Organizational Overview
California Association of Food Banks (CAFB) leads the collective effort to end hunger in California. Together with our 41 food banks, we are working towards a well-nourished California where everyone has enough food to lead a healthy life. We do this by stocking food banks with farm-fresh produce and pantry essentials, helping eligible Californians enroll in food programs, and elevating the voice of hungry Californians in our statehouse, the country’s capital, and in the media. We work to ensure that food banks have the tools and resources they need to do what they do best: feed our communities.

Project Overview
Food ACCESS is a conference, hosted by CAFB, that brings together around 400 individuals from around the state and across the country to address the hunger epidemic. The event explores the underlying causes of hunger, how to increase equitable access to food, and what steps can be taken towards creating a hunger-free California. The conference will include interactive workshops, roundtables, plenaries, networking, and reception. Primary attendees include food bankers, anti-hunger advocates, civil servants, and philanthropists.

Event Date: Early May 2024 (2 days)
Location: Sacramento
Estimated attendance ~375

Period of Engagement
July 2023 through June 2024.
Scope of Work

CAFB seeks the services of a consultant across a period of 11 months to:

Collaboration
- Set agenda and lead regular meetings with CAFB team to ensure coordinated efforts and cohesion to overall themes and conference outcomes.
- Track activities to ensure milestones and deadlines are met.

Logistics Support
- Assist with finding venue for event; negotiate and secure contract.
- Negotiate concessions / food at agreed pricing; advise on meal orders.
- Collect and review insurance needs; inform CAFB.
- Coordinate and arrange technology, wifi, and AV needs for speakers and event.
- Advise on and coordinate furniture and other rentals as needed.
- Research and suggest local hotel options and if applicable arrange for special conference rates.
- Advise on and coordinate venue layout, including ballrooms and workshop rooms.
- Track all costs and carefully review final bills to ensure everything was set up and accurate before and after the event.

Onsite Responsibilities
- Act as primary venue liaison.
- Provide fully trained staff for the conference duration.
- Manage health and safety protocols (CDC / CDPH).
- Aid in overall setup and strike.
- Set up, staff, manage, and oversee onsite attendee check-in process.
- Manage on-site technical issues during conference.
- Place and update signage throughout the event to reflect appropriate timing, speakers, workshops, sponsors, and offerings.
- Troubleshoot and problem solve as issues arise.
- Help answer attendee questions about location, schedule, etc.

Registration Management
- Assist with the determination of registration categories.
- Ensure registration of all speakers and sponsors (if applicable per benefits).
- Manage registration lists, including sponsor’s guests, dietary preferences and other accommodations.
- Create name badges, dietary cards, and other inserts; track VIP and other attendee categories.

Program Needs
- Advise in the development of the Conference program.
- Generate ideas of potential keynote speakers.
- Contact and negotiate contracts with identified keynote and other paid speakers.
- Arrange travel, hotel accommodations, and other logistics as needed for speakers.
- Act as primary contact for keynote speakers.
• Coordinate workshops; secure final list of speakers, materials, and decks; update conference app to reflect workshops and conference schedule and ensure speakers profiles are created.

Entertainment
• Arrange and schedule musicians / entertainment for the conference reception, if needed.
• Organize all aspects of the reception, food, entertainment, raffle, drink tickets, and transportation, if needed.

Sponsors / Resource Table Assistance
• Work with sponsors to ensure implementation of onsite benefits, including promotional items for tote bags and information for resource table sponsors.
• Create resource table layout plan for conference.
• Serve as primary point of contact for resource table sponsors, in preparation for event and onsite.

Proposal Instructions

Contact Information
Proposers are cautioned not to discuss this RFP with any employee of CAFB. Neither proposers nor anyone representing the proposer, are to discuss this RFP with any consultant or contractor engaged by CAFB for assistance in preparing a response to the RFP. Violation of this prohibition may result in the disqualification of the proposer.

Pre-Proposal Conference Call
A Pre-Proposal conference call is scheduled for June 9 from 12:00-1:00 PM, link.

Questions
All questions and or clarifications to this RFP must be submitted electronically to Lauren Lathan Reid at lauren@cafoodbanks.org, on or before the due date specified in the above timeline.

Contract Type
A time and materials contract will be used for the services provided by the firms selected from this RFP. Any services provided by the consultant that are not specifically covered by an approved contract with CAFB will not be reimbursed.

Addenda
CAFB reserves the right to revise the RFP documents. Revisions, and notifications thereof, will be made by written addendum and distributed via e-mail. CAFB will not be bound to any modifications to or deviations from the requirements outlined in this RFP as a result of any oral discussions and/or instructions. Proposers must acknowledge receipt of any addenda in their proposal.

Pre-Contractual Expenses/Cancellation of RFP
CAFB shall not be liable for any pre-contractual expenses incurred by the firm in preparation or submittal of their proposal. The proposer shall not include any such expenses as part of their price
proposal. Prohibited pre-contractual expenses include any and all expenses incurred by the proposer before the issuance of the Notice To Proceed by CAFB. CAFB additionally reserves the right to cancel this RFP at any time prior to contract award without obligation in any manner for proposal preparation, interview, fee negotiation, or other marketing costs accrued by proposers associated with this RFP.

**Materials Furnished by CAFB**
All software, data, reports, surveys, drawings, and other documents furnished to the consultant by CAFB for the consultant’s use in the performance of work shall be made available only for use in performing the assignment and shall remain the sole property of CAFB. All such materials shall be returned to CAFB upon completion of work, termination of the contract, or other such time as CAFB may determine.

**Amendments to Proposals**
No amendment, addendum, or modification to proposals will be accepted after the Submittal Due Date and Time as specified in the Notice of this RFP.

**Budget**
The budget for this project is not to exceed $47,500.

**Proposal Elements & Submission**
Qualification, forms, and all materials related to this RFP are to be submitted electronically to Lauren Lathan Reid at lauren@cafoodbanks.org on or before the due time and date specified in the above Notice of RFP.

**Proposal Content**
Proposals must include a strategic planning approach, initial work plan and timeline, estimated cost and fee schedule, biography/qualifications of key staff, client list of comparable work, and three references. See below for specific requirements for each section.

The proposal is limited to 20 (8 ½” x 11”) pages in no less than 12-point font. This page limit does not include the cover, tabs, and cover letter. Charts and schedules may be included in 11” x 17” format and are considered as one page in the proposal. Each page must be consecutively numbered. Each section must be tabbed and labeled. Content and cover letters shall not include any unnecessarily elaborate or promotional material. Lengthy narrative is discouraged, and presentations should be brief and concise. Content that does not contain the required information will be deemed non-responsive and will not be considered.

If at any time during the RFP process, a firm makes any changes to proposed key personnel or sub-consultants, the firm must notify CAFB in writing of those proposed changes as soon as they are known. CAFB reserves the right to accept or reject such proposed changes or to revise the evaluation scoring to reflect the proposed staffing changes. All submittals must be formatted based on the sections below.
Cover Letter
Specific and required elements of this section include the following:

- Identification of all proposed sub-consultants including a description of the work to be performed by the firm and each sub-consultant proposed for the Project and an estimate of the percentage of work to be performed by each sub-consultant;
- A list of all prime contracts (if any) awarded to the firm by CAFB for the last five (5) years. The list shall include a short description of the project, the award date, the completion date, the name of the assigned Project Manager, and the contract value;
- A statement that the proposal is valid for 180 calendar days from the date of submission;
- A signed statement by an officer of the prime firm who can bind the firm to the Agreement and attest that all information in response to this RFP is true and correct;
- And a memorandum from a principal of each sub-consultant indicating the specific portion of the Project the sub-consultant will be performing.

Qualifications, Related Experience, and References
This section of the proposal should establish the ability of the proposing firm to satisfactorily perform the required work by reasons of experience in performing work of the same or similar nature. Specific and required elements of this section include the following:

- Provide a brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size, and location of offices; and number of employees.
- Provide a general description of the firm’s current financial condition; identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede the ability to complete the Project.
- Describe the firm’s experience in performing work of a similar nature to that solicited in this RFP and the participation in such work by the key personnel proposed for assignment to this Project. Highlight the firm’s and key personnel’s experience with the work or services identified in the Scope of Services.
- Provide a list of past joint work by the proposer and each sub-consultant, if applicable. The list should clearly identify the project and provide a summary of the roles and responsibilities of each party.
- Provide a minimum of three (3) references for work of a similar nature for both the firm and the Project Manager. Furnish the name, title, address and telephone number, and e-mail address of the person(s) at the client organization who is most knowledgeable about the work performed. References may also be supplied from other work not cited in this section as related experience.

Proposed Staffing and Project Organization
This section of the proposal should establish the method that will be used to manage the project as well as identify key personnel assigned and their qualifications. Specific and required elements include the following:
• Provide education, experience, and applicable professional credentials of proposed project staff.
• Identify key personnel proposed to perform the work in the specified tasks and include major areas of subcontract work. Include the person’s name, current location, proposed position for this Project, current assignment, level of commitment to that assignment, availability for this assignment, and how long each person has been with the firm. CAFB reserves the right to review, approve and/or designate the positions and functions deemed to be “key” to the project and request information concerning key personnel not listed as such by the proposer.
• Furnish brief biographies of key personnel identified above, highlighting any applicable experience based on the scope of work, total years of experience, years of experience with current firm, and representative projects comparable to the scope of work, registrations, or certifications.
• Include a project organization chart that clearly delineates communication and reporting relationships among the key personnel and staff, including sub-consultants.
• Include a statement that key personnel will be available to the extent proposed, or designated by CAFB, for the duration of the Project, acknowledging that no person designated as "key" to the Project shall be removed or replaced without the prior written concurrence of CAFB.

Project Approach and Work Plan
This section of the proposal shall provide a narrative that addresses the Scope of Services and shows a clear understanding of the Project needs and requirements. Specific and required elements include the following:

• Describe the approach and work plan for completing the tasks specified in the Scope of Services. The work plan shall be of such detail to demonstrate the firm’s ability to accomplish the project objectives and to meet the project schedule.
• Outline sequentially the activities that would be undertaken in completing the tasks and specify who in the firm would perform the work.
• Furnish a project schedule for each task and subtask in terms of elapsed weeks from the project commencement date.
• Identify methods that will be used to ensure quality control as well as budget and schedule control for the project.
• Identify any special issues or problems that are likely to be encountered during this project and how they will be addressed.
• Firms are encouraged to propose enhancements, or procedural or technical innovations to the Scope of Services, that do not materially deviate from the objectives or required content of the Project.

Contract Exceptions
In submitting a proposal in response to this RFP, the consultant is certifying that it takes no exceptions to this RFP including, but not limited to, the Agreement. CAFB does not anticipate making substantive changes to its Agreement. Proposers are asked to include in their proposal a written discussion of any and all proposed exceptions or deviations from the Draft Agreement. Firms will be deemed to have accepted any and all terms and conditions not objected to or identified as an exception or deviation to this RFP. Exceptions must include any considerations for alternative types or amounts of insurance.
as specified in the Draft Agreement, including such types and levels for all sub-consultants. Exceptions, if any, may be reason for rejection of a proposal.

Appendices
Information considered pertinent to this RFP or to the evaluation of qualifications of the proposer, which has not been specifically solicited in any of the aforementioned sections, may be placed in a separate appendix section. Appendices are not included within the page limit set forth above. Appendices must be relevant and brief and must not include extraneous material that does not directly address an element of this RFP.

Cost Proposal
Proposers are asked to submit both technical information requested in this RFP, as well as a cost proposal. This should include the cost structure, estimated hours and hourly rate, etc.

Acceptance of Proposals
CAFB reserves the right to accept or reject any and all submittals to this RFP, or any item or part thereof, or to waive any informalities or irregularities in a submittal. CAFB reserves the right to cancel this RFP at any time without prior notice and CAFB makes no representation that any contract will be awarded to any firm responding to this RFP. CAFB reserves the right to reject all submittals and to re-issue (or not re-issue) a new RFP for the same or similar scope of work. CAFB reserves the right to adjust or postpone key dates specified in the above Notice of RFP for its convenience.

Consultant Selection Criteria and Weights
The primary objective of CAFB is select a Consultant to perform the services specified in this RFP. CAFB has established criteria for this selection process as follows:

- The selection process shall be fair, open, and competitive.
- The selection of the firm will be based on clearly stated objectives, identified in this RFP.
- Selection of the firm(s) shall be based upon demonstrated competence, professional qualifications, experience, proposer’s approach, and opportunities to streamline tasks identified in the Scope of Work.
- Upon review of the proposals, a shortlist of firms most technically qualified to perform the work outlined in the RFP will be invited to a virtual interview.
- CAFB reserves the right to reject any and all proposals. CAFB is under no obligation to award a contract for the subject work. At the conclusion of the evaluation process, the Evaluation Committee will recommend to the body or officer having authority to award the contract on behalf of CAFB (“Awarding Authority”) to the firm who ranked the highest in overall score. CAFB reserves the right to request additional information and/or clarification from any or all proposers to this RFP but is under no obligation to do so.

Proposals will be evaluated based on the criteria and weights identified herein as follows:

- **Qualifications, Related Experience, and References:** Firm’s experience, and past and current client references; technical expertise and professional competence in areas directly related to
this RFP including supporting the vision of food security for all Californians (or experience performing similar work); demonstrated ability to manage and coordinate the work; deliver quality products and services; deliver projects within budget and on schedule; and experience working with public and private entities, particularly the utilities identified and not identified in the RFP.

- **Proposed Staffing and Project Organization**: Technical expertise and professional competence in areas directly related to the work identified in this RFP; required; strength of experience of proposed personnel; breadth and depth of resources, availability of proposed staffing.

- **Work Plan**: Depth of understanding of CAFB’s needs and requirements, and understanding of the Scope of Work. Proposer’s approach and methodology reflect the ability to provide the requested work. Demonstrated knowledge of the work being requested; identification and knowledge of all requirements cited in the Scope of Work; and proposed technical or procedural innovations to enhance items identified in the proposal.

- **Price and Schedule**: Overall price and ability to meet the proposed schedule.

- **Vision & Values**: Preference may be given to firms with lived experience in alignment with CAFB’s mission, vision and values.

CAFB shall select the firms in closest alignment to our priorities to participate in the interview process. The number of firms invited shall be at the discretion of CAFB.

**Negotiations & Award**

CAFB intends to award a contract to provide the services as described in this RFP with specific performance and schedule details to be contained in the final contract negotiations. It is anticipated that the term of the contract will be based on a time the event schedule, expiring upon completion of services identified in the scope. CAFB reserves the right to contract with additional consultants, if services fall short of expectation.