



REQUEST FOR QUOTES

Title: On-Call Support for Outreach and Project Planning

The County of San Mateo is seeking proposals from community organizations to assist with sustainability- and planning-related outreach and project support on an on-call basis.

Solicitation Number	On-Call Support for Outreach and Project Planning RFQ #OOS-2021-001
Number of contracts expected to be awarded	Multiple
Funding Sources	<input checked="" type="checkbox"/> Federal <input checked="" type="checkbox"/> State <input checked="" type="checkbox"/> County <input type="checkbox"/> Other
Expected Contract Duration	2 years
Options to Renew	Option to renew for 1 year, for a total of 3 years
Proposal Submission	Email to: hdoress@smcgov.org and hpapendick@smcgov.org
Authorized Contact Person	Hannah Doress
Authorized Contact Person E-mail	hdoress@smcgov.org
Secondary Contact Person	Hilary Papendick
Secondary Contact Person E-mail	hpapendick@smcgov.org
E-mail Address for Protests	protests@smcgov.com
RFQ Released	1/25/2021 5 PM PST
Deadline for Questions, Comments and Exceptions	2/1/2021 5 PM PST
Proposal Due Date and Time	2/09/2021 5 PM PST (deadline may be extended if needed)
Anticipated Contract Award Date	February 2021

Introduction

The County of San Mateo is looking to contract with community-based organizations, nonprofits, faith organizations or associations that serve residents in San Mateo County to conduct outreach and engagement activities with hard-to-reach and vulnerable populations in San Mateo County, in order to more fully incorporate the views and perspectives of these populations in the Office of Sustainability and Planning and Building's programs and projects.

Funding Amount (per contract):

- Funding Amount: \$5,000 - \$50,000 per organization, per two-year contract (on-call, subject to funding availability and need, project size could vary widely).

Eligible Applicants:

Community-based organizations (CBOs), nonprofits, faith organizations or associations that serve residents in San Mateo County and are tax-exempt organizations, such as under Sections 501(c)3, 501(c)4, or 501(c)6 of the Internal Revenue Code (IRC), or an organization that files a Form 990, Form 990 EZ, or Form 990-N with the Internal Revenue Service (IRS) or is a fiscally-sponsored project of a 501(c)3 nonprofit.

Proposer Requirements:

- All applicants selected pursuant to this RFQ will be required to enter into a contract with the County containing the terms set forth in the County's Short Form contract (see sample contract template).
- Proposers who are awarded contracts will submit short reports (a template will be provided) showing progress towards deliverables with invoices and will participate in quarterly meetings to share progress.
- Selected proposers will agree to communicate with the County as soon as possible should any challenges be identified that will impact the organization's ability to complete tasks on time or attend meetings as planned.

What the County will provide:

- Context-setting and information sharing around sustainability and planning topics e.g. climate change, hazard mitigation, energy, waste, housing, active transportation.
- As needed, background information on programs, planning processes, and guidelines for the project being undertaken.
- Subject-matter expertise on sustainability and planning topics for trainings, project installation, and other aspects of projects.
- Outreach platforms and materials (i.e. Mailchimp, social media posting, text message platforms, Zoom capabilities, graphic design, printing).
- Personal Protective Equipment (PPE) as needed for in-person activities.

Desired Qualifications:

- Expertise with environmental and sustainability topics not required
- Experience with running community-based programs, community organizing or community-based planning
- Experience designing outreach events and strategies in partnership with community members
- Experience working with traditionally underserved populations in San Mateo County, including historically marginalized low-income people and Black, Indigenous, and people of color (BIPOC)
- County will prioritize funding for organizations that can reach and engage one or more of the following populations, which are currently underserved in the regional outreach ecosystem, are hard-to-reach, or are disproportionately vulnerable to climate change impacts:
 - Latinx
 - Farmworkers and/or outdoor workers, including day laborers
 - Asian and Pacific Islander community, including Filipino community
 - Black/African American community

- Immigrant and refugee communities
- Inmates and prison re-entry community
- LGBTQ+ community
- Low-income community members
- Native American people
- People experiencing homelessness or at risk of homelessness
- People with disabilities
- People with limited English proficiency
- People with limited or no access to the internet
- Older adults
- Transit-dependent populations
- Youth
- Veterans

Please note: We are looking for organizations that focus on one or more of these groups. If your organization does not meet all the qualifications, we still encourage you to apply.

Review Criteria

- Experience working with specific demographics, languages and/or cultures, and/or specific geographic areas of the County
- Demonstrated success working on projects serving community members in San Mateo County
- Experience planning and executing inclusive, accessible, and authentic engagement and communications activities
- Staff capacity to complete work
- Existing relationships of trust/rapport with community members and organizations
- Strong references

RFQ: Community Engagement Support (On-Call)

Funding Amount: \$5,000 - \$50,000 per organization, per two-year contract (**on-call**, subject to funding availability and need, project size could vary widely)

The County of San Mateo is seeking on-call support for a range of community engagement efforts, with a focus on reaching traditionally underserved and vulnerable populations and elevating the community's voice in planning and policy efforts. This includes supporting community outreach and engagement projects related to the climate change, hazard mitigation, waste reduction, livable communities, and energy and water teams within the Office of Sustainability and related to a variety of projects within the Planning and Building Department.

Specifically, projects may focus on topics such as preparing for wildfire, sea level rise (including flooding and erosion impacts), extreme heat events, increasing affordable housing options, reducing homelessness, and promoting multimodal transportation (walking, biking, public transit, and alternatives to single occupancy vehicles), energy efficiency, water conservation, access to resources and incentives for electrification of buildings and electric vehicles, green business, and composting and waste reduction projects. Projects may also include outreach and engagement efforts for North Fair Oaks (NFO) Rezoning, Caltrain Grade Separation projects, General Plan Updates, and Connect the Coastside implementation.

The purpose of the solicitation is to assist the Office of Sustainability and Planning and Building Department to:

- Be more inclusive and intentional in our community engagement
- Partner to include community perspectives early in projects
- Develop programs in partnership with community members
- Be more responsive to priorities in the communities we serve

As each community-based organization has its own focus and specialty areas, each applicant is expected to be able to do some of the sample tasks listed below.

Tasks may include, but are not limited to:

1.1 Guidance on Approaches for Outreach and Project Development

- Assist with scoping and developing events/workshops, provide technical assistance for programs and projects in partnership with community members.
- Provide guidance on methods to reach various constituencies within the County (e.g. older adults, people with disabilities, Latinx, etc.). For example, suggestions for preferred communication strategies, venues, methods, and timing of communications.
- Recommend strategies to ensure approaches and messaging are culturally and linguistically appropriate for the intended audience.
- Provide recommendations for ensuring County programs and policies benefit all communities, including identifying actions to:
 - Promote inclusive, accessible, authentic engagement and representation in a process to develop or implement policies;
 - Ensure programs and policies result in fair distribution of benefits and burdens across all segments of our communities, prioritizing those with the highest need;

- Address historic, cultural, and institutional dynamics and structures that have routinely advantaged privileged groups in society and resulted in chronic, cumulative disadvantage for subordinated groups.

1.2 Event Organization, Communications, and Facilitation

- Organize events, workshops, information campaigns, and/or focus groups to gather information from or share information with community members, businesses, and other audiences.
- Provide facilitation support for workshops and events; multilingual support may be helpful for some events.
- Assist with translation of outreach and promotional material as needed.
- Review documents that have already been translated, including for community/cultural relevancy and language accessibility.
- Provide communications support to directly reach various constituencies throughout the County through text messaging, email, in-person, social media or other methods.
- Coordinate with and involve community influencers and trusted community members in events.
- Coordinate with existing meetings, events and communications venues.
- Provide technical assistance based on your areas of expertise.

1.3 Complete Projects

- Mobilize a group of people to identify and implement sustainability or resilience-related projects such as heat-reduction, energy efficient lighting and HVAC in businesses or schools for the San Mateo County Energy Watch program and BayREN Business program, and energy-related projects in homes for BayREN’s Home+ program, among others.
- Organize trainings for community members to learn how to install and complete sustainability-related projects (County will provide subject-matter expertise for trainings where needed).
- Act as a contractor to complete installation of projects, for example for BayREN or San Mateo County Energy Watch program.
- Provide technical assistance on recycling or waste reduction topics.
- Lead future community-based litter clean-up projects.

Timeline:

January 25, 2021	RFQ Released
February 2, 2021 5:00pm PST	Deadline for questions submitted to County
February 4, 2021 9:30am PST	Webinar for answering questions about RFQs
February 9, 2021 5:00pm PST	RFQ Deadline

Contract awards will be made following consideration of all timely and complete proposals by a review panel.

SAN MATEO COUNTY OFFICE OF SUSTAINABILITY

On-Call Support for Outreach and Project Planning

FUNDING APPLICATION FORM

Date: _____

Applicant: _____

Phone: _____

Address: _____

Email: _____

Project _____

Web: _____

Contact: _____

Title: _____

Fed EIN
(Employer
Identification
Number): _____

Annual
Operating
Budget: \$ _____

Provide the amount you are requesting:

Support for Outreach and Project Planning (On-Call)

Amount Requested \$ _____

Minimum Qualifications Required to Submit Proposal:

- Are you a not for profit, tax-exempt or fiscally sponsored organization?
- Are you located in San Mateo County and/or serve San Mateo County residents and/or people working in San Mateo County?
- Have your staff actively and normally been engaged in community outreach and/or community serving activities?

REGIONS TO BE COVERED (Check all that apply)	POPULATIONS TARGETED (Check all that apply)	
<input type="checkbox"/> Daly City, SSF, San Bruno, Brisbane, Broadmoor, Colma + Unincorp. <input type="checkbox"/> Millbrae, Burlingame, San Mateo, Foster City, Belmont + Unincorp. <input type="checkbox"/> Redwood City, San Carlos, North Fair Oaks <input type="checkbox"/> East Palo Alto, Menlo Park, Belle Haven <input type="checkbox"/> Half Moon Bay + Unincorp. (Skyline, La Honda, Pescadero, Loma Mar) <input type="checkbox"/> Pacifica + Unincorp. (El Granada, Montara, Moss Beach, Princeton)	<input type="checkbox"/> African American <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Children (0-5) <input type="checkbox"/> People with disabilities <input type="checkbox"/> Hispanic/Latinx <input type="checkbox"/> People experiencing homelessness <input type="checkbox"/> Immigrants/ Refugees <input type="checkbox"/> LGBTQ+ <input type="checkbox"/> Limited English Proficiency <input type="checkbox"/> Limited/No Internet Access	<input type="checkbox"/> Low Income <input type="checkbox"/> Native American <input type="checkbox"/> Public Benefits Recipients <input type="checkbox"/> Public Housing Residents <input type="checkbox"/> Renters <input type="checkbox"/> SRO Residents <input type="checkbox"/> Older Adults (65+) <input type="checkbox"/> Veterans <input type="checkbox"/> Young Adults (17-25) <input type="checkbox"/> Other _____

I. GENERAL PROPOSAL QUESTIONS

Please provide no more than three pages to answer 1A through 2A. If you are applying for RFQ #OOS-2021-002 or RFQ #OOS-2021-003, you may use the same responses for the General Proposal Questions.

1A. Hard-to-Reach/Vulnerable Populations – Include a description of the target hard-to-reach/vulnerable populations that will be served through the proposed efforts. Describe the community or communities that your organization will work with including the geographic area within San Mateo County. Proposers are encouraged to be specific, such as about which traditionally underserved populations you propose to engage and in what geographic areas.

1B. Experience – Include any experience and number of years of experience your organization has in conducting outreach and/or working with the community or communities identified in your response to 1A. Provide an example that best highlights your success. Please explain your experience facilitating and organizing events, workshops, information campaigns, and/or focus groups, and experience with planning and implementing sustainability-related projects (if any).

1C. Staffing – Which staff will be assigned to this work? Please briefly describe their experience working with the community or communities or related experience, and their capacity to complete the work.

1D. Expertise – If not addressed in your other answers please briefly describe special areas of expertise of your organization and staff that would conduct the work.

1E. References – Please include three references with phone and email contact information.

II. SPECIFIC PROPOSAL QUESTIONS

2A. Please explain why you are interested in applying for on-call outreach and project planning support for the Office of Sustainability. (250-word limit)

III. Please provide the following information:

a. Staff title(s)	Staff Hourly Rate(s)
Example: Program coordinator	\$45/hr*
Program manager	\$65/hr
Topical Specialist	\$100/hr

*amounts shown are examples and not intended to suggest rates; hourly rates can include overhead.

Application Submittal

Email Completed Application to: hdoress@smcgov.org and hpapendick@smcgov.org.

Any Questions?

If you have any questions about the contract program, guidelines, or application please email hdoress@smcgov.org and hpapendick@smcgov.org.