



Request for Qualifications

**Listos California Community Resilience Campaign
Event Design and Management Services**

February 2024

Summary:

Valley Vision is issuing this Request for Qualifications to solicit responses from vendors capable of designing and managing community events and grantee conferences for the Listos California Community Resilience project. This role will advise on and oversee creative as well as logistical functions of events and conferences to be implemented by Listos California.

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, 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 initiative. The initiative is currently underway and will continue through December of 2024.

Services Required:

A full-service event design and management vendor is required. Selected vendor may directly deliver all the required services or may sub-contract with other entities to fulfill all needs.

At minimum, the selected vendor will be responsible for the design and management of **up to 15 community events** in various geographic locations throughout the State.

- Events will be used to draw attention to disaster preparedness, response, and recovery.
- Events must be designed to encourage participation from diverse residents; service and community organizations; public agencies and officials; businesses; and other groups that could contribute to disaster preparedness, response, and recovery. Events must also be designed to foster coverage by media outlets.
- Depending on location and event purpose, event participation might range in size from 50 to 500 participants. Events are anticipated to be 2-6 hours in length.
- Events may be conducted in coordination with other State agencies/ programs and/or other local partners.

The selected vendor must coordinate closely with the Listos California management team. Regular planning meetings in Sacramento will be required.

The vendors duties will include, but not necessarily be limited to:

- Providing the creative development and direction of the events, offering insight and recommendations to create unique event experiences, in a manner that maximizes public resources
- Providing options for, designing, and sourcing all event materials including, but not limited to event location, staging, signage, audio/video, and other look/feel/experience needs.
- Designing, printing, and delivering all necessary printed materials, which may include but is not limited to programs, agendas, location maps, registration packets, name badges, etc.
- Coordinating delivery and staging of all material within a limited timeframe.
- Providing on-site coordination of all event and program activity and coordinating additional staffing, as necessary.
- Selecting and overseeing all AV coordination before the event and execution during the event, which may include, but is not limited to overseeing testing and preparation of all audio/video needs; preparing and directing speakers; and conducting a run of show, etc.
- Acting as the intermediary between the venues and Valley Vision
- Providing updates through a project management platform (access provided)
- All event decisions must be approved and coordinated with Valley Vision and Listos California
- All activities must be coordinated with the venue

Timetable:

It is anticipated that 4-6 events will occur in the March through May timeframe, and an additional 8-12 events will occur to coincide with September as Emergency

Preparedness Month. Actual schedule will be established through mutual planning and discussion of selected contractor and the Listos California team.

Budget:

Up to \$150,000 is budgeted for the event design and management services role. Budget will be negotiated based upon proposals submitted. Within your proposed budget, include all proposed staffing costs, itemized by activity and rate, as well as detailed description of other proposed costs. Do not include estimated costs for venue, staging, printing, and other hard costs, as these costs will be paid through a separate budget.

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? Preference will be given to applicants with experience conducting community centered, equity driven event design.
- 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. Preference will be given to applicants with experience conducting community centered, equity driven event design.
- 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 all costs.
- Client references.

Submit proposals to Angela Caruzo at angela.caruzo@valleyvision.org. Please state "Event Design and Management Services RFP Response – [Your organization's name]" in the subject field of the email submittal.

Proposal Due Date:

Proposals are due no later than 11:59pm PST on February 28, 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 project, 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.