

Request for Proposals for a Walk for Warmth (WFW) event Coordinator for February 2021 event

Requesting Organization: Ottawa County Community Action Agency

SECTION I: INTRODUCTION

The 32nd annual Ottawa County Community Action Agency (OCCAA) **Walk for Warmth** event is scheduled to be held **virtually on and around February 6, 2021.**

The Walk for Warmth event raises funds for families in Ottawa County who have received a shut-off notice from their utility company. Walk for Warmth funds are used in order to keep families warm in their homes throughout the cold winter months. Ottawa County Community Action Agency is a county-wide organization and proceeds from the Walk for Warmth are distributed to clients in need throughout Ottawa County.

The Walk for Warmth event draws support from local businesses, organizations, school groups and individual walkers that obtain pledge donations for the walk. This event typically attracts upwards of 200 participants who have typically gathered at City on a Hill Ministries and then follow a well-marked walking route around downtown Zeeland. In the past, area governmental officials often attend and briefly comment on how the Walk for Warmth benefits their constituents. Local businesses have donated refreshments and complimentary bags with coupons and give-away items for the walkers. Due to COVID-19, this event will be held virtually and social media will be used to replace face-to-face aspects of the event. Media contacts are notified and provide promotion for the event. Several local schools have a poster design contest and the winning entry is printed and used as the ongoing motif for the event.

A. Applicant Eligibility

Eligible applicants include individuals and organizations, whether for-profit, not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined in the Scope/Statement of Work outlined below. OCCAA reserves the right to check all references furnished and consider the responses received in evaluating the proposals.

B. Qualifications

The firms or individuals responding to this RFP must demonstrate the following qualifications:

- Evidence of substantial knowledge and experience in coordinating a community/fund-raising or similar event.
- Strong understanding of event promotion, planning, eliciting donations, and community participation.
- Knowledge or experience in working specifically with non-profit agency events is helpful, but not required.

C. Scope/Statement of Work

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1. Coordinate the entire 2021 Walk for Warmth event (* NOTE: a **Walk for Warmth Manual** containing directions, document templates, email and mailing addresses, etc) is available).
2. Send out mailings to business to solicit monetary and other donations. Coordinate tracking donations on spreadsheets with agency staff. (stationary, envelopes and postage **supplied by the agency**)
3. Facilitate Media contacts
4. Coordinate details with the event site.
5. Coordinate with OCCAA staff.
6. Coordinate Poster drawing contest
7. Attend the event virtually
8. Arrange for notifying/coordinating elected officials and establish their attendance.
9. Arrange for virtual speaker.
10. Monitor social media sites for attendance and even promotion
11. Update all forms, when needed, for the event and post on the agency website.
12. Secure and coordinate volunteers for the event
13. Contact groups that typically participate in the event.
14. Send out/coordinate letter and media acknowledgements and thank-you's
15. Miscellaneous additional tasks

SECTION II: PROPOSAL CONTENTS

Each proposal must include:

1	Completed cover sheet (See Exhibit A, page 8)	
2	Proposal Summary:	1 page
3	Proposal Narrative:	No more than 4 pages , including attachments, graphics or brochures
4	Organizational background and capabilities:	No more than 1 page
5	Budget proposal and brief narrative	No more than 2 pages
6	Two Letters of Reference from current or former organizations the bidder has serviced	
7	Certifications & Other Terms & Conditions (see Exhibit B, page 9)	
	Total:	8 pages [excluding Cover Sheet (Exhibit. A), letters of reference & Exhibit. B]

A. Written Response Format Requirements

The following documents should be completed in Double-spaced, Times New Roman; font size 11. Use affirmative language (words like “shall” or “will”) so the narrative can be easily converted into contract language.

B. Proposal Summary

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Provide a concise, 1 page summary of your proposed services and methods of delivery.

C. Proposal Narrative

The following sections must be addressed in your proposal.

1. Describe how you will provide the coordination services described in the Scope/Statement of Work, along with any additional tasks you feel will enhance the event.
2. Describe your or your organization's experience and qualifications for performing these services.
3. Submit an Itemized Budget and provide a breakdown of costs by separate line items (1 page). Also please include a brief 1 page budget narrative describing each proposed cost item.
4. Submit a Proposed Timeline for accomplishing the items identified in the Scope of Work.
5. Two (2) letters of reference, with current contact information, from current or former clients/organizations served with similar services.
6. Fill out and submit with the proposal narrative both Exhibit A and B on pages 8 and 9.

D. Proposals will not exceed 8 pages including the budget and any graphics and/or pamphlets/brochures. The Cover Page (Exhibit A) is not included in the 8 page limit, nor the letters of reference or Exhibit B. The Proposal Narrative must discuss the Respondents approach and methodology to providing the services identified in the Scope of Work.

SECTION III: GENERAL PROPOSAL STIPULATIONS

A. LIMITATIONS

Ottawa County Community Action Agency (OCCAA) assumes no contractual obligation as a result of the issuance of this RFP, the preparation or submission of a response by a Respondent, the evaluation of an accepted response, or the selection of finalists. This request for proposals and information does not commit OCCAA to pay any costs incurred in the preparation of responses, to procure or contract for any goods or services whatsoever, or to award a contract. OCCAA shall not be contractually bound until a written contract for performance of the work has been executed with the successful Respondent. OCCAA reserves the right to accept or reject any or all bids received as a result of this request, to negotiate with any sources that OCCAA deems qualified, to fund qualified Respondents through alternative funding sources if OCCAA deems such alternative funding to be available and appropriate, or to cancel, in part or in its entirety, the request if it is in the best interest of OCCAA to do so. OCCAA may require the Respondent to participate in negotiations and to submit any price, technical, or other revisions to their proposals as may result from negotiations.

The terms and conditions of the RFP supersede and control those of the proposal or of any exhibits or attachments submitted by the Respondent.

B. PROPOSAL OWNERSHIP

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All proposals, including Exhibits, supplementary materials, addenda, etc. shall become the property of the County of Ottawa and will not be returned to the Respondent.

C. CONFIDENTIALITY

All responses, inquiries, and correspondence relating to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation produced by the Respondent that are submitted to OCCAA as part of the proposal or otherwise, shall become the property of OCCAA when received and may be considered public information under applicable law.

D. FREEDOM OF INFORMATION ACT

All information in any Proposal submitted by the Respondent is subject to the provisions of the Michigan Freedom of Information Act, 1976 Public Act No. 442, as amended, MCL 15.231, et. seq. (the "FOIA").

E. WITHDRAWAL OF PROPOSAL

Proposals may be withdrawn by a Respondent, or authorized representative, provided their identity is made known and a receipt is signed for the proposal, but **only** if the withdrawal is made prior to the stated proposal deadline. In case of error by the Respondent in making a proposal, the Evaluation Committee may, by discretion, reject such a proposal upon presentation of a letter by the Respondent which sets forth the error, the cause thereof, and sufficient evidence to substantiate the claim.

F. EQUAL OPPORTUNITY

OCCAA will make every effort to ensure that all Respondents are treated fairly and equally throughout the entire review and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

G. CONTRACT

OCCAA may award a contract(s), based on proposals received, without discussion of such offers. Accordingly, each proposal should be submitted on the most favorable terms from a price and technical standpoint, which the Respondent can submit. However, OCCAA reserve the right to request additional data, oral discussion or presentation, in support of written proposals. Requests for additional information regarding the proposal have a three (3) working day limit on the time allowed to respond. All responses must be in writing. Failure to comply with this stipulation may result in an adverse consideration of the proposal.

Subcontractors cannot be identified in a proposal unless they were competitively procured for the intended purpose prior to the submission of the proposal. To do so would jeopardize full and open competition. If a proposal is submitted that identifies subcontractors, the identified parties must be properly procured or the proposal must be rejected.

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The terms and conditions of the final contract awarded supersede and control those of the RFP and of any proposal or of any of the attachments submitted by the Respondent.

H. ACCOUNTING RECORDS

Each Respondent must maintain acceptable accounting records. An adequate system of managing funds and for keeping back-up data to support expenditures for audit purposes is the full responsibility of each Respondent. OCCAA will not contract with an organization to deliver funded services or activities unless the organization can provide, upon request, a statement from a Certified Public Accountant (CPA) that it's accounting system meets generally accepted standards of accounting.

I. COST

Please provide a detailed, itemized budget for the contract period. Only costs directly related to the delivery of services and properly supported with back-up data and records will be allowable charges.

J. NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITIES AND CERTIFICATIONS

The Respondent certifies it shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment or participation because of race, color, religion, national origin, age, sex, disability, height, weight, marital status, political affiliation, beliefs, or citizenship.

L. INDEMNIFICATION/ASSURANCES AND CERTIFICATIONS

Individuals or organizations submitting a proposal must be willing to sign a contract, which will provide a full indemnification and hold harmless of any liability of Ottawa County Community Action Agency or its governing bodies for any services conducted by the contract agency. The contract will include a full statement of responsibility for reimbursing OCCAA for any costs or expenditures which are disallowed in an audit.

M. ESTIMATED SCHEDULE OF EVENTS/TIMELINE

Event	Date	Time*
Release of RFP	Thursday, November 5, 2020	
Deadline for submission of questions	Monday, November 9, 2020	11:59pm
Answers to questions will be posted to www.miottawa.org/community action website by:	Tuesday, November 10, 2020	5:00pm
Proposals Due to Ottawa County Comm. Action	Friday, November 13, 2020	4:00pm

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Proposal Review	Monday, November 16, 2020	
Contract Negotiation & Award	Monday, November 16, 2020	
Contract Begins	Tuesday November 17, 2020 or as negotiated	
Contract Ends	April 30, 2021	

N. TECHNICAL ASSISTANCE

Assistance will be available via email as required to develop responses to this RFP. Organizations are, however, responsible for the content and for the development of their own proposals. Questions may be emailed to info.occaa@miottawa.org until 11:59pm, prevailing time, Monday, November 9, 2020. Responses will be posted to the <https://www.miottawa.org/Community/CAA/> website by Tuesday, November 10, 2020 at 5pm, ET.

O. PROPOSAL SUBMISSION

To be considered, one (1) electronic PDF copy of the proposal must be received in the Ottawa County Community Action Agency office via e-mail info.occaa@miottawa.org by 5pm on Friday, November 13, 2020. A hard copy with original signatures must then be sent to Ottawa County Community Action Agency, 12251 James Street, Suite 300, Holland, MI 49424 **postmarked by November 13, 2020.** Instructions provided in this RFP document should not be submitted with the response. Responses should use affirmative language “will or shall” so that proposals may be easily converted to contract form. The Proposal Cover Sheet (Exhibit A) must be attached at the beginning of your submission. Review and sign all exhibits where appropriate and submit with your proposal. Signatures shall be signed in **blue ink**. Any proposals received after the submission date and time will be considered void and unacceptable. OCCAA is not responsible for lateness of mail, carrier, etc., and the date/time stamp affixed by OCCAA shall be the official date and time of receipt. Proposals are sealed bids and no changes will be made after submission.

P. PROPOSAL EVALUATION / REVIEW CRITERIA

All proposals will be rated by a review team of OCCAA that may include staff, board members &/or local elected officials.

The selection of a proposal(s) for contract award shall be made after a careful evaluation by the Review Team. Each proposal will be evaluated for acceptability with emphasis on the various factors listed below:

Scoring of the Proposal: Respondent proposals shall be evaluated against a 100 total point system, weighted as follows:

Narrative regarding activities identified in scope of work	45
Prior Experience/Credentials	30
Budget and Cost Effectiveness	15

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Ability to meet timing requirements to complete project	10
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NOTE: All proposals will be subject to a cost/price analysis.

REVIEW AND APPEAL PROCESS

All protests or appeals of funding decisions rendered by OCCAA and all complaints arising out of the administration of any contract shall be resolved in accordance with the Ottawa County Community Action Agency Complaint and Grievance Policy available upon request from info.occaa@miottawa.org.

Q. TERMINATION FOR CONVENIENCE (TFC)

OCCAA may terminate any contracts awarded pursuant to this RFP for convenience (TFC), which is an express termination right, in whole or in part, if OCCAA determines that cancellation is in their best interest. OCCAA will not be liable for any anticipatory profit in the event of a TFC. Reasons for termination will be left to the sole discretion of OCCAA.

Any such termination shall be instituted by delivery to the Vendor of a written notice specifying the extent to which performance of the work under the contract is terminated and the date on which termination becomes effective.

R. CHOICE OF LAW

Any Contracts awarded pursuant to this RFP will be executed in the State of Michigan and shall be governed by Michigan law.

S. INSURANCE

The Respondent must maintain the insurance coverage required by OCCAA while any agreement is in force, including automatic renewal terms, and shall provide documentation of such insurance in a form satisfactory to OCCAA when required.

T. MONITORING

OCCAA will be monitoring, auditing, and evaluating all services throughout the contract period.

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Exhibit A: Proposal Cover Sheet

Name:		
If Organization: Contact Person:		
Address:		
City/State/Zip Code:		
Telephone:	Landline:	Cell Phone:
E-Mail:		
Website:		

Proposing Entity Certification

The proposing entity certifies by the signature below that the information in this application is correct, that the entity meets the requirements of the program, and that all services provided under a subsequent Contract will meet the requirements detailed in the RFP Instructions.

The person whose signature appears below certifies the information given in this application is true and correct and that they are authorized to bind the proposing organization; certifies this application is a firm offer binding the organization for a period of 90 days, and understands that approved applications are subject to negotiation.

Signature of Authorized Representative:

Printed Name

Title

Signature

Date

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Exhibit B

If awarded funding, the applicant hereby certifies and assures that it will fully comply with the following federal regulations (if applicable to your organization):

Certification and Other Terms/Conditions

1. The signing individual certifies that he/she is authorized to contract on behalf of the organization offering this proposal.
2. The signing individual certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreements made for the purpose of restricting competition.
3. When delivering services under an approved contract, the contractor shall work under the broad supervision of Ottawa County Community Action Agency (OCCAA).
4. The signing individual certifies that there has been no attempt by him/her or anyone in their organization to discourage any potential applicant from submitting a proposal.
5. The signing individual certifies that he/she has read and understands all of the information in this Request for Proposals.
6. The signing individual certifies that his/her organization, and any individuals to be assigned to the project, does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state, or local government.
7. OCCAA reserve the right to negotiate a best and final offer with applicant selected.
8. Payments shall be made on a cost reimbursement basis (no advances). Invoices shall detail expenses based on the line items in the proposal budget. Generally, Ottawa County will pay invoices within 30 days of receipt, unless questions arise as to the appropriateness of an expense.

Signature

Date

(Signed certification/conditions to be returned with the proposal)