

Request for Qualifications for Professional Services

July 2019 – June 2022



Pre-Proposal Conference
March 26, 2019

Human Services Department

- Oakland Fund for Children and Youth (OFCY)
- Oakland Unite (OU)
- Sugar-Sweetened Beverage (SSB) Distribution Tax Program
- Alameda County - Oakland Community Action Plan (AC-OCAP)
- Community Housing Services

RFQ Service Category Overview

HSD seeks Statement of Qualifications from qualified agencies for the following Service Categories:

Service Category
Strategic Planning
Design, Marketing and Communication Services
Independent Evaluation of Program Services
Research Study on the Impact of Public Health Programs
Data Reporting and Management Services
Training, Technical Assistance and Capacity Building
Workforce-focused Capacity Building and Employer Engagement

Contract Compliance

- Applicants strongly encouraged to apply ASAP for certification as a Local, Small and Very Small Local Business Enterprise (50% participation required)
 - Contact Ron San Miguel at 510.238.4728 or rsanmiguel@oaklandca.gov to confirm your agency is registered as L/SLBE
- Other City policies listed starting on page 27 of RFQ – please be sure to review prior to submission

Service Category #1: Strategic Planning

Goal: To implement strategic planning in several program areas to define and develop short-term and long-term strategies including goal setting, analysis, strategy formation, strategy implementation and ongoing strategy monitoring.

Qualifications Sought:

- Demonstrated understanding of the strategic planning process and three years of verifiable experience in providing strategic planning services to social service organizations
- Experience conducting stakeholder strategic planning sessions including community members and other systems partners
- Expertise in developing a strategic plan based on research and data analysis

Service Category #2: Design, Marketing and Communications

Goal: To improve visibility, public health messaging and communication to stakeholders and the public regarding the purpose of HSD funding and impact of HSD programs.

Qualifications Sought:

- At least three years of verifiable experience providing similar services
- Past experience developing culturally resonate/affirmative communications for under-resourced and under-served communities
- Demonstrated success launching innovative public awareness campaigns that reach a diverse population

Service Category #3: Independent Evaluation of Program Services

Goal: Study the impact and evaluate programs and services funded or provided by HSD.

Qualifications Sought:

- Expertise in conducting independent evaluation of non-profit agencies serving culturally diverse people in an urban environment for government funding entities
- Demonstrate experience in the development and implementation of evaluations in partnership with multiple public agencies, grantees, and administrative oversight bodies
- Demonstrate a capacity to effectively communicate findings

Service Category #4: Research Study on the Impact of Public Health Programs

Goal: Design and implement a study to determine the impact of the sugar sweetened beverage distribution tax over time. The purpose of the study would be to assess the effect of the tax and related efforts on the goal “to reduce the consumption of sugar sweetened beverages and related health effects”.

Qualifications Sought:

- Qualified research professionals
- Previous work in the research field assessing the impact of the “soda tax” on local communities
- Understanding of public health programs

Service Category #5: Data Reporting and Management Services

Goal: Develop and deploy a data reporting and management system to track data and activities of HSD programs

Qualifications Sought:

- A successful track record in organizing and facilitating projects of similar scale and complexity
- Technical expertise needed for all aspects of establishing the system
- Demonstrated experience with public sector data systems, particularly or nonprofit services

Service Category #6: Training, TA and Capacity Building

Goal: Plan and coordinate comprehensive training and technical assistance efforts for HSD funded providers, including process oversight and contracting with training providers

Qualifications Sought:

- At least three years of verifiable experience providing coaching, capacity-building, and/or training services to nonprofit organizations (training may have been provided either directly or through sub-contractors)
- At least three years of verifiable experience providing project management across multiple partners to accomplish a complex project with similar goals
- Demonstrated ability to identify and manage subcontractors, including fiscal oversight and ensuring timely payments (City may request additional proof of fiscal management capacity)

Service Category #7: Workforce-focused Capacity Building and Employer

Goal: Plan and implement a strategy to increase employer engagement with funded providers to increase sustainable employment opportunities and job placements for participants

Qualifications Sought:

- Experience delivering training and coaching to workforce professionals in particular those that serve people with limited skills training who are often disconnected from work particularly those at highest risk of violence, including formerly incarcerated and justice system-involved residents
- Experience working with employers, business associations, unions, industry associations, training providers

RFQ Overview

- Funding in each Service Category is an estimate – actual annual funding may vary and contracts may be negotiated for each Service Category as funds become available
- The RFQ covers a 3-year period:
 - July 1, 2019-June 30, 2022
 - Contracts will begin during this time period but, upon agreement of consultant and the City of Oakland, contract periods may extend beyond June 30, 2022.

HOW TO APPLY:

Submission Requirements

Required Proposal Elements

- 1. Cover Letter**
- 2. Project Team:** describe agencies, firms, project teams or individuals included; include business license for LBEs/SLBEs
- 3. Project Personnel:** resumes for prime contractor and any identified sub-consultants
- 4. Relevant Experience:** describe work on 3 similar projects
- 5. Project Approach and Organization:** ID service category and outline how project activities would be completed
Incorporate your responses to any supplemental questions in this section.

Required Proposal Elements

6. **References:** 3 for prime consultant, 2 for project manager
7. **Recent Contracts:** A statement listing all contracts (both public and private) relevant to services solicited that have been completed during the last five (5) years
8. **Billing Rates:** include hourly rates and proposed budget
9. **Required Schedules:** must include E, O and W with proposal

Submitting the Proposal

- Applicants should submit one full copy of the Statement of Qualifications and supporting materials using one of the 2 available methods
 - Email sent to OaklandHSD@oaklandca.gov
 - Hand delivery to 150 Frank Ogawa Plaza, 4th floor
- **Proposals must be received no later than 2 P.M. on Friday, April 12, 2019**

Review Process

- HSD staff will review proposals for timeliness and completeness
- HSD will conduct a thorough review of each proposal and determine if minimum qualifications are met using the scoring rubric included in the RFQ
- Qualified agencies will be notified they are included in the HSD list
 - Interviews may be held for applicants prior to final selection and contract award
- In some cases, funding recommendations will be forwarded to City Council for review and approval

Anticipated Timeline

- Distribution of RFQ Friday, March 15
- Pre-proposal Meeting Today, March 26
- Deadline to Submit Questions 12:00 PM, April 5
- Deadline to Submit Proposals 2:00 PM, April 12
- Evaluation of Proposals April-May 2019
- Interviews Ongoing
- Contract Negotiation/Award 2019-2022

RFQ Questions

Questions regarding RFQ materials

- E-mail (no calls) OaklandHSD@oaklandca.gov
- Responses will be posted on HSD website
- Last Day to Submit Questions is April 5, 2019, by 12 P.M.
- For Q&A and updates,
<https://www.oaklandca.gov/departments/department-of-human-services>

Contract Compliance Questions

- Direct to Sophany Hang at shang@oaklandca.gov

Q & A