

RFP#2017HSD01 – Social Marketing for Resource Family Recruitment  
Questions and Answers

Published in accordance with section 3.c. found on page 2 of the RFP packet available online at  
<http://santacruzhumanservices.org/HSDHome/RequestforProposals.aspx>

**Disseminated November 1, 2016**

1. The overall budget is allocated through December 2017 (\$127,586), however the project timeframe is January through June 2017. Will the awarded Contractor be utilizing 100% of the yearly budget for the project timeframe?

*Answer – Various references throughout the RFP provide details affecting the budget and the contract term but in general a total budget of \$127,586 is expected for the term of January through December 2017.*

- a. *The budget of \$127,586 is projected for the term of 01/01/17 – 12/31/17 (see top of page 9)*
- b. *The entire time frame for both Phase I and Phase II is from 01/01/17 through December, 2017 (see bottom of page 7)*

2. Do Respondents need to complete the Independent Contractor Agreement form at this point, or is that just for reference and to be completed when the contract is awarded?

*Answer – The Independent Contractor Agreement (ICA) is provided for reference only. The ICA provided is the template which is used for all County contracts, with details to be negotiated between the County and the Contractor (successful bidder). Once the ICA is finalized between the County and the Contractor, it is recommended to the Board of Supervisors for approval/award.*

3. The RFP specifies that the Locally Operated Business Preference Affidavit of Eligibility needed to be completed within three days after the RFP opening. Is there any way we can still complete and submit that form?

*Answer – Local Vendor Preference (page 5) indicates the right of a locally operated business to file the affidavit within three (3) days after bids are due to the County. As it relates to RFP#2017HSD01 for which bids are due November 17, 2016 by 4:00 p.m. PST, the affidavit is due no later than close of business on Thursday, November 17, 2016. However, any local business interested in filing the affidavit can do so along with their bid response, or via email at any time prior to the deadline, to the designated contact in the RFP ([Beth.Landes@santacruzcounty.us](mailto:Beth.Landes@santacruzcounty.us)). The form is now available on this web page as a PDF fillable form found [here](#).*

4. Can you identify the County staff who will be involved with this contract, by name & title?

*Answer – FCS Staff include Division Director Joan Miller, Assistant Division Director Abby Wexler, Program Manager Melissa Delgadillo, CCR Implementation Manager Kate Welty, RFA Supervisor Trevor Davis; Contract Administration/Invoicing: Beth Landes - and/or others as assigned*

5. Has HSD conducted any relevant market research with target audiences that could help inform these efforts?

*Answer – No*

6. Does the stated budget need to cover direct costs (printing, media buys, etc.)?

*Answer – The proposed budget should incorporate the breadth of services being offered within the proposal. If a proposal outlines direct costs such as printing and media buys then the budget may denote charges for those, or it may denote that those costs will not be included within the proposed budget and must be negotiated otherwise, or outside of this contract.*

7. "Attachment 1: Resource Family Recruitment Campaign Theory of Change" outlines three tiers of change (short, medium and long-term). What is the timeframe for those desired changes? Does HSD measure short-term changes in months? Years?

*Answer – For this project, the timeframes are expected to be: short-term 1-6 months, medium term 7-12 months, and long-term 13 months-2 years (and beyond).*

8. Does HSD have any specific measurable objectives in mind (e.g., number of families recruited, children placed from congregate care into family-based care)?

*Answer – Based on FCS' analysis of current foster home capacity and the needs of the youth in care and those stepping down from group care, FCS has identified some preliminary recruitment targets. These targets have not yet been fully vetted, and FCS looks forward to having the Contractor weigh in and to guide FCS in setting final objectives during the proposed contract term.*

9. What is driving the 6 week schedule for the implementation plan?

*Answer – FCS believes that 6 weeks is a reasonable time frame to do the work outlined, and is motivated to implement the resulting recommendations as soon as feasible in order to increase the number of available foster homes.*

10. Section 6.A.1 states “The cost of developing the implementation plan should not exceed 10 percent of the overall program budget under this solicitation.” Can it be assumed that means that developing actual campaign artwork and concepts will fall within Phase 2: Implementation and Evaluation of Campaign?

*Answer - Yes, developing campaign artwork, concepts, and related products that will be used for marketing will fall within Phase 2 of this Project.*

11. Can you share a list of the firms that attended the pre-proposal conference on October 25<sup>th</sup>?

*Answer – There were none.*