



# REQUEST FOR QUOTATIONS

Contract for Media Outreach and Communications  
County of San Mateo, Office of Community Affairs

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The County of San Mateo seeks qualified Contractor(s) to assist in the development and implementation of media outreach and communications support for the Office of Community Affairs and its programs and outreach campaigns. Providers must have proven experience with creating inclusive content for culturally and linguistically diverse communities.

<b>Solicitation Number</b>	RFQ #OCA1006
<b>Number of contracts expected to be awarded</b>	One
<b>Estimated Value or Range per contract</b>	N/A; Competitive bid process
<b>Funding Sources</b>	<input type="checkbox"/> Federal <input type="checkbox"/> State <input checked="" type="checkbox"/> County <input type="checkbox"/> Other
<b>Proposal Submission</b>	Email to: OCA_Proposal@smcgov.org
<b>Authorized Contact Person</b>	Helen Guo
<b>Authorized Contact Person E-mail</b>	communityaffairs@smcgov.org
<b>E-mail Address for Protests</b>	<a href="mailto:protests@smcgov.com">protests@smcgov.com</a>
<b>RFQ Released</b>	Friday, April 29, 2022 12:00 PM PST
<b>Deadline for Questions, Comments and Exceptions</b>	Friday, May 6, 2022 12:00 PM PST
<b>Proposal Due Date and Time</b>	Friday, May 13, 2022 12:00 PM PST
<b>Anticipated Contract Award Date</b>	June 2022

Responses must be submitted via email to:  
OCA\_Proposal@smcgov.org

**By 12:00 p.m., PST on Friday, May 13, 2022**

**RESPONSES WILL NOT BE ACCEPTED AFTER THIS DATE AND TIME**

## **OVERVIEW AND PURPOSE**

The San Mateo County Office of Community Affairs (OCA) is a division of the County Manager's Office, serving as a liaison between County departments and the community to facilitate information sharing, feedback, and provide immigrant services to residents. OCA oversees some of San Mateo County's special projects like the Census 2020, the Middlefield Road Improvement project, Immigrant Services, public art and beautification projects, and rezoning within the community.

The selected Contractor(s) will implement effective media outreach strategies for programs and services within the Office of Community Affairs, with an intentional focus on reaching culturally and linguistically diverse communities. All messaging must be culturally relevant and linguistically appropriate. This may include any or all of the following existing programs, and may be expanded to include new programs that launch during the course of the contract term:

- COVID-19 Outreach
- Middlefield Road Improvement Project
- SMC Choose Local Program
- North Fair Oaks Community Plan
- Planning/Building Initiatives (e.g., Rezoning, Community Housing)
- Other County Initiatives

OCA intends for the services provided to increase the reach of OCA communications, announce important program and project milestones, share important information and resources, and showcase local successes.

## **SCOPE OF WORK**

The selected Contractor(s) will work in close coordination with OCA staff to provide media communications and outreach services to OCA on matters that may arise in connection with any of its special projects. The selected Contractor(s) shall perform the following tasks and services:

### **Public Outreach and Communications Support**

- Develop community messaging programs and creative ideas for ongoing communication in multiple languages.
- Coordinate with OCA staff to amplify tactical messaging, engage with media influencers, and promote messaging through social media channels.
- Promote public awareness of OCA's programs and services through a consistent and positive message.
- Provide general media assistance as needed.

### **Create Marketing Material and Graphic Development**

- Provide multilingual, culturally competent content and creative development of:
  - Digital media campaigns, including online video, display ads, and other forms of web-based advertising
  - Social media campaigns, including Facebook, Twitter, and Instagram
  - Traditional media campaigns including print ads, posters, signs, and brochures
  - Video and radio campaigns, including PSA's, radio ads, and television
  - Creation and printing of collateral, including postcards, flyers, infographics

- Out-of-home advertising, including billboard and bus shelter ads
- Other materials as recommended (table tents, posters, banners, etc.)
- Translation of materials into other languages as needed.

**Media Relations**

- Develop and maintain relationships with key media contacts, including ethnic media outlets (i.e., local, statewide, and national media; print journals/newspapers, online/blogs, radio, television, etc.).
- Develop and maintain comprehensive targeted media lists to include but not be limited to the following: local, statewide, select national media, print journals/newspapers, online/blogs and broadcast media.
- Liaise with media outlets to distribute information to media.
- Liaise and coordinate with media vendors.

**Account Management**

- Provide account management, including development of status reports and master planning calendar including relevant meetings, key media dates, etc.
- Develop measurable targets and goals for media outreach.
- Perform ongoing (monthly) evaluation regarding media impressions, media engagement, and other key performance indicators.
- Maintain data dashboard to track media impressions, ad clicks, ad click through rate, and other key performance indicators.

**Ad Hoc Communications / Outreach Projects**

- As requested by OCA, develop and implement communications and outreach campaigns for specific programmatic needs.

**CONTRACT PERIOD**

OCA anticipates a contract period that shall be from the date of award for three (3) years with an option to renew for up to two (2) additional years at the discretion of OCA.

**REQUIRED EXPERTISE**

To assist OCA in delivering effective media outreach strategies for culturally and linguistically diverse communities, this RFQ is seeking a media contractor with the following qualifications:

- A. Experience with a wide array of media outreach from micro-targeting local media outlets to working with state placements.
- B. Proven record of media services in different styles and languages for specific audiences.
- C. Flexibility and enthusiasm while dealing with feedback, edits, and potential re-working of media content.
- D. Competitive/cost-effective budgeting.

**ELIGIBLE PROVIDERS**

This Request for Quotations is intended for media vendors. New partners and past contractors are both encouraged to apply. If a responder has been a previous contractor, their past performance as a contractor will be considered.

## **RESPONSE SUBMISSION REQUIREMENTS**

The response should be submitted in the following format:

### **A. GENERAL INSTRUCTIONS**

Submit one (1) complete electronic (PDF, Microsoft Word document, etc.) version of your response/quotation and all required attachments to the County to **OCA\_Proposal@smcgov.org**. All responses should adhere to the specified content and sequence of information described by this RFQ.

### **B. COVER LETTER**

Provide a one page cover letter (following template in **Attachment A**) that includes the address, phone and fax numbers, and e-mail address of the contact person or persons.

### **C. RESPONSE CONTENT AND FORMAT**

#### **1) Signature Authority**

The original quote must be submitted by an individual with authority to submit quotes on behalf of the agency.

#### **2) Content**

Items below contain brief descriptions of material that must be included in this response/quotation. This portion should **not exceed 3 pages**.

- **Professional Qualifications**

Describe the agency's history, mission, programs, and services it provides; administrative structure; and experience in providing similar services. With the history include length of time in business, and any experience in providing services to government agencies.

- **Cultural Competency**

Describe how your agency/program will ensure cultural competence and linguistically appropriate messaging. This may include culturally relevant service features and staffing objectives that reflect cultural and linguistic diversity and that value the cultural diversity of San Mateo County.

- **Proposed Work Plan**

Provide a detailed and comprehensive description of how the Contractor/Vendor intends to provide the services requested in this RFQ. This discussion shall include, but not be limited to:

- An overview of media formats to be used
- Estimated turnaround time for message and collateral creation, including message translation and publishing/promotion
- How the project(s) will be managed and scheduled
- How deliverables will be delivered to OCA
- Communication and coordination
- The agency's general philosophy in regards to providing the requested services.

- **Staffing – Organizational Capacity**  
Describe proposed staff and their duties, including disciplines and degrees, as appropriate. Describe current and ongoing training and experience of staff to ensure client needs will be addressed. Identify the person who will be overseeing the County account. Provide the level of education, background and experience that this person has.
- **References**  
Provide an overview of your qualifications and previous experience on at least three (3) similar or relevant projects. Include descriptions, cost, timeline and reference contact information. Please provide a sample of at least one (1) product created for a government entity.
- **Quotation for Primary Services**  
Provide a quotation for provision of these services, using template provided in **Attachment B**. Fee quotations are to include creative design services, video production + editing services, translation costs, consultation rates, and overhead factors. If your agency has a general rate card for media services, please include that as well.

## **PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated and scored on the following criteria:

- A. **Professional Qualifications and Experience.** Specialized experience and technical competence of the firm will be evaluated. Prior experience with the County will be considered. (Weight: 30%)
- B. **Proposed Work Plan.** The approach to project management and quality assurance will be reviewed. (Weight: 30%)
- C. **Creativity and Effectiveness.** Overall creativity, presentation, content, and quality of work product samples and the proposal. Ability to meet cultural competency standards will also be evaluated. (Weight: 20%)
- D. **Cost.** Fee quotations for services will be evaluated for reasonableness. (Weight: 20%)

## **Questions and Responses Process.**

Submit all questions relating to this RFQ to [communityaffairs@smcgov.org](mailto:communityaffairs@smcgov.org).

All questions must be received no later than **12:00 p.m. on Friday, May 6, 2022.**

All questions and responses will be posted to <https://www.smcgov.org/ceo/rfq-oca1006>.

If changes to the RFQ are warranted, they will be posted to <https://www.smcgov.org/ceo/rfq-oca1006>. It is the responsibility of each respondent to check the website for changes and/or clarifications to the RFQ prior to submitting a response.

**Materials must be received no later than Friday, May 13, 2022  
at 12:00 p.m.**

**SUBMISSIONS RECEIVED AFTER THE DEADLINE WILL NOT  
BE CONSIDERED.**