REQUEST FOR PROPOSALS  
FOR  
SUICIDE PREVENTION  
SOCIAL MARKETING CAMPAIGN  
(CTS# 2236)  

Shasta County Health and Human Services Agency  
Business and Support Services  
1810 Market Street  
Redding, CA  96001

_____________________________  
Timeline  

Release of the RFP: January 20, 2012  
RFP Notice of Intent Deadline: January 30, 2012  
Deadline for Written Questions: February 6, 2012  
County issues Written Responses to Written Questions: February 9, 2012  
RFP Submission Deadline: February 17, 2012  
Tentative start date for contract: April 1, 2012

The above dates are subject to change as deemed necessary by the County.
I. INTRODUCTION

The County of Shasta (“County”), Health and Human Services Agency (“HHSA”), invites responses to a Request for Proposal (“RFP”) to develop and produce a Suicide Prevention Social Marketing Campaign.

A. DEFINITIONS

For the purposes of this RFP process, the following definitions apply:

- **Contract** means the written agreement between the County and Responder selected to provide a Suicide Prevention Social Marketing Campaign.
- **Contractor** means the successful Responder selected to provide the Suicide Prevention Social Marketing Campaign under contract to the County.
- **Postvention** means the provision of crisis intervention, support and assistance for those affected by a completed suicide.
- **Proposal** means a formal, written response to this RFP submitted by a Responder.
- **Request for Proposal (“RFP”)** means this invitation to submit a Proposal to provide a Suicide Prevention Social Marketing Campaign.
- **Responder** means any person or organization who submits a Proposal in response to this RFP.

B. FUNDING

Although funding for this program is contingent upon the availability of State and/or Federal funding, the County anticipates funding of approximately $40,000 per County Fiscal Year (July 1 – June 30) for the provision of a Suicide Prevention Social Marketing Campaign. The anticipated funding period will be from April 1, 2012 through June 30, 2012.

C. NOTICE OF INTENT

Those intending to submit a Proposal must notify by email the County Contact, listed in paragraph D of this Section by **January 30, 2012 at 4:00 p.m.**, of their intent to submit a Proposal. The Notice of Intent does not compel submission of a Proposal. However, only those Responders who submit a timely Notice of Intent will have their Proposal considered. If the Responder has not received confirmation within 24-hours of submission of their Notice of Intent, it is the responsibility of the Responder to verify receipt of the Notice of Intent with the County Contact.

D. CORRESPONDENCE

All correspondence, including Proposals, shall be submitted to:

Shasta County Health and Human Services Agency
Patricia Pratt, Contracts Unit
Suicide Prevention Social Marketing Campaign RFP (CTS# 2236)
1810 Market Street
Redding, CA 96001
Phone: (530) 245-6911
Fax: (530) 225-5555
E-Mail: ppratt@co.shasta.ca.us
Responders may contact only the individual identified above and are specifically directed not to contact other County personnel for meetings, conferences, or technical discussions related to this RFP. Failure to comply may result in a Responder being barred from consideration under this RFP. No questions regarding this RFP will be answered by other County staff.

Questions regarding this RFP will only be received in written format (including email) and Responders may submit written questions to the County Contact listed in Paragraph D of this section, no later than **February 6, 2012 at 4:00 p.m.**

County’s written responses to timely questions will be sent to all Responders who/that submitted a Notice of Intent and will be posted on the County website at: [http://www.shastahhsa.net](http://www.shastahhsa.net) no later than **February 9, 2012 at 4:00 p.m.**

**E. PROPOSAL SUBMISSION DEADLINE**

**All Proposals must be received, at the address listed in Paragraph D of this Section I, no later than 4:00 p.m. on February 17, 2012.** Facsimile or electronically transmitted Proposals will not be accepted. Postmarks will not be accepted in lieu of actual receipt. Late Proposals will not be considered.

**II. PROGRAM REQUIREMENTS**

**A. BACKGROUND**

Suicide has traditionally been considered a mental health system concern. In 2001, the President’s New Freedom Commission called for changes that included mental health in the broader public health system of providing quality care and promoting resiliency, recovery and health. The Mental Health Services Act (MHSA) provides funding for increased Prevention and Early Intervention (PEI) strategies which are sponsored in Shasta County by the Health and Human Services Agency, in conjunction with many community partners and advisory boards through this RFP.

**B. PURPOSE**

To increase public awareness that suicide is preventable and to encourage and support help-seeking behaviors, including decreasing access to lethal means, through age, gender and culturally sensitive electronic and print media messages. Anticipated measurable outcomes include, but are not limited to, increased number of high risk individuals accessing suicide prevention services, education and postvention services; increased number of individuals trained through Suicide Prevention Gatekeeper models, such as *Question, Persuade, Refer*; increased number of informed responses to individuals demonstrating suicide warning signs; and, increased coordination with other suicide prevention and de-stigmatization of mental illness media campaigns.

**C. POPULATIONS TO BE SERVED**

This RFP seeks to target those at highest risk of death by suicide in Shasta County as well as individuals who live, work or are otherwise affiliated with those in high risk groups.

**D. SCOPE OF WORK**

1. The selected Responder will be expected to collaborate with the Shasta County Suicide Prevention Workgroup and community stakeholders to:
   - Research and determine the best approaches for targeting rural, multi-age audiences with suicide prevention messages
   - Develop persuasive messages
   - Develop a strategy for delivery and implementation
• Develop creative concepts based on research and stakeholder input
• Focus test creative concepts with community stakeholders and target populations
• Produce advertising and/or products that include a combination of traditional print, radio, outdoor and/or electronic media

2. The suicide prevention campaign must include the following key criteria:
   • Targeting efforts to populations with greatest need based on data
   • Utilization of existing best practice and materials, adhering to safe guidelines, strategies for decreasing access to lethal means, promotion of existing hotline and emergency services
   • Demonstration of culturally relevant strategies for engaging ethnic and cultural communities
   • Working closely with the Suicide Prevention Workgroup and community stakeholders to ensure the activities within this scope of work aligns with other prevention activities
   • Coordination of the proposed Suicide Prevention Social Marketing Campaign with existing social marketing campaigns designed to eliminate stigma and discrimination toward individuals with mental illness and their families

3. The selected Responder will ensure electronic media is in compliance with section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), Subpart B, 1194.22.

4. The selected Responder will ensure electronic media shall conform to the Web Content Accessibility Guidelines 2.0 (modified as newer versions are available)

E. PROGRAM RELATED INTERNET SITES

The following Internet sites may provide Responders with information relevant to this RFP:

1. California Department of Mental Health (CDMH), California Strategic Plan on Suicide Prevention:
   http://www.dmh.ca.gov/Prop_63/MHSA/Prevention_and_Early_Intervention/docs/SuicidePreventionCommittee/FINAL_CalSPSP_V9.pdf

2. California Mental Health Services Authority (CalMHSA), PEI Statewide Projects:
   http://www.calmhsa.org/

3. US Federal Government, Rehabilitation Act of 1973, Section 508:
   http://www.section508.gov/index.cfm?fuseAction=stdsdoc

4. Shasta County Suicide Prevention Webpage: www.shastasuicideprevention.com

5. World Wide Web Consortium (W3C), Web Content Accessibility Guidelines:
   http://www.w3.org/standards/techs/wcaq#w3c_all

F. PERFORMANCE /OUTCOME MEASURES AND EVALUATION

The County’s Suicide Prevention Program will be responsible for the outcome measures and evaluation of the resulting contracted services.

G. REPORTING REQUIREMENTS

The Contract will require, among other responsibilities:

1. Submission of weekly written project updates, and
2. Attendance at monthly Suicide Prevention Workgroup meetings.

III. PROPOSAL SUBMISSION

A. GENERAL

1. Proposal Submission - To be considered, all Proposals must be submitted in the manner set forth in this RFP. **It is the Responder's responsibility to ensure that its Proposal arrives on or before the specified time.**

2. All interested and qualified Responders are invited to submit a Proposal for consideration. A Responder may submit more than one Proposal. Submission of a Proposal indicates that the Responder has read and understands this entire RFP, to include all appendices, attachments, exhibits, schedules, and addendum (as applicable) and agrees that all requirements of this RFP have been satisfied.

3. Proposals must be submitted in the format described in this Section. Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.

4. Proposals must be complete in all respects as required in this Section. A Proposal may not be considered if it is conditional or incomplete.

5. Proposals must be received at the designated location, specified in Paragraph D of Section I, no later than the date and time specified in Paragraph E of Section I Proposal Submission Deadline.

6. All Proposals and materials submitted become the property of the County.

B. PROPOSAL PRESENTATION

One unbound original of each Proposal is required. Additionally, each Proposal must be submitted in a separate sealed envelope, plainly marked “Response to RFP for Suicide Prevention Social Marketing Campaign”. Failure to submit the Proposal as requested may result in rejection of the Proposal. No facsimiles or emails will be accepted.

C. PROPOSAL FORMAT

Each Proposal must be submitted and arranged in the following sequence and using the specified attachments:

1. A website address with examples of previous work and/or a digital versatile disc (DVD) with examples of previous work.

2. Statement of Experience, see Attachment A.

3. For Proposals by individuals, a current resume or curriculum vitae for each individual.

4. A description of the proposed Suicide Prevention Social Marketing Campaign, including but not limited to:
   a. Detail of each service to be provided; and
   b. The personnel/positions to be used in providing each of the services; including full-time or part-time status, education, training, a current resume or curriculum vitae for each individual, and any special expertise or experience
5. A schedule/timeline for the implementation of each element of the services to be provided as identified in the Proposal.

6. An outline of the research conducted in drafting the Proposal.

7. A description of the Responder’s current community involvement and collaborative efforts that support the provision of the proposed Suicide Prevention Social Marketing Campaign.

8. A description of the Responder’s current capacity to meet the Suicide Prevention Social Marketing Campaign reporting requirements, including, but not limited to, equipment and staff support available to collect and report data.

9. An itemized budget including: (1) a budget for April 1, 2012 through June 30, 2012; and (2) a budget narrative, including an explanation of how the amount of each budget line item was determined. The required format for the budget is included with this RFP as Attachment B. An electronic format of Attachment B will be provided upon request.

10. Copies of insurance policies, binders, or certificates evidencing the following insurance coverage:
   a) Comprehensive general liability (including auto and non-owned auto, bodily injury and property damage): $1,000,000 combined single limit; and
   b) Workers’ Compensation: Statutory levels.

11. A certification that all statements in the Proposal are true and an acknowledgment that if the Proposal contains any false statements, the County may declare the Contract made as a result of the Proposal to be void.

IV. PROPOSAL EVALUATION AND SELECTION

A. EVALUATION PROCESS

If only one Responder submits a Notice of Intent, the County may, at its sole discretion, enter into negotiations with the Responder to provide the Services, without requiring the submission of a Proposal.

If only one Responder submits a Proposal, the County may, at its sole discretion, enter into negotiations with that Responder to provide the Services or it may reject that Proposal.

Should more than one Responder submit a Proposal, the following evaluation process will be used to select the Contractor.

B. EVALUATION CRITERIA

1. Initial Review - All Proposals will be initially evaluated to determine if they meet the following minimum requirements:
   a. The Proposal must be complete, in the required format, and be in compliance with all the requirements of this RFP.
   b. Proposers must meet the requirements as stated in the Minimum Responder Requirements as outlined in Paragraph C of Section V.
   c. Failure to fully comply with all the requirements of the RFP and to provide all requested information may result in the Proposal being rejected and given no consideration. The determination of compliance with the terms and conditions of
this RFP shall be in County’s sole judgment and its judgment shall be final and conclusive.

2. **Evaluation** - While cost is an important consideration in the evaluation process, selection will be based on the determination of which Proposal best meets the needs of the County and the requirements of this RFP. The factors to be considered in the evaluation of the Proposal are as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Technical Approach / Understanding of the Suicide Prevention Social Marketing Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Originality / Effectiveness of Responder’s Approach to Providing the Suicide Prevention Social Marketing Campaign</td>
</tr>
<tr>
<td>20</td>
<td>Responder’s Background and Experience in Working with or Performing Similar Projects</td>
</tr>
<tr>
<td>15</td>
<td>Community Partnerships / Collaboration / Community Involvement</td>
</tr>
<tr>
<td>15</td>
<td>Budget and Budget Narrative/ Any Cash or In-Kind Contribution Proposed to be Included as Part of the Project</td>
</tr>
<tr>
<td>100</td>
<td><strong>Total Points</strong></td>
</tr>
</tbody>
</table>

3. As part of the evaluation process, the County *may* schedule interviews with some or all of the Responders, and will, in any event, establish a list of the Responders evaluated.

**C. CONTRACT AWARD**

1. The Contract, if awarded, will be awarded to the Responder submitting the Proposal deemed by the County, in its sole discretion, to be experienced and fiscally responsible and whose Proposal is determined to be the most cost effective and advantageous to the County. The Responder submitting the Proposal deemed, by the County, in its sole discretion, to be the most advantageous will be asked to enter into the Contract negotiation stage.

2. County is not required to award the Contract to the Responder that submits the least costly Proposal. Furthermore, County reserves the right to award one or more contracts to one or more Responders as a result of this RFP.

3. If an agreement to enter into a Contract cannot be reached with the selected Responder, then the negotiations with that Responder will be terminated. At the sole discretion of the County, negotiations may then be opened with another Responder and the process repeated, or the County may elect to reject all submitted Proposals and terminate this RFP process. Once negotiations with a particular Responder are terminated, the County will not reopen negotiations with that Responder.

4. County may elect at any time to terminate the RFP process, including rejecting all submitted Proposals.

5. A Notice of Award will be mailed to all Responders at the address specified in **Attachment A**, Statement of Experience, advising if they were selected to enter into Contract negotiations with County and shall be deemed received three business days after mailing.

**D. USE AND DISCLOSURE OF PROPOSALS**

1. The County reserves the right to retain all Proposals that are submitted and to use any ideas in a Proposal regardless of whether a Proposal results in a Contract.
2. This RFP process shall extend until the date stated on the County’s written Notice of Award or the date stated on the County’s written notice of cancellation of this RFP process that will be issued to all Responders and posted on the County website at http://www.shastahhsa.net.

3. Unless the Responder provides all information required by this RFP process, the Proposal may, at the sole discretion of the County, be rejected and given no consideration. Any Responder attempting to influence this RFP process by interfering or colluding with other Responders or with any County employee may be disqualified.

4. Any Responder submitting a Proposal understands and agrees that submission of his/her/its Proposal shall constitute acknowledgment and acceptance of, and intent to comply with, all the terms and conditions contained in this RFP. The determination of the compliance with the terms and conditions of this RFP shall be in the County’s sole judgment and its judgment shall be final and conclusive.

E. PROTESTS

1. The County shall consider any protest or objection regarding the selected Responder pursuant to this RFP, whether submitted before or after receipt of the Notice of Award, provided that it is submitted and received by the Health and Human Services Agency within 10 calendar days of receipt of the Notice of Award.

   a. Any Responder wishing to protest the RFP process must submit a written letter of protest within 10 calendar days of receipt of the Notice of Award by 4:00 p.m. of the final date. Oral protests shall not be accepted.

   b. The written letter of protest must reference the title of this RFP.

   c. All written protests must be submitted to the address specified in Paragraph D of Section I.

   d. Postmarks will not be accepted as meeting the deadline requirement for protest submission.

   e. All protests must be in writing. No facsimile, email, or oral protests shall be accepted.

   f. Protest letters must clearly explain the failure of the County to follow the rules of this RFP.

   g. It is the responsibility of the Responder to ensure delivery of protests in accordance with this Section. Protests submitted later than 10 calendar days after receipt of the Notice of Award by 4:00 p.m. on the final date shall not be accepted or considered.

2. All written protests shall be reviewed by Shasta County Health and Human Services Agency Director, or his or her designee, who at their sole discretion shall make a final finding regarding any protest within 10 business days of receipt of the protest.

3. Written notification of the final finding explaining the basis for the decision shall be mailed to the protesting Responder within 3 business days of the final finding of the protest.
V. PROCUREMENT CONDITIONS

A. CONTINGENCIES

1. Initiation of this RFP process does not commit the County to finalize a Contract or to pay any costs associated with the preparation of any Proposal, nor to enter into a Contract with the Responder submitting the least costly Proposal.

2. The County reserves the right, in its sole discretion to:
   a. Accept or reject any or all Proposals, or any part thereof;
   b. Reject any Proposal for failure to submit the Proposal in conformity with the requirements, or the terms and conditions, of this RFP;
   c. Waive informalities and irregularities in a Proposal, or to waive any deviations from the requirements or specifications of this RFP that are included in any Proposal, if deemed to be in the best interest of the County;
   d. Negotiate with qualified Responders; or
   e. Cancel in part or in its entirety this RFP process, at any time.

B. MODIFICATIONS

In the event this RFP process is amended, cancelled, or terminated prior to entering into contract with the selected Responder, County’s written notice of amendment, cancellation, or termination of this RFP process will be sent to all Responders who/that submitted a Notice of Intent and posted on the County website at http://www.shastahhsa.net.

C. MINIMUM RESPONDER REQUIREMENTS

Responders must:

1. Have no record of unsatisfactory contract performance. Contractors who are or have been seriously deficient in current or recent contract performance, in the absence of circumstances properly beyond the control of the Contractor, shall be presumed to be unable to meet this requirement;

2. Have the ability to maintain adequate files and records and meet statistical reporting requirements;

3. Have the administrative and fiscal capability to provide and manage the proposed services and to ensure an adequate audit trail; and

4. Meet other presentation and participation requirements listed in this RFP.

D. INACCURACIES OR MISREPRESENTATIONS

If in the course of the RFP process or in the administration of a resulting contract, the County determines that the Responder has made a material misstatement or misrepresentation or that materially inaccurate information has been provided to the County, the Proposer may be terminated from the RFP process or in the event a contract has been awarded, the contract may be terminated.

E. INCURRED COSTS

The County shall not be liable for any costs of work performed in the preparation and production of a Proposal, or for any work performed prior to the effective date of a Contract.
By submitting a Proposal, the Responder agrees not to make any claims for, or have any right to, damages because of any misunderstanding or misrepresentation of the terms and conditions of this RFP, or because of any misinformation, or lack of information.

F. PROPOSAL CONFIDENTIALITY

1. All Proposals will become the sole property of the County. At such time as a Responder agrees to enter into a Contract with the County, or the County decides to terminate this RFP process without entering into a Contract, all Proposals and related documents become a matter of public record, with the exception of those parts of a Proposal which are trade secrets, as that term is defined by statute.

2. If any part of a Proposal contains any trade secrets that the Responder does not want disclosed to the public, the Responder shall mark that part of the Proposal as a “trade secret.” The County, however, shall not in any way be liable or responsible for the disclosure of any Proposal or any part thereof if disclosure is required under the Public Records Act (Government Code, Section 6250 et seq.) or pursuant to law or legal process.

3. In addition, by submitting a Proposal, a Responder agrees to save, defend, keep, bear harmless, and fully indemnify the County, its elected officials, officers, employees, agents, and volunteers from all damages, claims for damages, costs, or expenses, whether in law or in equity, that may at any time arise or be set up for not disclosing a trade secret pursuant to the Public Records Act.

G. NEGOTIATIONS

The County may require the potential Contractor(s) selected to participate in negotiations, and to submit revisions to pricing, technical information, and/or other items from their Proposal(s) as may result from these negotiations.

VI. CONTRACT INFORMATION

A. CONTRACT DEVELOPMENT

If the County chooses to fund and proceed with the provision and operation of the Suicide Prevention Social Marketing Campaign it will enter into a Contract with the selected Responder. NOTE: The County will work with the selected Responder to develop a Contract. Revisions to the budget and/or scope of work may be necessary.

B. STANDARD CONTRACT LANGUAGE

A sample of the standard County contract to be used for these services shall be provided upon request. The final contract will include additional terms and conditions as agreed upon by the parties. At a minimum, the Contract will comply with the County’s requirements. The Contract may include the following components:

1. Provisions relating to insurance and indemnification, reporting, and record keeping.

2. A provision that the Contractor may be required to obtain and maintain continuously a policy of Errors and Omissions coverage with limits of liability of not less than $1 million.

3. A provision that the Contractor will indemnify the County of Shasta and maintain insurance with certain specified coverage limits and naming the County, its elected officials, its officers, agents, employees, and volunteers as additional insureds.
4. A reporting provision requiring inclusion of a description of individual client characteristics, demographic information, services description, and outcome information.

5. A negotiated, detailed budget and budget narrative. The budget will indicate direct and indirect costs and profit, if applicable.

6. A provision requiring that any submitted budget must comply with, and conform to, the Office of Management and Budget of the Executive Office of the President of the United States ("OMB") Circulars No. A-21, No. A-87, and No. A-122, as well as the Code of Federal Regulations, as applicable.

7. A provision stating that the Contractor shall be construed to be an independent contractor and nothing in the Contract is intended nor shall be construed to create an employer-employee relationship, a joint venture relationship, or to allow the County to exercise discretion or control over the professional manner in which the Contractor performs the services which are the subject matter of the Contract, provided however, that the services to be provided must be provided in a manner consistent with the professional standards applicable to such services. In addition, the Contract may provide that the Responder shall be fully responsible for payment of all taxes due which would be withheld from compensation if the Responder were a County employee, and that the County shall not be liable for deductions for any amount for any purpose from the Responder's compensation. Furthermore, the Contract may provide that the Responder shall not be eligible for coverage under the County workers' compensation insurance plan nor shall the Responder be eligible for any other County Benefit.

8. A provision that the Contractor shall ensure, and provide written verification thereof to County, that all staff and volunteers working or providing services under this agreement receive appropriate clearance following a federal and state criminal records check and a California Department of Motor Vehicles record check.

9. A provision that the Contractor comply with all applicable federal and state laws, including the Social Security Act, the Civil Rights Act, the Clean Air Act, applicable federal regulations, the State Energy Efficiency Plan, the Welfare and Institution Code, Section 508 of the Clean Water Act (33 O.K. §1368), Executive Order 11738, Environmental Protection Agency Regulations (40 I.E. Part 15), and the confidentiality provisions of Section 10850 of the Welfare and Institutions.

10. A provision that the Contractor not discriminate in employment practices or in the delivery of services on the basis of race, color, creed, national origin, religion, sex, age, marital status, sexual orientation, medical condition (including cancer, HIV and AIDS) physical or mental disability or use of family care leave.

11. A provision that the Contractor not subcontract any services without the prior written consent of the County.

VII. CONTRACT INDEMNIFICATION AND INSURANCE REQUIREMENTS

The Contract will include indemnification and insurance provisions similar to the following:

Indemnification

Consultant shall indemnify and hold harmless County, its elected officials, officers, employees, agents, and volunteers against all claims, suits, actions, costs, expenses, audit exceptions (including, but not limited to, reasonable attorney’s fees of County Counsel and counsel retained by County, expert fees, litigation costs, and investigation costs), damages, judgments, or decrees by reason of any person’s or persons’ loss or injury, including death, or property loss or damage (including property of County) arising from the negligent acts, willful acts, or errors or
omissions of Consultant or any of Consultant's subcontractors, any person employed under Consultant, or under any subcontractor, or in any capacity during the progress of the work or the provision of services undertaken pursuant to this agreement, except when the injury or loss is caused by the sole negligence or intentional wrongdoing of County. Consultant shall also, at Consultant's own expense, defend the County against any suit or action brought against County founded upon any claim, action or proceeding which is based upon the work or the provision of services undertaken pursuant to this agreement. Consultant shall also defend and indemnify County for any adverse determination made by the Internal Revenue Service or the State Franchise Tax Board and/or any other taxing or regulatory agency and shall defend, indemnify, and hold harmless County with respect to Consultant's “independent contractor” status that would establish a liability on County for failure to make social security deductions or contributions or income tax withholding payments, or any other legally mandated payment. This provision shall survive the termination, expiration, or cancellation of this agreement.

For professional services provided under this agreement, Contractor shall indemnify, defend, and hold harmless County, its elected officials, officers, employees, agents, and volunteers from and against any and all claims, demands, actions, losses, liabilities, damage, and costs, including reasonable attorneys’ fees, arising out of or resulting from the negligent performance of the professional services provided under this agreement or from recklessness or willful misconduct.

Insurance

A. Without limiting Contractor's duty of indemnification, Contractor and any subcontractor shall obtain, from an insurance carrier authorized to transact business in the State of California, and maintain continuously during the term of this agreement Commercial General Liability Insurance, including coverage for owned and non-owned automobiles, and other insurance necessary to protect the County and the public with limits of liability of not less than $1 million combined single limit bodily injury and property damage; such insurance shall be primary as to any other insurance maintained by County.

B. Contractor and any subcontractor shall obtain and maintain continuously required Workers' Compensation and Employer's Liability Insurance to cover Contractor, subcontractor, Contractor's partner(s), subcontractor's partner(s), Contractor's employees, and subcontractor’s employees with an insurance carrier authorized to transact business in the State of California covering the full liability for compensation for injury to those employed by Contractor or subcontractor. Each such policy shall be endorsed to state that the Workers' Compensation carrier waives its right of subrogation against the County, its elected officials, officers, employees, agents, and volunteers which might arise in connection with this agreement. Contractor hereby certifies that Contractor is aware of the provisions of section 3700 of the Labor Code, which requires every employer to insure against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of the Labor Code, and Contractor shall comply with such provisions before commencing the performance of the work or the provision of services pursuant to this agreement.

C. Contractor shall obtain and maintain continuously a policy of Errors and Omissions coverage with limits of liability of not less than $1 million."

D. Contractor shall require subcontractors to furnish satisfactory proof to County that liability and workers' compensation and other required types of insurance have been obtained and are maintained similar to that required of Contractor pursuant to this agreement.

E. With regard to all insurance coverage required by this agreement:

(1) Any deductible or self-insured retention exceeding $25,000 for Contractor or subcontractor shall be disclosed to and be subject to approval by the County Risk Manager prior to the effective date of this agreement.
(2) If any insurance coverage required hereunder is provided on a “claims made” rather than “occurrence” form, Contractor or subcontractor shall maintain such insurance coverage with an effective date earlier or equal to the effective date of this agreement and continue coverage for a period of three years after the expiration of this agreement and any extensions thereof. In lieu of maintaining post-agreement expiration coverage as specified above, Contractor or subcontractor may satisfy this provision by purchasing tail coverage for the claims-made policy. Such tail coverage shall, at a minimum, provide the insurance coverage required hereunder for claims received and reported three years after the expiration date of this agreement.

(3) All insurance (except workers' compensation and professional liability) shall include an endorsement or an amendment to the policy of insurance which names Shasta County, its elected officials, officers, employees, agents, and volunteers as additional insureds and provides that coverage shall not be reduced or canceled without 30 days written prior notice certain to the County. The additional insureds coverage shall be equal to Insurance Service Office endorsement CG 20 10 for on-going operations, and CG 20 37 for completed operations.

(4) Each insurance policy (except for workers' compensation and professional liability policies), or an endorsement thereto, shall contain a “separation of insureds” clause which shall read:

“Separation of Insureds.

Except with respect to the Limits of Insurance, and any rights or duties specifically assigned in this Coverage Part to the first Named Insured, this insurance applies:

a. As if each Named Insured were the only Named Insured; and
b. Separately to each suit insured against whom a claim is made or suit is brought.”

(5) Contractor shall provide the County with an endorsement or amendment to Contractor’s policy of insurance as evidence of insurance protection before the effective date of this agreement.

(6) The insurance coverage required herein shall be in effect at all times during the term of this agreement. In the event any insurance coverage expires at any time during the term of this agreement, Contractor shall provide, at least 20 days prior to said expiration date, a new endorsement or policy amendment evidencing insurance coverage as provided for herein for not less than the remainder of the term of this agreement or for a period of not less than one year. In the event Contractor fails to keep in effect at all times insurance coverage as herein provided and a renewal endorsement or policy amendment is not provided within 10 days of the expiration of the endorsement or policy amendment in effect at inception of this agreement, County may, in addition to any other remedies it may have, terminate this agreement upon the occurrence of such event.

(7) If the endorsement or amendment does not reflect the limits of liability provided by the policy of insurance, Contractor shall provide County a certificate of insurance reflecting those limits.
STATEMENT OF EXPERIENCE

SECTION A

Business Name: _______________________________ Phone: __________________

Physical Address: _______________________________

City: ___________________ State: _____ ZIP: _________________

Mailing Address (if different from above): _________________

City: ___________________ State: _____ ZIP: _________________

Legal Entity:

☐ Corporation (Is the Corporation considered a nonprofit organization? ☐ Yes ☐ No)

☐ General Partnership ☐ Limited Partnership ☐ Sole Proprietorship ☐ Other: _________________

Name(s) and title(s) of officer(s) or owner authorized to sign this Proposal and any contract with the county that may result.

Name: __________________________ Title: _________________________

Name: __________________________ Title: _________________________

SECTION B

Number of years in business under present business name: ________________________

Prior Business Name(s): __________________________

Number of years under prior name: ________________________

SECTION C

Number of years experience providing required, equivalent, or related services: _________________

SECTION D

Contracts completed during the last five years

<table>
<thead>
<tr>
<th>Year</th>
<th>Services</th>
<th>$ Amount</th>
<th>Location</th>
<th>Contracting Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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</tbody>
</table>

(Add additional pages if needed)
SECTION E

Have you, or your business failed or refused to complete a contract?          ☐ Yes ☐ No

If yes, explain: ____________________________________________________________

(Add additional pages if needed)

SECTION F

Do you or your business hold a controlling interest in any other organization, or is this business owned or controlled by another organization, individual or business?          ☐ Yes ☐ No

If yes, explain: ____________________________________________________________

(Add additional pages if needed. Section F does not apply to government agencies.)

SECTION G

Do you, or does your business, hold or have a financial interest in any other business?          ☐ Yes ☐ No

If yes, explain (unless you are the individual personally performing contracted services or a governmental agency):

 ____________________________________________________________

(Add additional pages if needed)

SECTION H

Names, titles and contact information of persons with whom you or your business has been associated in business as partners or business associates in the last five years. (Governmental agencies are exempt)

 ____________________________________________________________

(Add additional pages if needed)

SECTION I

Explain any litigation involving you, your business, or any officer(s) thereof. If none, so state:

 ____________________________________________________________

(Add additional pages if needed)
SECTION J

Provide a description of experience in the services to be provided, or the experience of principal individuals who will be performing services:

(Add additional pages if needed)

SECTION K

If equipment is to be purchased, please provide a list of major equipment to be purchased over $3,000 for the direct provision of services related to this RFP:

(Add additional pages if needed)

SECTION L

Please attach a copy of your most recent audited financial statement, for a fiscal period not more than 18 months old at time of submission, by an independent certified public accountant. See California Department of Social Services, Manual of Policies and Procedures, Section 23-610 (c)(15)(L) for full details of this requirement.

Also attach IRS Form 990 and all supporting schedules (Non-Profit Corporations only).

SECTION M

Please attach a copy of the most current financial statement.

Do you or your business agree, at the request of the County, to provide letters of credit, and guarantor letters from related entities? □ Yes □ No

SECTION N

Please provide a list of commitments, and potential commitments, including tax obligations, which may impact assets, lines of credit, guarantors letters, or otherwise affect your or your business’s ability to perform.

(Add additional pages if needed)
SECTION O

If the nature of the services your business provides requires business or professional licenses, are such licenses held by you and/or your business and its staff? ☐ Yes ☐ No

Please list each required business or professional license:

<table>
<thead>
<tr>
<th>License Number</th>
<th>Type</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
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<td>(Add additional pages if needed)</td>
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</tr>
</tbody>
</table>

SECTION P

Do you and your business agree to provide additional information, including references, as required by the County to make an informed determination of qualifications? ☐ Yes ☐ No

SECTION Q

Do you and your business agree to permit the County, State and Federal governments to audit financial and other records pertinent to the services to be provided? ☐ Yes ☐ No

SECTION R

By signing this Statement of Experience, I am certifying that:

1. I understand and agree (upon submission of a Proposal) to abide by the terms and conditions of this RFP and represent that I have the authority to bind the Entity/Individual specified herein to the terms and conditions of this RFP; and

2. All information provided on or attached to this form and contained within this Proposal are true, and I acknowledge that if the Proposal contains any false statements, the County may declare any Contract made as a result of the Proposal to be void.

Name (please print): ________________________________________________

Signature: ___________________________________________ Date: ___________

Title: ______________________________________________________________
### Shasta County Health & Human Services Agency

**Address:**
1810 Market Street
Redding, CA 96001

#### Multi-Year Service Budgets

<table>
<thead>
<tr>
<th>Personnel/Position</th>
<th>FTE</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Fringe Benefits</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
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</thead>
<tbody>
<tr>
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</table>

#### Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
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<tbody>
<tr>
<td>Office Expenses/Supplies</td>
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<tr>
<td>Equipment</td>
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<tr>
<td>Rents/Leases</td>
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<td>0.00</td>
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<tr>
<td>Utilities/Communications</td>
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<tr>
<td>Travel</td>
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<tr>
<td>Software</td>
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<tr>
<td>(OTHER - Please Specify)</td>
<td>0.00</td>
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<tr>
<td>(OTHER - Please Specify)</td>
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<td>(OTHER - Please Specify)</td>
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<tr>
<td>Total Operating Expenses</td>
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#### Other Expenses

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<thead>
<tr>
<th>Category</th>
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<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
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</table>

#### Total Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
</tr>
</thead>
<tbody>
<tr>
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#### Administrative Cost

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<tr>
<th>(Not to exceed 15%)</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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</tbody>
</table>

#### Totals

<table>
<thead>
<tr>
<th>Category</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>mm/yy - mm/yy</th>
<th>Total Budgeted Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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**FOR COUNTY USE ONLY:**

- Cost Center
- Account Code
- Project Code
- Activity Code