

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

Request for Proposals

**CALIFORNIA COMMUNITY COLLEGES
ASSOCIATE DEGREE FOR TRANSFER MARKETING CAMPAIGN**



PROPOSAL IDENTIFICATION / BID

NUMBER: 17-150071

PROGRAM UNIT: Communications

FUNDING SOURCE: Student Equity Funds

TERM OF CONTRACT: October 11, 2016 through June 30, 2017 (One-Year Initial Term with a District option for up to four annual renewal extensions based, in part, on availability of funds and barring unanticipated reductions.)

MAXIMUM FUNDS AVAILABLE: \$2,720,000 for year one (\$1,770,000 for each additional year, pending availability of funds and barring no unanticipated budget reductions)

PROPOSAL DUE DATE: Friday, September 16, 2016 by 3 p.m. PACIFIC

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RFP SCHEDULE

RFP Available to Prospective Respondents	Friday, August 12, 2016
Deadline to Submit Pre-Proposal Requests for Information	Monday, August 22, 2016 No later than 3:00 p.m. PACIFIC
Answers Provided for Requests for Information	Monday, August 29, 2016 (Via Email)
Proposal Submission Due Date	Friday, September 16, 2016 No later than 3:00 p.m. PACIFIC
Minimum Requirements Review	Monday, September 19 to Friday, September 23, 2016
Evaluation of Proposals by Scoring Committee	Monday, September 26 to Friday, September 30, 2016
Finalists Selected and Notified	Monday, October 3, 2016
Finalist Interviews	Monday, October 10, 2016
Notice of Intent to Award	Tuesday, October 11, 2016
Initial Contract Term	October 11, 2016 to June 30, 2017

*All dates are tentative and subject to change with notice.

CALIFORNIA COMMUNITY COLLEGES
RFP FOR THE ASSOCIATE DEGREE FOR TRANSFER MARKETING CAMPAIGN
Proposal Identification / Bid No. 17-150071

INTRODUCTION

The California Community Colleges Chancellor's Office and the Chabot-Las Positas Community College District have issued this Request for Proposal (RFP) to obtain proposals for the development and execution of a comprehensive, targeted and creative advertising, public relations and community outreach campaign. This project, named the Associate Degree for Transfer Marketing Campaign, will involve the efforts of a full-service professional agency *that can manage all aspects of this marketing effort* in a manner consistent with the branding of the California Community Colleges Chancellor's Office and the ADegreeWithAGuarantee.com website. The purpose of the marketing campaign is to increase student participation and awareness in the Associate Degree for Transfer (ADT) and UC Transfer Pathways programs, especially within under-represented student populations planning to transfer from a California community college to a California State University or University of California campus.

BACKGROUND AND NEED

The California Community Colleges is the largest higher education system in the nation with 113 campuses serving 2.1 million students each year. Community colleges provide workforce training, basic skills courses in English and math, and prepare students for transfer to four-year colleges and universities.

The purpose of the Associate Degree for Transfer initiative is to create specific pathways that guarantee students the opportunity to transfer into California State University (CSU) campuses with junior class-level standing upon completion of not more than 60 semester units of specified work at the community college. Senate Bill 1440 (Padilla), the legislation that directed the California Community Colleges and CSU systems to develop and grant Associate Degrees for Transfer, also imposes collateral expectations on the CSU that the transfer student would have an assured pathway to attain the bachelor's degree with not more than 60 semester units of work, after transfer, to be completed at the CSU. Thus, the Associate Degree for Transfer offers a guaranteed pathway for community college transfer students to attain a bachelor's degree in 120 semester units, or four years of full-time attendance.

Since enactment of the law, community college and CSU faculty and leadership have worked together to align major and degree requirements statewide so that the promise of the "seamless" transfer pathway becomes real in as many majors and degree concentrations as possible. Community colleges have established more than 2,000 specific Associate Degrees for Transfer (Associate in Arts for Transfer or AA-T degree and Associate in Science for Transfer or AS-T degree). To date, transfer model curricula aligned with the Associate Degrees for Transfer have been established in 34 of the most popular majors, thereby making the Associate Degrees for Transfer pathway available to most community college transfer students.

Work is continuing to establish more Associate Degrees for Transfer and transfer model curricula. At this point, however, the most significant constraint on participation in the Associate Degree for Transfer program is lack of awareness on the part of community college and high school juniors and seniors of this relatively new opportunity, especially among under-represented populations.

The Associate Degree for Transfer website, ADegreeWithAGuarantee.com, is a dynamic site launched in 2012 that helps students and their families make important decisions about investing their time and money in pursuing a college education. The site details the Associate Degree for Transfer program, guides students through the transfer process, lists available degrees mapping them from a community college to a CSU and offers success stories of students who have earned an Associate Degree for Transfer.

A one-time grant of \$358,000 from Complete College America, combined with leveraged in-kind donations, funded a brief radio and online marketing campaign in 2013-14 and 2014-15 that was very limited in scope, even as it was promising in terms of indicators of effect.

It is also important to note, the University of California (UC) introduced UC Transfer Pathways in summer 2015. This initiative provides California community college students with a roadmap to 10 of the most popular majors at any UC campus. The UC initiative, though relatively new, is important to community college students as it will help increase their preparedness for admission to any of the nine undergraduate campuses.

OBJECTIVE

The goal of this project is to create awareness among current and prospective community college and high school juniors and seniors as well as their influencers about the Associate Degree for Transfer program and educate them about the benefits of the AA-T and AS-T degrees. To achieve this goal with limited funds, our campaign must be crafted to reach the most opportunistic target audience in areas and at times in which potential program participants will be most receptive to receiving the message.

The project is seeking a multi-disciplinary, full-service professional agency that provides a wide range of services including, but not limited to, project management, website enhancements (both design and development), website usability testing, media buys, social media management and advertising buys, baseline awareness survey research, focus group testing, collateral material development, community and faith-based outreach, media relations, video development and the ability to ensure ADA/508 compliance of all end products. Hard costs that will also come out of the total contract could include, but are not limited to music licenses, travel expenses, talent fees/stipends, studio rentals, equipment rentals, wardrobe, and props.

Of the \$2,720,000 budget outlined for year one of the campaign, \$50,000 would be purposed to support and launch a one-time marketing campaign for the UC Transfer Pathways initiative.

TARGET AUDIENCES

This effort is aimed at California high school juniors and seniors, currently enrolled and prospective community college students and the influencers of these students, especially those within under-

represented student populations planning to transfer from a California community college to a CSU or UC campus. The current target audiences for the Associate Degree for Transfer Marketing Campaign are as follows:

- High school juniors and seniors ages 16-18;
- Current and prospective community college students; and
- Influencers including parents, family members, teachers, counselors, community leaders, employers and lawmakers.

TACTICS/ SERVICES TO BE PROVIDED

At the heart of the Associate Degree for Transfer Marketing Campaign is the website, ADegreeWithAGuarantee.com. The goal of the website is to provide students with the fundamental foundations of the Associate Degree for Transfer initiative, while guiding them through the transfer process.

The purpose of this RFP is to solicit Proposals from vendors with sufficient resources, experience and abilities to further develop the Associate Degree for Transfer Marketing Campaign and support a limited marketing promotion to help launch the new UC Transfer Pathways initiative. Qualified Respondents must submit a Proposal that is inclusive of, but not limited to, of all of the categories below.

A. Associate Degree for Transfer

- 1) ***OUTREACH: Provide for an outreach team to support annually a minimum of 15 major events attended by high school and community college students***, with an emphasis on events serving under-represented student populations such as veterans/active duty military, foster youth, and African-American and Latino audiences. In addition, supply collateral and informational materials to community and faith-based organizations that serve African-American and Latino communities, as well as partner with other statewide initiatives, including but not limited to the Historically Black Colleges and Universities (HBCU) Transfer Guarantee Campaign and the “I Can Afford College” financial aid awareness initiative. Events can include, but are not limited to high school and/or college fairs (on or off-campus), industry conferences, community college campus events, and community and cultural events. The Contractor will be responsible for the coordination and staffing of all events. In some instances, community college transfer staff or the Campaign’s Project Manager may be available to help staff events.
- 2) ***ADVERTISING: Develop a statewide advertising campaign designed to increase awareness of the Associate Degree for Transfer*** program for California community college students. Cultivate research-based messages and creative executions that are simple, consistent, credible, and audience-targeted. Provide strategies for refreshing the existing campaign by offering new and modern advertising approaches. New creative is anticipated to be developed during the first fiscal year. Until new creative is ready, the Contractor can use ads previously developed for the 2013-14 and 2014-15 fiscal years.

- 3) **MEDIA RELATIONS: Develop and execute a strategic statewide media relations plan** designed to proactively raise awareness during key campaign timeframes and provide reactive media relations support as needed throughout the year. The plan will include the development and distribution of template articles to high school and community college newspapers, securing interviews on radio and TV programs using a spokesperson model consisting of current and former AA-T and AS-T degree recipients, Chancellor's Office staff and community college faculty, staff and/or administrators, developing media alerts/press releases/op-ed pieces and other press materials as needed. Provide on-going media training for identified campaign spokespeople.
- 4) **MEDIA BUYING: Develop and execute a statewide media buying plan to raise awareness among current and prospective transfer students and their families** of the Associate Degree for Transfer option. Mediums can include but are not limited to traditional radio, online video and radio, social media, outdoor and public transit. The media coverage would be statewide with an emphasis placed on African-American and Latino audiences in under-represented markets as well as publications/media channels that serve veterans/active duty military and foster youth.
- 5) **WEBSITE EXPERIENCE: Enhance student experiences on the ADegreeWithAGuarantee.com website**, beginning with baseline awareness research, usability testing and focus groups with an emphasis on securing participation and feedback from under-represented African-American and Latino audiences and concluding with website design, content and navigation updates.
- 6) **WEBSITE ACCESS: Expand student access to the ADegreeWithAGuarantee.com website**, including updating content, providing users with access on mobile devices, building out an area specific to veterans/active duty military, foster youth and any other special populations as deemed appropriate. This task also includes the addition of building a Spanish-language "mirrored" site that contains interpreted information and search tools from the English site, the rebuilding/upgrading of the backend of the website CMS to bring it up to the most current version of DotNetNuke (DNN) and ensuring the site and all materials/tools on it are ADA and/or 508 compliant. Additionally, the vendor is tasked with updating monthly the database of degrees that the California Community Colleges Chancellor's Office receives from the California State University Chancellor's Office.
- 7) **COLLATERAL MATERIALS: Print and distribute multi-language marketing/informational brochures and materials.** The Associate Degree for Transfer materials are only available in English and currently out of stock. At a minimum, Spanish-language materials would be created and English materials reprinted and, as budget allows, new materials in English and other languages would be researched and developed. The Contractor will be responsible developing and managing an online ordering system, re-ordering inventory as items run out and adding new items as they are developed/made available.
- 8) **RESEARCH: The Contractor will be responsible for developing research vehicles**, conducting surveys and/or focus groups, analyzing results and developing final reports for the following:

- **Baseline Awareness Survey:** Conduct a statewide survey beginning the first year and continuing every other year that tests the awareness levels of the target audience(s).
 - **Focus Groups:** Conduct focus group testing for any new advertisements, collateral materials and/or website messaging developed.
 - **Website Usability Testing:** Conduct one-on-one tests with members of the target audience(s) to determine effectiveness of messaging, placement of content and ease of navigation.
- 9) ***SOCIAL MEDIA: Launch channels and develop, implement and manage social media strategies, buys and messaging***, including developing monthly social media calendars and posting daily content on Facebook, Twitter and any additional social media platforms the Chancellor’s Office might want to consider, such as Instagram and YouTube.
- 10) ***COMMUNITY OUTREACH: Conduct outreach to recruit campaign partners*** such as student groups, faculty organizations, community-based organizations, faith-based organizations, unions, and other key community stakeholders. Develop relationships with partners with the goal of distributing collateral materials, posting social media messages, hosting events, assisting with research, etc. Also, develop and disseminate campaign e-newsletters up to four times a year during key campaign timeframes to community partners, high schools and community colleges. Initiate, manage and update a Benchmark Marketing database to distribute the e-newsletters.
- 11) ***LEGISLATIVE OUTREACH: Working under the direction of the California Community Colleges Chancellor’s Office, keep legislators informed of campaign activities*** and seek support to help spread campaign messages in their districts/communities.
- 12) ***ADMINISTRATIVE: Provide the campaign’s project manager with a monthly update*** and annual year-end report in addition to monthly billing and other ad hoc reports as requested.
- **All campaign activities should have performance measures and benchmarks built in and the outcomes should be detailed in annual reports.**

B. UC Transfer Pathways

- 1) Design, develop and distribute English and Spanish collateral materials to the 113 community college campuses and the UC Transfer Pathways outreach team to support events attended by high school and community college students, with an emphasis on events serving under-represented student populations such as veterans, foster youth, and African-American and Latino audiences. In addition, supply customizable, print-ready collateral and informational materials to community and faith-based organizations that serve African-American and Latino communities. Partner with other statewide initiatives, including but not limited to, the HBCU Transfer Guarantee campaign and the “***I Can Afford College***” financial aid awareness initiative. A small quantity of materials should be printed and all files should be customizable and print-ready so partner organizations can have access to the materials even after the limited printed quantities are depleted.

- 2) Set social media advertising buys during key time frames to raise awareness among prospective transfer students and their families of the UC Transfer Pathways option. Coverage would be in targeted markets that have a UC campus, along with a special emphasis on African-American and Latino audiences in under-represented markets and on social media channels that serve the veterans/active duty military.
- 3) Enhance the ADegreeWithAGuarantee.com website to include information about the UC Transfer Pathways under the “What’s New” section on the home page, while including information and hyperlinks on subpages where appropriate to connect visitors with the UC webpage that provides program details.

COORDINATION WITH THE CHANCELLOR’S OFFICE/CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

The California Community Colleges Chancellor’s Office (“Chancellor’s Office”) has designated the Chabot-Las Positas Community College District (District) as the responsible fiscal agent and contract administrator for the Associate Degree for Transfer Marketing Campaign in accordance with Public Contract Code § 20662. The Chancellor’s Office recognizes that the nature and complexity of the contract services to be performed will require close cooperation between the Chancellor’s Office, the District and selected Contractor. As such, the campaign’s Project Manager, jointly selected by the Chancellor’s Office and the District, will have primary responsibility for coordination of the Campaign under the direction of the Chancellor’s Office. The Project Manager will serve as liaison with all parties. It is expected that the Chancellor’s Office and the Project Manager will be directly involved in the Contractor’s message and strategy development. This will ensure that any action plan is consistent, in all respects, with system policy and messaging and in turn receive the fullest support of the Chancellor and executive team at the Chancellor’s Office. All materials produced for the Campaign will require approval of the Project Manager and the California Community Colleges Chancellor’s Office Director of Communications. Additionally, a Contract Manager has been selected by the District and Chancellor’s Office to oversee budgets, billing, contract execution and oversight. The Contract Manager will work closely with all parties to ensure all mandates are being met on time and within budget.

In addition, any services provided must recognize the following:

- The quality of materials produced and activities undertaken must be of the highest caliber to reflect the high quality of our system, individual colleges/districts, faculty and students.
- The content of materials produced and activities undertaken must be reflective of and sensitive to the ethnic and cultural diversity of our state and our students.

MINIMUM QUALIFICATIONS

The RFP Respondent must meet all of the following minimum qualifications and provide evidence in the written Proposal of how each qualification is met. Failure to satisfy any of the following minimum qualifications upon submittal of the Proposal may result in the rejection of the Proposal:

- Respondent and its subcontractor(s) have been in existence as a business entity performing services similar in scope and magnitude as required in this RFP for at least three years.
- Respondent and its subcontractor(s) are licensed to do business in the State of California.
- The designated key personnel for Respondent and their subcontractor(s) must have a minimum of three years' experience in work of similar scope and magnitude as required in this RFP.
- Respondent and its subcontractor(s) must, at the time of submission of its Proposal, have the work facilities, equipment, supplies and staff needed to perform all services as required in this RFP.
- All payments for work completed on the campaign will be made in arrears. As such, Respondent must have sufficient financial resources to perform services, make any advance payments to subcontractor(s) on behalf of the campaign and withstand reimbursement, if necessary, for periods of up to 90 days.

PROPOSAL FORMAT

These instructions prescribe the mandatory written Proposal format. Proposal format instructions must be followed and all items must be included. Failure to prepare Proposals in the following required format may result in elimination from Proposal evaluation. Each Proposal must include the following:

A. Table of Contents

B. Cover letter

The cover letter must include the following:

- Name of Respondent's business entity, mailing address, telephone number, e-mail address, website and name of individual to communicate with if further information is desired.
- A statement acknowledging, as of the date of submission of Proposal, Respondent's availability of staff and other required resources for performing all services as described in the RFP.
- A statement acknowledging that Respondent is aware that payments will not be made in advance of services or products provided.
- Respondent must confirm their ability to carry Campaign costs, if necessary, for up to 90 days and attach their most recent balance sheets or income statements as proof of assets.
- Respondent must acknowledge they are in good standing with the State of California and attach a copy of its valid business license.
- Respondent must acknowledge they and their subcontractor(s) meet all Minimum Requirements outlined in this RFP.
- Cover letter must include the signature of an individual who is authorized to bind the Respondent contractually. The undersigned declares and certifies that this Proposal is complete and accurate; there are no omissions of material fact or information that render the Proposal to be false or misleading and there are no misstatements of fact in the Proposal. An unsigned Proposal may be rejected. The undersigned's name and title must be included under the signature.

C. Background and Experience

- Provide a brief history of Respondent's business including date of establishment, services provided and areas of expertise.

- Provide the size of the business by headcount at each office location.
- Provide the physical address from which the primary work on the Campaign would be performed.
- Provide list of all current clients.
- Demonstrate expertise, consistency and longevity by describing Respondent's experience on two to three similar projects completed within the last three years. Include the name of the client, project goals, description of work performed, audience reached, budget, creative work samples and results achieved.
- Include creative samples of projects (print, online, website and radio) created within the last five years that further illustrate Respondent's skill, creativity, talent, and experience.

➤ ***Work samples become the property of the California Community Colleges Chancellor's Office and will not be returned.***

D. Personnel

- Designate a qualified staff person who will be the day-to-day lead contact for this Contract. Provide name, title, resume, description of qualifications, length of time with the agency and a summary of similar work performed. Contract terms will not permit substitution of lead personnel without advanced written approval of the Project Manager and/or the California Community Colleges Chancellor's Office Director of Communications.
- List all additional personnel who will perform services on the Campaign. For each person listed, provide their name, title, a resume, a description of their qualifications, length of time with the agency and a summary of similar work performed.
- Identify the specific project management structure. Include an organizational chart indicating the internal reporting structure for all personnel involved with the Campaign.

E. Subcontractors

- List your proposed subcontractor(s), if any, and document the services to be subcontracted. For all subcontractors identified, provide contact information, organizational background information, staff bios, description of tasks to be performed and qualifications.
- All subcontractors are subject to final approval of the Project Manager and/or the California Community Colleges Chancellor's Office Director of Communications.

F. Scope of Work

Full-service agencies responding to this RFP must develop a preliminary Scope of Work describing strategy and tactics for meeting the objectives of the RFP using a total budget \$2,720,000 for the first fiscal year. The Scope of Work must include:

- A clear understanding of campaign objectives, key timeframes and target audiences.
 - Creative strategies and ideas for the campaign's overall look and feel.
 - An estimated budget broken down by activity. The budget must be inclusive of all costs including production fees, hard costs, hourly staff rates, subcontractor fees and mark-ups (if any), honorariums, supplies, overhead and administrative and travel expenses.
- ***Costs to develop the Scope of Work, proposal materials and work samples are entirely the responsibility of the Respondent and will not be reimbursed.***

G. Fee Proposal:

Each Respondent must submit a Fee Proposal that includes the following (no more than two pages):

- Titles and hourly rates for all personnel who will work on the Campaign.
- Titles and hourly rates for all subcontractor personnel who will work on the Campaign.
- Please indicate if the hourly staff rates provided in the Fee Proposal reflects a discount from your standard rates.
- The percentage of the overall contract amount you are willing to provide in pro bono services/products/staff time (above and beyond the contracted amount) and a brief description of when/how.

H. Letters of Recommendation:

Provide at least three Letters of Recommendation from current and/or past clients that can attest to the nature and quality of Respondent’s past performance. Letters of Recommendation must come from clients whose projects are similar in scope to this Campaign. Please include at least one recommendation from a State or higher education client. The Chabot-Las Positas Community College District and the California Community Colleges Chancellor’s Office reserve the right to contact any references. In addition to the above information, each letter must include the following:

- Name and address of the organization.
- Name, title, telephone number and e-mail address of your day-to-day contact.
- A description of services provided and specific outcomes.

I. Conflicts of Interest:

Any and all possible conflicts of interest must be disclosed and addressed. Although a Respondent will not be automatically disqualified by reason of work performed for, or financial interests in, firms that may be affected by action of the California Community Colleges Chancellor’s Office or Chabot-Las Positas Community College District, we reserve the right to consider the nature, extent, and recentness of such work.

J. Non-Collusion Affidavit:

Each Respondent is required to submit a completed and signed Non-Collusion Affidavit provided in this RFP. The Non-Collusion Affidavit must be signed by an individual who is authorized to bind the Respondent contractually.

PROPOSAL SUBMISSION

Each Respondent is required to deliver one (1) original and five (5) copies of the Proposal by **3 p.m. PACIFIC on Friday, September 16** to the following address:

California Community Colleges Chancellor’s Office
Attn: Paige Marlatt Dorr, Director of Communications
1102 Q Street, 6th Floor
Sacramento, CA 95811
PROPOSAL IDENTIFICATION /17-150071

- *It is the responsibility of the respondent to verify proposals are received at the location and by the submission date noted above.*

EVALUATION AND SELECTION

All Proposals received on or before the final submission date and time will be evaluated as outlined below. Chabot-Las Positas Community College District /California Community Colleges Chancellor's Office may request clarifications from Respondents at any phase of the evaluation process for the purpose of eliminating ambiguities in the information presented in the Proposal. Alternatively, the Chabot-Las Positas Community College District /California Community Colleges Chancellor's Office may waive minor and/or immaterial irregularities or informalities in any RFP Response. However, such waiver shall in no way modify the RFP documents or excuse the Respondent from full compliance with the RFP requirements.

A. Preliminary Review

Proposals will undergo a preliminary review to determine if the Respondent meets the Minimum Qualifications and if it is responsive to the requirements of the RFP. Proposals that meet the Minimum Qualifications and requirements of the RFP will be evaluated and scored by an Evaluation and Selection Committee (Committee).

B. Proposal Evaluation

Upon satisfactory preliminary review, Proposals will be reviewed, evaluated and scored by an Evaluation and Selection Committee. Each Committee member will independently evaluate the Respondent's Proposal using the Proposal Evaluation Criteria and Scoring Sheet, Attachment C. A single score for each Proposal will be reached by averaging the Committee member's scores for each Respondent.

C. Post Response-Opening Inquiries

After the Evaluation and Selection Committee has opened timely submitted responses to this RFP, the Committee reserves the right to engage in further inquiry regarding a Respondent's Proposal, a Respondent's qualifications or any other matter relating to a Respondent's Proposal. The Committee's inquiries may be in writing or verbal. The failure of any Respondent to timely, completely and accurately respond to any such inquiry may result in rejection of the Respondent's Proposal for non-responsiveness.

D. Best and Final Offer

The Committee reserves the right to engage in cost negotiations with a Respondent and/or request a Respondent submit a Best and Final Offer. Respondents who fail to participate in cost negotiations and/or submit a Best and Final Offer in the form and format directed by the Committee within the time requested by the Committee will be rejected for non-responsiveness.

E. Interviews

Respondents who meet the minimum scoring requirements may be required to participate in an interview with the Evaluation and Selection Committee. Interviews, if conducted by the selection committee, will generally consist of no more than forty-five (45) minutes for Respondent's presentation, followed by questions posed by the Committee. Total time of each interview will not exceed one (1) hour and fifteen (15) minutes. If requested by the Committee,

any Respondent invited to participate in the interview process shall have present at the interview its key personnel identified in the Respondent's Proposal (the number of key personnel invited to participate in the interview process may be limited). The order of Respondents to be interviewed will be selected randomly. Neither the Chabot-Las Positas Community College District nor the California Community Colleges Chancellor's Office shall be responsible for or reimburse any costs incurred by Respondents in connection with the Interview Process.

F. Basis of Award

Any Contract resulting from this RFP will not be awarded based solely on the lowest Fee Proposal submitted to the Chabot-Las Positas Community College District, but will be awarded to Respondents whose Proposals contain a combination of desired qualifications and competitive fees. Pursuant to Government Code § 53060, these contracts do not require competitive bidding or award to the lowest responsible bidder. *See also, Cobb v. Pasadena City Bd. of Ed.*, 134 Cal.App.2d 93, 95, 285 P.2d 41, 42 (Cal.App.1955) ("the employment of a person who is highly and technically skilled in his science or profession is one which may properly be made without competitive bidding."). The District further reserves its right to reject all Proposals.

G. Award of Contract

Upon completing reviews of Proposals and interviews of Respondents, the Evaluation and Selection Committee will make recommendations to the Chabot-Las Positas Community College District for the award of the Campaign. The Chabot-Las Positas Community College District reserves the right to accept or reject any or all Proposals, to negotiate with any or all responsible Respondents submitting proposals, and to waive any informality in the RFP. Notwithstanding any recommendations of the Evaluation and Selection Committee, action to award Contracts for the Associate Degree for Transfer Marketing Campaign is vested solely in the Chabot-Las Positas Community College District.

H. Contract Award Notice

Following the submission of the Evaluation and Selection Committee's recommendations, the Chabot-Las Positas Community College District will issue a Contract Award Notice, identifying the Respondent to whom the District is awarding the Contract, if any.

RULES GOVERNING COMPETITION

A. RFP Requirements and Conditions

1. Introduction

The particular competitive method being used for this procurement is known as the "Request for Proposals" (RFP).

2. Definitions

The Chabot-Las Positas Community College District has established certain requirements with respect to proposals to be submitted by Respondents. The use of "shall," "must" or

“will” (except when expressing simple futurity) indicates a requirement or condition from which a deviation, if not material, may only be waived by the Chabot–Las Positas Community College District or the California Community Colleges Chancellor’s Office. A deviation is material if the deficient response is not in substantial accord with RFP requirements; has a potential significant effect on amount paid to the Respondent, net cost to the Chabot–Las Positas Community College District, quantity or quality of product and/or service; or provides an advantage to one Respondent over other Respondents. Material deviations cannot be waived.

3. *Desirable Items*

The words “should” or “may” indicate a desirable attribute or condition, but are permissive in nature, and deviation from, or omission of, such a desirable feature, even if material, will not in itself cause rejection of a proposal. However, such deviation may affect the score the proposal receives in the final proposal evaluation stage.

4. *Addenda*

The Chabot-Las Positas Community College District may modify the RFP, prior to the date fixed for submission of final Proposals, by issuance of an addendum to all parties who have been furnished the RFP for bidding purposes. Addenda will be numbered consecutively as a suffix to the RFP identification number. The first number for an addendum will be A-1.

5. *Submission of Proposals*

a) *Preparation.* Proposals shall be complete in all respects as required under the Proposal Format. Proposals should be prepared to provide a straightforward, concise delineation of capabilities to satisfy the requirements of the RFP. Emphasis should be concentrated on completeness and clarity of content.

b) *Respondent’s Costs.* Costs for developing proposals and any and all travel costs are entirely the responsibility of the Respondent and shall not be chargeable to the Chabot–Las Positas Community College District and/or the California Community Colleges Chancellor’s Office.

c) *Timing of Submission.* **All Respondents must submit their Proposals no later than Friday, September 16, 2016 at 3 p.m. PACIFIC.**

6. *Grounds for Rejection*

Proposal shall be rejected if:

a) It is received at any time after the exact time and date set for receipt of Proposals.

b) It is not prepared in the format described under the Proposal Format, or contains a material deviation from a requirement.

c) It contains false or misleading statements or references that do not support an attribute or condition contended by the Respondent. The Proposal shall be rejected if, in the opinion of the Chabot-Las Positas Community College District or the California Community Colleges Chancellor’s Office, such information was intended to erroneously and fallaciously mislead the Chabot-Las Positas Community College District and/or

California Community Colleges Chancellor's Office in its evaluation of the Proposal and an attribute, condition or capability related to a requirement of this RFP.

d) There is a conflict of interest, as contained in the following *Public Contract Code* Sections:

"10410. No officer or employee in the state civil service or other appointed state official shall engage in any employment, activity, or enterprise from which the officer or employee received compensation, or in which the officer or employee has a financial interest and which is sponsored or funded, or sponsored and funded, by any state agency or department through or by a state contract unless the employment, activity, or enterprise is required as a condition of the officer's or employee's regular state employment. No officer or employee in the state civil service shall contract on his or her own individual behalf as an independent contractor with any state agency to provide services or goods."

"10411. (a) No retired, dismissed, separated, or formerly employed person of a state agency or department employed under the state civil service or otherwise appointed to serve in state government may enter into a contract in which he or she engaged in any of the negotiations, transaction, planning, arrangements, or any part of the decision-making process relevant to the contract while employed in any capacity by any state agency or department. The prohibition of this subdivision shall apply to a person only during the two-year period beginning on the date the person left state employment.

(b) For a period of 12-months following the date of his or her retirement, dismissal, or separation from state service, no person employed under state civil service or otherwise appointed to serve in state government may enter into a contract with any state agency, if he or she was employed by that state agency in a policymaking position in the same general subject area as the proposed contract within the 12-month period prior to his or her retirement, dismissal, or separation. The prohibition of this subdivision shall not apply to a contract requiring the person's services as an expert witness in a civil case or to a contract for the continuation of an attorney's services on a matter he or she was involved with prior to leaving state service."

- e) If the cover letter is unsigned. A cover letter, which shall be considered an integral part of the Proposal, shall be signed by an individual who is authorized to bind the Respondent contractually. A Proposal may be signed by an agent of the Respondent only if the agent is properly authorized by a power of attorney, or an equivalent document is submitted to the State prior to the submission of Proposals, or with the Proposal.
- f) Respondent and/or individual associated with Respondent's business have submitted multiple Proposals.

B. Other Information

1. Disposition of Proposals

All materials submitted in response to this RFP will become the property of the California Community Colleges Chancellor's Office. All Proposals and all evaluation and scoring sheets shall be available for public inspection at the conclusion of the committee scoring process. Materials may be returned only at the Chabot–Las Positas Community College District's or the California Community Colleges Chancellor's Office option and at the Respondent's expense. One copy of the Proposal shall be retained for official Chabot–Las Positas Community College District files.

2. Proprietary Data in Proposal

A Proposal may include proprietary data which the Respondent does not want disclosed to the public or used by the State for any purpose other than Proposal evaluation. However, unless proprietary data is identified, the Chabot–Las Positas Community College District and the California Community Colleges Chancellor's Office cannot assume responsibility for the use of such data. Therefore, proprietary data should be identified specifically as such on every page where the same may be contained, in which event; it will be used by the District Executive Director of Economic Development or his designated representatives, including staff and consultants, solely for the purpose of evaluating the Proposal. In such case, reasonable care will be exercised so that the data so identified will not be disclosed or used without the Respondent's permission, except to the extent provided in any resulting Contract or the extent required by law. This restriction does not limit the Chabot–Las Positas Community College District's or the California Community Colleges Chancellor's Office's right to use or disclose any data contained in the Proposal if it is obtainable from another source or from the Respondent on another occasion previously, without restriction.

In any event, the Chabot–Las Positas Community College District and the California Community Colleges Chancellor's Office cannot accept legal liability for the accidental disclosure of such data, even if it is marked. After the award of the Contract(s), all information in the Proposal of the Respondent(s) who has/have been selected becomes public record, available upon request. The only exception shall be with respect to "proprietary data," as defined in Section XII, paragraph 23.b. With respect to alleged proprietary data, the Chabot–Las Positas Community College District and/or the California Community Colleges Chancellor's Office may, at its discretion, require a contractor to submit an application for confidentiality in the manner prescribed in Section 2505 of Title 20 of the *California Code of Regulations*.

3. Use of Replies

The Chabot–Las Positas Community College District and the California Community Colleges Chancellor's Office have the right to use any or all ideas or concepts presented in any Proposal. Selection or rejection of the Proposal does not affect this right.

4. RFP Errors, Questions and/or Requests for Clarification Regarding the RFP

If a Respondent discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP or requires clarification of the intent or content of this RFP, or on procedural matters regarding the competitive bid process, he/she shall contact the Chabot-Las Positas

Community College District's District Executive Director of Economic Development via email **no later than 3 p.m. PACIFIC on Monday, August 22, 2016**. The District or Program Manager, working in coordination with the California Community Colleges Chancellor's Office, will issue written responses to properly submitted RFP inquiries without identifying the Respondent submitting the inquiry by issuing an "addendum," pursuant to paragraph 5, Addenda. A copy of the addendum will be given to all parties who have obtained the RFP.

A Respondent who desires clarification or further information on the content of the RFP, whose questions relate to a proprietary aspect of this proposal and which, if disclosed to other Respondents, would expose the proposal, may submit such questions in the same manner as above, but also marked "**CONFIDENTIAL**," **no later than 3 p.m. PACIFIC on Monday, August 22, 2016** to ensure response. The Respondent must explain why his questions are sensitive in nature. If the Chabot-Las Positas Community College District and its Project Manager concur that the disclosure of the question or answer would expose the proprietary nature of the Proposal, the question will be answered, and both the question and the answer will be kept in confidence. If the Chabot-Las Positas Community College District and its Project Manager do not concur with the proprietary aspect of a question, the question will not be answered in this manner, and the Respondent will be so notified.

Oral communications of the Chabot-Las Positas Community College District, the California Community Colleges Chancellor's Office and/or the Project Manager concerning the RFP shall not be binding on Chabot-Las Positas Community College District and/or California Community Colleges Chancellor's Office. Inquiries concerning this RFP are to be directed to:

Julia Dozier, District Executive Director of Economic Development
(925) 249-9370
jdozier@clpccd.org

5. *Modification or Withdrawal of Proposals*

Any Proposal may be withdrawn or modified by written request of the Respondent, as long as the request is received by the Chabot-Las Positas Community College District by **Friday, September 9, 2016 at 3 p.m. PACIFIC**. However, in order to be considered, a modified Proposal must also be received by **Friday, September 16, 2016 at 3 p.m. PACIFIC**.

6. *Chabot-Las Positas Community College District Project Manager*

The Chabot-Las Positas Community College District hired/designated a project manager with experience in advertising and/or outreach to work with direction from the Chancellor's Office and oversees the day-to-day activities related to the project. ***The Chabot-Las Positas Community College District Project Manager and day-to-day liaison for the Associate Degree for Transfer Marketing Campaign is Rochelle Higgins***. The Chabot-Las Positas Community College District, with the approval of the California Community Colleges Chancellor's Office, reserves the right to approve a substitution of the Project Manager at any time during the contract.

7. *California Community Colleges Chancellor's Office Contract Manager & Campaign Manager*

Arie Cross is designated the California Community Colleges Chancellor's Office Contract Manager for the Associate Degree for Transfer Marketing Campaign and Paige Marlatt Dorr, director of communications, is designated as the California Community Colleges Chancellor's Office Campaign Manager. The Chabot-Las Positas Community College District and the California Community Colleges Chancellor's Office reserve the right to approve any substitution of the Contract Manager and/or Campaign Manager at any time during the contract.

8. *Chabot-Las Positas Community College District Contract Manager*
Julia Dozier, District Executive Director of Economic Development, is designated as the Chabot-Las Positas Community College District Contract Manager. The Chabot-Las Positas Community College District may change their Contract Manager by written notice given to the California Community Colleges Chancellor's Office and the Contractor.

9. *Billing Timelines and Procedure*

The Respondent awarded the Contract must adhere to strict billing timelines and procedures as outlined below. Failure to do so will result in delay of payment.

- a) Electronic invoices must be submitted monthly to the Chabot-Las Positas Community College District Project Manager by the 7th business day of each month.
- b) Invoices must include detailed documentation for all hourly services, materials and products being billed.
- c) Monthly invoices must also include a one-page summary of the services provided within that month and the specific outcomes.
- d) All payments for work completed on the Campaign will be made in arrears. No payments will be made in advance of products or services being provided.

NON-COLLUSION AFFIDAVIT

TO BE EXECUTED BY BIDDER AND SUBMITTED WITH BID FORM

_____, being first duly sworn, deposes and says that he or she is of the party making the foregoing bid that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Signature & Date: _____

Printed Name & Title: _____

ATTACHMENT A

PROPOSAL EVALUATION CRITERIA & SCORING

POINTS SCALE:

Strongly Disagree Disagree Neutral Agree Strongly Agree
 1..... 2..... 3..... 4..... 5.....

Cover Letter	Points
1. Respondent sufficiently demonstrates financial stability and ability to carry media and hard costs for up to 90 days.	
2. Respondent meets all other requirements for the Cover Letter as outlined in the RFP.	
Background and Experience	Points
1. Demonstrates expertise, consistency and longevity by adequately describing experience on two to three similar projects within the past three years. Clearly describes project goals, audience reached, work performed, budget and results achieved.	
2. Provides samples of campaigns or professional work product developed within the last five years that further demonstrates Respondent's skill, creativity, talent, and experience.	
Personnel	Points
1. Qualifications and experience of Respondent's lead day-to-day contact is sufficient to provide services outlined in the RFP.	
2. Qualifications and experience of Respondent's other personnel is sufficient to provide services outlined in the RFP.	
Subcontractors	Points
1. Qualifications and experience of Respondent's subcontractors are sufficient to provide services outlined in the Proposal.	
Scope of Work	Points
1. Respondent demonstrates a clear understanding of Campaign objectives, key Campaign timeframes and target audiences.	
2. Adequately demonstrates creative strategies, tactics, and ideas for the Campaign's overall look and feel.	
3. Provided an estimated budget broken down by activity that includes all of the services/tactics outlined in the RFP, hourly staff rates, subcontractor fees and any mark-ups, honorariums, supplies, overhead, and administrative and travel expenses.	
Fee Proposal	Points
1. Respondent meets the Fee Proposal requirements outlined in the RFP.	
2. Respondent is providing discounted hourly staff rates to the Campaign and/or the percentage pro bono hours/services you will provide.	
Letters of Recommendation	Points
1. Letters of Recommendation demonstrate current and former client's satisfaction with Respondent's work on campaigns similar in scope and magnitude.	
TOTAL POINTS OUT OF 65:	