



Request for Proposals

Child-Friendly Business Awards

Public Education Media Campaign

Proposals must be submitted electronically on our website:

www.first5fresno.org/funding

Deadline to submit: *Monday, September 14, 2020 at 5:00 p.m.*

Overview of Funding Opportunity

Below is a summary of this Request for Proposals (RFP), please read the entire document for full requirements and details.

Intent of RFP

First 5 Fresno County seeks to partner with a creative marketing and advertising agency to create an effective public education media campaign for our annual Child-Friendly Business Awards.

The campaign has a two-goal purpose:

- 1) To educate working parents about their rights in the workplace
- 2) To showcase local businesses practicing child-friendly policies that go above and beyond what's required by law

Annual Funding	Contract Period
The total funding available under this RFP is \$60,000	November 1, 2020 – June 30, 2021 <i>With an option to renew for additional years</i>

Eligibility

Submissions will be considered from marketing and advertising private firms and/or agencies.

Timeline

Date	Action
August 17, 2020	Release of Request for Proposals
September 9, 2020	Deadline to submit questions
August 20 & 27, 2020 September 3 & 10, 2020	Days when a response to submitted questions will be posted on the F5FC website
September 14, 2020 – 5:00 p.m.	Submission deadline
October 2, 2020	Notification to proposers
October 2020	Scope of work and budget development
October 21, 2020	Recommended agency presented to the Commission for approval
November 1, 2020	Contract start date

Child-Friendly Business Awards

Request for Proposals (RFP)

ABOUT FIRST 5 FRESNO COUNTY

At First 5 Fresno County (F5FC), we know that children thrive when their families thrive. Our charge is to ensure young children and their parents are empowered with the resources and information they need to thrive. The First 5 Fresno County Commission (the Commission) was created in 1998 when voters passed Proposition 10, which added a 50-cent sales tax to every pack of cigarettes or tobacco product sold in California. The State of California collects the money and distributes it to each county based on birthrate. The Commission is responsible for developing a strategic plan to guide local funding decisions that are consistent with the purpose of Proposition 10, which is to promote, support and improve the early development of children from the prenatal stage to five years of age.

INTENT

The Child-Friendly Business Awards (CFBA) campaign is an opportunity for F5FC to empower working parents and the community at large about parent employee rights and highlight local businesses that implement child-friendly practices at their workplace worthy of recognition and replication.

At F5FC, we recognize the importance a parent's employment plays in the life of their child and therefore, we are requesting marketing and advertising firms to submit a campaign proposal that is innovative, fresh, and geared towards the education of working parents and local businesses about the benefits of prioritizing child-friendly policies. Through this RFP, we hope to continue changing cultural norms within and among the Fresno County community to support parent employees. We want to encourage businesses to seek effective and creative ways to prioritize a child-friendly work environment by placing value on early childhood experiences and the first 5 years of life. As we enter the 15th year of the CFBA campaign, we envision it as a tool to develop, nurture and strengthen relationships between F5FC and local businesses and agencies to support families with young children.

BACKGROUND

Since 2006, F5FC has awarded 68 Fresno County businesses and organizations that go above and beyond to support parent employees. Initially, the CFBA was created to engage the business community and affirm the critical role employers play in supporting young children and their families. The campaign was also meant to encourage other local business to become child-friendly. Balancing work and family is not always easy. Whether it's attending your child's school activity or having a space to breastfeed, workplace flexibility makes a big difference.

We know happy parents make better employees. For the last 14 years, employees have nominated their employers and shared personal stories about why their workplace should be honored. The nominations are vetted by a panel of community reviewers, including HR personnel, business owners, and former CFBA winners. Five awardees are chosen and showcased in a series of public service campaigns that draw

attention to their business and educate the broader community about the benefits of being a child-friendly workplace.

The CFBA campaign has successfully empowered parents and employees with knowledge and has changed the culture of many local businesses to prioritize their working parents' wellbeing.

FUNDING AND CONTRACT PERIOD

The total funding available under this RFP is \$60,000 for eight months, with the option to renew the agreement for additional years (up to four years total) based on performance and availability of funds. F5FC anticipates awarding one contract for up to \$60,000. The initial contract period is from **November 1, 2020 through June 30, 2021.**

Please note, the Commission reserves the right to negotiate any proposed activities and/or budget.

ELIGIBILITY

Submissions will be considered from experienced marketing and advertising private agencies and firms. If the proposer is a past or current F5FC partner, their contract(s) must be in good standing. The agency and/or firm must demonstrate understanding in providing similar services and must prove to be exceptionally capable of producing the desired services.

SCOPE OF SERVICES

The Child-Friendly Business Awards contract will, at minimum:

1. Develop and launch an effective, innovative, and renewed Child-Friendly Business public education and media campaign to help outreach to businesses, parent employees, and the public. Marketing material designed for the public will include educational information about child-friendly laws in the state and the importance of supporting parents and families with young children in the workplace.
2. Include media buys in radio, web, print and, where possible, television platforms.
3. Have the following three components:
 - The Nomination Period
 - Work in partnership with F5FC staff beginning in November to develop and announce the nomination period for The Child-Friendly Business Awards to the public.
 - Include a Child-Friendly Business Awards ambassador program that re-engages past winners to "spread the word" to businesses and agencies in their circles of influence.
 - The Winners Period
 - Create an advertising/marketing campaign to announce the winners to the public, including a press kit and winners video(s) to share in various web platforms.
 - Community & Business Engagement Component(s)
 - Create a public relations plan to engage the business community as advocates and champions in early childhood initiatives throughout the campaign period and beyond.
 - This campaign runs from December to May/June (including project planning and awarding/announcing winners). Planning stage typically begins in November.

GRANT REQUIREMENTS

All agencies/firms funded by F5FC must abide by all the policies and guidelines stipulated in the Funded Partner Manual, as appropriate. The Funded Partner Manual is updated annually and can be found here: <https://www.first5fresno.org/forms-docs/>.

RFP PROCESS

Questions

Any questions about this RFP must be submitted via e-mail to funding@first5fresno.org with the subject line: "Question *RFP - Child-Friendly Business Awards.*" Questions will be accepted until 5 p.m. Wednesday, September 9, 2020. If questions are received, responses will be posted by 5 p.m. under the funding tab (<https://www.first5fresno.org/funding>) of the F5FC website every Thursday beginning August 20, 2020 through September 10, 2020.

Submission Deadline

Applications will be received on an ongoing basis through **September 14, 2020 at 5:00 pm**. Completed applications **must be submitted via the *First 5 Fresno County website*** www.first5fresno.org/funding. Applicants are responsible for ensuring that submissions are received on time. Late proposals (or late components to a previously submitted proposal) will not be accepted.

Review Process and Notification

A Community Review Committee will evaluate and score each submission that complies with the purpose and requirements of this RFP. Submissions may receive a maximum of 100 points. Following the review process, F5FC will work with the recommended agency to develop and finalize a contract agreement, including scope of work and budget, that will be presented to the F5FC Commission for consideration and ultimate approval for funding.

The contact person for each submission will be notified via email of F5FC's decision. All submitters, including the recommended agency, will be notified by **October 2, 2020** of the status of their submission. Upon notification, the finalist will be contacted by F5FC to confirm requirements prior to consideration by the F5FC Commission.

SUBMISSION REQUIREMENTS

All proposals must be submitted via the F5FC website (www.first5fresno.org/funding) **by 5:00 p.m. on Monday, September 14, 2020**. To complete the submission process, follow the steps on the website to enter all required information and upload the required forms and attachments listed below. All documents must be submitted in PDF form. Each form is available as an individual PDF file on the F5FC website.

- A. **Narrative (60 total points) – FORM A:** Please submit in writing the requested information outlined on the attached ‘FORM A’ in brief narrative form and, to the extent possible, organize the narrative using headers (**no more than 12 typewritten pages**). Please do not use a font size smaller than **11-point** size.
- B. **Scope of Work and Budget (30 total points) – FORM B:** Complete the attached ‘FORM B’ to propose how F5FC funds are to be used to execute the intent of this RFP.
- C. **Attachments (10 total points) –** Submissions must include the following attachments which are not part of the narrative page limit:
 - a. Completed W-9 Form
 - b. Description of related job experience for personnel included in proposal
 - c. Up to three (3) relevant work samples from a previous media campaign
 - d. Provide names, titles, addresses, email addresses, and telephone numbers of three (3) professional references of organizations or individuals for whom the proposer has provided services cited as related experience

Please note, after completing the submission on the F5FC website, applicants will receive an email from funding@first5fresno.org as proof of submission. Please verify all required documents were submitted. If the applicant identifies an error, they may resubmit using the same process. Only the most recent submission will be accepted, however, all resubmissions must be submitted and received prior to the deadline.

Submitting agencies should add funding@first5fresno.org to their approved contact list to avoid interference from spam filters. If the submitter does not receive an email or experiences any technical difficulties, please contact funding@first5fresno.org. Applicants are responsible for ensuring that submissions are received on time. Late submissions will not be accepted.

OTHER IMPORTANT INFORMATION

Protest Process

Upon notice by F5FC of a proposed award, any applicant may file a formal written protest regarding a potential or recent procurement by the Commission. The protest shall be filed with the Executive Director no less than forty-eight (48) hours before the day of the meeting at which the Commission is scheduled to award the subject contract. The protest shall be in writing addressed to and filed with the Executive Director and contain the exact basis for the protest, and proof that the protestor is a viable and responsible provider of the services sought. The protest should provide evidence that the award violated F5FC’s procurement procedures or State law. Mere disagreement with the Commission’s decision shall not be the basis for a successful protest.

Confidentiality of Responses

F5FC cannot guarantee the confidentiality of information submitted by the organizations/agencies. In the event that F5FC receives a request for records or court order that F5FC reasonably determines compels its disclosure of the submissions, F5FC shall provide such records as it deems appropriate. All materials submitted as part of an agency’s response to this RFP become the property of F5FC.

Communication

As of the issue date of this RFP and continuing through the public notification of the award, those submitting qualifications are specifically directed not to hold any unscheduled meetings, conferences, or technical discussions regarding this RFP with F5FC staff, Commissioners or the Community Review Committee. “Off the record” contacts can potentially taint the Commission’s decision-making process. Interested agencies may only submit inquiries through the funding@first5fresno.org email address in response to any matter pertaining to the RFP. Any prohibited contact may result in disqualification of the potential contractor’s submission.

Contracts

Issuance of this RFP does not constitute a commitment by the Commission to award a contract. The Commission reserves the right to reject any or all submissions received in response to this RFP, or to cancel this RFP if the Commission deems that it is in the best interest of the Commission to do so. In addition, F5FC staff reserves the right, after contract award, to amend the resulting contract as needed throughout the term of the contract to best meet the needs of all parties.

Any contract awarded by the Commission will contain various terms and conditions that will not be negotiable, including, but not limited to, applicant’s obligation to indemnify, defend, and hold the Commission harmless from and against applicant’s negligence and willful actions, insurance requirements as determined by the Commission, and compliance with various Commission policies.

Supplanting

No Commission funds shall be used to supplant (i.e., take the place of or replace) state or local General Fund monies for any purpose.

Conflicts of Interest

Applicants must adhere to the Commission’s Conflicts of Interest Policy and Conflicts of Interest Code, as amended, as applicable. No Commissioner or designated staff may make, participate in making, or use their official position to influence the making of any governmental decision which may have a direct or indirect foreseeable material financial effect on the Commissioner or designated staff person. Therefore, no entity in which a Commissioner or designated staff person has a material financial interest may submit a proposal to the Commission.

Additionally, under no circumstances, may a financial dependent of a F5FC Commissioner or staff respond to this RFP. Relatives (which shall include, but not be limited to, adult children, siblings, aunts and uncles) of F5FC Commissioners or staff who are not dependents are discouraged from submitting.



FORM A - NARRATIVE

Child-Friendly Business Awards Public Education Media Campaign

Please provide a brief narrative response to the following questions and, to the extent possible, organize using headers. The narrative should not exceed **twelve (12) pages**. Please do not use a font size smaller than **11-point size**.

1. Share about your agency's mission and how it relates to the mission and vision of First 5 Fresno County.
2. Describe your ideas and approach to designing an effective CFBA campaign responsive to the Intent (page 3) and the Scope of Services (page 4). Include a projected timeline for planning and implementation.
3. Describe your firm's/agency's qualifications as they relate to the Eligibility and Scope of Services sections on page 4 of the RFP. Include the number of years of experience your firm/agency has in designing and implementing marketing/advertising projects with agencies similar to First 5 Fresno County. Be sure to reference the experience of your personnel.
4. List specific examples of past projects your firm/agency has completed related to the intent of this RFP (see Scope of Services on page 4) and your firm/agency's specific role in each project. Please provide attachments and/or links to these projects being referenced.



FORM B - SCOPE OF WORK AND BUDGET

Child-Friendly Business Awards Public Education Media Campaign

Complete the following table with anticipated activities and dollar amounts for the contract period. Please note, the below information is an estimate only. Multiple rows for activities were included, but applicants may leave rows blank if there are no more activities to list or duplicate this page to add rows. A final scope of work and budget will be developed between F5FC and the identified agency/firm upon recommendation for funding. Please use the provided categories to capture your existing budget and requested funding from this RFP (include any in-kind contributions, if applicable).

Firm/Agency Name:		
Annual Scope of Work Deliverables		
Activity Name	Brief Description	Budget Amount