



REQUEST FOR QUOTES

Microbusiness Outreach RFQ

County of San Mateo, Office of Community Affairs

The County of San Mateo seeks qualified Contractor(s) to assist in outreach to residents to raise awareness about the California Microbusiness COVID-19 Relief Grant Program, a new grant program to benefit microbusinesses in San Mateo County.

Solicitation Number	RFQ #OCA1005
Number of contracts expected to be awarded	Two - Four
Estimated Value or Range per contract	\$2,500 - \$5,000
Funding Sources	<input type="checkbox"/> Federal <input type="checkbox"/> State <input checked="" type="checkbox"/> County <input type="checkbox"/> Other
Proposal Submission	Email to: OCA_Proposal@smcgov.org
Authorized Contact Person	Helen Guo
Authorized Contact Person E-mail	communityaffairs@smcgov.org
E-mail Address for Protests	protests@smcgov.com
RFQ Released	March 4, 2022 12:00 PM PST
Deadline for Questions, Comments and Exceptions	March 9, 2022 12:00 PM PST
Proposal Due Date and Time	March 11, 2022 12:00 PM PST
Anticipated Contract Award Date	March 2022

Responses must be submitted via email to:
OCA_Proposal@smcgov.org

By 12:00 p.m., PST on March 11, 2022

RESPONSES WILL NOT BE ACCEPTED AFTER THIS DATE AND TIME

OVERVIEW AND BACKGROUND

The County of San Mateo is working with the State of California to administer a new COVID-19 relief grant program that will provide assistance to microbusinesses. The **California Microbusiness COVID-19 Relief Grant Program** will provide grants in the amount of \$2,500 to eligible microbusinesses impacted by COVID-19 and related health and safety restrictions.

The **Microbusiness COVID-19 Relief Grant application** process will start March 11, 2022. Below is a preview of the eligibility criteria established by the State for this program.

To receive the Microbusiness COVID-19 Relief Grant applicant must:

1. Have a business located in San Mateo County
 - The business must have been started before December 31, 2019
 - The business must have been the main source of the business owner's income in 2019
 - The business must be legally operating (i.e. paying sales tax, registered with the state as appropriate)
 - The business must have fewer than 5 employees (in 2019, 2020, and now)
2. Have gross revenues (sales) under \$50,000 in 2019 taxable year
3. Demonstrate at least a 10% decrease in revenues from 2019 to 2020.
4. Not have received the California Small Business COVID-19 Relief Grant. If you have received Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), or any county grant, you are still eligible, if you meet the other criteria.

NOTE: Applicant is not required to be a storefront and/or commercial operated property. For example, applicants who operate food carts, food trucks, and home operated businesses, etc., may be eligible for grants.

PURPOSE

The County seeks to contract with **two to four community-based organizations** to assist in outreach to raise awareness about the California Microbusiness COVID-19 Relief Grant Program, with an emphasis on targeted **in-person outreach methods** such as door-to-door canvassing, flyering, telephone banking, outreach tabling or other forms of in-person outreach or canvassing.

The proposed start date and term for the requested services is **March 2022 through April 2022** (a period of 4-6 weeks), subject to negotiation of a final agreement.

ELIGIBLE PROVIDERS

- **Organizations:** Must be a tax-exempt organization, such as organizations that are tax exempt under Sections 501(c)3, 501(c)4, or 501(c)6 of the Internal Revenue Code (IRC), or an organization that files a Form 990, Form 990 EZ, or Form 990-N with the Internal Revenue Service (IRS), and that serves San Mateo County residents.

- **School Groups/Districts:** Must provide educational services to residents and students in San Mateo County.
- **Government Agencies:** San Mateo County cities, San Mateo County special districts/agencies, and libraries in San Mateo County.
- **Coalitions:** Groups comprised of two or more qualifying organizations or government agencies.

SCOPE OF WORK

Selected contractor(s) will be required to perform the following activities in a culturally competent and linguistically appropriate approach:

- Formulate and conduct an effective outreach campaign to residents and microbusiness owners of San Mateo County, focused on increasing awareness of the **California Microbusiness COVID-19 Relief Grant Program, County of San Mateo Recovery Efforts**, and motivating eligible individuals to participate.
 - Identify potential applicants (microbusiness owners) that meet the eligibility criteria.
 - Encourage, Motivate, and Assist microbusiness owners to apply for the grant.
 - Direct potential applicants (microbusiness owners) on how and where to apply for the grant.
 - Upon determining eligibility, Provider will transfer microbusiness contact and screening application to Lead Partner Agency (Renaissance Entrepreneurship Center) who will collect required documents to determine grant award.
- Conduct outreach activities in coordination with the County of San Mateo.
 - Outreach activities may include, but are not limited to, phone-banking; outreach tabling; pop-up events; webinars; door-to-door outreach; outreach at food distributions, festivals, and other community special events; targeted direct mailings; and many other strategies.
 - Preference will be given to organizations with established relationships with the microbusiness community and/or can commit to **in-person outreach methods**, such as, but not limited to, door-to-door canvassing, flyering, outreach tabling or other forms of in-person outreach.
- Participate in program partnership meetings as requested.
- Compiling and reporting program data and submitting reports as required.

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. SIGNATURE AUTHORITY

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

C. MINIMUM QUALIFICATIONS

Proposals will be accepted only from Eligible Provider organizations that meet the following required qualifications at the time of proposal submission:

- Legally authorized to do business in the State of California
- Located in San Mateo County and/or serve San Mateo County residents
- Has been actively and normally engaged in community outreach and/or service provision for the past 3 years

D. RESPONSE CONTENT AND FORMAT

Items below contain brief descriptions of material that must be included in this response/quotation.

1) Cover Sheet

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

2) Application Form

Complete the sections outlined in the **Application Template** provided. Sections include:

- **Qualifications**
Concise summary that describes the agency's history, mission, programs, and services it provides. Please include length of time in business, and experience with conducting program outreach.
- **Region(s) Served**
Please specify the regions within San Mateo County that your organization will conduct program outreach in.
- **Populations Served**
Please provide a brief description of the communities that your organization reaches.
- **Staffing**
Describe proposed staff and their roles/responsibilities. Identify the person who will be overseeing the County account. Provide the level of education, background, and experience that this person has.
- **Outreach Plan**

Detail the planned approach and strategy for conducting an effective outreach campaign for the California Microbusiness COVID-19 Relief Grant Program. Include examples of specific outreach activities where possible.

3) Cost Quotation/Budget Template

Provide a quotation for provision of these services, as well as a detailed explanation for all costs associated with provision of the requested services. Please use the cost quotation/budget template provided in **Application Template**.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated and scored on the following criteria:

- A. **Qualifications and Experience.** Specialized experience and technical competence of the prospective Contractor will be evaluated. Prior experience with the County will be considered. (Weight: 30%)
- B. **Outreach Plan.** The planned approach to program outreach will be reviewed. (Weight: 30%)
- C. **Presentation and Effectiveness.** Overall presentation, content, and quality of the proposal will be evaluated. (Weight: 10%)
- D. **Cost.** The proposed budget should itemize work in sufficient detail to enable reviewers to evaluate the appropriateness of the funding request. (Weight: 30%)

Questions and Responses Process.

Submit all questions relating to this RFQ to communityaffairs@smcgov.org.

All questions must be received no later than **12:00 p.m. on March 9, 2022**.

All questions and responses will be posted to <https://smcgov.org/cmo/rfq-oca1005>.

If changes to the RFQ are warranted, they will be posted to <https://smcgov.org/cmo/rfq-oca1005>. 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, March 11, 2022 at 12:00 p.m.**

SUBMISSIONS RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED.