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**REQUEST FOR INTEREST #741**

**Media Professional**

**Release Date: November 25, 2022**

**Due Date: Monday, December 12, 2022 by 5:00 p.m.**

**Proposed Funding: up to $45,000**

**Contra Costa County**

**Employment and Human Services Department**

**Contracts and Grants Unit**

**40 Douglas Drive**

**Martinez, CA 94553**

[**contractbid@ehsd.cccounty.us**](mailto:contractbid@ehsd.cccounty.us)



**Contra Costa County Employment and Human Services Department**

**Office of the Director, Community Relations Unit**

**Request for Interest (RFI) #741**

**Media Professional**

The Contra Costa County Employment and Human Services Department (EHSD or Department) Community Relations Unit is seeking a media and marketing professional with experience in San Francisco Bay Area media to collaborate with the Department’s Community/Media Relations staff on internal and external communication projects.

The contract requirements are described below. The Contractor will be required to provide estimated costs and/or rates as well as an estimated timeline for completion of each of these tasks.

RFI responses are due no later than Monday, December 12th, 2022 by 5:00 p.m. Due to COVID-19, response to this RFI is accepted by email only. Please e-mail your complete RFI packet to: [contractbid@ehsd.cccounty.us](mailto:contractbid@ehsd.cccounty.us).

RFI submissions received (e-mail timestamp) after the 5:00 p.m. deadline on December 12, 2022 will NOT be accepted or considered for selection.

EHSD may, at its sole discretion, reject any or all applications submitted in response to this RFI. EHSD also reserves the right to cancel this offer at its sole discretion at any time before execution of a contract agreement. Any applications, including attached materials, submitted in response to this RFI shall become property of EHSD.

**FUNDING**

EHSD will award a County standard contract in the amount up to **$45,000 ($90.00 per hour)** (inclusive of all expenses) to the successful bidder(s) for the anticipated period of **January 1, 2023 through June 30, 2024** (eighteen months). Contract will be billable in arrears. Possible contract renewal will be based upon service necessity, contract performance, and funding availability. The source of funding is a blend of federal, state and local funds.

**CONTRACTOR REQUIREMENTS**

Contractor will be responsible for:

1. Developing communication materials for use within EHSD as well as for the general public and community partners. Materials will be developed under the direction of the EHSD Community/Media Relations Manager.
2. Collaborating with the Community/Media Relations Manager on ongoing marketing and outreach efforts.
3. Assisting in writing and editing articles for *Headlines*, *Resource Families*, and other EHSD newsletters by agreed upon deadline.
4. Assisting with writing and editing video scripts, collateral material, OpEd pieces, digital content, press releases, etc., by agreed upon deadline.
5. Other specialized media services in support of EHSD as mutually agreed.

Contractor will meet regularly with and report directly to the EHSD Community/Media Relations Manager.

**LICENSE REQUIRED**

Valid Class C California Driver’s License.

**INSURANCE REQUIRED**

During the term of the contract and any extension or modification thereof, Contractor will keep in effect a policy of *motor vehicle liability* insurance and *professional liability* insurance naming the County and its officers and employees as additional insureds, for any use Contractor makes of a private automobile in the performance of the contract, as required by State law and in amounts not less than:

(1) $300,000 for personal injury to, or death of, one person;

(2) $300,000 for injury to, or death of, two or more persons, per occurrence; and

(3) $50,000 for property damage.

Contractor will provide the County with a certificate of insurance evidencing the above liability insurance no later than the effective date of the contract. The policy shall include a provision for thirty (30) days written notice to County before cancellation or material change of the above-specified coverage.

**SELECTION CRITERIA**

The following criteria will be considered when awarding a contract:

75% Demonstration of accurate and compelling writing skills

25% Knowledge of San Francisco Bay Area media

**100% TOTAL**

Oral interviews may be required prior to selection decision.

**SUBMISSION REQUIREMENTS**

Interested parties must submit the following: 1) a letter of interest and résumé; 2) two business references; and 3) three examples of current written work, e.g. short articles, website content, press releases, brochure copy, etc.

Please submit materials by deadline to: [contractbid@ehsd.cccounty.us](mailto:contractbid@ehsd.cccounty.us). **Email should include “RFI 741 Proposal” in the subject line.** Email attachments must be in MS Word, MS Excel, and/or PDF file format.

Contact (RFI Process only): Contra Costa County, EHSD Contracts Unit

Telephone: (925) 608-4969 (for any questions related to submitting the proposal)

E-mail: [contractbid@ehsd.cccounty.us](mailto:contractbid@ehsd.cccounty.us)

Website: <https://ehsd.org/overview/contracting-opportunities/>

**Proposals must be received no later than 5:00 p.m. on Monday, December 12th, 2022.**

RFI submissions received (e-mail timestamp) after the 5:00 p.m. deadline on December 12, 2022 will NOT be accepted or considered for selection.