



REQUEST FOR QUALIFICATIONS (RFQ)

Calendar with the Report to the Community

Released February 2010

INTRODUCTION

San Joaquin County Children and Families Commission (also known as First 5 San Joaquin) is releasing this Request For Qualifications (RFQ) for services of an agency to design and create a printed format for the 2011 First 5 Calendar which will include additional pages for the Report to the Community content.

Funding is made available from the tobacco sales tax of 1998 that created the California Children and Families Act (Proposition 10). The Act established this funding to promote, support, and improve early childhood development for children from prenatal up to age 5 through programs that emphasize family support, parent education, child care, and health services.

PROJECT OVERVIEW

The selected agency will be responsible for the design, creation and production of a combined 2011 calendar with the Report to the Community (covering the period of July 2008-June 2010). The First 5 calendar is reader-friendly, eye-catching and engages parents and care-providers of young children in educational messaging. The Report to the Community includes information about community members receiving services through programs supported by First 5 San Joaquin. The report provides descriptions of program services and major initiatives. The Commission is seeking an agency to develop a combined format of the two components described above.

The selected agency will oversee copywriting, design, and layout of content provided from First 5 San Joaquin. The selected agency may need to refine the content/data provided by the Commission staff. The selected agency is expected to make recommendations on paper quality, size and obtain bids for and oversee the printing of the combined First 5 calendar with Report to the Community (2011 calendar). The selected agency will handle all print/delivery logistics. The selected agency will work collaboratively with the Commission staff, as needed.

A variety of resources are available on the First 5 San Joaquin website, www.sjckids.org under the Reports and Publications/Other Reports and Evaluation section. The following items are recommended for review:

1. First 5 - The Facts – 2009-2010*
2. First 5 San Joaquin Brochure*
3. First 5 – Return on Investment*
4. 2006-2008 Report to the Community
5. Evaluation Newsletters
6. 2008-2011 Strategic Plan and Executive Summary

*Denotes print material with the Commission’s desired overall “look and feel”

Additionally, sample calendars created by other Commissions may be reviewed upon request.

Responsibilities of the First 5 Commission Staff

- Provide content for monthly calendar messaging and Report to the Community

- Approve and return of content, layout, design or return content with comments for revision of all deliverables.

SCOPE OF FUNDING

First 5 San Joaquin is seeking an agency that will assist the Commission and its staff in the design, creation, and production of a 2011 calendar.

A maximum of \$25,000 is available to support the activities and services sought in this RFQ. The term of the resulting agreement will commence upon agreement signing and will be for the scope of the project, scheduled for full completion by November, 2010 (complete product delivery by October 31, 2010).

WHO MAY SUBMIT QUALIFICATIONS

Non-profit organizations, for-profit businesses and government agencies are eligible to submit qualifications in response to this RFQ. In the case of a collaboration or joint venture between organizations, one must be designated as the lead entity. The lead entity agrees to take full responsibility for fiscal and deliverable reporting.

PROJECT OBJECTIVES

The successful respondent for this project will produce an eye-catching, reader-friendly calendar with additional pages included for the Report to the Community content.

1. STATEMENT OF WORK-REQUIRED CONTENT

The activities and deliverables required of the contractor through this RFQ process are described below. The RFQ submission must address the requirements below:

- Meets a minimum of 12-month to 16-month calendar, multi-color, center-drilled hole with cover, beginning January 2011 with a minimum of three additional pages for Report to the Community content.
- Provides visual continuity that represents the Commission's overall "look and feel" (samples of current material available on First 5 San Joaquin website).
- Communicates a professional, consistent, coordinated image to target audiences. Primary audience is families receiving First 5 services, secondary audience includes business professionals, policy makers and the general public.
- Reflects cultural and ethnic diversity and will appeal to a diverse audience.
- Includes monthly educational component (topics to be provided by First 5 at a later date), user and reader friendly for parents or child care providers of children zero to five years of age.
- Incorporates the First 5 San Joaquin logo and contact information, including website.

2. STATEMENT OF DELIVERABLES -TIMELINE

For all deliverables and activities, the steps outlined below must be followed:

- Ongoing communication with Commission staff for status updates on the project (bi-weekly email status reports).
- Submittal of initial layout and subsequent drafts for First 5 staff review, input and approval, allowing a minimum of two weeks for review process.
- Submittal of a timeline for the project, mutually agreed upon by all parties, with project completion anticipated by November, 2010 (complete product delivery by October 31, 2010).
- Revision of deliverables and activities as required and implemented.
- Communication to First 5 immediately in writing of any problems resulting in an inability to complete the scope of work or delay to the timeline.
- Provide electronic version of final 2011 calendar (preferably pdf format)

3. STATEMENT OF SKILLS AND KNOWLEDGE REQUIRED - RESUME

The Commission seeks respondents to this RFQ with the ability to demonstrate verbal and written communication skills; and demonstrate knowledge and/or experience of:

- Using graphic standards, design criteria, and the use of multipurpose communication tools
- Translating complex principles into community-friendly language
- Performing as a liaison to those vendors as needed for printing services
- Being flexible in approach to project development and implementation
- Connecting with the Commission staff and understanding the overall vision of the Commission
- Designing and implementing projects in a cost efficient manner

TIMELINE OF APPLICATION

IMPORTANT DATES

Release of RFQ:	February 9, 2010
Letter of Intent due 3:00 p.m.:	February 19, 2010
Response Submission due:	March 1, 2010
Responses to RFQ issued:	March 24, 2010
Recommendation to Commission:	April 22, 2010
Project begins:	May 1, 2010

All dates are subject to change with notification.

MANDATORY LETTER OF INTENT

A mandatory Letter of Intent to apply is required of all prospective respondents for this RFQ. A maximum one page letter-format document confirming your organization's intent to submit qualifications, with a one-paragraph description of your organization, submitted on letterhead and signed by an official authorized to bind the organization, is adequate. The deadline for receipt of letters by the Commission is **3:00 p.m. on February 19, 2010**. The Letter of Intent must be emailed or delivered, not faxed, to:

Physical Address:

Lani Schiff-Ross, Executive Director
Human Services Agency - First 5 San Joaquin
102 S. San Joaquin Street
Stockton, CA 95202
Email: sjckids@sjgov.org
Phone: (209) 953-KIDS (5437)
Fax: (209) 932-2675

Mailing Address:

Lani Schiff-Ross, Executive Director
Human Services Agency - First 5 San Joaquin
P.O. Box 201056
Stockton, CA 95201-3006
Email: sjckids@sjgov.org
Phone: (209) 953-KIDS (5437)
Fax: (209) 932-2675

RESPONSE SUBMISSION STATEMENT OF WORK GUIDELINES

In order to be eligible for funding under this RFQ, a respondent must submit one original and five (5) exact copies. Clasp each copy of the qualification/ response/ application (narrative plus attachments) in the upper left-hand corner. Do not bind, or use flat folders or 3-ring binders.

The narrative text, excluding attachments and forms, must be no smaller than 12-point font, with 1-inch margins on all sides, and no more than five (5) double-spaced typewritten pages. Videotapes, audio cassettes, and the like will not be considered. All pages of the submission must be numbered consecutively.

The response submission be mailed or delivered, not faxed or emailed, and be received by the Commission at the address below by **3:00 p.m. on March 1, 2010**. Late responses will not be read or considered for funding. Mail or hand-deliver to:

Physical Address:

Lani Schiff-Ross, Executive Director
Human Services Agency - First 5 San Joaquin
102 S. San Joaquin Street
Stockton, CA 95202
Email: sjckids@sjgov.org
Phone: (209) 953-KIDS (5437)
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The proposal must include the following components, arranged in the following order; scoring information is also provided:

1. **Cover letter** - Include a Cover Letter on agency letterhead, with the original signature of the person authorized to obligate your organization, addressed to Lani Schiff-Ross, Executive Director, First 5 San Joaquin. Identify the contact person for this project, and their address, telephone and email address (not included in the page limit).
2. **Narrative (40 Points)** - A narrative description of the primary activities being proposed and methods to be employed, which demonstrates an understanding of the scope of the project and clearly states how these activities will achieve the objectives of this RFQ as outlined in the Statements 1 and 2 (Work and Deliverables). Describe the objectives to be met, outline the major tasks and their likely duration with approximate dates of completion. Include the rationale for selection of design, layout, or material. Discuss any innovative and/or creative approaches and methods that will be used (included in the page limit).
3. **Statement of Qualifications (15 Points)** - A statement of qualifications and a description of the individual and the company or organization that is responding to this RFQ as outlined in Statement 3 (Skills and Knowledge Required, page 4). This section must include, but is not limited to: date the agency was established, location of office and team, description of staff qualifications. Up to an additional 10 bonus points will be given to a San Joaquin County agency/firm that will design (5 points) and print (5 points) the 2011 calendar within the County (included in the page limit).
4. **Budget & Budget Narrative (30 Points)** – Describe costs for the project in a detailed budget and narrative (these documents will not be included in the page limit). Include the hourly rates for all personnel assigned to this project. Identify the proposed hourly rates/salaries and percent of time on this project for all personnel and any related expenses including operating and other direct expenses such as travel and printing costs in both the form and narrative (not included in the page limit).
5. **Required Attachments (15 Points)** - Create an Appendices section (not included in the page limit) and include the following information/documents:
 - Resumes – Include resume(s) of the principal staff who will meet the requirements of the RFQ. These documents should provide sufficient detail to permit the First 5 staff to assess how such experience would meet the requirements of the project objectives.
 - References – Include a list of the agency names, addresses, telephone numbers and agency contacts of three former or current clients who can verify your agency’s ability to oversee copywriting, design, and layout of materials for the production of various print materials. Include a one-sentence description of the services you provided to that agency and the time period of the service.
 - Two (2) sample products of your best and most creative work (print material only)

- Budget and Narrative

REVIEW AND IMPLEMENTATION PROCESS

Following the submission deadline, First 5 Commission staff and First 5 Marketing Committee may review and score each RFQ Response submittal. Staff and Committee may elect to include resource persons with expertise in print material marketing, to participate in the review of submissions. One submission will be recommended to the Commission for selection.

It is expected that the submission will go before the Commission for approval on April 22, 2010. It is anticipated that the start date for the project will be **May 1, 2010**. Reimbursement will not be allowed for any costs prior to the official notification of agreement approval by Commission staff.

DISCLOSURE OF PROPOSAL CONTENTS

Government Code Sections 6550 et. Seq., the “Public Record Act” defines public record as any writing containing information related to the conduct of public business. The Public Record Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

First 5 San Joaquin cannot represent or guarantee that any information submitted in response to this RFQ will be confidential. If the Commission receives a request for any document submitted in response to this request, it will not assert any privileges that may exist on behalf of the person or entity submitting this proposal. It is the responsibility of the applicant to assert any applicable privileges or reasons why the document should not be produced.

All RFQ responses submitted shall become the exclusive property of First 5 San Joaquin Children and Families Commission. Once a Notification of Award has been made, all response submittals to this RFQ shall become a matter of public record and shall be regarded as public records.

ADDITIONAL INFORMATION

Issuance of this RFQ does not constitute a commitment by First 5 San Joaquin to award an agreement; if in its sole judgment response applications do not meet the purpose of this RFQ. First 5 reserves the right to award an agreement outside of this RFQ process. First 5 reserves the right to reject any or all proposals, or to modify the amount of funding consistent with the goals and guiding principles of the RFQ and the Children and Families Commission Strategic Plan.

First 5 reserves the right to waive any immaterial defect in any proposal. First 5 waiver of any immaterial defect will in no way excuse the respondent from full compliance with the agreement terms if the respondent is awarded an agreement.

First 5 reserves the right, after agreement award, to amend the resulting agreement as needed throughout the term of the agreement to best meet the needs of all parties.

CONTACT INFORMATION

For questions about this RFQ or First 5 San Joaquin and the Children and Families Commission, you may visit our website at www.sjckids.org, or contact:

Melissa Hill, Contracts Analyst

First 5 San Joaquin

Email: mehill@sjgov.org

Phone: (209) 468-9985

Fax: (209) 932-2675