



Pre-Bid Conference

QUESTIONS AND ANSWERS

For

WEBSITE and WEB App Development RFP

March 7, 2022

Issued by:

Children's Services Council of Broward County
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The Pre-Bid conference for the **WEBSITE & WEB APP DEVELOPMENT** RFP began at 2:00 p.m. on Monday February 28, and closed at approximately 3:00 p.m.

Mr. Marlando Christie and Mr. Andrew Leone gave prospective proposers a brief overview of CSC and highlighted key points within the RFP. All answers will be posted as noted in the RFP. They informed the audience that the interview is tentatively scheduled for March 28-31, 2022, for the top three proposals and the proposers will be notified of the exact day and time once all arrangements are made.

The following questions were asked during the conference or were submitted in writing by 4:00 p.m. on March 1, 2022.

QUESTIONS & ANSWERS

1. What tools/ technology are used in the current website?

The site is built on Drupal. Third party tools used in our current website are Constant Contact, Nexus and Tableau.

2. Will preference be given to local vendors vs vendors out of state?

No preference will be given to in state versus out of state vendors.

3. Do you prefer a Florida-based vendor?

No preference will be given to a Florida based vendor.

4. Is the vendor expected to be onsite throughout the implantation and period of performance?

No, the vendor is not required to be on site throughout the period of performance; however, it is expected that they will be available through other communication methods such as Teams or Zoom as necessary.

5. Who is the current vendor? How long have you been using the current vendor?

Our current vendor is Taoti and has been working with CSC since 2017.

6. Is there a budget amount for the project? Have you established a budget range or maximum?

No, currently there is not a set budget range or maximum amount.

7. What is driving the desire of a separate mobile app as opposed to users visiting the mobile website in browser?

The new website will be designed for standard and mobile (responsive) website use. The need for a separate App system from giving the user the ability to personalize to app, review program locations and services provided, review formatted reports, receive push notifications of pertinent information, etc.

8. What are the public-facing usages of Tableau & Nexus on the current site?

To provide interactive, graphic data to the community using Tableau and Nexus to view the reports.

9. Do you need any Government relevant experience?

No government relevant experience is required.

10. Will you publish the answers in a document and post it on the RFP site?

Yes, answers will be posted in CAPS. A link that will be provided on the CSC Website to login and retrieve the document.

11. After deployment to production environment and site is in use, will there be ongoing support and maintenance expected by the vendor?

Yes: a separate maintenance agreement will be negotiated with website developer.

12. Can you provide the previous RFP from the last website rebuild?

This document is provided as "Attachment 1".

13. How would you describe the key weaknesses of the existing search functionality?

Current key weaknesses of the search functionalities include challenges with nomenclature, intuitiveness and Search Engine Optimization (SEO).

14. Can you share an overview of the CSC documents library, its structure, and any other contents to be searchable?

CSC's website is the portal where families, community members and providers go to get necessary information regarding all types of children's resources, as well as information specific to CSC. Users need to easily find documents or resources that they are looking for, whether it is data/reports, policies, procurement information, articles on children's issues, and the list goes on. Primary resource publications include: Annual Reports, Funded Program Directories, Family Resource Guides, Annual Performance Measurements, Annual Comprehensive Financial Reports, etc. Other important documents include official meeting packets, procurement items, news articles, community initiatives, etc.

15. So, principally the contents of the website itself? (follow up question to above)

Yes.

16. Will there be rebranding needed (i.e., new logo, colors, etc.)

No rebranding will be needed.

17. Kindly share whether there are dedicated project stakeholder teams within CSC to assist the selected vendors for the following activities. This will help us align our operating model accordingly.

- 1. Requirements Gathering**
- 2. Steering Committee**
- 3. Delivery Signoffs**
- 4. Change Management**

The project sponsor team is comprised of senior executive staff with other stakeholder teams to be added when needed. It is important to CSC that community members be involved and that their voice be included in this process when navigating the website.

18. Regarding service delivery, is it mandatory to have both project management and development teams based out of onsite (US) completely? Or are you open to a blend of onsite (US) and offshore teams to deliver this project?

The project management team must be based in the US.

19. Does CSC have any preference for user story management, project progress and defect tracking tools? Or are you open to recommendations for the same?

We have no preference and are open to suggestions.

20. We conducted a quick analysis of the current CSC Broward website and noticed that it is developed using Drupal as the CMS. Can you let us know if there are any specific challenges or limitations related to the Drupal CMS?

CSC staff have found Drupal to be challenging as it relates to in-house content management, and design flexibility.

21. Are you facing any challenges or issues related to UI/UX design, device compatibility, responsiveness or accessibility with the current website?

Yes, see responses above.

22. What are the different types of information or data that a user can search for? Can you elaborate with an example?

The typical CSC User uses the website in many different ways depending on what data or information that they are in need of at that time. It is important to CSC that all the data and information is easily retrievable and transparent to the taxpayers of Broward County. For example, families may wish to research an article on child safety, or a funded provider may want to review a policy or procedure related to their funding. Prospective applicants may need to review data related to an upcoming procurement and the taxpayer may wish to see how their funds are being used. The examples are too numerous to list, but the one common thread is that it needs to be easy to search and find whatever it is the User is looking for.

23. Can you provide details of different user types who typically access the CSC Broward website? (eg. visitors, charities, service providers, etc.) Please elaborate on features on the website that each user category can access and interact with on the new website.

As noted above, there are numerous CSC website Users such as families, community stakeholders, policymakers, service providers, etc. that use the website in a myriad of ways. As this section is developed, it is important that community stakeholders be included in the conversation of how they use the website, what they wish to see, and how they wish to retrieve the information.

24. Can you elaborate on the features and services accessible to users only through registration / sign-up and sign-in on the website? If yes, please elaborate. (eg, training, nexus portal, etc.)

To be informed of future events and trainings, users must sign up to be added to the CSC mailing list in Constant Contact. Additionally, to access the Nexus portal (SAMIS, CAPS), users must register.

25. What are the language localization requirements for CSC Broward website? We noticed Spanish and Creole translation is already available on the current website. Kindly share any additional languages that need to be considered.

Portuguese, in addition to the two listed above.

26. Should the new website be integrated with any external sites, systems or databases? If yes, please provide details of each external system that needs to be integrated with the new website.

Yes. CSC has a proprietary system named SAMIS, hosted on AWS. Data from SAMIS will be used to drive the information on the tableau dashboards. CSC's training site should also be integrated to this website.

- 27. Can you help us understand the data migration requirements for the new website? Is the current website connected to any external database? If yes, kindly provide details on the data that needs to be fetched and made available on the new website?**

Yes, all content in the current site must be migrated and updated to the new design implementation.

There are no current external database connections, but provisions should be made for connection on the new site.

- 28. Regarding hosting requirements, most of the CMS platforms offer managed hosting solutions. We understand that scalability of bandwidth and storage is a key requirement. However, are there any compliance or regulatory requirements that the hosting platform or infrastructure need to be compliant with? If yes, is CSC open to hosting the website and CMS on cloud?**

The site must be ADA compliant, and CSC is open to a cloud hosting CMS solution.

- 29. Can you ask your current web developer what CMS platform they are using for the website and/or what products the website was built using?**

The current CMS platform used is Drupal.

- 30. Can you share the info listed below?**

a. Count and types of internal users that need to interact with the back end of the current and new website

Approximately 6-10 users

b. Any usage stats/analytics of the current site

We are currently using Google Analytics to view the site usage.

c. Any other operations, finance, management, creative, and/or other tools that the new website app should or could be able to integrate with

There are no specific integrations at this time, however, the app must be flexible enough to accommodate changes in the future.

- 31. Are you able to provide any sample creative/art and/or data content and assets for proposal use? Especially any items that the Council or its team consider high priority or central to the brand and objectives.**

Changes are not being made to the website for the look, feel, and branding of the organization.

- 32. *Page 7 Connections to CSC's social media sites and other external systems.***

Can you please specify the external systems which need to be connected with the site here?

See previously answered responses.

33. **Page 7, Project Requirements>> Responsive, Creative Design. “5) Internal pages should be available in multiple styles and templates 6) Interchangeable Design/skin.”**

Please elaborate these points as in the extent of interchangeability of design should be for each page present in the site or do you like to change it based on carousels, banners, text, paragraphs and other specific areas present in site.

As long as CSC stays within branding guidelines (color pallet, font selection, etc.) staff would like to have the flexibility to update any and all visuals on the site.

34. **Page 7, Project Requirements>> Advanced Search Engine Featuring,”2) Chatbot “, would you like to have a third-party integration of chatbot here or would you like to build this functionality in site from scratch.**

CSC has no preference as to whether the feature is built-in or a third party, as long as it can accomplish the same results.

35. **Page 7, Project Requirements>>Advanced Search Engine Featuring,”4) Animated placeholder text to give users terms/phrases they might search for, 6) Simple and advanced search options that allow users to be as specific and granular as possible”,**

Page 8, Project Requirements >>Content Management System Platform,”3) Design a fully functional and adaptive website & App.” please elaborate these two points in more detail.

- A. See previously answered responses.
- B. See previously answered responses.

36. **From the app, do you mean mobile application? If yes, would you like to proceed with mobile app development in a native approach or hybrid approach?**

CSC would like a mobile application. The hybrid approach is preferred, so as not to maintain two app versions (Android and Apple).

37. **Page 8, Project Requirements >> Content Management System Platform,”7) The site must provide multiple ways to view and export data from searches.”**

Kindly tell us the types and ways of data export which you have in consideration for the site.

Providers should be able to export the data from dashboards and document libraries via Excel, CSV, tsv, XML, SPSS, Google Drive, pdf, user-submitted files, Tableau, JSON & open data protocol.

38. **Page 8, Project Requirements >> Content Management System Platform,”11) Subscription sign-up page to allow users to sign-up for various email blasts (custom design sign-up form).”**

Will the email notifications also need to be customized from the admin end?

Yes, to the extent the third party (e.g. Constant Contact) requires.

- 39. Would you like to have an editor in CMS from where you can create email templates and then send notifications accordingly to the subscribed users?**

Yes, CSC is currently using Constant Contact but open to a solution that offers flexibility.

- 40. Page 8, Project Requirements >> Content Management System Platform,"12) Reports showing broken links."**

Please confirm what you mean by broken links here.

CSC is requesting a tool to perform a comprehensive auto crawl of the website to identify broken links and email the reports to CSC and the Vendor for remediation.

- 41. Page 8, Project Requirements >> Americans with Disabilities Act (ADA) Compliance,"1) Design and develop a site compliant with the ADA, HIPPA, and all regulatory bodies and standards." Can you specify all the regulatory bodies and compliances which need to be taken care of?**

Currently, Florida Sunshine Laws, public records requests, ADA & WCAG Compliance are the regulatory bodies and compliances that are required.

- 42. Page 8, Project Requirements>>Analytics, "1) The site must be connected to Google Analytics as well as additional tracking tools may be implemented." Please specify the other tracking tools which you would like to implement with the site.**

Google and any other analytical tool that will provide a granular view and performance of the site.

- 43. Page 8, Project Requirements>>Security, "1) Work with CSC staff to ensure the highest security level, such as SSL certificates, encryption, and others." Do you need any additional security measures apart from the standard security protocol?**

The standard security protocols will suffice.

- 44. Page 8, Project Requirements>>Language translation, "1) The site must convert pages or articles created in other languages, maintaining faithfulness to accents and other diacritical marks." Kindly specify the name and number of languages which you would like to consider for translation of content of site. The primary language being English, would you provide us the content for other languages in site or would you like us to install Google Translator for support of other languages.**

CSC is cautious of using auto-translate programs as experience has shown the translation is not always accurate. CSC currently publishes materials translated and edited in-house in Spanish, Haitian Creole, and Portuguese. These are NOT auto translated. CSC is happy to consider any product on the market that can ensure the highest level of accuracy in translation.

- 45. Please specify the roles and responsibilities of all user types present inside the site. Will the front-end user be required to do registration and access content for the site?**

No, front end users will not need to register to access content. CSC is estimating that 2-3 staff will be content/design editors; and 4-6 staff will be content uploaders.

- 46. Can you please tell us the features which already exist in your current site and you would like to utilize the same in new development of website?**

Includes Auto URL redirect; Easy access to HTML; Simple insertion of photos and emails; alt text requirement for activation; notification of leaving CSC website.

- 47. <https://www.cscbroward.org/>**

Would you like to revamp this existing site or create a new site from scratch?

The branding look and feel will remain the same with all other features such as functionality, searchability, etc, will need to change.

- 48. If we are creating a new site, will the data migration be present in scope. If yes, kindly provide us the size of data that needs to be migrated.**

All content in the present site must be migrated to the new site.

- 49. The existing website is built in Drupal CMS, would you like the creation of a new website in Drupal only or do you have any other preference.**

No, CSC would like another platform other than Drupal for in-house content/site management.

- 50. Do you need any additional security measures in specific apart from the standard security protocol?**

See previously answered responses.

- 51. Would you like to keep the existing URL structure to maintain SEO and analytics tags?**

Yes, in addition to improving what is currently in place.

52. Kindly tell us about your existing archival policy and the log retention policy.

CSC uses a third party vendor, Archive Social.

**53. Do you have any preference for hosting the website in a particular environment?
Kindly confirm.**

No, CSC does not have a preference for hosting the website in a particular environment.



**REQUEST FOR QUALIFICATIONS
(#17-PAOD-RFQ-005)**

Communication and Outreach Consulting Services

**Date Issued: August 22, 2016
Date Due: September 16, 2016; 12:00 Noon**

Communication and Outreach Consulting Services 2016 RFQ

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SECTION I. INTRODUCTION

A. Request for Qualifications

Children's Services Council of Broward County (CSC) is requesting qualifications from reputable vendors for development of a new communication and outreach plan, which the CSC will use to educate residents about CSC programs and services as well as community wide resources available for children and families in Broward County. The successful applicant will work closely with CSC staff to develop a comprehensive, strategic and innovative communication and outreach plan (the "Communication and Outreach Plan"). Written proposals using the required format provided herein must be delivered to the CSC office on or before **September 16, 2016 at 12:00 Noon** at 6600 W. Commercial Blvd, Lauderhill, Florida 33319, to be considered.

B. The Children's Services Council

Recognizing that the needs of children in Broward County, Florida far exceeded the resources and support systems available, a referendum creating the Children's Services Council of Broward County, as a special independent taxing district was overwhelmingly approved by voters in September, 2000 and reauthorized on November 4, 2014. Established by Statute effective January 1, 2001, the eleven (11) member Council is comprised of six (6) individuals appointed by the Governor based on recommendations by the Broward County Board of County Commissioners and five (5) members appointed by virtue of the office or position they hold within the community. These members bring to the Council an understanding of policies and programs affecting children, knowledge of the diverse and multi-cultural needs of the Broward community and a firm commitment to improving the welfare of children and their families.

CSC Vision

All children in Broward County shall have the opportunity to realize their full potential, their hopes and dreams, supported by a nurturing family and community.

CSC Mission

Provide leadership, advocacy and resources necessary to enhance children's lives and empower them to become responsible, productive adults through collaborative planning and funding of a continuum of quality care.

C. Statement of Purpose

The CSC is seeking proposals for Communication and Outreach Consulting Services per the attached specifications **for a maximum award of \$60,000 for FY ending September 30, 2017** and extendable for a period of two (2) additional Fiscal Years, ending on September 30, 2019 for contract amounts that shall be set by the Council. The award of the selected applicant will be taken for approval to the **October 20, 2016** Business meeting.

D. Prohibition on Lobbying

Applicants are hereby advised that, pursuant to Council By-Laws:

The Children’s Services Council (CSC) shall not award funding to an organization, person, or entity which has hired a person, whether directly or indirectly, or consented to or acquiesced in the employment of a person, whose principal responsibilities are to lobby a member of the CSC on behalf of the organization, person, or entity which seeks funding from the CSC. Subject to the foregoing, an officer, director, official, principal, or bona fide employee of an organization, person or entity seeking funding may engage in lobbying without payment of any compensation or reimbursement of expenses for such lobbying, whether directly or indirectly.

No monies granted by the CSC shall be used by a Provider agency to hire a lobbyist or to supplant any funds which would allow for the funding of a lobbyist.

Any applicant or lobbyist for an applicant, paid or unpaid, is prohibited from having any private communication concerning any procurement process or any response to a procurement process with any CSC staff or rating committee members after the issuance of a funding opportunity and until completion of contract award. A proposal from any organization will be disqualified if the Applicant or a lobbyist for the Applicant, paid or unpaid, violates this condition of the procurement process.

E. Conflict of Interest

All Applicants must disclose the name of any officer, director or agency who is also an employee of the CSC. All Applicants must disclose the name of any CSC employee who owns, directly or indirectly, any interest in the Applicants’ business or any of its branches. All applicants must disclose the names of any board or staff members who may have a direct or indirect relationship with CSC board or staff members. Such disclosure should be submitted in a separate sealed envelope addressed to the CSC’s CCO, no later than the proposal deadline.

F. Bidding Instructions

1. Sealed Proposals Each Applicant shall submit one signed original proposal and eight (8) copies of the completed proposal. They must be submitted in a sealed envelope or package bearing the title “CHILDREN’S SERVICES COUNCIL of BROWARD COMMUNICATION AND OUTREACH CONSULTING SERVICES” along with the name and address of the Applicant submitting the proposal. Proposals should include a contact name and an e-mail address for correspondence, and **shall be submitted no later than 12:00 noon on September 16, 2016**, to Sandra Bernard-Bastien, CSC Chief Communications Officer, 6600 W. Commercial Blvd, Lauderhill, FL 33319. It is the responsibility of the Applicant to ensure that the proposal arrives on time at the right location. Late proposals will be returned unopened.

2. Application Timetable

EVENT	DATE, TIME & LOCATION
Date Advertised:	August 21, 2016
Dates Available:	August 22, 2016 – September 16, 2016
Pre-Bid Conference:	2:00 p.m., August 29, 2016 Children’s Services Council of Broward County 6600 West Commercial Boulevard Lauderhill, FL 33319
Deadline for Receipt of Written Questions:	5:00 pm, September 6, 2016
Responses to Written Questions POSTED ON WEB:	September 9, 2016
Deadline for Receipt of Proposals:	12:00 p.m. Noon, September 16, 2016 (No Exceptions) Children’s Services Council of Broward County 6600 West Commercial Boulevard Lauderhill, FL 33319
Evaluations and Interviews, if applicable	October 5 – 6, 2016
CSC Determines Successful Application(s):	October 20, 2016
Contract Project Term:	November 1, 2016 – September 30, 2017 with possible consulting services extended through September 30, 2019

***All dates set forth above are subject to change by the CSC with notice provided**

3. Pre-bid Applicants’ Conference: A Pre-bid Applicants’ Conference will be held at CSC, 6600 Commercial Blvd., Lauderdale, FL 33319, on **August 29, 2016 at 2:00 p.m.** All prospective Applicants are encouraged to attend in order to have the opportunity to review this bid solicitation and ask questions.

4. Responses to Questions.

a.) Written questions may be submitted via e-mail prior to or following the Pre-Bid Applicant’s conference in order to clarify any matters relating to this RFQ. All questions and responses will become public records and will be available via the website (rfp.cscbroward.org). The deadline for questions is **September 6, 2016 at 5:00 p.m.**, beyond that date and time, questions will not be answered.

b.) Questions and answers submitted in writing and at pre-bid conference will be available via the website (www.cscbroward.org), on **September 9, 2016**.

c.) Questions should be submitted to Sandra Bernard-Bastien, Chief Communications Officer, Children's Services Council of Broward County, 6600 West Commercial Blvd., Lauderhill, FL 33319, sbernard@cscbroward.org.

Unauthorized Modifications

Any unauthorized modifications of RFQ specifications, forms or terms may render the proposal invalid.

G Public Information

All submitted proposals, and information included therein or attached thereto shall become public record following the CSC Business Meeting on **October 20, 2016**, in accordance with Chapter 119, Florida Statutes, unless excluded under RFQ, Section III, 4, Trade Secrets. The only contact person with respect to any or all aspects of this RFQ is Sandra Bernard-Bastien, Chief Communications Officer; sbernard@cscbroward.org. **Written questions must be received by 5:00 p.m. on September 6, 2016.**

H Right to Reject Proposals and Waive Non-Material Irregularities

CSC reserves the right to accept or reject any or all proposals, waive any non-material irregularities and technicalities and make minor modifications and may, at its sole discretion, request a clarification or other information to evaluate any or all proposals. CSC reserves the right, before awarding the contract, to require Applicant(s) to submit evidence of qualifications or any other information CSC may deem necessary.

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SECTION II. RFQ Information

A. Scope of Work

The Children's Services Council of Broward County (CSC) seeks a professional, full-service marketing, public relations/public affairs, community outreach and communication firm to develop a comprehensive, strategic and innovative communication and outreach plan (the "Communication and Outreach Plan"). The Communication and Outreach Plan shall:

- a. Evaluate the CSC brand in the community;
- b. Evaluate and recommend adjustments to existing initiatives as needed;
- c. Develop, with CSC Staff, a three year communication plan, including an annual review and ongoing revisions of goals and activities;
- d. Develop concepts, write copy and provide creative input for collateral materials to support the work of the CSC, in compliance with the American with Disabilities Act (ADA);
- e. Provide communications strategy and input on quality assurance;
- f. Identify and implement outreach campaigns aimed at our broadly diverse community;
- g. Provide strategic input and outreach support for campaigns, including Youth Summit 2017 (see Exhibit C for prior Youth Summit related collaterals);
- h. Work with CSC staff to develop and train an outsourced street team to ensure coverage at community events;
- i. Work with CSC staff to increase capacity and outreach with mainstream and minority niche media to support CSC activities and campaigns;
- j. Collaborate with CSC staff to develop and implement a CSC social media strategy that highlights and promotes CSC activities, milestones, accomplishments and events/campaigns, including Youth Summit 2017 (see item g. above);
- k. Assist with the branding of the new CSC website ensuring ADA compliance;
- l. Assist with the production of the CSC Annual Report and Funded Program Directory (go to www.cscbroward.org/publications for current copies);
- m. Provide recommendations to ensure CSC message & brand consistency across all communications, outreach and public education initiatives and portals;

- n. Support efforts to cultivate community relationships to increase CSC organizational awareness;
- o. Expand media coverage of CSC as an organization and funder of services by assisting in organizing media conferences and other press related events;
- p. Support staff and service providers in upholding branding guidelines through the production of (or review and updating of existing) Corporate Communications Standards;
- q. Measure effectiveness of current and past strategies;
- r. Support production of advertising and service provider agency promotion across the full spectrum of media.

B. Submission Criteria

Applicants are encouraged to keep RFQ responses concise and relevant to the Scope of Work. In order to maintain comparability and enhance the review process, it is requested that responses be completed and organized in the manner specified in Section IV instructions. Include all information in your proposal. It is required that one (1) original proposal and nine (9) copies of the proposal be submitted. All submittals should include the following:

- a. A cover letter with the name, address, phone number, and email address of the primary contact briefly summarizing the agency's ability to create a Marketing and Communication Plan.
- b. A Letter of Certification (see p. 13 for description).
- c. A staffing proposal including resumes of agency representatives to be assigned to the account. Specify any services that may be outsourced.
- d. A statement of experience related to public awareness and education campaigns. Preference will be given to work done for or on behalf of a governmental entity.
- e. A narrative of the services provided by consultant detailing the approach, methodology, deliverables, timelines, and client contacts, as outlined in the Scope of Work.
- f. Two (2) client references and contact information.
- g. Three (3) work samples in different media, including results of previously implemented governmental marketing campaigns.

C. Evaluation Process and Criteria

A rating committee approved by the Council will evaluate the proposals and make

recommendations to the Council, in accordance with established evaluation criteria. The rating committee may request a presentation by any or all Applicants to clarify proposed plans and details as part of the review and evaluation process. They may also ask additional questions to clarify the proposal submitted.

Council members will select a successful Applicant and, if contract agreement cannot be reached with the selected Applicant, CSC shall negotiate with their next selection(s) until an Agreement is reached. At any time during the negotiations, CSC may modify the choice of a selected Applicant if determined to be in the best interest of CSC.

CSC reserves the right to reject any or all proposals submitted. CSC further reserves the right before recommending any award to inspect the facilities, agency, and financial records necessary to determine the ability to perform the work in accordance with specifications, terms and conditions. The evaluation will be based on the following criteria:

	Description of Service	Points
a.	Demonstrated experience in developing and implementing a comprehensive Communication and Outreach Plan.	0-25
b.	Experience developing and implementing successful types of promotional campaigns comprising the full spectrum of media.	0-20
c.	Experience developing and implementing successful public education strategies.	0-20
d.	Demonstrated results of increased awareness as a result of a campaign.	0-15
e.	Experience working with non-profit and/or government clients.	0-10
f.	Knowledge of diverse audiences and messaging related to Broward County, Florida.	0-10

D. Contract Term:

1. It is the intent of CSC to receive proposals for the selection of a reputable vendor to provide consulting services as needed for Contract term November 1, 2016 – September 30, 2017 with possible additional consulting services through September 30, 2019 as negotiated with Council approval and at award amounts determined by Council.
2. **Cancellation of Award/Termination:** In the event any of the provisions of the contract are violated by the vendor, the President/CEO, or designee will give written notice to the vendor stating the deficiencies. Unless the deficiencies are corrected within ten (10) days, recommendation will be made to the Council for immediate cancellation. Upon cancellation, CSC may pursue any and all legal remedies as provided herein and by law.

CSC reserves the right to terminate any contract resulting from this RFQ, without cause with thirty (30) days prior written notice to the other party. If said contract should be terminated without cause, CSC will be relieved of all obligations under said contract.

CSC will only be required to pay to the vendor that amount of the contract scope of work actually performed to the date of termination.

The vendor will have the option to terminate the contract without cause upon 20 days prior written notice to the President/CEO. Cancellation of contract by provider may result in removal from bidders/Applicants list for a period of three years.

3. Default: In the event that the awarded Applicant(s) should breach this contract CSC reserves the right to seek remedies in law and/or in equity. Default will result in removal from the bidders/Applicants list for a period of three years.
4. Award of Contract: The Children's Services Council's "Communication and Outreach Consulting Services is expected to be awarded at the Council meeting that will be held at **9:30 A.M., October 20, 2016**, in the CSC Conference Room, 6600 W. Commercial Blvd., Lauderhill, Florida 33319. This will be a public meeting pursuant to Florida Sunshine requirements.

E. Appeals Process

An applicant may appeal Council funding recommendations by utilizing the following guidelines. Appeals are limited to procedural grounds.

- a. Any Applicant who is adversely affected by a procedural determination may file a Notice of Appeal, in writing, within seventy-two (72) hours following the receipt of a Notice of Fatal Flaws. The Notice of Appeal shall be in writing, shall state the facts upon which such appeals shall be based and the issue(s) to be decided. All notices shall be directed to the President/CEO at CSC, 6600 Commercial Blvd., Lauderhill, Florida 33319.
- b. The President/CEO shall provide an opportunity to resolve the protest by mutual agreement between the parties within seven (7) working days of receipt of the formal written Notice of Appeal.
- c. If the appeal is not informally resolved, the aggrieved party may file a written request for a formal Appeal Hearing before a Hearing Officer. The Hearing Officer shall be appointed by the Council Chair. Council's legal representation may be present to advise the Hearing Officer regarding hearing procedures and legal issues.
- d. Within five (5) working days from the date of the Appeal Hearing, the Hearing Officer shall send to the Applicant a final determination consisting of its findings of fact and conclusions as to whether the procedural requirements were complied with by the Council. Any determination of the Hearing Officer shall be final.
- e. In the sole determination of the Council that a dispute may result in a delay or interruption of services to clients, it reserves the right to contract with a contractor of choice on an interim basis to ensure the delivery of service until the appeal is resolved. The disputed dollar amount will be earmarked until the appeal is resolved. All other funds shall be available for distribution.

2. Bond

- a. Any Applicant who files a Notice of Appeal shall post with CSC, at the time of filing the formal written protest, a bond secured by an acceptable surety company in Florida, payable to CSC in an amount equal to one percent (1%) of the CSC's estimate of the dollar value of the proposed contract, or five thousand dollars (\$5,000), whichever is less, which bond shall be conditioned upon the payment of all costs which may be adjudged against the bidder or applicant in the Hearing Officer in which the action is brought.
- b. If, after completion of the hearing process and the CSC prevails, it shall be entitled to recover all costs and charges associated with attorney's fees. Upon payment of such costs and charges by the person protesting the decision, or intended decision or contract award, the bond shall be returned to the firm.

SECTION III - TERMS, CONDITIONS AND OTHER REQUIREMENTS

1. Tax Exemptions

CSC is exempt from federal and state taxes for tangible personal property, sales taxes, and intangible taxes. The Chief Operations Officer will sign an exemption certificate submitted by the successful Applicant(s). Applicant(s) doing business with CSC will not be exempted from paying sales tax to their suppliers for materials to fulfill contractual obligations with the CSC, nor will any Applicant be authorized to use the CSC's Tax Exemption Number in securing such materials.

2. Legal Requirements

It shall be the responsibility of the Applicant to be knowledgeable of all federal, state, county and local laws, ordinances, rules and regulations that in any manner affect the items covered herein which may apply. Lack of knowledge by the Applicant(s) will in no way be a cause for relief from responsibility.

Applicants(s) doing business with CSC are prohibited from discriminating against any employee, applicant, or client because of race, creed, color, national origin, gender, sexual orientation, or age with regard to but not limited to the following: employment practices, rates of pay or other compensation methods, and training selection.

3. Agreement

A contract will be negotiated after the award for any work to be performed as a result of this RFQ. The RFQ, the proposal, and the resulting contract will constitute the complete Agreement between Applicant and CSC.

4. Trade Secret and Confidential Materials

If the application includes material which is deemed a trade secret (as defined by Section 812.081, FS) or other confidential material exempt from the provisions of Chapter 119, FS, which the applicant does not wish to become public record, the following statement should be included in the application:

"Trade Secrets as defined by Section 812.081, Florida Statutes, or other confidential materials

contained on *applicable* pages of this application shall not be used or disclosed, except for evaluation purposes. However, if a contract is awarded to this offer or as a result in connection with the submission of this program, the Council shall have the right to use or disclose the information designated as trade secrets or confidential to the extent provided in the contract. This restriction does not limit the Council's right to use or disclose the information designated as trade secrets or confidential which is obtained from another source."

Any exemption claimed will be limited to the pertinent data/documents and must be supported by a statutory exemption. Notwithstanding anything to the contrary, nothing contained in the application shall be deemed or interpreted to restrict or prevent the Council from complying with the disclosure requirements of Chapter 119, FS, when material is incorrectly identified as a trade secret or confidential information. By submitting an application, the applicant covenants not to sue the Council and waives any claim against the Council arising under Chapter 119, Florida Statutes or in connection with or as a result of any disclosures by the Council in connection herewith.

SECTION IV - INSTRUCTIONS FOR COMMUNICATION AND OUTREACH PLAN SERVICES

The ideal Communication and Outreach Plan will include components that can be implemented at low cost by leveraging existing resources and can easily be adapted to fit broad messaging strategies. The successful proposal shall detail a working collaboration with CSC staff, and a description of how the Communication and Marketing Plan will accomplish the desired services.

A. COST

Maximum award under this RFQ shall not exceed \$60,000, subject to negotiation and final Agreement. The evaluation process is designed to select the Applicant whose Proposal best meets the requirements of this RFQ. The proposal shall include all costs for performing the services necessary to accomplish tasks and to produce the deliverables under the contract. Costs for subcontractors should be included in the total and are to be displayed separately.

B. SUBMISSION CHECKLIST

1. Table of Contents
2. Cover Letter
3. Letter of Certification
4. Firm Profile/Staffing Proposal
5. Experience and References
6. Approach and Methodology
7. Two (2) Client References with Contact Information
8. Three (3) Work Samples in Any Media
9. Certification Affidavit
10. W-9 IRS Form

1. Table of Contents

Table of Contents: section the material by tabs and by page number.

2. Cover Letter

3. Letter of Certification

This section is a letter of certification on Company letterhead signed by the Applicant. The letter should state that the firm can provide the service CSC requires, that specific attachments have been included, that the required additional documentation will be forwarded within 24 hours if selected, and that it is understood that all information included in the response shall become public record. See the example of the Letter of Certification Exhibit A of this RFQ.

4. Firm Profile

Structure of agency, length of time in business and number of employees.

5. Relevant Experience and References

List two examples of relevant references and their contact information.

6. Approach and Methodology

1. Discuss how you will accomplish the Statement of Work outlined in Section II – RFQ Instructions and an explanation of the responsibilities as outlined below:

- a. Developing or expanding primary messages and themes that increase public knowledge of the CSC programs and services to Broward County residents.
- b. Developing CSC marketing brochures, presentations and other collateral materials with a specific focus on the value of such a taxing authority.
- c. Working with CSC staff to identify and develop public events, community outreach exhibits, and promotional items (signage/banners/specialty advertising), to reinforce the public awareness at community and special events and presentations.
- d. Monitoring, evaluating and modifying advertising schedules and messages as needed.
- e. Involvement with local companies and organizations, and the leveraging of local business partnerships as part of the campaign.
- f. Understanding regional media outlets, festivals, events, professional and collegiate athletic sports and other activities should be incorporated in the plan.
- g. Preparing a project schedule indicating when the elements of the work will be completed and when deliverables will be provided.

7. Client References with Contact Information

8. Samples of previous work

Provide samples of previous outreach plans and outreach materials and data demonstrating the success of the plan.

9. Certification Affidavit

The Certification Affidavit attests that the organization has made all necessary disclosures and will provide copies of policies within 3 days of being selected. This form needs to be signed with the proposal.

10. W-9 IRS Form

Complete a standard W-9 IRS form to certify the firm's taxpayer identification number (See RFQ Attachment C.)

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EXHIBIT A

Example of Letter of Certification

Sandra Bernard-Bastien, Chief Communications Officer
Children's Services Council of Broward County
6600 W. Commercial Blvd
Lauderhill, Florida 33319

Dear Ms. Bernard-Bastien:

We have read the Children's Services Council's Request for Qualifications for Communication and Outreach Consulting Services and fully understand its intent. We certify that we have adequate personnel, equipment, technology, and facilities to fulfill the requirements. We understand that our ability to meet the criteria and provide the required services may be judged by a Rating Committee with final approval from the Council.

We have attached the proposal for Communication and Outreach Consulting Services Services.

I, the undersigned Applicant have not divulged, discussed, or compared this proposal with any other Applicants and have not colluded with any other Applicant in the preparation of this proposal in order to gain an unfair advantage in the award of this proposal.

It is understood that all information included in, attached to, or required by this RFQ shall become public record upon their delivery to CSC as defined in the Public Records Act, Chapter 119, F.S.

Submitted by:

(FIRM)

(AUTHORIZED SIGNATURE)

(DATE)

(TITLE)

(E-MAIL)

(TELEPHONE)

CERTIFICATION AFFIDAVIT

DIRECTIONS: BY ATTESTING TO THIS FORM, THE PROVIDER AGREES TO COMPLY WITH ALL SECTIONS (ONE THROUGH FIVE) ON SWORN AFFIDAVIT. THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. APPLICATION ACCURACY

I do hereby certify that all facts, figures, and representations made in the proposal are true and correct. The filing of this proposal has been authorized by the contracting entity and I have been duly authorized to act as the representative of the organization in connection with this proposal. I also agree to follow all Terms, Conditions, and applicable federal and state statutes.

2. PROHIBITION ON LOBBYING

Applicants are hereby advised, and agree to comply with the Council's adopted prohibition on lobbying:

The Children's Services Council shall not award funding to an organization, person or entity which has hired a person, whether directly or indirectly, who receives payment or economic consideration for the purpose of lobbying. Additionally, the Council shall not award funding to an organization, person, or entity which has consented to or acquiesced in the employment of a person whose principal responsibilities are to lobby a member of the Council on behalf of the organization, person, or entity which seeks funding from the Council. Subject to the foregoing, an officer, director, official, principal or bona fide employee of an organization, person, or entity seeking funding may engage in lobbying without payment of any compensation or reimbursement of expenses for such lobbying, whether directly or indirectly.

No monies granted by the Council shall be used by a Provider agency to hire a lobbyist or to supplant any funds which would allow for the funding of a lobbyist.

Any applicant or lobbyist, paid or unpaid, for an Applicant is prohibited from having any private communication concerning any procurement process or any response to a procurement process with any Council Member or the President/CEO after the issuance of a funding opportunity and until completion of contract award. A proposal from any organization will be disqualified when the Applicant of a lobbyist, paid or unpaid, for the Applicant violates this condition of the procurement process.

3. CONFLICT OF INTEREST

Applicants are hereby advised, and agree to comply with the Council's adopted conflict of interest regulations:

All Applicants must disclose the name of any officer, director or agency who is also an employee of the CSC. All Applicants must disclose the name of any CSC employee who owns, directly or indirectly, any interest in the Applicants' business or any of its branches. All applicants must disclose the names of any board or staff members who may have a direct or indirect relationship with CSC board or staff members. Such disclosure should be submitted in a separate sealed envelope addressed to the CSC's CCO, no later than the proposal deadline.

4. AGENCY CERTIFICATION

I, the undersigned Applicant, hereby attest that the following policies, procedures, regulations, and documentation are in effect and agree to provide copies of the following within three (3) working days of notification of intent to contract or contract award:

- a. Affirmative Action Policy
- b. Certified Minority Business Enterprise (if applicable)
- c. Small Disadvantaged Business Enterprise Policy (if applicable)
- d. Americans with Disabilities Act Policy
- e. Drug Free Workplace Policy

5. PUBLIC ENTITY CRIME AFFIDAVIT

- a. I understand that a "public entity crime as defined in Paragraph 287.1 33(1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
- b. I understand that "convicted" or "conviction" as defined in Paragraph 287.1 33(1)(b), Florida Statutes means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
- c. I understand that an "affiliate" as defined in Paragraph 287.1C3(a)(a), Florida Statutes means:
 - o A predecessor or successor of a person convicted of a public entity crime; or
 - o An entity under the control of any natural person who is active in the management of the entity and who has been convicted of public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of affiliate.

The ownership by one person of shares constituting a controlling interest in another person, or pooling of equipment of income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

- d. I understand that a “person” as defined in Paragraph 287.1330) (e), Florida Statutes means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bids on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
- e. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).
 - o Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
 - o The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)
 - o There has been proceeding concerning the conviction before a hearing officer of the state of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order).
 - o The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order).
 - o The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services).

ORGANIZATION’S NAME AND ADDRESS:

**Information related to the Planning of the Children's Services Council of Broward County's
(CSC) Youth Summit 2017**

Approximately every five years, the CSC, in its role as backbone of the Broward County Children's Strategic Plan, leads the organization and implementation of a Youth Summit. The event provides an opportunity for the Broward County child and family serving community and other stakeholders to assess the state of services related to the wellbeing of all children and families in Broward and plan accordingly over the following five years.

Follow this provided link, <http://bit.ly/2aNxcc3> for information and collaterals related to the 2012 Broward County Youth Summit.

IRS FORM W-9