

CaIMHSA Marketing, Outreach, and Education

RFP Scoring Overview

Section I: Past Experience = 30 Points Maximum

Past experience working with public agencies developing marketing, outreach, and education materials.
(5 Page Maximum)

Section II: Executive Summary = 20 Points Maximum

Proposer shall develop an executive summary document which describes at a high-level (3 Page Maximum):

1. Process for developing marketing, outreach, and education materials;
2. The use of Key Performance Indicators (KPI) or other metrics that will demonstrate effectiveness of marketing, outreach, and education materials;
3. Current relationships with local, state, and federal appointed and elected officials;
4. Subcontractors and/or partners.

Executive Summary shall describe the subcontractors and/or partners for the proposal and their designated role.

Section III: Scope of Work = 50 Points Maximum

The proposer shall develop a proposed Scope of Work. The proposed scope of work should include all of the following (10 Page Maximum):

1. Description of staff expertise: The Proposer shall describe their organizational expertise, and the expertise of the staff who will be involved on the project. Descriptions should include, but are not limited to: number of years' experience, experience managing similar projects of this scale, and evidence of past implementation efforts. Staff resumes/CVs can be included as attachments and do not count against the total page limit.
2. Goals/Outcomes: Clearly describe the ultimate outcomes to be achieved with the project proposal, including the process and timelines for completion. The proposal shall also describe how the market analysis, best practices, and CaIMHSA input will result in the development of a new marketing, outreach, and education materials.
3. Activities and Strategies: The proposal shall describe the activities and strategies that will be utilized to meet the needs of the outcomes and goals of the newly developed marketing, outreach, and education materials.

**Note: Scope of Work is subject to change due to, but not limited to, terms as agreed to by the parties during contract negotiations, pandemic/crisis, availability of funds, etc.*

