



Empowered Families - RFP 20/21-03
Empowered Families (African American) – RFP 20/21-04
Perinatal Education Campaign – RFP 20/21-06
Mandatory Conference – October 16, 2020
Questions and Answers

General Session

Question	Answer
1. On the Financial (audit), what is the timeframe/latest date for the audit? Is it within 18 months 24 months?	1. Your organization should provide the most recent audit, reviewing a 12-month period. The audit should not be more than 18 months old.
2. Will you also be sending a fillable form for Attachment D?	2. Yes, those that submit a Letter of Intent by the deadline will receive a fillable form for Attachment D. The budget will be in an Excel format.
3. In the Empowered Families RFP, there isn't a column for number served in the blank scope of work. Will this be included in the fillable version sent?	3. The scope of work form for the Perinatal Education Campaign (which was used as an example during the conference) is slightly different from the form for Empowered Families. Please utilize the form that is specific to the RFP; the correct fillable forms will be sent to those that submit a letter of intent by the deadline.
4. It says that part 5 (Attachment B) is not part of the Perinatal Campaign but that was included. Is that part of that RFP?	4. The RFP does mention sustainability. However, there are not specific questions related to sustainability in the Perinatal Education Campaign, Attachment B, proposal narrative questions.
5. The Scope of Work for Empowered Families the Example is very different from the template provided in Attachment C. Can you clarify which form we should use?	5. The Scope of Work forms vary slightly across the RFPs - utilize the form that is included in the specific RFP. The specific Scope of Work form for the RFP will be e-mailed in a fillable Word format to those that submit a letter of intent by the deadline.
6. If we are submitting electronically, should we still submit SOW (word) and Budget (excel) to planner?	6. Please upload the Scope of Work (in Word) and Budget (in Excel) electronically to Sacdrive. Although a PDF of the entire proposal will be uploaded for those submitting electronically, it is helpful for planners to have the electronic versions to review/utilize.

Perinatal Education Campaign Breakout Session

Question	Answer
1. The RFP calls for audited financial statements which are expensive to have produced. Will you accept certified financial statements as well?	1. If an audited financial statement is not available, we will accept Federal Income Tax Return (Form 990) instead.
2. Collaborative partners is scored in both Step 2 and Step 3 (page 9 and 10 of RFP), is that deliberate?	2. Yes. Step 2 is the internal staff review of the proposal, and we will assess how collaborative partners may be included in the proposal. Step 3 is the external review committee review.
3. Can you please clarify “Program Structure” in Part 2 of Step 3 in the scoring criteria (page 10)?	3. Apologies – program structure is the language we use for all the other program related RFPs. For the perinatal education campaign, we will be reviewing the campaign target population, campaign strategy development, community connections, campaign elements and tactics, and staffing.
4. Please clarify how points will be allocated for “Budget” in Part 6 of Step 3 in the scoring criteria (page 10), e.g., if bidders request less than the \$450,000 are the allocated more points or is it based on rates/salaries?	4. Regardless of the amount requested in the proposal, reviewers will be looking at the budget to ensure a form is included for each fiscal year; that the forms are clear, accurate, and detailed: expenses are realistic, are related to and adequately support the campaign; and the narrative/justification is detailed with calculations/rates.
5. Step 9 of the budget form calls for identifying team members’ annual salary or earnings which is very sensitive information and not shared among our team members. Our agency bills using fully loaded hourly rates that are inclusive of staff salary, fringe benefits, operating expenses allocations, indirect costs and profits – is it acceptable to modify the form to include all inclusive rates instead of salaries?	5. Non-profit organizations should maintain the budget format and utilize salaries and FTEs in the budget. For-profit organizations may utilize a billing rate.
6. The RFP states that collaborative partners will not be paid if this proposal is funded. Can you confirm what type of organizations/individuals would fall within this category? If we wanted to enlist organizations or influencers who are not already funded by or working with First 5 Sacramento to distribute campaign materials, would we be able to compensate them?	6. Your agency may choose any organization(s) or individual(s) to collaborate with in the campaign. Collaborative partners are organizations or individuals who have a specific contribution to the campaign, but are providing that contribution for free. Examples vary, and may include but are not limited to: promoting the campaign, including campaign materials at their office, and assisting with connecting to the community for discussions.

	Subcontractors or consultants are organizations or individuals that are providing a service or expertise that your organization does not possess. Subcontractors and consultants receive payment/compensation for their time and expertise.
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Reminders:

- The Letter of Intent is due by **5:00 p.m. on October 23, 2020** via email to: fongli@saccounty.net for the Perinatal Education Campaign, and to: pricel@saccounty.net for Empowered Families. This Letter of Intent is a non-binding document, but is required in order to be eligible to apply.
- Attachment A (Cover Page and Checklist), Attachment C (Scope of Work), and Attachment D (Budget) will be emailed to those that submit a Letter of Intent by the deadline. The documents will be sent as fillable documents in Word and Excel formats.
- The proposal in response to the RFP is due no later than **5:00 p.m. on November 17, 2020**. Proposals may be submitted electronically, via mail, or hand delivery. We encourage you to plan ahead and allocate ample time for all methods of delivery. Hand deliveries will be accepted between 2:00 p.m. – 5:00 p.m. on November 17, 2020. Please wear a mask and practice social distancing measures if you select this method of delivery.