



Request for Proposals

Listos California Campaign Ethnic Media Coordination Services

December 19, 2023

Summary:

Valley Vision is issuing this Request for Proposals to solicit responses from vendors capable of serving as an Ethnic Media Coordination Services for the Listos California Community Resilience Campaign. This role will be responsible for delivering relationships and placements with ethnic media outlets throughout the state.

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 in order to increase their preparedness, response, recovery and mitigation capabilities. This is defined as having social vulnerability factors including social and geographic isolation, poverty, language barriers, and other access and functional needs challenges. Engagement 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 lead for the Listos California Campaign, is assembling qualified vendors to carry forward the multi-million-dollar public engagement campaign. The campaign is underway and will continue through December of 2024.

Services Required:

The vendor selected to fulfill the Ethnic Media Coordinator(s) role will be responsible for the dissemination of Listos California information through the diverse ethnic media outlets throughout the State. The anticipated scope of work will include but is not limited to the following:

- 1. Organize 10 briefings for ethnic media outlets** to disseminate information from the Listos California initiative, including invitation, platform management, and follow up.

- a. It is anticipated that four briefings will be planned for preparedness briefings targeted to disaster types including earthquakes, wildfires, extreme heat, and power outages; and
 - b. Up to six briefings will be reserved for real-time disaster response.
 - c. Collect and report on data pertaining to RSVPs, release dissemination, attendees, topics, messaging and reach.
2. **Draft media advisories** on content of interest to encourage an ongoing flow of information to targeted audiences through ethnic media outlets.
 3. **Track placements/Media Monitoring** to help determine which audiences are receiving information and where additional outreach might be required.

The Ethic Media Coordinator will work closely with the initiative's management and communications team. Periodic planning meetings (in Sacramento) will require some travel of key staff. Selected vendor will be required to prepare and coordinate with Cal OES for all final briefing topics, press releases, and other materials as needed.

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 \$250,000. This budgeted amount is to include staff time, as well as hard costs that might be required to fulfill the desired tasks, such as costs for virtual meeting systems, translators, media tracking/monitoring systems, travel, and other needs. Such expenses will be reimbursed on a direct cost basis.

Actual budget will be negotiated based upon proposals submitted. Applicants must provide a thorough justification for the amount proposed. Include a detailed statement of the basis of costs within your budget (e.g. the basis of cost might be per agency billing rates, cost per product delivered, or some other mechanism used by your agency), as well as a statement that the cost rates are your standard rates or are discounted from your standard rates.

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). Scoring will be applied to each of the following evaluation categories:

- 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. Please state “Campaign Ethnic Media Coordinator 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 2023 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. All materials produced under this contract will become the property of the Listos California campaign, through Cal OES.
6. 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.