

City of Oakland Human Services Department  
RFQ for Professional Services  
2019-2022

Question and Answers

Posted on April 5, 2019

**General Questions:**

**Statement of Qualifications**

**Question:** Should the work samples provided in response to the Supplemental Questions be different from those provided in the Relevant Experience section?

**Answer:** Please describe any work samples you intend to submit in the Relevant Experience section. If you are including work samples as a separate file or document please label/name the file or document clearly.

**Question:** For Recent Contracts, may the consultant provide a list of the most applicable projects? A complete list for our firm would be quite extensive.

**Answer:** In light of the extensive list, please use your judgement in developing the list, and include as many examples of the different types of agencies you have completed work for along with the range of services you have provided.

**City Forms & Contracting**

**Question:** To confirm, only Schedules E, O and W (optional E-2) are required at the time of submission, correct?

**Answer:** Yes. The schedules you reference are the only schedules required at the time of submission. Copies of the schedules are available for ease of reference in the RFQ document starting on page 43.

**Question:** Relatedly, please confirm completion/submission of the combined contract schedule is only required at contract stage.

**Answer:** Yes. The combined contract schedule is not required with your Statement of Qualifications submission, but must be completed by any agency that is chosen to

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contract with the City of Oakland through this RFQ. Please refer to Appendix B, stating on page 36 of the RFQ for the full list of required schedules.

**Please Note:**

- If you have questions about iSupplier, please email them to [isupplier@oaklandca.gov](mailto:isupplier@oaklandca.gov)
- If you have questions about the Local/Small Local Business Enterprise Program or Preference Points, please email Sophany Hang at [shang@oaklandca.gov](mailto:shang@oaklandca.gov)

**Service Category III: Independent Evaluation of Program Services**

**Question:** Are the OFCY survey instruments available for review now? If not, what domains/topic areas do they cover? e.g., Is program quality/environments addressed in the surveys?

**Answer:** You can access current OFCY survey instruments on the OFCY website at: [www.ofcy.org/evaluation/](http://www.ofcy.org/evaluation/)

**Question:** How does OFCY currently assess and provide support to grantees? e.g., Are there OFCY program specialists for each strategy area?

**Answer:** OFCY provides grant management support to programs through three OFCY staff that work with programs across strategy areas. The evaluator helps to assess broad needs for training and support for programs, and is expected to meet quarterly with programs. OFCY has surveyed programs in the past to better understand training and support needs of programs.

**Question:** When and how does OFCY typically make renewal decisions?

**Answer:** OFCY is making grant recommendations now for programs starting FY2019-2020. It makes new grant decisions typically once every three years, and makes renewal decisions in the intervening years.

**Question:** What strategies have been used to ensure evaluation participation and compliance in the past?

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**Answer:** It is a contractual obligation for all programs receiving OFCY funding to participate in evaluation activities, as required by the Oakland City Charter. Funding renewals decisions are based in part by performance as captured through the independent evaluation. Engaging quarterly meetings for grantees as organized by the independent evaluator, providing tailored evaluation feedback for each program, and publicly sharing evaluation results helps with participation and compliance.

**Question:** Do you envision continuing to use the program quality self assessment tool used in prior years?

**Answer:** OFCY is not committed to using the same assessment tools in future years. OFCY has worked over the years to refine and improve methods for assessing program quality and continues to be open to exploring improved options. Program quality assessment should be customized based on the funding strategy and program model to be most effective and useful.

**Question:** Are youth participant survey and dosage data linkable?

**Answer:** Participant survey and dosage data information is available in the evaluation reports accessible on the OFCY website ([www.ofcy.org/evaluation/](http://www.ofcy.org/evaluation/))

Posted on April 1, 2019

**General Questions:**

**Question:** Do you intend to select more than one qualified firm in each service category?

**Answer:** It will depend on the service category, but the City anticipates selecting more than one qualified firm in each service category over the course of the three-year period covered by this RFQ.

**Question:** Can we submit the proposals via email?

**Answer:** Yes, email is the preferred method of submission. Page 23 of the RFQ provides instructions on proposal submission by email:

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- 1) One (1) complete SOQ may be submitted via email to [oaklandhsd@oaklandca.gov](mailto:oaklandhsd@oaklandca.gov). The entire SOQ should ideally be submitted as one file attachment. If items (portfolio pictures, etc.) are too large to combine into a single file, additional compressed files containing supplemental materials may be submitted. Files must be either MSWord or PDF. If requested, picture files may be png or jpeg.

**Eligibility**

**Question:** May companies from Outside USA can apply for this? (like, from India or Canada)?

**Answer:** All companies regardless of location are invited to participate in the City of Oakland Competitive Processes. The City of Oakland has a 50% Local and Small Local Participation requirement that may be met in a number of ways. Contact the Contract Compliance Officer (CCO) listed on page 4 in the RFQ for details. Companies that cannot meet the 50% requirement are still encouraged to apply.

**Question:** Will selected contractors be required to meet in-person at the offices in Oakland? Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

**Answer:** The ability to meet with City of Oakland staff and key stakeholders may be a key element in certain Service Categories of the work solicited through the RFQ. Please review the description of the Service Category to determine whether or not work can be performed without being in proximity to Oakland.

**Question:** Are you saying firms not located in Oakland will not be considered for this RFQ?

**Answer:** No. Firms that are located outside of Oakland will be considered for this RFQ.

**Question:** Does the Human Services Department have a history of working with evaluation firms based outside of Oakland and California (provided they have met the 50% local requirement)?

**Answer:** No. Note that part of the minimum qualifications of this RFQ is to understand and reflect Oakland's diversity. The ability to interface directly with programs, Boards, Oakland City Council, etc. is desired.

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**Question:** If our organization currently receives funding from one or more of the Human Services Department's divisions, would that affect our eligibility for this RFQ?

**Answer:** No.

**Question:** We are a younger/newer firm with less than three years of experience serving social services agencies; however, our senior staff and Board leadership have decades of experience in that area. Would we be eligible for this RFQ?

**Answer:** We are looking for applicants with a range of expertise. If your Board and/or staff have additional relevant experience, you may highlight this experience in the Scope of Qualifications.

**Scope of Qualifications**

**Question:** Can you clarify whether the proposed rates section of the proposal needs to include a detailed budget? The direction on page 21 seems to contradict direction on pages 1 and 25.

**Answer:** All applicants should provide rates for primary staff. If you are applying for a specific project where an overall budget amount is listed, please provide a sample budget for that project. If no overall project budget amount is given, provide as much detail regarding rates and anticipated budget needs as possible. If you have completed similar projects in the past, you may highlight those projects and their budgets as examples.

**Question:** Is there any guidance for determining estimated hours when some categories provide very limited scope details?

**Answer:** Use your professional expertise in the service category to scope out the appropriate scope of work and estimated hours/budget required to execute the proposed scope of work.

**Question:** Is there a page limit for the response to the RFQ? Are there any formatting guidelines for proposals, e.g., margins, fonts, length, etc?

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**Answer:** No. Formatting is open and at the applicants' discretion. However, keep in mind that readers will be evaluating each proposal, so how you present will be reflected in the scoring. There is no minimum or maximum page length, but strong proposals will be clear and directly address the specifics of the service category.

**Question:** Regarding proposal format; should all minimum qualifications be addressed in the relevant experience section, or in a separate section?

**Answer:** The Relevant Experience section is the natural fit for most strategy areas, but certain service categories may lend themselves to including information in other areas.

**Question:** Will scoring be based on your ability to provide *all* of the projects/activities described in each service area?

**Answer:** The scoring will depend upon the service category. HSD recognizes that certain service categories are more general. As such HSD would accept and encourage applicants that are proposing to provide only a portion and not all of the projects in certain service categories. Please provides specifics about what services you are intending to provide in the Cover Letter and the Project Approach section.

For the Oakland Unite TA and Capacity Building project, a single contractor who can plan and implement a comprehensive training program (including sub-contracts with trainers as needed) is desired, though other applicants able to deliver part of the project may be considered.

**Question:** The submittal instructions (page 22) indicate that agencies can either submit one SOQ for all service categories we apply to, or we can develop a separate SOQ for each. If we choose the former, can you clarify which SOQ elements need to be presented separately for each service category? For example, can the same references be used for all areas?

**Answer:** The City prefers separate SOQs for each service category. If you are applying for part of one category or multiple categories, use your judgement.

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**Question:** If you are in the pool of qualified proposals in a specific service area and a new project comes up, will there be an application process at that point?

**Answer:** It depends on the service area and the project specifics. If the opportunity is for a specialized skillset and one agency has that, they may be picked directly. If the opportunity is more broad, there may be interviews or additional information requested from qualified agencies.

**Question:** Could we be listed as a potential partner for other organizations submitting collaborative proposals? We are a certified Very Small Local Business Enterprise.

**Answer:** Staff will post the sign in sheets from the Pre-Proposal Meeting so others may see what agencies attended. You are encouraged to apply on your own merits as well.

**Question:** If an applicant is "not qualified" for L/SLBE, are they ranked lower than other approved "qualified" providers?

**Answer:** No, you would not be ranked lower. The rankings will be based on qualifications as described in the SOQ, and L/SLBE may be a factor in contract awards/negotiations.

**Please Note:**

- If you have questions about iSupplier, please email them to [isupplier@oaklandca.gov](mailto:isupplier@oaklandca.gov)
- If you have questions about the Local/Small Local Business Enterprise Program or Preference Points, please email Sophany Hang at [shang@oaklandca.gov](mailto:shang@oaklandca.gov)

For ease of reference, the handout provided at the March 26, 2019 Pre-Proposal Meeting on preference points is at the end of this document.

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**Service Category I: Strategic Planning**

**Question:** Since Strategic Planning does not have a project per se or a budget, how should we estimate hours or costs? How much detail is needed in terms of budget given that the desired services have not been ironed out yet?

**Answer:** Provide a budget or provide estimated hours or costs to the best of your ability based on the proposed scope of work. State that you are not able to provide a proposed budget if you are unable to do so. It is recommended that you provide as much information as you can about proposed rates. If you have completed similar projects in the past, you may highlight those projects and their budgets as examples.

**Question:** What is the anticipated dollar amount Strategic Planning work?

**Answer:** If budget information is not provided, use your professional expertise in the service category to scope out the appropriate scope of work and estimate hours/budget required to execute the proposed scope of work.



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**Service Category II: Design, Marketing & Communication Services**

**Question:** Regarding page 21, #8, "Proposed Rates": since this is essentially on-call and the scope of work is not determined, how can we provide a proposed budget, estimated hours, etc.?

**Answer:** Provide a budget or provide estimated hours or costs to the best of your ability based on the proposed scope of work. State that you are not able to provide a proposed budget if you are unable to do so. It is recommended that you provide as much information as you can about proposed rates. If you have completed similar projects in the past, you may highlight those projects and their budgets as examples.

**Question:** Is the \$250,000 funding for SSB available per year, or over the course of three years?

**Answer:** The proposed scope of work and timeline will dictate how the funding is allocated; funding may be for one year or potentially a three-year opportunity. The budget and scope of work should be aligned for duration of the work

**Question:** Does the \$250,000 amount available for SSB include direct costs like media buys?

**Answer:** Yes, applicants should include production in their budgets. However, the City may be able to leverage resources to offset some direct costs (e.g., billboard space for Public Service Announcements (PSAs).

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**Service Category III: Independent Evaluation of Program Services**

**Question:** Is the amount stated in the RFQ for \$250,000 for a single contract year, or does it cover multiple contract years?

**Answer:** For Service Category #3: Independent Evaluation of Program Services, OFCY anticipates approximately \$250,000 is available for annual evaluation services. The contract is currently 16 months for the annual evaluation, as the final reporting and presentation of findings will take place after the 12-month grant period, for program grants operating in fiscal year (FY) 2019-2020. OFCY may extend the annual contract to 18 months based on the length of time required to present findings City Council.

**Question:** Is there an existing data system that is used to collect, store, and/or generate reports on outcomes for children and youth served by grantees of OFCY? Are there data collection systems in use in the OFCY and SSB programs?

**Answer:** OFCY uses the Cityspan data management system to track client enrollment, participation in activities, demographics, service location, program budgets, and grant invoicing. SSB does not currently have a data collection system in place.

**Question:** Does the \$250,000 available for OFCY evaluations include a portion for Cityspan?

**Answer:** No, funding for the Cityspan data management system is separate from the \$250,000 anticipated to conduct the independent evaluation of OFCY programs in FY2019-2020.

**Question:** Will additional RFQs/RFPs be released for any future evaluation projects at HSD, or will all evaluation needs for the next three years be met through the list of qualified applicants selected through this RFQ?

**Answer:** It is anticipated that other HSD divisions may have additional projects and funding available under this category in the future, and this RFQ is intended to develop a list of qualified evaluation firms that may be engaged to contract for these future unspecified evaluation services for HSD divisions. Additional RFQs/RFPs may be released for large projects if their needs differ significantly than those listed in the RFQ, but this list of qualified applicants will likely be considered first for future HSD evaluation needs for the next three years.

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**Question:** If we are not interested in bidding on a specific project that is outlined within the Evaluation service category, could we still apply to that pool? How could we address that in the proposal?

**Answer:** You may still apply, and should simply indicate interest in future evaluation work under “Project Approach” and indicate the type of evaluation projects you are qualified and interested in. You may also note this information in your Cover Letter, where applicants are requested to ‘clearly state which Service Category(s) under which you are submitting a Statement of Qualifications’.

**Question:** Can any supplemental questions related to experience be incorporated into the Relevant Experience section, or must they be addressed in the Approach section with the supplementals? E.g. p. 6 the second supplemental questions covers qualifications that will already be covered in the Relevant Experience section, do we need to repeat it in the Approach section?

**Answer:** It is fine to incorporate questions in other sections as applicable; please indicate where the supplemental question has been answered in your “Project Approach” section.

**Question:** Can you confirm that Minimum and Desired Qualifications should just be covered in the Project Team, Personnel, and Project Experience sections, and does not need to be in its own separate section?

**Answer:** Yes, please explicitly address the Minimum and Preferred Qualifications in the Project Team, Personnel, and Project Experience sections.

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**Service Category IV: Research Study on the Impact of Public Health Programs**

**No specific questions at this time.**

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**Service Category V: Data Reporting & Management Services**

**No Specific Questions at this time.**

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**Service Category VI: Training, TA, and Capacity Building**

**Question:** Do you anticipate a contractor covering all the types of TA included in this RFQ over the course of the three-year funding cycle, or all in one year?

**Answer:** Oakland Unite is looking for contractors who can work with them over the course of their two-year funding cycle. Oakland Unite seeks a single contractor who can plan and implement a comprehensive training program (including sub-contracts with trainers as needed); other applicants able to deliver part of the project may be considered.

OFCY does not anticipate a contractor providing all of the types of technical assistance listed in the RFQ in one year. The training and technical assistance to be provided to OFCY grant programs in FY2019-2022 is to be determined and will be shaped in part by the proposals received through this RFQ. OFCY is encouraging submissions from applicants that can propose to plan and coordinate comprehensive training and technical assistance efforts for OFCY providers, including oversight of the process and contracting with training providers, as well as submissions from consultants with expertise in only a portion of the areas identified in the RFQ. If you can only provide one or two of the types of TA requested, you are encouraged to still apply.

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**Service Category VII: Workforce-focused Capacity Building and Employer Engagement**

**Question:** Would providing certifications and trainings specific for workforce providers, such as the Career Service Provider program, fall under Service Category #6 or it that really more focused on Oakland Unite Life Coaching grantees?

**Answer:** Please provide the details of all possible, proposed services and costs for the trainings and certifications to address Workforce-focused Capacity Building and Employer Engagement in your proposal for Service Category #7. Oakland Unite may decide to incorporate trainings and certifications under either Service Category 6 or 7.

**PART II: PROGRAM INCENTIVES**

**Bid Discounts and Preference Points**

Incentives are earned based on the level of participation proposed prior to the award of a contract. Bid discounts are applied at a rate of one percent (1%) or one (1) preference point for every 10% of contract dollars attributable to certified firms. No more than five percent (5%) in bid discounts or five (5) preference points may be earned.

Level of L/SLBE Participation Achieved		Bid Discounts To Be Awarded to Contractors (Construction)	Preference Points to be Awarded to Consultants (Professional Services)
50%	25% LBE and 25% SLBE	2%	2 pts
60%	30% LBE and 30% SLBE	3%	3 pts
70%	35% LBE and 35% SLBE	4%	4 pts
80%	40% LBE and 40% SLBE	5%	5 pts

In those instances where VSLBE participation is evident, the value of preference points and bid discounts associated with VSLBE participation will be double-counted towards meeting the requirement.

**Request for Proposal (RFP) and Request for Qualifications (RFQ) Preference Points for Local Hire or Non-Construction Contracts**

Earning extra preference points for having an existing work force that includes Oakland residents is considered added value. The Request for Proposal “evaluation” process allows for additional preference points over and above the number of points earned for technical expertise. Typically 100 points may be earned for the technical elements of the RFP. Preference points are awarded over and above the potential 100 points. Staff recommends awarding preference points for an Oakland workforce according to the percentage of Oakland residents as follows:

Years in Oakland		Oakland Resident Workforce	
Years in Oakland	Additional Points	Workforce	Additional Points
5 yrs	.50 pt	Up to 24%	1.00 pt
10 yrs	1.00 pt	25%- 49%	2.00 pts
15 yrs	1.50 pts	50% -74%	3.00 pts
20 yrs	2.00 pts	75%-99%	4.00 pts
25 yrs	2.50 pts	100%	5.00 pts

Given the above, local and non-local businesses may earn up to a maximum of 2.5 additional 5 preference points for having a workforce that is made up of Oakland residents and committing to Oakland new hires.