley Vision, a 501c3 civic leadership organization selected as the overall support team for the Listos California Campaign, is assembling qualified vendors to carry out the multi-million-dollar public engagement campaign. The campaign is launching immediately and will continue through December of 2023. Securing the Campaign Design and Implementation Coordinator to facilitate the timely and coordinated execution of the campaign's diverse strategies and vendors is the first order of business.

## Services Required:

The vendor selected to fulfill the Campaign Creative Services Coordination role will fulfill a variety of needs, ranging from strategic to administrative. Chief among the services required are:

- 1) Assessing messages and tone of existing Listos California campaign content and proposing any adaptation, as needed. Materials produced to date are available at [www.listoscalifornia.org/resources](http://www.listoscalifornia.org/resources).
- 2) Develop emergency preparedness, response, and recovery educational and training content and materials that directly target and appeal to vulnerable populations. These assets will take a variety of forms and will be responsive to community and grantee partner identified needs. It is expected that the update or creation of dozens of assets will be required to appeal to the range of population-types, disaster-types, and other circumstances deemed critical by community and partners. For reference, the variety of assets developed in a prior Listos California campaign can be viewed at [www.listoscalifornia.org](http://www.listoscalifornia.org). NOTE: A separate budget is reserved for production costs (i.e. printing, video or audio production, translation). Please indicate if any of these activities are included within your proposal.
- 3) Create content for, provide updates to, and manage campaign newsletter, website, and other owned media efforts to widely communicate about, and make campaign information widely known and available.
- 4) Maintain catalog of materials produced by and available through the Listos California campaign.
- 5) Support training for grantees who will utilize campaign materials to directly engage targeted audiences.
- 6) Designing template materials for the campaign, which may include, but are not necessarily limited to presentation templates, flyers/pamphlets template, etc.
- 7) Evaluate the current website ([www.listoscalifornia.org](http://www.listoscalifornia.org)) to determine features and functionality to maintain and opportunities for change.
- 8) Provide ongoing oversight and maintenance of the website to ensure its continuous availability and relevance as new materials are produced and disaster risks change. The selected vendor will train Listos California staff to be able to make simple edits to the website. The selected vendor also commits to being able to make same day changes, as needed to respond to emerging conditions.
- 9) Serve as a thought partner in developing the website by advising on functionality and content needed to most effectively reach and make information and tools most accessible for the targeted audiences.

10) Attend and assist in managing recurring campaign-related meetings with Valley Vision, Cal OES, and grantee partners. At least weekly meetings should be anticipated, as well as at least three grantee conferences.

**Qualifications Desired:**

- Experience with brand design, definition and leadership
- Experience collaborating with or working on a product team
- Experience leading with creative vision, purpose and innovation
- Experience building portfolio brands and working with brand architecture
- Experience across integrated design work
- Experience collaborating, driving consensus among highly cross functional teams
- Experience managing partners and leading teams from the concept phase to execution
- Proficiency in presenting and pitching creative concepts and ideas to senior leaders and internal/external partners
- Proficiency in graphic design, art direction, typography, photography, retouching, layouts & grids, and color strategy
- Proficiency in design software
- A certification or degree from an accredited or recognized professional institute or body in the program areas of art, design, visual communications, and computer graphics; and neatness.

**Timetable:**

The Listos California Campaign is currently underway and will continue through December 31, 2024. The selected vendor will provide ongoing support through the conclusion of the campaign.

**Budget:**

Budget for these services is estimated to be \$1.7 million. Actual budget will be negotiated based upon proposals submitted. Applicants must provide a thorough justification for the amount proposed.

**Proposals will be scored based upon:**

Proposals will be scored on a 5 point scale (5 points: fully meets; 4 points: meets with minor gaps; 3 points: meets with moderate gaps; 2 points: partially meets; and 1: does not meet). RFP responses will be evaluated upon the following:

- To what degree does the proposal meet stated service requirements?
- To what degree does the bidder have the necessary skills and abilities to deliver this proposal?
- To what degree does the bidder have a proven track record in this type of role?

- To what degree is the cost reasonable and justified?
- To what degree does the bidder satisfy the overall terms and conditions of the RFP?
- Additionally, five bonus points will be awarded to applicants with business office(s) or headquarters located in California.

**Please Submit in no more than 10 pages:**

- Statement of experience and qualifications, including summary of projects similar to the aforementioned scope of work.
- Description of methods to be used to meet the stated needs of this RFP and statement of expected deliverables to be provided.
- Identification of personnel, tools, and resources to be utilized, including anticipated amount of time to be dedicated to the project.
- Statement of proposed cost, showing cost calculations (basis of costs) and providing a justification for costs.
- Client references.

Submit proposals to Angela Caruzo at [angela.caruzo@valleyvision.org](mailto:angela.caruzo@valleyvision.org) . Please state “Campaign Creative Services Coordination RFP Response – [Your organization’s name]” in the subject field of the email submittal.

**Proposal Due Date:**

Proposals are due no later than 5pm PST on Friday, January 5, 2024.

**Important Notification:**

1. The source of funding for this project is the California Office of Emergency Services. Valley Vision is required to ensure that all subcontracted firms will adhere to the same rules and requirements as are placed on Valley Vision through our primary contract. Use [this link](#) to review the 2022 Subrecipient Handbook, which outlines these requirements.
2. Subcontractors must be registered in the System for Award Management (SAM) or provide a self-certification that they are not debarred from participation in Federal awards.
3. Documentation of all claims for payment/reimbursement must be accompanied with time and attendance records, receipts, and/or other substantial documentation.
4. Valley Vision is required to conduct a cost analysis prior to awarding subcontracts. As part of that cost analysis, Valley Vision is encouraged to negotiate a discount rate. Please indicate within your proposal if you are proposing a discounted rate for your services.
5. Compensation for this State project is on a reimbursement basis; hence, the successful bidder understands they are entering a “pay when paid” arrangement with Valley Vision.