

REQUEST FOR BID

For

**CaliforniaVolunteers' Statewide Service Day Initiative
And Campaign, a Consultant Contract**

IFB #CV18-108

November 2, 2018

State of California
CaliforniaVolunteers
1400 10th Street, 2nd Floor
Sacramento, CA 95814

Written Bids Due to
CaliforniaVolunteers
No Later Than:

5:00 P.M. - Monday, November 12, 2018

Email to Nikka Tahan
Nikka.Tahan@cv.ca.gov

EXHIBIT A
Scope of Work

**CaliforniaVolunteers' Statewide Service Day Initiative
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BACKGROUND

CaliforniaVolunteers (CV), Office of the Governor, addresses community and state challenges by investing in high impact service solutions, while leveraging public, private, and nonprofit partnerships and resources. Through AmeriCorps, Disaster Volunteering and Donations, and Community Partnerships, CaliforniaVolunteers transforms small investments into big community impact. Detailed information regarding CaliforniaVolunteers' mission and programming is available at www.CaliforniaVolunteers.ca.gov

Karen Baker, State of California Chief Service Officer, leads the organization in consultation with a 25-member Commission appointed by the Governor. The Commission supports the mission and objectives of CaliforniaVolunteers and fulfills statutory responsibilities.

CaliforniaVolunteers has received additional federal funding from the Corporation for National and Community Service through the Commission Support Grant. The purpose of this contract is to partner with a qualified marketing firm that will develop a coordinated strategy to create a Statewide Service Day Initiative and Campaign as well as design a tool kit for future initiatives.

PURPOSE OF CONTRACT

CaliforniaVolunteers (CV) is in the process of developing a new and exciting project: The Annual Statewide Day of Service. The Day of Service will provide an opportunity for Californians to participate in unifying volunteer based opportunities. These service activities will focus on a single cause or issue area, occur all throughout the state, and take place at the same time, on the same day. Every year the focus issue will change as well as the primary activities, but the underlying vision will stay consistent. By leveraging the megaphone of the Governor as well as our AmeriCorps members, and cross sector resources we hope to develop networks of stakeholders and volunteers to facilitate a successful Day of Service. However, in order to effectively utilize our current partnerships, develop new relationships, and recruit volunteers we believe it will be essential to create and implement a robust, engaging, and creative campaign for the initiative. This campaign will allow CV to involve an array of important players including: strategy, funding, site, recruitment and champion based partnerships. A key, and potentially unusual, characteristic of this campaign is that the materials produced will need to be easily amendable for each new issue area. Therefore, we envision developing a brand that stays consistent but with aspects of the phrasing and or visuals changing year to year.

Due to the importance and foreseen complexity of the campaign, CaliforniaVolunteers is seeking an experienced marketing/design firm that can support us in creating the brand, as well as the 2019 specific designs, for the Statewide Day of Service Campaign. Primarily,

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we are requiring a consultant who can work with us to develop both the conceptual as well as the material elements of the campaign. The final product should include: images, phrases, multi-media designs, and marketing strategies that can be leveraged to both garner partnerships as well as to educate Californians on the Day of Service opportunities. CV is also looking collateral materials, both electronic and physical, that can be easily altered year by year depending on the new focus area. Finally, we will need a design/format for a Day of Service Site Facilitation toolkit; the CV team will be in charge of developing the content, but the firm will be tasked with creating a design layout format and disseminate the information.

Event Date:	Upon signed/executed contract to December 31, 2018
Location:	Sacramento, CA

SCOPE OF WORK

The CaliforniaVolunteers Statewide Day of Service Initiative and Campaign will include the following tasks and deliverables:

1) Campaign Strategy and Material Development

The firm will be expected to:

- Work with CV to develop a strong brand, which includes messaging and a marketing plan, for the statewide Day of service that relates to our target audience, focus issue, and overall vision.
- Develop a logo for the campaign that can be easily updated annually depending on the issue area.
- Based on the branding conceptualization, design and produce collateral materials that can be used to both engage partners before the day of service, as well as to get Californians engaged to volunteer overtime.
- Develop a media-toolkit for how to broadcast the day of service effectively using the campaign materials/branding and marketing strategy proposed.
- Design a web layout that will be hosted on the CV website.

CV will be expected to:

- Implement the day of service campaign, including the utilization of all materials/designs developed.
- Develop the structure and design of the actual initiative
- Manage the logistics and partnerships as it relates the implementation of the initiative.
- Provide the firm with the 2019 focus area as well as background research on the topic and our target audience

EXHIBIT A
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2) Toolkit for Statewide Service Day Initiative

The selected firm will be tasked with the following:

- Create the design and formatting for a site facilitation toolkit that can be easily amendable.

CV will be tasked with the following:

- Create the content for the toolkit
- Update the toolkit as necessary
- Distribute the toolkit as is CV find necessary

GENERAL CALIFORNIAVOLUNTEERS ROLES AND RESPONSIBILITIES

- Participate as a partner in campaign strategy and creative development
- Approve final versions of logo, collateral, toolkit and web page design
- Provide administrative oversight
- Process invoices

CONTACTS

The project representatives during the term of this agreement will be:

State Agency: CaliforniaVolunteers	Contractor:
Name: Nikka Tahan	Name:
Phone: (916) 323-7646	Phone:
Fax: (916) 558-3185	Email:

Direct all inquiries to:

State Agency: CaliforniaVolunteers	Contractor:
Section/Unit: Americorps	
Attention: Nikka Tahan	Attention:
Address: 1400 10 th Street Sacramento, CA 95814	Address:
Phone: (916) 323-7646	Phone:
Fax: (916) 558-3185	Fax:

EXHIBIT B
Budget Detail and Payment Provisions

**CaliforniaVolunteers' Statewide Service Day Initiative
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BUDGET DETAIL

Cost: \$

Cost Category	Amount
1.	\$
2.	\$
3.	\$
Total Payment	\$

PAYMENT PROVISIONS

1. Invoicing and Payment
 - a) For services satisfactorily rendered, and upon receipt and approval of the invoices, the State agrees to compensate the Contractor for actual expenditures incurred in accordance with the rates specified herein, which is attached hereto and made a part of this Agreement.
 - b) Invoices shall include the Agreement Number and shall be submitted in triplicate not more frequently than monthly in arrears to:

CaliforniaVolunteers
Attn: Finance and Admin
1400 10th Street
Sacramento, CA 95814
2. Budget Contingency Clause
 - a) It is mutually agreed that if the Budget Act of the current year and/or any subsequent years covered under this Agreement does not appropriate sufficient funds for the program, this Agreement shall be of no further force and effect. In this event, the State shall have no liability to pay any funds whatsoever to Contractor or to furnish any other considerations under this Agreement and Contractor shall not be obligated to perform any provisions of this Agreement.
 - b) If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the State shall have the option to either cancel this Agreement with no liability occurring to the State, or offer an agreement amendment to Contractor to reflect the reduced amount.
3. Prompt Payment Clause

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with Section 927.

Exhibit C
General Terms and Conditions

**CaliforniaVolunteers' Statewide Service Day Initiative
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General Terms and Conditions (GTC 610, EFFECTIVE 06/29/10), is hereby incorporated by reference and can be found at:

<http://www.dgs.ca.gov/pd/Resources/FormsResourcesLibrary.aspx>

Exhibit D
Special Terms and Conditions

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Special Terms and Conditions (CNCS, EFFECTIVE 11/01/2017), is hereby incorporated by reference and can be found at:

<https://egrants.cns.gov/termsandconditions/2018GeneralTC508-20171101.pdf>

and

<https://egrants.cns.gov/termsandconditions/Final2018CSGProgramTC508-20171117.pdf>

STANDARD AGREEMENT

STD 213 (Rev. 09/2018)

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

Office of Planning and Research/CaliforniaVolunteers

CONTRACTOR NAME

2. The term of this Agreement is:

START DATE

THROUGH END DATE

3. The maximum amount of this Agreement is:

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of the Agreement.

EXHIBITS	TITLE	PAGES
Exhibit A	Scope of Work	
Exhibit B	Budget Detail and Payment Provisions	
Exhibit C *	General Terms and Conditions	

Items shown with an asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto. These documents can be viewed at www.dgs.ca.gov/ols/resources/standardcontractlanguage.aspx

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

CONTRACTOR

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

CONTRACTOR BUSINESS ADDRESS

CITY

STATE

ZIP

PRINTED NAME OF PERSON SIGNING

TITLE

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

STATE OF CALIFORNIA

CONTRACTING AGENCY NAME

CaliforniaVolunteers

CONTRACTING AGENCY ADDRESS

1400 10th Street

CITY

Sacramento

STATE

CA

ZIP

95814

PRINTED NAME OF PERSON SIGNING

Karen Baker

TITLE

Chief Service Officer

CONTRACTING AGENCY AUTHORIZED SIGNATURE

DATE SIGNED

California Department of General Services Approval (or exemption, if applicable)

PAYEE DATA RECORD

STD. 204 (Rev. 6-2003) (REVERSE)

1	<p><u>Requirement to Complete Payee Data Record, STD. 204</u></p> <p>A completed Payee Data Record, STD. 204, is required for payments to all non-governmental entities and will be kept on file at each State agency. Since each State agency with which you do business must have a separate STD. 204 on file, it is possible for a payee to receive this form from various State agencies.</p> <p>Payees who do not wish to complete the STD. 204 may elect to not do business with the State. If the payee does not complete the STD. 204 and the required payee data is not otherwise provided, payment may be reduced for federal backup withholding and nonresident State income tax withholding. Amounts reported on Information Returns (1099) are in accordance with the Internal Revenue Code and the California Revenue and Taxation Code.</p>								
2	<p>Enter the payee's legal business name. Sole proprietorships must also include the owner's full name. An individual must list his/her full name. The mailing address should be the address at which the payee chooses to receive correspondence. Do not enter payment address or lock box information here.</p>								
3	<p>Check the box that corresponds to the payee business type. Check only one box. Corporations must check the box that identifies the type of corporation. The State of California requires that all parties entering into business transactions that may lead to payment(s) from the State provide their Taxpayer Identification Number (TIN). The TIN is required by the California Revenue and Taxation Code Section 18646 to facilitate tax compliance enforcement activities and the preparation of Form 1099 and other information returns as required by the Internal Revenue Code Section 6109(a).</p> <p>The TIN for individuals and sole proprietorships is the Social Security Number (SSN). Only partnerships, estates, trusts, and corporations will enter their Federal Employer Identification Number (FEIN).</p>								
4	<p><u>Are you a California resident or nonresident?</u></p> <p>A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California.</p> <p>A partnership is considered a resident partnership if it has a permanent place of business in California. An estate is a resident if the decedent was a California resident at time of death. A trust is a resident if at least one trustee is a California resident.</p> <p>For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident.</p> <p>Payments to all nonresidents may be subject to withholding. Nonresident payees performing services in California or receiving rent, lease, or royalty payments from property (real or personal) located in California will have 7% of their total payments withheld for State income taxes. However, no withholding is required if total payments to the payee are \$1,500 or less for the calendar year.</p> <p>For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below:</p> <table border="0"> <tr> <td>Withholding Services and Compliance Section:</td> <td>1-888-792-4900</td> <td>E-mail address:</td> <td>wscs.gen@ftb.ca.gov</td> </tr> <tr> <td>For hearing impaired with TDD, call:</td> <td>1-800-822-6268</td> <td>Website:</td> <td>www.ftb.ca.gov</td> </tr> </table>	Withholding Services and Compliance Section:	1-888-792-4900	E-mail address:	wscs.gen@ftb.ca.gov	For hearing impaired with TDD, call:	1-800-822-6268	Website:	www.ftb.ca.gov
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For hearing impaired with TDD, call:	1-800-822-6268	Website:	www.ftb.ca.gov						
5	<p>Provide the name, title, signature, and telephone number of the individual completing this form. Provide the date the form was completed.</p>								
6	<p>This section must be completed by the State agency requesting the STD. 204.</p>								
	<p><u>Privacy Statement</u></p> <p>Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, State, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it.</p> <p>It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and State law imposes noncompliance penalties of up to \$20,000.</p> <p>You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the State agency(ies) with which you transact that business.</p> <p>All questions should be referred to the requesting State agency listed on the bottom front of this form.</p>								