



Fresno
**Economic
Opportunities
Commission**



REQUEST FOR PROPOSALS (RFP)

Community Action 60th Anniversary
Community Relations Awareness Campaign

Proposals must be received by:
12:00 p.m. Friday, June 14, 2024

Fresno Economic Opportunities Commission
1920 Mariposa Street, Suite 300
Fresno, CA 93721
<https://fresnoeoc.org/>

Table of Contents

1. About Fresno Economic Opportunities Commission
2. Intent of Request for Proposals
3. Eligible Proposers
4. Information Sessions
5. Questions from Proposers
6. Contract Period
7. Timeline
8. Submission Requirements and Instructions
9. Small, Women, and/or Minority-Owned Business
10. Review for Compliance with Mandatory RFP Requirements
11. Review Process
12. Notification of Decision
13. Procurement Protest Process
14. Confidentiality of Responses
15. Important information

Attachment A – Proposal Cover Page

Attachment B – Proposal Narrative

Attachment C – Three (3) References

Attachment D – Budget Instructions

Request for Proposals (RFP)
Community Action 60th Anniversary
Community Relations Awareness Campaign

1. About Fresno Economic Opportunities Commission (Fresno EOC):

When Congress passed the Economic Opportunity Act of 1964, the goal was to obtain equality of opportunity in education, employment, health and living conditions for every American in our country. To realize this goal, nearly 900 locally-based Community Action Agencies were established throughout the nation; Fresno Economic Opportunities Commission (EOC).

Fresno EOC is one of these agencies, founded in 1965, and is a non-profit public benefit 501(c)(3) corporation located in Fresno County, at the heart of California's Central Valley. Over its five-decade journey, Fresno EOC has worked towards its vision of a thriving Fresno County, where individuals have the resources to shape their futures free from poverty. Governed by a 24-member tripartite Board of Commissioners, Fresno EOC is recognized as one of the largest Community Action Agencies in the United States, with a dedicated staff of over 1,000 members committed to transforming lives.

With more than 35 programs, Fresno EOC effectively bridges gaps across various facets of the underserved population, all centered around a single mission: we fight to end poverty. Each year, Fresno EOC's programs touch the lives of over 175,000 Fresno County residents, providing immediate assistance during crises and offering the long-term support necessary for individuals and families to construct better lives.

Fresno EOC is rooted in community action and provides essential services, resources, and opportunities that bolster education, health, economic security, and more.

2. Intent of Request for Proposals:

Fresno EOC is seeking proposals to create a logo, marketing materials, and a kickoff media outreach plan celebrating Fresno EOC 60th anniversary. The intent of the Request for Proposals (RFP) is to identify and select an experienced marketing firm who is established in the business of creating promotional campaigns and who in the judgement of Fresno EOC, have a responsible reputation.

With several major events spanned in 2024 through 2025 Fresno EOC is looking to secure a marketing firm to develop and manage a community relations awareness campaign.

Scope of Work: Anniversary Logo and Branding Campaign

1. Objectives:

- a. Create a unique and memorable anniversary logo that reflects the spirit and values of our organization.

- b. Develop accompanying branding materials that maintain consistency with our existing brand guidelines while incorporating anniversary elements.
 - c. Ensure the logo and branding materials are versatile and suitable for various applications, including digital and print media.
2. Deliverables:
- a. Anniversary Logo:
 - i. A primary anniversary logo that serves as the focal point of the branding.
 - ii. Alternative versions of the logo for different use cases (e.g., color variations, monochrome, scalable formats).
 - b. Branding Materials:
 - i. Stationery design (letterheads, envelopes, business cards).
 - ii. Digital assets (email signatures, social media banners, website banners).
 - iii. Marketing collateral (banners, posters, flyers).
 - c. Brand Style Guide:
 - i. Detailed guidelines on logo usage, including size, placement, and clear space requirements.
 - ii. Color palette recommendations consistent with our brand identity.
 - iii. Typography guidelines for both print and digital applications.
 - d. Media Outreach Plan
 - i. Media release and outreach plan to unveil the 60th Anniversary Logo and events planned by Fresno EOC for the year
3. Budget:
- a. The budget for this project is to be priced out by the responding agency by deliverable. Please reference Form D.

3. Eligible Proposers:

Through this competitive process, Fresno EOC will contract with proposer who has the expertise and qualifications to successfully coordinate, plan and execute community relations campaigns.

Through prior work performed, firms must be able to show evidence of reliability, ability, experience, and personnel to perform the services.

4. Information Sessions

Informational Sessions are purposed for answering questions directly related to the RFP requirements and submissions. This information session will be made available in person and through zoom.

Monday, May 20, 2024
1:00 – 2:00 p.m.
Fresno EOC Board Room

1920 Mariposa Street, Suite 310
Fresno, CA 93721

Zoom available option: <https://fresnoeoc.zoom.us/j/84258894869>

5. Questions from Proposers

Any questions about this RFP must be submitted via e-mail to executiveoffice@fresnoeoc.org with the subject line: "Question RFP – Community Relations Awareness Campaign". Questions will be accepted until 5:00 p.m. Friday, May 31, 2024. Responses to questions will be posted on the Fresno EOC website's <https://fresnoeoc.org/rfp/> by 5:00 p.m. the following week on June 4, 2024.

6. Contract Period

The Contract period will be from July 15, 2024 through December 15, 2025. The Board of Commission reserves the right to negotiate the proposed activities and/or budget of any proposed components.

7. Timeline

DATE	ACTION
May 13, 2024	Release of Request for Proposals
May 20, 2024	Informational Sessions
May 31, 2024	Timeframe to Submit RFP – related Questions
June 4, 2024	Day when a Response to Submitted Questions will be posted on Fresno EOC website
June 14, 2024	Deadline to Submit Proposal
July 15, 2024	Contract Start Date

8. Submission Requirements and Instructions

Submission Deadline

Completed proposals must be submitted by Friday, June 14, 2024 by 12:00 p.m. via email to executiveoffice@fresnoeoc.org with the subject line: "Submission RFP – Community Relations Awareness Campaign" or hand delivered to the Executive Office at 1920 Mariposa Street, Suite 300 Fresno, CA 93721.

Late Submissions will not be accepted. Proposers are solely responsible for ensuring that submission are received on time. We strongly encourage you to submit proposals before Friday June 14th to ensure your submission is received by the deadline.

Please note, after we receive your electronic submission, proposers will receive an email from executiveoffice@fresnoeoc.org as proof of submission. Hand delivered submissions will also receive a printed, time-stamped proof of submission.

What to Submit

- A. Cover Page – Attachment A
- B. Narrative – Attachment B (50 total points)
- C. References – Attachment C (25 total points)
- D. Budget – Attachment D (25 total points)

9. Small, Women, and/or Minority-Owned Business

Efforts will be made by Fresno EOC to utilize small businesses, women and minority-owned businesses, with the consideration that the primary responsibility is the favorable return to the Fresno EOC.

Fresno EOC draws upon the power of its diverse staff and board membership, by producing positive and meaningful accomplishments in its human development initiatives, social ventures, and community partnerships.

The RFP's weighted evaluation process reflects Fresno EOC's Fresno commitment and support in creating inclusive employment opportunities by encouraging vendors and contractors to participate in our organization's vision.

Thank you for your interest in working with Fresno Economic Opportunities Commission.

10. Review for Compliance with Mandatory RFP Requirements

Proposals will be date and time-stamped upon receipt at the Fresno EOC Executive Office. Each proposal received by the deadline will be reviewed for compliance with the requirements and guidelines provided in this document. Proposals that do not comply with the requirements and guidelines will be considered non-responsive and excluded from the full review.

11. Review Process

A Review Committee will evaluate and score each proposal that complies with the purpose and requirements of this RFP using a scale of 0 to 100 points. Fresno EOC reserves the right to request an interview at any time during the review process to obtain clarification on subject matter proposed by the consultant/agency. If an interview is deemed necessary, proposers will receive advance notice regarding the date, time and location.

Fresno EOC reserves the right to negotiate a contract based on all factors involved in the written proposal without further discussion or interview.

12. Notification of Decision

The contact person for each proposal, whether selected or denied, will be notified in writing of Fresno EOC's decision. Upon notification, finalist proposer will meet with Fresno EOC staff to develop a detailed scope of work and budget that may be presented to the Fresno EOC Board of Commissioners for consideration and approval.

13. Procurement Protest Process

Upon notice by Fresno EOC of a proposed contracted award, any applicant may file a formal written protest regarding a potential or recent procurement by Fresno EOC. The protest shall be filed with the Chief Executive Officer within seven (7) calendar days prior to consideration of the award by the Fresno EOC Board of Commissioners., The protest shall be in writing addressed to and filed with the Chief Executive Officer and contain the exact basis for the protest, and proof that the protester is a viable and responsible provider of the services sought. The protest must provide evidence that the award violated Fresno EOC's procurement policies and procedures or State law. Mere disagreement with Fresno EOC's decision shall not be the basis for successful protest.

14. Confidentiality of Responses

Fresno EOC is subject to record transparency laws and cannot guarantee the confidentiality of information submitted they the consultant/agency. In the event that Fresno EOC receives a request for records or court order that Fresno EOC reasonably determines compels its disclosure of the proposal, Fresno EOC shall provide such records as it deems appropriate. All materials submitted as part of a proposer's response to this RFP comes the property of Fresno EOC.

15. Important information

As of the issue date of this RFP and continuing through the public notification of the award, organizations/groups/individuals submitting proposals are specifically directed not to hold any meetings, conferences, or technical discussions regarding this RFP with Fresno EOC staff, Board of Commissioners or any members of the Review Committee unless expressly authorized by this RFP. "Off the record" contacts can potentially taint Fresno EOC's decision-making process. Interested organizations/groups may only submit inquiries through the executiveoffice@fresnoeoc.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.

Issuance of this RFP does not constitute a commitment by Fresno EOC to award a contract. Fresno EOC reserves the right to reject any or all submissions received in response to this RFP, or to cancel this RFP if the agency deems that it is in the best interest of the agency to do so. Fresno EOC shall provide the selected contractor with an agreement for services. The material terms, including risk, liability, insurance and other related provisions shall not be amended by Fresno EOC. Fresno EOC will not accept a cap on liability to fees paid. In addition, Fresno EOC 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.

Proposers must adhere to the Fresno EOC's Conflicts of Interest Policy, as amended, as applicable. No Board of 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 Board of Commissioner or designated staff person has a material financial interest may submit a proposal to the Commission.

FORM A – COVER PAGE

Respondent To Complete and Return with Proposal.

CONSULTING/AGENCY NAME: _____

ADDRESS: _____

CONTACT PERSON: _____ TITLE: _____

E-MAIL: _____ TELEPHONE: _____

YEARS IN BUSINESS: _____

NUMBER OF EMPLOYEES: _____

NAME OF INSURANCE CARRIERS: _____

PUBLIC LIABILITY: _____ EXPIRES: _____

WORKERS' COMPENSATION: _____

CERTIFICATION:

The undersigned, having carefully read and examined this RFP, and being familiar with (1) all the conditions applicable to the work for which this proposal is submitted; (2) with availability of the required equipment, materials and labor hereby agrees to provide everything necessary to complete the work for which this proposal is submitted in accordance with the proposal documents for the amounts quoted herein and further agrees that if this proposal is accepted, within five (5) days after the contract is presented for acceptance, will execute, and mail a signed contract to the Fresno Economic Opportunities Commission EOC (EOC).

Signature of Authorized Representative

Date

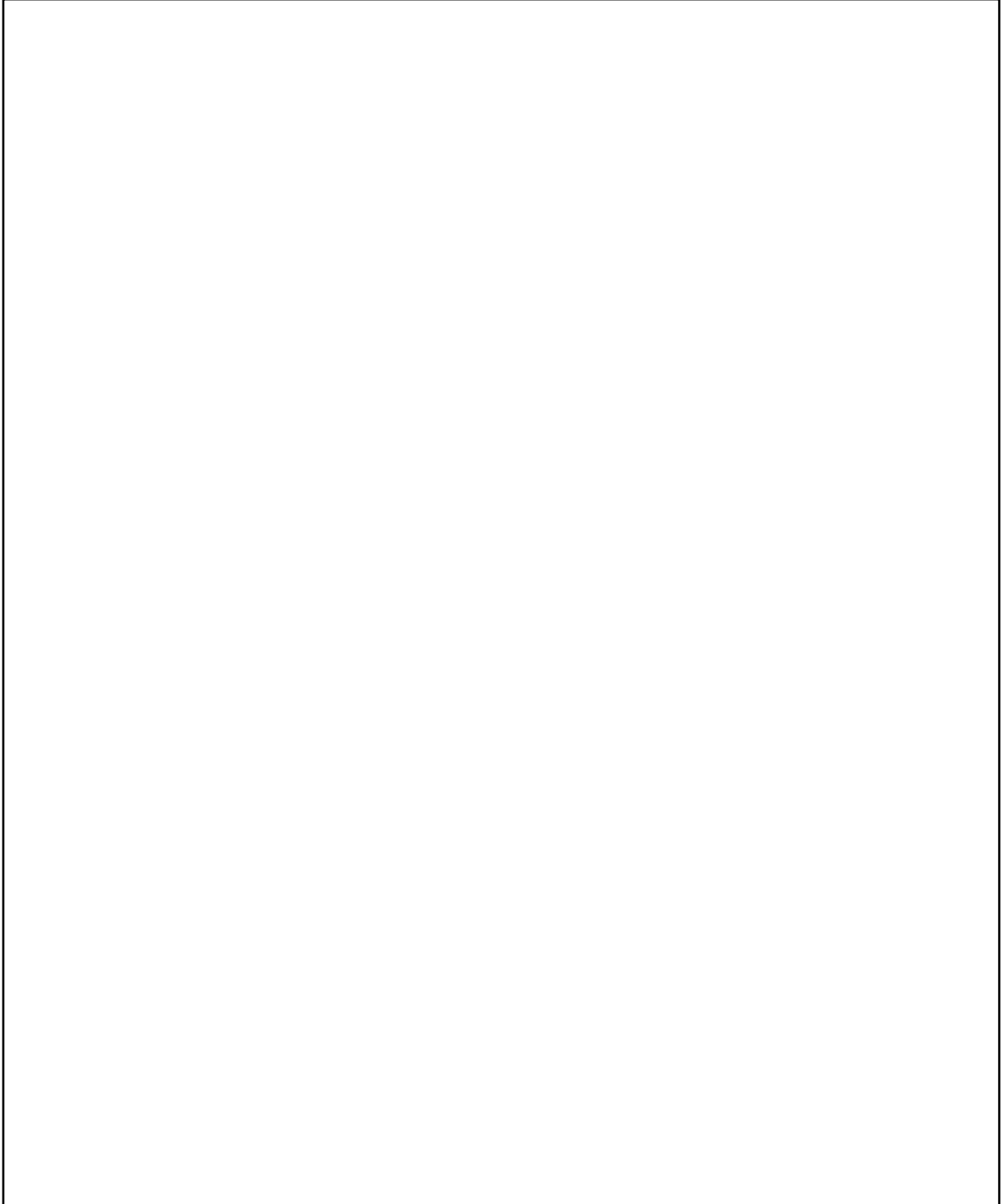
Printed Name of & Title of Authorized Representative

Date

FORM B – NARRATIVE

Respondent To Complete and Return with Proposal.

In 500 words or less, please describe your agencies capability of managing theses proposed actives/project. Feel free to elaborate on staffing, fiscal management and controls.

A large, empty rectangular box with a thin black border, intended for the respondent to write their narrative response. The box occupies most of the lower half of the page.

FORM C – REFERENCES

Respondent To Complete and Return with Proposal.

SIMILAR CONTRACTS/RFPS PERFORMED: List below contracts under which the Proposer has provided similar services during the past three (3) years.

Proposer's financial stability, technical and support capabilities will be verified through reference checking, which may include site visits and contact with other clients or vendors.

1. FIRM NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ CONTACT PERSON: _____

DATE OF CONTRACT: _____ through _____

SERVICE PROVIDED: _____

2. FIRM NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ CONTACT PERSON: _____

DATE OF CONTRACT: _____ through _____

SERVICE PROVIDED: _____

3. FIRM NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ CONTACT PERSON: _____

DATE OF CONTRACT: _____ through _____

SERVICE PROVIDED: _____

FORM D – BUDGET

Respondent To Complete and Return with Proposal.

Complete the following table with estimated numbers and dollar amounts for the contracted period. Please note, the below information is an estimate only. A final scope of work and budget will be developed between Fresno EOC and the identified contractor.

Category	Budget Proposed	Total Amount
Anniversary Logo Design	\$	\$
	<i>Brief narrative to describe costs:</i>	
Branding Materials	\$	\$
	<i>Brief narrative to describe costs:</i>	
Brand Style Guide	\$	\$
	<i>Brief narrative to describe costs:</i>	
Media Outreach Plan	\$	\$
	<i>Brief narrative to describe costs:</i>	
Event Expenses (if requested by the contractor)	\$	\$
	<i>Brief narrative to describe costs:</i>	
Other	\$	\$
	<i>Brief narrative to describe costs:</i>	
Total Cost	\$	\$