



REQUEST FOR PROPOSALS

DATE ADVERTISED: July 9, 2009

RFP Title: **Equity and Social Justice Initiative: Planning for Strategic Communication and Writing for Community Engagement/Strategic Planning**

Due Date: **July 23, 2009 — no later than 4:00 P.M.**

Contact: Matías Valenzuela, matias.valenzuela@kingcounty.gov, 206-205-3331

This Request for Proposals will be provided in alternative formats such as Braille, large print, audio cassette or computer disk for individuals with disabilities upon request.

If you received or downloaded this document in .pdf format, a MS Word copy may be obtained by contacting the person listed above. This MS Word document will be transmitted by e-mail.

Sealed proposals are hereby solicited and will be received as specified in Part 8 below no later than 4 p.m. on July 23, 2009, regarding the Equity & Social Justice Initiative project entitled, *Planning for Strategic Communication and Writing for Community Engagement/Strategic Planning*. These services shall be provided to King County in accordance with the following instructions, requirements, and specifications.

Questions: Submitters will be required to submit any questions in writing prior to the close of business Tuesday, July 14, 2009, in order for staff to prepare any response required to be answered by Addendum. Questions are best received and most quickly responded to when sent via e-mail directly to the contact address above. If an Addendum to this RFP is necessary, it will be distributed via email to all parties by Friday, July 17, 2009.

SECTION I - GENERAL INFORMATION

- A. King County is an Equal Opportunity Employer and does not discriminate against individuals or firms because of their race, color, creed, marital status, religion, age, sex, national origin, sexual orientation, or the presence of any mental, physical or sensory handicap in an otherwise qualified handicapped person.
- B. All submitted proposals and evaluation materials become public information and may be reviewed by appointment by anyone requesting to do so at the conclusion of the evaluation, negotiation, and award process. This process is concluded when a signed contract is completed between King County and the selected Consultant. Please note that if an interested party requests copies of submitted documents or evaluation materials, a standard King County copying charge per page must be received prior to processing the copies. King County will not make available photocopies of pre-printed brochures, catalogs, tear sheets or audio-visual materials that are submitted as support documents with a submittal. Those materials will be available for review at a King County office to be determined.
- C. No other distribution of submittals will be made by the Submitters prior to any public disclosure regarding the RFP, the submittal or any subsequent awards without written approval by King County. For this RFP all submittals received by King County shall remain valid for ninety (90) days from the date of submittal. All submittals received in response to this RFP will be retained.
- D. Submittals shall be prepared simply and economically, providing a straightforward and concise but complete and detailed description of the Submitter's abilities to meet the requirements of this RFP. Fancy bindings, colored displays and promotional materials are not desired. Emphasis shall be on completeness of content.
- E. King County reserves the right to reject any or all submittals that are deemed not responsive to its needs.
- F. In the event it becomes necessary to revise any part of this RFP, addenda shall be created and emailed. If desired, a hard copy of any addenda may be provided upon request.
- G. King County is not liable for any cost incurred by the Submitter prior to issuing the contract.
- H. A contract may be negotiated with the Submitter whose submittal would be most advantageous to King County in the opinion of the Seattle - King County Department of Public Health, all factors considered. King County reserves the right to reject any or all proposals submitted.
- I. It is proposed that if a selection is made as a result of this RFP, a contract with a fixed price/prices will be negotiated. Negotiations may be undertaken with the Submitter who is considered to be the most suitable for the work. This RFP is primarily designed to identify the most qualified firm. Price and schedule will be negotiated with the "first choice" Submitter; negotiations may be instituted with the second choice and subsequent Submitter until the project is canceled or an acceptable contract is executed.
- J. The contents of the submittal of the selected Submitter shall become contractual obligations if a contract ensues. Failure of the Submitter to accept these obligations may result in cancellation of their selection.
- K. A contract between the Consultant and King County shall include all documents mutually entered into specifically including the contract instrument, the original RFP as issued by King County, and the response to the RFP. The contract must include, and be consistent with, the specifications and provisions stated in the RFP.

- L. News releases pertaining to this RFP, the services, or the project to which it relates, shall not be made without prior approval by, and then only in coordination with, the King County Department of Executive Services.
- M. King County Code 4.16.025 prohibits the acceptance of any bid/proposal/submittal after the time and date specified on the cover page of this document. There shall be no exceptions to this requirement.
- N. Washington State Public Records Act (RCW 42.56) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the Act, or are otherwise privileged.
- O. Proposals and other material submitted under this RFP shall be considered public documents and with limited exceptions submittals that are recommended for contract award will be available for inspection and copying by the public. If not received at the time of submittal, King County may request an electronic copy of your response at a later time for this purpose. This copy may be requested in MS Word format, and delivered either by e-mail or directly delivered on CD.

If a Submitter considers any portion of his/her submittal to be protected under the law, the Submitter shall clearly identify on the page(s) affected such words as "CONFIDENTIAL," "PROPRIETARY" or "BUSINESS SECRET." The Submitter shall also use the descriptions above in the following table to identify the effected page number(s) and location(s) of any material to be considered as confidential (attach additional sheets as necessary). If a request is made for disclosure of such portion, the County will determine whether the material should be made available under the law. If the material is not exempt from public disclosure law, the County will notify the Submitter of the request and allow the Submitter ten (10) days to take whatever action it deems necessary to protect its interests. If the Submitter fails or neglects to take such action within said period, the County will release the portion of the Submittal deemed subject to disclosure. By submitting qualifications, the Submitter assents to the procedure outlined in this paragraph and shall have no claim against the County on account of actions taken under such procedure.

Type of exemption	Beginning Page / Location	Ending Page / Location

- P. Submitters are urged to use recycled/recyclable products and both sides of paper for printed and photocopied materials, whenever practicable, in preparing responses to this RFP.
- Q. During the solicitation process, King County strongly discourages the transmittal of Company information, brochures, and other promotional materials, other than address, contact and e-mail information, prior to the due date of submittals. Any pre-packaged material received by a potential submitter prior to the receipt of submittals shall not be reviewed by the County.

SECTION II - PROJECT SPECIFICATIONS AND SCOPE OF WORK

PART 1 – INTRODUCTION

King County is soliciting proposals from individuals and firms qualified and interested in leading the Strategic Communication Planning and the writing of select Community Engagement and Strategic Planning materials for the county's Equity and Social Justice Initiative.

PART 2 - BACKGROUND

The King County Equity and Social Justice Initiative was launched in February 2008 to address inequities in our community.

In King County, people of color, low income residents and ethnic groups who have limited English proficiency are more likely to experience racism, underemployment, low education, poor health outcomes, incarceration, and loss of opportunity. In addition, they are more likely to have unsafe living conditions with less access to public goods and services, resources, and life opportunities.

As part of the Equity & Social Justice Initiative, King County will apply the principles of equity and social justice in our actions, decisions and policies. King County aims to listen to, work with and respect the diversity of perspectives in communities to build partnerships, develop policies and deliver services that create conditions for all people to reach their full potential.

The current guiding principles are to:

- Develop a learning culture that supports equity
- Look beyond individual behaviors to the social, economic and physical factors in communities that shape behaviors
- Actively seek out and promote decisions and policies aimed at equity
- Work across departments
- Work side-by-side with external partners
- Enable historically marginalized communities to influence decisions and spur action
- Recognize and honor cultural differences

To achieve Equity and Social Justice, we will take a comprehensive and systems level approach, following our guiding principles, examining our current policies and practices, and fostering a culture that supports equity practices.

- We will engage community groups that are the most impacted by inequities, as well as groups that hold institutional power, to identify policies that will make a difference.
- We will create intentional policies that create the structural changes needed to improve community conditions.
- We will measure and monitor the impact of these policies on equity.

The major strategies and areas of work for the Initiative include policy-development and decision-making, delivery of county services, and community partnerships. Our work will be focused across the following 13 social, economic and physical environment factors, which we are terming social determinants of equity:

- family wage jobs/job training
- community economic development
- affordable, quality, healthy housing
- quality early childhood development
- quality education
- healthy physical environment
- community & public safety
- neighborhood social cohesion
- access to all modes of safe and efficient transportation
- access to affordable food systems and affordable and healthy foods

- access to parks and nature
- access to affordable and culturally appropriate health and human services
- racial justice in organizational practices

For more information on the initiative or to read the January 2009 update report, please visit our website:

<http://www.kingcounty.gov/equity/>

The Initiative currently has a strategic planning process underway, and is looking to strengthen its capacity to communicate with and engage King County employees and residents. Also, it is looking to develop some key documents related to both strategic planning and community engagement.

PART 3 - SCOPE OF WORK

We are requesting proposals to lead a strategic communication planning process that will build upon the current work and strategic planning of the Initiative. The scope of work also includes developing and writing key materials to support community engagement and strategic planning. The selected Consultant will:

1. Create a framework and plan for strategic communication for internal (employee) and external (community) communication that builds capacity to carry out the Initiative's work, engages communication representatives and others from different King County departments, and utilizes a variety of communication channels (including video, web, e-letters and social media).
2. Create a narrative that describes the Initiative's theory of change and outcome map – in a way that is accessible to employees, partners and others – currently being developed by the inter-departmental team as part of strategic planning, and develop a strategy for sharing this narrative with communities for their input.
3. Refine a written framework for community engagement, based on the framework under development by the inter-departmental team and models from around the country, to be used in communications with employees, partners and others.

PART 4 - QUALIFICATIONS

Individuals and firms who meet the following qualifications will be considered for this project.

1. Demonstrated success leading strategic communication planning processes for large, complex and diverse organizations.
2. Expertise in the fields of communication and professional writing.
3. Working knowledge of community engagement principles.
4. Demonstrated experience working with, and for government agencies and in political environments.
5. Demonstrated experience working with workgroups that serve people of color, low-income people and ethnic groups with limited English proficiency.
6. Demonstrated understanding of, and personal and professional commitment to, equity and social justice.

PART 5 - COMPENSATION

Applicants submitting proposals are required to submit a total price for completion of this project. The maximum amount available for the project is \$15,000.

PART 6 - TIME FRAME

A contract will be negotiated immediately with the successful applicant that is selected via this RFP. **To be considered responsive to this RFP, the submitter must state availability to complete a theory of change and outcome map narrative as well as a strategy for sharing with communities by September 15, 2009, a draft strategic communication plan by or before October 15, 2009, and a refined framework for community engagement by October 30, 2009.**

PART 7 - RATING CRITERIA

Proposals submitted in accordance with the rules specified herein will be reviewed and rated by a panel selected by King County. The panel will evaluate the proposals and supporting material submitted by the applicant.

The following criteria will be used to rate the submittals:

Approach to the scope of work, including organization and allocation of resources.....	25 points
Qualifications of the proposed project team/ Resume of recent experience on similar projects	25 points
Quality of samples submitted	20 points
Familiarity with subject matter.....	10 points
Availability/ability to meet deadlines	10 points
Proposal Costs.....	10 points

If an award is not made based on the written evaluations alone, oral interviews may be conducted with the top-ranked submitters. King County reserves the right to conduct interviews with the highest ranked submitters. The interviews will have a possible maximum of 40 points and the written and interview scores will be combined to determine the highest ranked vendor.

PART 8 – SUBMITTAL FORMAT

Proposers shall submit a clear, concise response that addresses the following:

1. Describe how your organization will approach the scope of work, organize the tasks, and allocate the resources available to meet firm time deadlines. Include a description of how you will work with a King County team.
2. Qualification summary – Describe how the minimum qualifications listed in Part 4 above are met or exceeded.
3. Three samples of related work.
4. Proposal Costs – List the costs associated with the accomplishment of each task.
5. List of references (minimum of three), including project(s) you worked on.

All materials should be received by 4:00pm on Thursday, July 23, 2009. Materials may be submitted by hard copy or by email to:

Matías Valenzuela
401 Fifth Avenue, Suite 1300
Seattle, WA 98104
Matias.Valenzuela@kingcounty.gov

PART 9 - INSURANCE

The selected Consultant shall furnish, at a minimum, Commercial General Liability, to include Products and Completed Operations, in the amount of \$1,000,000 combined single limit; \$2,000,000 aggregate. In addition, evidence of Workers' Compensation and Stop-Gap Employer's Liability for a limit of \$1,000,000 shall be provided. Also, the selected Consultant shall provide Automobile Liability coverage at the statutory minimum limits.

Such policy/policies shall endorse King County, and its appointed and elected officials, officers, agents and employees as additional insureds.

King County reserves the right to approve deductible/self-insured retention levels and the acceptability of insurers.

PART 10 - REQUIRED FORMS

The following completed forms will be required from the **selected Consultant**, prior to contract award:

- A. King County Code 3.04.120 and Consultant Disclosure Form
- B. 504/ADA Disability Assurance of Compliance and Corrective Action Plan

Copies of these forms are available at www.kingcounty.gov/health/contracts.