

# Human Services Dept. (HSD) & Department of Violence Prevention (DVP) Request for Qualifications (RFQ) for Professional Services 2022-2025

## Frequently Asked Question's (FAQ's)

### Topic – Eligibility

Q: Are current Department of Violence Prevention (DVP) grant recipients eligible to apply for this?

*A: If you feel that you or your organization have the skills and experience that meet the minimum qualifications in one or more of the category areas you should consider applying to be part of the qualified list for these professional services. Participating in other funding opportunities with Human Services Department, the Department of Violence Prevention, or any other City department or division does not preclude you from participation in this RFQ.*

Q: If we already receive Sugar Sweetened Beverage (SSB) grant funding, are we eligible for this grant?

*A: This is not a grant, this is a professional services RFQ, if you or your organization has capacity to provide professional services in any of the category areas, please submit an application.*

### Topic –Application

Q: How do I state that I would like to bid for a particular category on the RFQ?

*A: The transmittal letter is where you identify which category you are applying for. If you intended to apply for more than one category area it would be helpful to have a transmittal letter and Statement of Qualification for each separate category to help with review and assessment of your application.*

### Topic – Budget Application

Q: Do you accept daily rates or other types of rates?

*A: If a daily rate is how you go about your work, that's fine but we'd prefer an hourly rate. We'd prefer to see the hourly rates for each member of the team and may ask for more details if your application is selected for an interview.*

Q: Would you accept a deliverable-based budget?

*A: It would be important to see the rates for consultants and proposed hours to complete each proposed deliverable. Those details are often in the Scope of Work and work plan that inform a payment schedule based on agreed upon deliverables. For the purpose of this RFQ it would be helpful to have hourly rates for consultants included.*

### Topic - Funding

Q: Can you please clarify whether the Sugar Sweetened Beverage (SSB) fund money is going towards/through DVP?

*A: These funding sources are separate.*

Q: Please elaborate on the Sugar Sweet Beverage (SSB) Initiative's role in this RFQ? Are they supplying some funding for this work, or will they be seeking support through this RFQ?

*A: Should SSB determine they have a need for any of the services outlined in the service category areas, they will be able to pull from the list of qualified vendors. As of the publishing of the RFQ, they have not identified an imminent need.*

## **Topic - Service Area No. 2: Design, Marketing and Communication Services**

Q: Does the department have an example of a previous creative brief to share so that we can understand the department's ability to provide a sufficient overview of a project initiative, including the definition of audiences, messaging goals and roles, measurement KPI's, existing creative assets, and method of delivery of said materials.

*A: HSD/DVP does not have a creative brief to share and are looking for support with developing for us*

Q: Does the department have an example of a previous website creative brief and/or a technical specifications and functionality requirements document to share and demonstrate the proper amount of website technical and features understanding when requesting a website design and build?

*A: HSD/DVP does not have a website creative brief to share.*

Q: What are the expected "multi-media" deliverables?

*A: Each department/division will have different needs. Design and marketing products may include developing an app, a billboard campaign, print collateral, among others.*

Q: Are there existing or previous examples of similar multi-media campaigns inside or outside of the Department of Violence Prevention that can be used as an example model for the type of multi-media communications strategy expected?

*A: DVP does not have an example of a similar multi-media campaign. Past campaigns on violence prevention topics included posters and bus shelter images of youth who have lost loved ones to violence.*

Q: Can you please elaborate what is meant by "examples of work plans for a communications project of similar complexity"? Do you mean past work samples?

*A: Past work samples would be useful. However, a work plan will detail the process and steps to obtain the final work samples.*

## **Topic - Service Area No. 5: Training, Technical Assistance and Capacity Building**

Q: What problem are you trying to solve, or need are you trying to address?

*A: This Request for Qualifications (RFQ) issued by the City of Oakland, Human Services Department (HSD) and the Department of Violence Prevention (DVP) is intended to identify qualified agencies, firms, project teams or individuals to provide a variety of consulting services, to help build strong communities by enriching the quality of life for individuals and families in Oakland. Each Department and/or Division may have specific needs pertaining to one or more of the service categories. In general, for this service category #5: Training, Technical Assistance and Capacity Building the overall goal is to ensure the best outcomes for the Oakland community and to realize the best impact for those that are served. This entails building capacity for front line staff, City employees and grantees that support these efforts.*

Q: What are “capacity building” areas of focus? Is it focused on “internal” capacity-building of staff, or more focused on “external” capacity-building of grantee organizations (ex. grantees in Oakland Fund for Children and Youth (OFCY), DVP, and SSB programs)?

*A: This focus area could include both internal and external capacity-building depending on the Department or Divisions specific needs. Applications are encouraged from providers that do either or both. The primary focus for the DVP is external grantees, but internal staff are included in training spaces to get an opportunity to grow together as a team. OFCY similarly has an external focus for the community-based organizations and grantees that work in partnership.*

Q: Can funding support existing training we are doing for our clinicians or does it need to be for the community at large?

*A: HSD/DVP are seeking consultants to develop and provide training for funded grantee partners. Existing training may be relevant but must be provided to the staff and agencies identified by HSD/DVP.*

Q: Could this funding support certification costs such as individual supervision in promising practices?

*A: If the training aligns with HSD/DVP needs support for certification costs could be a contracted deliverable. Please note that this is not a Request for Proposals to fund your existing program model but instead a RFQ to provide professional services directed by HSD/DVP.*

## **Topic - Service Area No. 6: Workforce-Focused Capacity Building and Employer Engagement**

Q: Is there an allocation amount already identified for this service category?

*A: Unless listed in the RFQ there is not a specific amount for this service category. The goal is to have future funding to support this area of work.*

### **RFQ Questions?**

Project Manager: Cindy King at [oaklandhsdRFQ@oaklandca.gov](mailto:oaklandhsdRFQ@oaklandca.gov)

Contract Admin: Paula Peav at [ppeav@oaklandca.gov](mailto:ppeav@oaklandca.gov) or (510) 238-3190

Contract Compliance Officer: Vivian Inman at [vinman@oaklandca.gov](mailto:vinman@oaklandca.gov) or (510) 238-6261

**iSupplier** - The City of Oakland's Official Procurement Portal

To register with iSupplier click [here](#)

Click [here](#) for iSupplier user guides

iSupplier questions, email [isupplier@oaklandca.gov](mailto:isupplier@oaklandca.gov)