



REQUEST FOR QUOTATIONS

Contract for Rental Relief Program Outreach
County of San Mateo, Office of Community Affairs

The County of San Mateo seeks qualified Contractor(s) to assist in Rental Relief Program outreach and application assistance to raise awareness about the California State Housing is Key Rental Relief Program and eligibility in hard-to-reach communities.

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| Solicitation Number | RFQ #OCA1002 |
| Number of contracts expected to be awarded | Multiple |
| Estimated Value or Range per contract | Up to \$200,000 total Up to \$20,000 per contract |
| Funding Sources | <input type="checkbox"/> Federal <input type="checkbox"/> State <input checked="" type="checkbox"/> County <input type="checkbox"/> Other |
| Proposal Submission | Email to: CMO_COVID_RFP1@smcgov.org |
| Authorized Contact Person | Helen Guo |
| Authorized Contact Person E-mail | hguo@smcgov.org |
| E-mail Address for Protests | protests@smcgov.com |
| RFQ Released | July 9, 2021 4:00 PM PST |
| Deadline for Questions, Comments and Exceptions | July 16, 2021 12:00 PM PST |
| Proposal Due Date and Time | July 20, 2021 4:00 PM PST |
| Anticipated Contract Award Date | August 2021 |

Responses must be submitted via email to:
CMO_COVID_RFP1@smcgov.org

By 4:00 p.m., PST on July 20, 2021

RESPONSES WILL NOT BE ACCEPTED AFTER THIS DATE AND TIME

OVERVIEW AND PURPOSE

San Mateo County is working with the State of California to provide emergency rental assistance to San Mateo County residents who have experienced a financial hardship due to COVID-19 and have been unable to pay their rent and/or utilities through the [California State Housing is Key Rental Relief Program](#). The program is for both eligible renters and property owners.

To County is considering contracting with a network of community-based organizations to **perform enhanced Rental Relief Program outreach and application assistance** to raise awareness about the California State Housing is Key Rental Relief Program and eligibility in hard-to-reach communities that are often missed through traditional communication channels, due to barriers such as the digital divide, literacy, and language.

The tentative target start date and term for the proposed services is **August 1, 2021 through December 15, 2021**, 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 districts/agencies, and libraries in San Mateo County.
- **Coalitions:** Groups comprised of two or more qualifying organizations or government agencies.

SCOPE OF WORK

San Mateo County seeks to contract with organizations that have the cultural, linguistic, and community capacity to reach one or more of the following under-reached communities (both renters and property owners):

- Latinx community
- Pacific Islander community
- Black / African American community
- Immigrant communities
- Persons with limited English proficiency

Priority Languages: Spanish, Chinese, Tagalog, Tongan, and Samoan

Successful outreach activities will connect with local programs and organizations that directly interact with the priority and target populations. 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.

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

- Conduct targeted, sensitive, and culturally competent outreach to individuals and families within priority and targeted populations (listed above) in their preferred languages to raise awareness about Rental Relief Program eligibility.
- Host 1-2 in-person “pop-up” outreach events per week to outreach to local residents.
- Assist residents with completing and submitting applications for the [California State Housing is Key Rental Relief Program](#). Contractors will assist individuals and families in completing eligibility screenings, submitting applications and supporting verifications, along with helping individuals and families address any issues with their application(s).
- Conduct ongoing social media outreach, at least two (2) social media posts per week.
- Report on County required performance measures and data metrics at intervals required by the County.
- Participate in Mandatory Orientation and Training at the start of the contract period.
- Participate in monthly meetings with San Mateo County Office of Community Affairs.

All providers submitting a quotation should detail their approach, activities, and timeline for achieving the above throughout the phases of the contract.

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 **CMO_COVID_RFP1@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) Minimum Qualifications

Proposals will be accepted only from 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

3) Content

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

○ **Summary of 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 working with public agencies.

○ **Cultural Competency**

Describe how your agency/program will ensure cultural competence and address equity. 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. Provide a description of the hard-to-reach/vulnerable populations that will be served.

○ **Service Methodology**

Describe your service model and approach to addressing the service needs of the target population, your approach to working collaboratively with multi-agency partners, and the geographic area of the County, if applicable. Provide estimates for the following:

- How many residents/week do you expect your organization could:
 - a) Engage with
 - b) Assist with enrollment

○ **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.

- **Implementation Timeline**

Describe your proposed implementation work plan, including timeline for the implementation of services. Demonstrate the capacity to implement the program by **August 2021**.

- **Cost Quotation/Analysis and Budget for Primary Services**

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 Attachment B.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated and scored on the following criteria:

- A. **Qualifications and Experience.** Expertise/experience in reaching specific geographic and/or demographic communities in which we have gaps in Rental Relief Program outreach.
- B. **Organizational Capacity.** Capacity to enlist staff and organizational resources to perform desired activities quickly and effectively. Ability to meet cultural competency standards will also be evaluated.
- C. **Quality and Completeness of Proposal.** Overall presentation, content, and quality of the proposal.
- D. **Cost.**

Questions and Responses Process.

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

All questions must be received no later than **12:00 p.m. on July 16, 2021**.

All questions and responses will be posted to <https://cmo.smcgov.org/rent-relief-program-outreach-rfq-oca1002>.

If changes to the RFQ are warranted, they will be posted to <https://cmo.smcgov.org/rent-relief-program-outreach-rfq-oca1002>. 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 Tuesday, July 20, 2021 at 4:00 p.m.

ATTACHMENT A

COVER LETTER TEMPLATE

Date: _____

Applicant: _____

Phone: _____

Address: _____

Fax: _____

Email: _____

Web: _____

Project

Contact: _____

Title: _____

Amount Being Requested: \$_____ (maximum amount \$20,000)

Minimum Qualifications Required to Submit Proposal:

- Are you legally authorized to do business in the State of California?
 - Are you a not for profit or tax-exempt organization? Provide documentation to this verify status.
 - Are you a governmental agency?
 - Are you a school district or educational institution?
- Are you located in San Mateo County and/or serve San Mateo County residents?
- Have you actively and normally been engaged in community outreach and/or service provision in San Mateo County for the past 3 years?

ATTACHMENT B

COST QUOTATION/BUDGET TEMPLATE

| Expenses | Proposed Use of SMC Funds | Description of Expenses |
|--|----------------------------------|--------------------------------|
| PERSONNEL | | |
| Director wages | | |
| Administrative staff wages | | |
| PROFESSIONAL FEES | | |
| Professional fees | | |
| PROGRAM AND OPERATING | | |
| Supplies | | |
| Media/Advertising | | |
| Postage and shipping | | |
| Printing and publications | | |
| Other expenses not covered above (itemize) | | |
| Total Expenses | \$0 | |