



Request for Proposals

**Message and Tactic Testing for Listos California Community Resilience Campaign**

September 2022

**Summary:**

Valley Vision is issuing this Request for Proposals to solicit responses from vendors capable of leading message and outreach method testing using both quantitative and qualitative methods to engage with hard to reach populations. This research will better inform government and community stakeholders about the most effective messages and methods for reaching and persuading select target populations on the actions that they, their families, and their communities can take to become better prepared before disaster strikes, as well as be more resilient during and after disasters. After careful review of responses received and associated due diligence performed by Valley Vision, Valley Vision will select one firm to perform these services.

**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 **areas with geographically isolated individuals or households with low broadband subscription; farmworkers; households with limited English proficiency; immigrants and refugees; people experiencing homelessness; people with disabilities; and seniors/older adults**, in order to increase their emergency 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 underway and will continue through December of 2023. Studying the messages and methods that will most appeal to the targeted audiences is among the campaign's first orders of business.

## **Services Required:**

The vendor selected to lead message testing will fulfill the following key objectives:

- 1) Design an effective research methodology, as well as all research instruments, taking into account primary or native languages of each of the target audiences.
- 2) Gather input from each of the targeted audiences on:
  - a. Opinions toward disasters and emergency preparedness, response, and recovery
  - b. Messages that appeal and will inspire action
  - c. Communication and engagement methods that best meet their interests
  - d. Messengers who they trust
- 3) Test effectiveness of:
  - a. Existing Listos California materials with targeted audiences.
  - b. Newly created Listos California materials with targeted audiences throughout the duration of the campaign.
- 4) Provide episodic, real-time message and/or sentiment testing to respond to current or emerging events.
- 5) Furnish written recommendations and analysis that sheds light on the most effective, precise and efficient manner in which to communicate with the target populations about emergency preparedness, response, and recovery. This product should include preferred messengers, preferred methods or mediums by which the audiences receive information, general and specific message framing, and central messages within frames specific to each segment of the targeted population.
- 6) Present the results of the message and brand testing research method and findings to the client and stakeholders at various times and locations.
- 7) As requested, the vendor should be prepared to share all data outputs with us, in an accessible format (SPSS, Excel, etc).

## **Preferred Methods:**

Emphasis is placed on ensuring that meaningful input is obtained from all the diverse audiences targeted by the campaign, as well as geographic representation from throughout the state. The successful vendor will recommend the methodological strategies that it will use.

The selected vendor will consult with the the client at each research milestone to check findings and confirm approach that assures mutual success.

## **Timetable:**

The Listos California Campaign is currently underway and will continue through December 31, 2023. Initial research and testing to determine messages and tactics will occur within the first three months of contract execution. The result of this work will allow the Listos California campaign to prioritize the messages, methods, and materials that will be created for the campaign.

After initial research and testing, the selected vendor's attention will turn to responding to intermittent needs of the campaign for testing created materials and conducting sentiment testing. These activities will also require being able to move from concept to field testing in a rapid fashion.

**Budget:**

Budget for these services is estimated to be \$250,000 - \$500,000. Actual budget will be negotiated based upon proposals submitted. Applicants must provide a thorough justification for the costs 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?

**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 Priya Kumar at [Priya.Kumar@valleyvision.org](mailto:Priya.Kumar@valleyvision.org). Please state "Message Testing 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 October 12, 2022.

**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.