

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
PUBLIC OUTREACH AND ENGAGEMENT SERVICES
SUBMITTAL ITEMS**

Proposals should give clear, concise information in sufficient detail and in the order presented below to allow for a comprehensive evaluation. Any submission may be construed as non-conforming and ineligible for consideration if it does not conform to the Submittal Requirements described by these Submittal Items. The County, at its sole discretion, may waive any variances from these Submittal Items and/or seek Clarification.

1. MINIMUM REQUIREMENTS (PASS/FAIL)

1.1. Confirm that your firm's personnel assigned to this project and all subcontractors' personnel assigned to this project satisfy the requirements of Elections Code section 21551(d), which provides: "The commission shall not retain a consultant who would not be qualified as an applicant pursuant to paragraph (4) of subdivision (c) of Section 21550." Section 21550(c)(4) provides: "Within the 10 years immediately preceding the date of application to the commission, neither the applicant, nor an immediate family member of the applicant, has done any of the following":

- 1.1.1. Been appointed to, elected to, or have been a candidate for office at the local, state, or federal level representing the County of San Diego, including as a member of the board.
- 1.1.2. Served as an employee of, or paid consultant for, an elected representative at the local, state, or federal level representing the County of San Diego.
- 1.1.3. Served as an employee of, or paid consultant for, a candidate for office at the local, state, or federal level representing the County of San Diego.
- 1.1.4. Served as an officer, employee, or paid consultant of a political party or as an appointed member of a political party central committee.
- 1.1.5. Been a registered federal, state, or local lobbyist.

Yes No

1.2. The County's terms and conditions (Draft Agreement) have been provided as part of this document. The offeror should respond to these documents in accordance with the procedures and format set forth below.

1.2.1. Confirm your organization's acceptance of the Draft Agreement and insurance requirements as presented in the RFP.

Yes No

1.2.2. If NO, provide a detailed paragraph-by-paragraph, contract clause-by-contract clause description of any issues or concerns that Offeror may have with the documents listed. If Offeror objects to a particular paragraph or clause, then Offeror will need to further describe, in business terms and not in proposed language, the nature of its concern and what terms Offeror is willing to accept. The Exception List shall provide the reason or rationale supporting the item of concern and/or counter-response. Simply stating that a paragraph or clause is "Not Acceptable" or proposing alternative contract terms without describing in business language the reason or rationale may be considered acceptance of that paragraph or clause. If Offeror does not identify specific concerns with a particular paragraph or clause, the County will consider the paragraph and/or clause acceptable. The Offeror shall also provide a description of the business benefit to the County for the proposed language changes. The Offeror shall provide a Redlined (track changes) copy of Terms and Conditions reflecting the proposed revisions.

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- 1.2.2.1. Should you take exception(s) to the Draft Agreement, you understand that the County may, as part of its evaluation process, conclude that exceptions are so numerous and/or material that the proposal does not meet minimum requirements.
- 1.2.2.2. No Standard Offeror Form Contracts – Do not provide a copy of the Offeror’s standard contract to the County. The County will be using the enclosed Draft Agreement in negotiations with the Offeror.
- 1.2.2.3. The Offeror will be deemed to have accepted any terms and conditions of the Draft Agreement to which it does not take exception in its proposal, and such accepted terms and conditions will not be subject to further negotiation except at the County’s sole discretion.
- 1.2.3. Compliance to “Exhibit A – Statement of Work (SOW)” requirements. Confirm your agreement with the requirements as stated.

Yes No
- 1.2.4. If your organization has exceptions to any requirements, provide a marked up redlined version of the Statement of Work that provides applicable alternative language along with a supporting explanation to support any alternative standards/language being proposed. Failure to specifically reject a proposed requirement will be deemed an acceptance of such requirement.

2. OFFEROR AND OFFEROR’S PERSONNEL EXPERIENCE AND QUALIFICATIONS

- 2.1. Provide a list of relevant projects of similar scope to that of the IRC’s requirements undertaken by your firm within the past ten (10) years. Note any projects undertaken for independent or hybrid redistricting commissions. For each project example listed include:
 - 2.1.1. Client name.
 - 2.1.2. A summary description of the work that your firm performed and similarities to the County’s scope.
 - 2.1.3. Identify role in contract: prime or subcontractor.
 - 2.1.4. For work conducted in the County of San Diego, the name of the jurisdiction for which the work was performed and the percentage that work represents compared to all of your work in San Diego County.
 - 2.1.5. Percentage of work conducted in rural and urban areas.
 - 2.1.6. List subcontractors if applicable and their tasks.
 - 2.1.7. A description of your experience working with community groups and a list of those groups.
 - 2.1.8. A description of your experience working with hard-to-reach rural areas, communities historically disengaged from the governmental process, and non-English speaking communities.
 - 2.1.9. Provide success metrics, such as number of people engaged, number of communities contacted, number of meetings held, survey statistics if available.

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- 2.1.10. Project start date/end date.
- 2.2. Provide up to five (5) references for customers for whom your firm has provided services of similar scope to that of the IRC's requirements. For each reference detail:
 - 2.2.1. Customer name.
 - 2.2.2. Contact details (address, phone number and email address).
 - 2.2.3. A summary of the services provided and a description of similarities to the IRC's scope.
 - 2.2.4. Provide any community group references or support letters, if available.
 - 2.2.5. The County will make reasonable attempts to contact references. The County's inability to reach a reference after reasonable attempts may be treated as an unfavorable reference for evaluation purposes. An unfavorable response is a response from a listed reference stating that they would not enlist the company to perform services again in the future, or comments provided that the County deems to be substantially negative or reflective of substandard service.
- 2.3. Provide a list of all sub-contractors who are being utilized to perform services related to this agreement. For each proposed sub-contractor:
 - 2.3.1. Describe the role/tasks to be performed.
 - 2.3.2. Provide a list of relevant projects of similar scope to the work being performed by sub-contractors within the past ten (10) years. Note any projects undertaken for independent or hybrid redistricting commissions. For each project example listed include:
 - 2.3.2.1. Client name.
 - 2.3.2.2. A summary description of the work performed by the sub-contractor and similarities to the County's scope.
 - 2.3.2.3. Identification of role in contract: prime or subcontractor.
 - 2.3.2.4. For work conducted in the County of San Diego, list the name of the jurisdiction for which the work was performed and the percentage that work represents compared to all of your work in San Diego County.
 - 2.3.2.5. Percentage of work conducted in rural and urban areas.
 - 2.3.2.6. List subcontractors used, if applicable and their tasks.
 - 2.3.2.7. A description of their experience working with community groups and list those groups.
 - 2.3.2.8. A description of their experience working with hard-to-reach rural areas, communities historically disengaged from the governmental process, and non-English speaking communities.
 - 2.3.2.9. Provide success metrics, such as number of people engaged, number of communities contacted, number of meetings held, survey statistics if available.
 - 2.3.2.10. Project start date/end date.
- 2.4. Provide resumes for all key personnel who will be assigned to this project (Offeror personnel and any applicable subcontractor personnel). Include:

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- 2.4.1. Pertinent past project experience supporting experience relevant to the role assigned in the project.
- 2.4.2. Years of experience in field.
- 2.4.3. Education (degree(s) and specialization).
- 2.4.4. Current Professional Registration.
- 2.4.5. Other professional qualifications (certifications, publications, organizations, trainings, awards, etc.).
- 2.5. Complete the chart below detailing key personnel participation in select projects from Section 2.1. Include names of key personnel, their roles in this project and their connection to projects listed in Section 2.1.

| Name of Key Personnel | Role in Project | P 1 | P2 | P3 | P4 | P5 |
|---|-------------------------------|-----|----|----|----|----|
| Staff A Name | Title and description of work | | | | | |
| Staff B Name | Title and description of work | | | | | |
| Staff C Name | Title and description of work | | | | | |
| Staff D Name | Title and description of work | | | | | |
| List projects as described in Section 2.1 and use this table to complete the table above. | | | | | | |
| Project Title 1 (P1) | Brief description of project | | | | | |
| Project Title 2 (P2) | Brief description of project | | | | | |
| Project Title 3 (P3) | Brief description of project | | | | | |
| Project Title 4 (P4) | Brief description of project | | | | | |
| Project Title 5 (P5) | Brief description of project | | | | | |

3. TECHNICAL APPROACH

- 3.1. With specific reference to Exhibit A Statement of Work, provide a detailed description of how you will provide services for this project. Include in your description:
 - 3.1.1. Tasks/Activities to be performed, provide timeline.
 - 3.1.2. Who will be assigned to complete each task/activity.
 - 3.1.3. The estimated hours expended on each task including personnel specific expended hours.
 - 3.1.4. Methodologies and best practices to be deployed.
 - 3.1.5. The issues/risks related to system implementation, including proposed effective risk mitigation strategies.

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- 3.1.6. Due to the uncertainties created by the COVID 19 pandemic, it is unknown at this point in time the extent to which in-person meetings will be permissible and/or recommended on the grounds of public safety. If your organization is proposing in person activities as part of your technical proposal, for each activity proposed you should propose an alternative remote activity option in the event that in person activities are not permissible and/or recommended at that time. Note, Elections Code § 21552(c)(2) provides:
- 3.1.6.1. (B) In the event any state or local health order prohibits large gatherings, the commission may modify the location of the hearings, including use of virtual hearings that use technology to permit remote viewing and participation, to the extent required to comply with public health requirements. If the commission modifies the location of a hearing, it shall provide opportunities to view and listen to proceedings by video, to listen to proceedings by phone, and to provide public comment by phone and in writing with no limitation on the number of commenters. The commission shall, to the greatest extent practicable, provide an opportunity for in-person participation for at least one hearing in each supervisorial district. Methods for providing in-person participation may include, but are not limited to, setting up multiple rooms with audiovisual connections to the hearing, allowing community members to make appointments to make public comment, providing personal protective equipment, or holding hearings in outdoor spaces.
- 3.2. Describe in detail your communications strategy for this effort. Responses may include examples of past work (literature, video clips etc.) to support your proficiency in communicating effectively.
- 3.2.1. Propose a specific plan designed to reflect your unique approach on how to engage citizens in rural communities and unincorporated areas with limited computer/internet access.
- 3.2.2. Propose a specific plan designed to reflect your unique approach on how to engage citizens in urban communities with limited computer/internet access.
- 3.3. Describe how personnel will be efficiently located to provide services as part of this agreement. Include in the description:
- 3.3.1. Detail the office location of all personnel assigned to this agreement and identify personnel working remotely.
- 3.3.2. For each person assigned to the agreement, detail the percentage of staff time being allocated to support this project.
- 4. CAPACITY**
- 4.1. Describe the extent to which the Offeror has the capacity to accomplish the tasks assigned in the required timeframe.
- 4.2. Describe your present workload and integration capability.
- 4.3. Detail the availability of the Offeror's project team during the term of the project, including staff hours and the percentage of time available.
- 4.4. Describe in detail scaling strategy due to unexpected workload demand.
- 5. PRICE**
- 5.1. Complete Exhibit C Pricing Schedule as instructed.