



**REQUEST FOR PROPOSAL (RFP) ANNOUNCEMENT**

**November 9, 2023**

**Multi-Language Video Development Outreach Project**

**KERN REGIONAL CENTER (KRC)  
FOR FISCAL YEAR 2023-2024**

KRC is a private non-profit agency under contract with the State Department of Developmental Services to provide services to persons with developmental disabilities in Kern, Inyo, and Mono Counties. Developmental disabilities include intellectual disabilities, cerebral palsy, autism, epilepsy, and other neurological conditions.

Consistent with the Lanterman Developmental Disabilities Services Act and the promotion of community-based services for all people with developmental disabilities, Kern Regional Center is currently accepting proposals and invites the community at large to develop resources in Kern, Inyo, and Mono Counties in the category specified in the attached document which briefly describes the service along with the reimbursement process. KRC encourages all interested and qualified parties to submit a proposal in response to the items included in this RFP. KRC looks forward to a collaborative relationship with vendors who propose creative and innovative services.

For further information on this RFP, you may contact:

Tomas Cubias, Assistant Director of Service Access & Equity  
Kern Regional Center  
3200 N. Sillect Ave.  
Bakersfield, CA 93308  
Tomas.Cubias@kernrc.org  
661-840-5348

**RESERVATION OF RIGHTS**

KRC reserves the right to suspend or defer the development of these projects based on funding availability, suitability, or proposals received. KRC reserves the right to request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals. KRC may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need.

KRC reserves the right to withdraw this RFP and/or any item within the RFP at any time without notice. KRC reserves the right to disqualify any proposal which does not adhere to the RFP guidelines. This RFP does not commit KRC to award any grant.

**TIMELINE:**

Issue Request for Proposals	November 9, 2023
Orientation	November 22, 2023
Proposals Due	December 15, 2023
Oral Presentations	January 12, 2024
Award Letters Sent	January 26, 2024
	Contract to be signed by February 29, 2024

**A. Orientation**

A meeting will be held to answer questions from applicants on November 22, 2023, from 1 pm -2 pm via Zoom meeting. The link for the meeting is as follows:

<https://us06web.zoom.us/j/82505097508?pwd=OCBXaVQaTGWa6QxbKbV7Cb5LkVXnaB.1>

**B. Submission of Proposal**

The proposal is due no later than 5 p.m. on December 15, 2023. Any proposal submitted after the closing date and time will not be considered. Proposals shall be submitted by email to Tomas Cubias at [Tomas.Cubias@kernrc.org](mailto:Tomas.Cubias@kernrc.org) or mailed to KRC’s main office at 3200 N. Sillect Avenue, Bakersfield CA, 93308.

If you are interested in developing this service, please complete a proposal in accordance with the submission instructions listed below. The next three sections of the RFP briefly describe the service need, service specifications, and availability of start-up funds.

Applications that are submitted after the deadline or that are incomplete or proposals that do not meet the basic requirements will be disqualified. No proposals will be returned.

This RFP does not commit Kern Regional Center to procure or contract for services or support. Kern Regional Center may elect to fund all, part, or none of the project, depending on funding availability as approved by the Department of Developmental Services and the quality of the proposals received.

**C. Proposal Selection Criteria**

The selection of the applicant(s) will be based on the Scoring Criteria for Written Proposal and Scoring Criteria for Oral Presentation that are attached to this RFP.

**D. Evaluation Committee**

The Committee will be composed of a minimum of three members.

**E. Contract Award Process**

The Evaluation Committee will:

- Review all proposals that meet the format and proposal submission requirements;
- Evaluate each proposal that meets the requirements;
- Select the successful applicant(s) based upon the specific criteria stated in this RFP.

**F. Award of the Contract**

The award of a contract, if made by the Regional Center, will be to the qualified applicant(s) whose proposal best complies with the requirements set forth in this RFP.

**Eligibility**

Any individual, partnership, corporation, association or private-for-profit or not-for-profit agency may submit a proposal as long as this does not merit a conflict of interest (See Conflict of Interest and Exclusion Verification Attachment)

- For partnership submissions, all partners should have full knowledge of the contents of the proposal submitted, and must demonstrate commitment to the project during start-up as well as ongoing operations.

**G. Vendor Application**

The successful applicant will be required to complete a Vendor Application once the RFP has been awarded. The successful applicant will be required to acquire/have an office in KRC's catchment area. KRC requires vendors to carry a minimum of \$1,000,000 coverage in the following categories per incident: Professional Liability, General Liability, Auto Liability, Sexual Molestation, and Workers Compensation. Vendorization does not guarantee utilization.

Facility sites must follow Community Care Licensing (CCL) requirements for licensing. All staff that has direct contact with individuals served, will be required to be fingerprinted.

## **Project Name: Multi-Language Video Development Outreach Project**

### **Rates and Vendorization:**

Service Need: Multi-Language Video Development Outreach Project

Service Area: Kern, Inyo, and Mono Counties

Award Amount: \$70,000 (Reimbursement per milestones reached)

Timeline: Completion of Project on or before 06/30/2024.

### **Information on Language Access Multi-Media Outreach Project:**

Kern Regional Center is looking to expand communication methods via multiple media platforms that can be easily accessed and are compatible with mobile devices. KRC would like to create language-specific videos that are language accessible and culturally responsive to the needs of the diverse communities we serve. These videos are to explain, as an example purchase of service guidelines, Regional Center processes, and content that will benefit the Regional Center consumers, families, and staff. Currently, KRC is utilizing, periodic email blasts, social media, and the KRC website to share information with families. However, families are not optimizing the use of these media strategies and are missing out on valuable information that could increase their knowledge of available services and how to utilize those services.

The target population will be clients, families, and other stakeholders of KRC's intellectual/developmentally disabled clients. KRC's geographic locations include Kern, Inyo, and Mono counties. All videos will be posted on the KRC website and disseminated via social media platforms.

Please provide a portfolio of your work as it relates to this RFP in Video Development and provide details on what services you can provide within the proposed award amount. Please bring your own copies of any work that you would like to present or documents to the RFP panel. If you need any audio/visual equipment such as access to a computer to present a PowerPoint or other Portfolio work please contact [Tomas.Cubias@kernrc.org](mailto:Tomas.Cubias@kernrc.org) by Dec.15, 2023.

The award will be distributed in a reimbursement format per milestones reached. This arrangement will be discussed with KRC once the RFP is awarded to the recipient.

**KRC RFP 2023 PROPOSAL COVERSHEET**

**Attachment – A**

**Must be submitted by December 15, 2023, by 5pm, with all required attachments**

**APPLICATION/PROPOSAL COVERSHEET**

Name of Applicant or Organization Submitting Proposal			
Name of parent corporation, if applicable			
Applicant’s mailing address			
Contact person for project			
Contact phone number	Contact fax number	Contact e-mail address	
Author of proposal or consultant assisting with proposal			Author/consultant phone number
<u>List all Regional Centers with which you have vendored programs or services</u>			
Reg. Center	Name of Program/Service	Type of Program/Service	Vendor Number
<u>List all Regional Centers with which you have programs/services in development</u>			
Reg. Center	Type of Program/Service in Development		Service Start Date
<u>List all Professional References</u>			
Reference Name	Reference Business Name		Contact Number

Application submitted by:

\_\_\_\_\_  
Signature (person must be authorized to bind organization)

\_\_\_\_\_  
Date

**CONFLICT OF INTEREST AND EXCLUSION VERIFICATION**

**CONFLICT OF INTEREST**

According to Title 17 Regulations, Section 54314, the following individuals and entities shall not be vended:

1. Any officer or employee of the state of California;
2. Any applicant in which an officer or employee of the State of California has a financial interest, as defined in the Government Code, Section 87103, except as permitted by Public Contract Code, Section 10430 (g), effective January 1, 1992;
3. Employees and board members of any regional center with a conflict of interest pursuant to Title 17, Sections 54500 through 54525, unless the conflict is eliminated or a waiver is obtained pursuant to Title 17, Sections 54522 through 54525;
4. Any applicant in which the regional center employee or board member has a relationship which creates a conflict of interest pursuant to Title 17, Section 54500 through 54525, unless the conflict is eliminated or a waiver is obtained pursuant to Title 17, Sections 54522 through 54525;
5. Regional Center Clients to provide services for, or to, themselves except to provide transportation or serve as their own Supported Living Services Vendor;
6. Except as specified in Section 54318 of these regulations, any applicant located outside the state;
7. Any applicant that has been determined to be an excluded individual or entity as defined in Section 54302 (b)(1).

**I have read the above information and declare:**

**No present or potential barriers to becoming a vendor exist.**

**A current or potential barrier to becoming a vendor exists.**

**EXCLUSION VERIFICATION**

“Excluded Individuals or Entities means those individuals and entities that have been placed on either the U.S. Department of Health and Human Services Office of Inspectors’ General (OIG) List of Excluded Individuals/Entities or the Department of Health Care Services (DHCS) Medi-Cal Suspended and Ineligible Provider List of persons, or individuals and entities that have been convicted of a criminal offense related to involvement in any program under Medicare, Medicaid or the Title XX services program, or those individuals and entities that meet the criteria included in Title 17, Section 54311 (a)(6).

Pursuant to the Applicant/Vendor Disclosure Statement, all applicants and co-applicants are required to provide verification that the applicant and/or co-applicants are not listed on the State of California or the Federal Office of Inspector General databases for Ineligible Providers and Excluded Providers. **As a requirement of this RFP, please screen all applicants/co-applicants using one the databases listed below. Please include a screen print of your results with your written proposal.**

The State of California Suspended and Ineligible Provider List can be found at:

[Medi-Cal: Publications](#)

The Federal Office of Inspector General “exclusions database” can be found at:

<http://exclusions.oig.hhs.gov>

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Applicant Signature

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Date

FINANCIAL STATEMENT

Attachment – B

AS OF \_\_\_\_\_, 20\_\_

NAME AND ADDRESS OF APPLICANT(S)

ASSETS

Cash on hand. . . . .	\$ _____
Cash in commercial accounts. . . . .	_____
Savings accounts. . . . .	_____
Time deposits. . . . .	_____
Notes and receivables . . . . .	_____
Inventory. . . . .	_____
Life Insurance (cash value) . . . . .	_____
Stocks and Bonds (at market value) . . . . .	_____
Land. . . . .	_____
Buildings and Improvements. . . . .	_____
Equipment, furniture and furnishings. . . . .	_____
Other Investments or Assets (describe):	_____
_____	_____
_____	_____
A. Total Assets	\$ _____

LIABILITIES

Accounts Payable (include installment contracts) (balance due) . . . . .	\$ _____
Salaries and Wages Payable. . . . .	_____
Payroll Taxes Payable. . . . .	_____
Real Estate Taxes Payable. . . . .	_____
Notes Payable (include personal notes) (balance due):	_____
_____	\$ _____
_____	_____
Real Estate Loans or Mortgages (balance due):	_____
_____	_____
Other debts (describe):	_____
_____	_____
_____	_____
B. Total Liabilities	\$ _____

OWNERSHIP (Equity)

C. Total Ownership (difference between A and B) \$ \_\_\_\_\_

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS ON THIS FORM AND ANY ACCOMPANYING ATTACHMENTS ARE CORRECT TO THE BEST OF MY KNOWLEDGE.

COMPLETED BY	TITLE	DATE

REVISED

**Budget**

*Attachment – C*

(Sample Template, provide your proposed line item budget to KRC with justification)

Submitted to KRC for Approval

<u>Allowable Items</u>	<b>Projected Cost</b>
*Purchase of Real Property	_____
*Down Payment for Real Property	_____
*Significant Modifications to Property	_____
*Modifications to Property	_____
*Vehicle Modifications	_____
*Sensitive Equipment	_____
Computers	_____
Printers	_____
Cell Phones	_____
Fax Machines	_____
Audio Video Equipment	_____
Photocopiers	_____
Camera Equipment	_____
Television Equipment	_____
<u>Equipment/Non-expendable property</u>	_____
*Furniture	_____
*Kitchen Equipment	_____
<u>Other Allowable Expenses</u>	_____
Administrative Overhead	_____
Advertising	_____
* Consultant fees	_____
Fingerprints	_____
Food (2 weeks prior to client placement)	_____
Household Supplies	_____
Insurance Liability/Malpractice	_____
Lease Payments	_____
License Application	_____
Linens/Blankets/Bathroom Supplies	_____
Office Supplies	_____
Program Supplies	_____
Lease/Rent (first and last months, plus security deposit)	_____
Staff Salaries (two weeks prior to client placement per Exhibit B-e)	_____
Staff Training (two weeks prior to client placement per Exhibit B-e)	_____
Telephone	_____
*Travel	_____
Utilities	_____
<b><u>Total Requested Funds</u></b>	_____
<b>(not to exceed contract award)</b>	



**CRITERIA FOR WRITTEN PROPOSAL**  
**Multi-Language Video Development Outreach Project**

**Program Description:** Does the proposal clearly address the population to be served? Does the proposal clearly identify all items required in the program design per Title 17, Sections 56710 through 56756? Does the proposal demonstrate a clear understanding and utilization of Person-Centered Planning? \_\_\_\_\_

**Education and Experience:** Does the proposal clearly provide evidence that the applicant possesses the education and/or experience necessary to complete a project of this scope and to manage programs successfully? Does the proposal clearly provide information on the applicant’s knowledge of Social Recreation practices/objectives and the ability to provide social skills training? \_\_\_\_\_

**Proposed Resources:** Does the proposal clearly provide information on where services will be provided, including community resources to be utilized? Does the proposal clearly provide evidence of seeking local resources for programming that are free or local to the community? \_\_\_\_\_

**Program Development:** Does the proposal clearly describe the proposed timelines for the development and completion of the proposed project? \_\_\_\_\_

**Choice and Effectiveness:** Does the proposal clearly address consumer choice and encourage independence? Does the proposal clearly document that the program will provide a normalizing, integrated, accessible experience? \_\_\_\_\_

**Transportation:** Does the proposal clearly describe how transportation to, from and during activities in the community or at a facility/site, will be addressed? \_\_\_\_\_

**Budget and Finance:** Does the proposal clearly display all costs associated with the program? Does the proposal include a Startup Budget and Financial Statement? \_\_\_\_\_

Written Proposals will be scored per the following scoring guidelines by each member of the Review Committee in each of the areas below:

- |   |  |
|---|--|
| 0 | Criteria not addressed at all.   |
| 1 | <u>Minimal Response:</u> Subject area is mentioned; however, applicant has neither included any narrative nor any supporting documentation that demonstrates understanding of this particular proposal requirement.            |
| 2 | <u>Some</u> supporting documentation and/or narrative discussion; however, the responses are not clearly articulated.  |
| 3 | <u>Good</u> supporting documentation and/or narrative discussion; responses are more clearly articulated.  |
| 4 | <u>Maximum Response:</u> Full supporting documentation and/or narrative discussion with exceptionally clear articulation making it readily apparent that applicant understands all aspects of the program development process. |

**The Written Proposal can receive a maximum score of 28 points per member.**

**CRITERIA FOR ORAL PRESENTATION**  
**Multi-Language Video Development Outreach Project**

**Program Description:** Does applicant clearly communicate a working knowledge of their program plan and the ways in which they will implement the program description? Does the applicant clearly communicate a working knowledge of the project category and its practices, objectives and outcomes related to the needs of consumers? \_\_\_\_\_

**Consumer Needs:** Does the applicant clearly communicate knowledge of the consumers to be served and the importance of consumer choice and integration? \_\_\_\_\_

**Experience:** Does applicant clearly articulate pertinent education/experience for developing this program? \_\_\_\_\_

**Overview Summary:** Does applicant clearly field questions from the team about the program in a concise and articulate manner including questions regarding proposed costs? \_\_\_\_\_

Oral Presentations will be scored per the following scoring guidelines by each member of the Review Committee in each of the areas below:

- 0 Criteria not addressed at all.
- 1 Minimal Response: Subject area is mentioned; however, applicant has neither included any narrative nor any supporting documentation that demonstrates understanding of this particular proposal requirement.
- 2 Some supporting documentation and/or narrative discussion; however, the responses are not clearly articulated.
- 3 Good supporting documentation and/or narrative discussion; responses are more clearly articulated.
- 4 Maximum Response: Full supporting documentation and/or narrative discussion with exceptionally clear articulation making it readily apparent that applicant understands all aspects of the program development process.

**The Oral Presentation can receive a maximum score of 16 points per member.**

**The written proposal and presentation can achieve a maximum score of 44 points per member. (Written proposal = 28 points. Oral presentation = 16 points.)**

**DEVELOPMENT QUESTIONNAIRE**

Name of Applicant/Organization: \_\_\_\_\_

1. Development Experience: Describe your experience in developing the type of videos proposed in the Project Summary of this RFP.

2. Staff Qualifications: Describe the qualifications of the individual(s) who will create and develop the twelve (12) videos. Attach their resume(s).

3. Development Plan and Timeline: Briefly describe how you would go about planning for this project, including proposed timelines for development and what you would consider to be important development objectives and/or milestones.

4. Financial Resources: What financial resources do you bring to the project (e.g., line of credit, cash or fluid capital reserves, etc.)?