



Department of Benefits
and Family Support

Department of Disability
and Aging Services

Office of Early Care
and Education

P.O. Box 7988
San Francisco, CA
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www.SFHSA.org



London Breed
Mayor

Trent Rhorer
Executive Director

Summary of Questions and Answers
RFP #1018 – Communications Consulting
Pre-Proposal Conference on March 7, 2022 @ 1:00pm
Written Questions on or before March 9, 2022 by 3:00pm
Proposals Due on or before March 29, 2022 by 3:00pm

Pre-proposal Conference Human Services Agency Representatives:

Candace Gray – HSA Contract Manager Candace.Gray@sfgov.org
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Jonathan Rubinsky – HSA Program Manager Jonathan.Rubinsky@first5sf.org

Questions and Answers:

- Question:** What is the process? Is there a proposal meeting and an interview?
Answer: The process entails evaluations of written proposals by a review panel; followed by a tentative award.
- Question:** What does the Department mean by comprehensive assessment?
Answer: A comprehensive assessment is open ended and up to the respondent.
- Question:** Who is the current provider of these services?
Answer: VIVA Social Impact
- Question:** The RFP mentions that OECE and First 5 SF have been working with a consulting firm to develop essential communication items for the launch of DEC. Are you happy with the work of this firm and are you interested in continuing work with them on this contract?
Answer: Essential communication items are still under development but we are happy with the firm’s work so far. That said, this RFP represents a significant expansion of communications budget and scope unlike anything either agency has done before and we are looking for the best firm to implement as determined by the proposals.
- Question:** Is OECE/First 5 SF (key project stakeholders) satisfied with the visual identity, branding, key messages, website wireframes, and social media assets developed by the former firm? Should proposers assume the implementation of these existing materials?
Answer: Visual identity, branding, key messages, website wireframes,



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and social media assets are still under development but we are happy with the firm's work so far. Proposers should assume the implementation of these materials and be ready to adapt, expand, and iterate as needed.

6. **Question:** Assuming a new firm is selected, how does OECE/First 5 SF envision the new firm working with the former firm? To what extent will the former firm be involved in the work of this contract?

Answer: If DEC selects a new firm, our hope is that the first 1-2 months of work will involve a warm hand-off between the former firm and the new firm.

7. **Question:** To help inform the multi-stakeholder planning process, please describe the current level of engagement and buy-in of the DEC transition among key stakeholders and any key objectives and challenges the Agency hopes to achieve.

Answer: Our community is actively engaged in and generally supportive of the development of DEC. However, we hope any firm selected will only further increase our stakeholder engagement by cultivating an experience that motivates, grips, and aligns stakeholders to the Department of Early Childhood. Key objectives include but are not limited to:

- Ensuring parents and families are aware of the Department and see us as a supportive and friendly resource
- Aligning early educators, family resource center staff and other early childhood service providers to a “whole child, whole family” approach to early learning
- Fostering understanding and buy-in to an equity-centric approach to funding
- Elevating the importance of early childhood in local, state, and federal policy-making.

8. **Question:** Is there an expectation that the vendor will secure other resources (i.e., fund raising, in-kind contributions, etc.) as part of this contract, as mentioned on page 8?

Answer: There is no expectation or requirement to secure additional resources. However, if you feel external resources would be necessary in order to complete the scope of work within the budget allocated, this section asks you to identify and elaborate.



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9. **Question:** What is the 'Site Chart' noted in the Selection Criteria section at the bottom of page 9, "Respondent satisfactorily completes a Site Chart." What information is requested and in what format?
Answer: Please disregard the following language in Organizational Capacity Selection Criteria #3 on p. 9 "Respondent has a plan for location and hours of programming and/or service. Respondent satisfactorily completes a Site Chart." This language was included erroneously. We do not require a site chart. Location and hours of service will not factor into your proposal score.