



**HOUSE FARM WORKERS!**

## **NOTICE FOR REQUEST FOR PROPOSALS (RFP)**

**Regarding a proposal to prepare and conduct a Survey of the housing conditions and needs of Farmworkers living in the County of Ventura, CA**

**This Request for Proposal is being distributed on February 8, 2022. The deadline to submit a proposal(s) is March 15, 2022, no later than 4:00 p.m.**

*House Farm Workers! (HFW!),* a Ventura County nonprofit corporation, is seeking proposals from qualified consulting firms (“Consultant”) to prepare and conduct a survey of conditions and needs of farmworkers living in Ventura County. The survey is one component of the larger “Project” described below. *HFW!* is partnering with the County of Ventura (“County”) to direct and fund this Project (together known as “Project Partners”). The County is the Lead Agency for this Project, which is included as a Program in the County’s 2021-2029 Housing Element (Program E). The “Project Coordination Committee”, which will oversee the Project, includes staff from the Ventura County Planning Division and representatives from *HFW!*. A committee of stakeholders (“Advisory Council”) will give regular input to the Project Coordination Committee. The Executive Director of *HFW!*, Gabrielle Vignone, is the “Project Manager” for tasks included within this RFP.

### **The Project**

*HFW!* believes that the official counts of farmworkers within Ventura County significantly underestimate the true population and the different types of farmworkers and their household needs. *HFW!* and the County have committed to the preparation of a Ventura County Farmworker Housing Study and Action Plan that will be utilized by County and City governments, housing providers and organizations, farmworker advocate organizations, and other key stakeholders to meet verified farmworker needs, including the development of innovative models for producing the type and amount of housing necessary to serve this important population, as well as identifying gaps in social services. The Study will be based, in large part, on the countywide survey of farmworkers and other stakeholders which is the subject of this RFP.

The Project began in Fall 2021 and is expected to be completed by December 2023. There are five Project Phases:

1. Advisory Council Formation
2. Farmworker Housing Survey Design
3. Survey Implementation
4. Farmworker Housing Study and Action Plan
5. Community engagement in implementing the Action Plan

**Note: This RFP is for Phases 2 and 3**

### **Project Cost and Funding**

The total cost of the Project is projected to be a minimum of \$350,000 and a maximum of \$500,000. The Project is partially funded by state monies in the LEAP and REAP grants from the Southern California Association of Governments (SCAG). The remainder of the Project will be funded by County and City governments, other grants, and donations/grants from members of stakeholder sectors including agriculture, transportation, health, education, unions, and others. The Project Partners are responsible for obtaining the funding which is expected during the summer and fall of 2022. *HFW!* will interface with the Consultant and will make sure that timely payments are made to Consultant(s) for all contracted work.

### **Procedure and Deadlines**

Responding consultants must submit one (1) paper copy of proposals (delivered or mailed to the following address), and one (1) digital file, emailed to [info@housefarmworkers.com](mailto:info@housefarmworkers.com), no later than March 15, 2022, at 4:00 p.m.

***House Farm Workers!***  
**c/o Brokaw Nursery**  
**5501 Elizabeth Road**  
**Ventura, CA 93004**  
[info@housefarmworkers.com](mailto:info@housefarmworkers.com)

Please email *HFW!* to confirm that you have received this RFP and will consider submitting a proposal.

### **Questions regarding this RFP**

**On Thursday, February 24, 2022, from 1:00 to 2:00 p.m.**, a Zoom meeting will be held to address questions from potential respondents. To participate in the meeting, please send initial written questions, and a request for the Zoom link to [info@housefarmworkers.org](mailto:info@housefarmworkers.org) latest by 10:00 am on February 24, 2022.

Farmworkers have been in the spotlight during the pandemic as they continue to harvest the fresh products that we eat while they suffer disproportionate hardship. Ventura County leaders and residents recognize the importance of farmworkers to our economy and the green vistas that we enjoy. In the last two years, they have stepped up in many ways to alleviate suffering. This Project will help to keep the focus on farmworkers and inspire the whole community to respect and support them.

We hope that you will be inspired to provide the survey that will make that happen!

Sincerely,

Gabrielle Vignone  
*House Farm Workers*

Enclosure: Request for Proposals (RFP) with four attachments (available online at <https://housefarmworkers.org/vc-fhs>)

# REQUEST FOR PROPOSALS (RFP)

Regarding a proposal to prepare and conduct a Survey of the housing conditions and needs of Farmworkers living in the County of Ventura, California

**DEADLINE FOR SUBMISSION: March 15, 2022, no later than 4:00 p.m.**

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## **Attachments**

- A. Sample Contract
- B. Acknowledgement Form
- C. Ventura County's 2021-2029 Housing Element, Background Report (Excerpt), Summary on Farmworker Needs in Ventura County
- D. Data Resources with Links



## **BACKGROUND**

### **WHY CONDUCT A SURVEY?**

The mission of *House Farm Workers!* is to promote safe, decent, secure, and affordable housing for Ventura County farmworkers and their families through education and advocacy. The mission of the County is to provide superior public service and support so that all residents have the opportunity to improve their quality of life while enjoying the benefits of a safe, healthy, and vibrant community.

*House Farm Workers!* are constantly asked to quantify and define the need (“How many farmworkers need safe and affordable homes?”, “What kind of housing do farmworkers need?”) but lack data to provide an answer.

We don’t even know how many farmworkers live in Ventura County.

Inspired by the 2015-2018 Salinas Valley and Pajaro Valley Farmworker Housing Study, *House Farm Workers!* asked the County of Ventura to include a similar project during their Housing Element Update that was processed during 2020-21. The County’s certified 2021-2029 Housing Element contains the following Program E:

*“Program E: Farmworker Housing Study: The County, working with advocacy groups, agricultural organizations and Ventura County cities, will: (1) take on a coordinating role to seek funding for, and to implement, a countywide survey of farmworkers, employers, and housing providers to further define housing conditions, needs, and barriers to farmworker housing; and, (2) utilize the survey results to develop targeted programs and strategies to address the identified housing needs of farmworkers and to support agricultural businesses with a stable and healthy workforce. In implementing this program, the County shall strive to affirmatively further fair housing by providing housing opportunities (farmworker units or complexes) under the County’s RHNA obligation and for both County and cities to provide services for the farmworker population throughout the County.”*

All ten Ventura County cities have been asked to include a similar program in their Housing Element updates. Two have done so, Camarillo and Oxnard, and three cities: Santa Paula, Moorpark, and Ventura have included support for the program in their draft Housing Elements. In the last year, the County has briefed city planning directors and city managers about the study at regular regional meetings of local jurisdictions.

We anticipate that, with the completion of the Farmworker Housing Study and Action Plan by December 2023, we will have a statistically valid snapshot of Ventura County farmworker numbers and housing conditions/needs. This information will be utilized by County and City governments, affordable housing providers and organizations, farmworker advocate organizations, and other sectors including health, transportation, and education, to focus on meeting verified farmworker needs, including the development of innovative models for housing provision and identifying gaps in social services.



## VENTURA COUNTY AGRICULTURE

In Ventura County, urban centers and irrigated farms occupy approximately 200,000 acres, almost evenly divided between the two uses. Because of County Government policies and citizen action, most development is prohibited on lands zoned for agriculture.

Two thousand farms, large and small, produce almost 100 different crops, ranging from artichokes to zucchini. In 2020, the total gross sales value was almost two billion dollars. Strawberries led the way with gross sales income of over half a billion dollars, followed by lemons, nursery stock, avocados, raspberries, and celery. (Ventura County Agricultural Commissioner, *Ventura County Crop and Livestock Report 2020*, <https://cdn.ventura.org/wp-content/uploads/2021/08/Agriculture-Commissioner-2020-Crop-Report.pdf>).

The farms that comprise this thriving agricultural economy can be briefly characterized as “diverse”, “high value”, “small”, and “labor intensive”. Their success absolutely depends on having an adequate supply of skilled and healthy farmworkers.

## VENTURA COUNTY FARMWORKERS

**The Definition of Farmworkers to be used in this project:** A Farmworker is defined as an agricultural employee who plants, cultivates, harvests, packs, processes, or transports crops including both permanent (year-round) and seasonal / temporary employees.

The current farmworker workforce includes: permanent (year-round) workers and seasonal/temporary workers (both domestic and foreign H2A guest workers). Domestic workers sometimes migrate to work in other parts of California but most live permanently in Ventura County with their families, primarily in the cities.

The estimates of total numbers of farmworkers vary widely, according to the data source utilized. *HFW!* and the County believe most estimates are too low and that the current total number is close to 36,000 to 42,000 farmworkers. (See Attachment C which includes an excerpt from the County’s 2021-2029 Housing Element Background Report discussing farmworker needs in Ventura County.)

Housing currently designated for farmworker use includes units provided on farms to employees, a few labor camps overseen by California Department of Housing & Community Development (HCD) and approximately 2,000 units built and managed by affordable housing developers.

In 2002, both the County and *HFW!* produced studies of farmworker housing (“Farm Worker Housing Study” and “Farm Worker Housing: A Crisis calling for Action”). Now, twenty years later, the nature of the farm labor force has changed and the need for housing has increased.



*HFW!* has the following unverified opinions about the characteristics of the domestic workforce: Most farmworkers were born in Mexico, both indigenous and non-indigenous; a large majority lack legal status in the USA; average annual income is less than \$34,000; many speak only Spanish or one of several indigenous languages; and the workforce is aging.

The COVID pandemic situation since 2020 has highlighted the hard work and difficult conditions these essential workers face as they provide County residents and beyond with a safe and secure food supply.

## **PROJECT GOALS**

1. A statistically valid snapshot of the Ventura County farmworker population including:
  - Number of farmworkers;
  - Demographic composition; and
  - Housing conditions/needs.
2. Projection of future labor needs in Ventura County.
3. Collaboration so the supply of farmworker housing accommodations matches the needs of specific types of farmworkers and improves farmworker family health through safe living conditions.
4. Identification of solutions to key obstacles/constraints to providing farmworker and other affordable housing.
5. A collective action plan to:
  - Develop targeted programs and strategies to address farmworker housing needs in the county and cities;
  - Support agricultural businesses with a stable and healthy workforce;
  - Identify alternative or new funding models; and
  - Disseminate information to the community at large.

## **PROJECT PHASES, COSTS, FUNDING, AND SCHEDULE**

The Countywide Farmworker Housing Study and Action Plan is to be prepared in five phases. **This RFP seeks respondents for Phases 2 and 3 only:**

**Phase 1:** Create an Advisory Council and select a Survey Consultant. (ongoing)

*The Advisory Council has been convened with a diverse group of 40+ stakeholders with representatives from all ten incorporated Cities in Ventura County, Ventura County staff, and several other stakeholders including nonprofits, private sectors, and farmworkers. Its purpose is to provide input and feedback throughout all phases of the project.*



**Phase 2:** Create a survey methodology, design survey instruments, and create a survey communications plan.

**Phase 3:** Conduct a Countywide survey, compile results, and create a survey report.

**Phase 4:** Select a Study consultant and prepare a Countywide Farmworker Housing Study and Action Plan.

**Phase 5:** Community engagement in implementing the Action Plan.

**Costs:** The total cost of the Project is projected to be a minimum of \$350,000 and a maximum of \$500,000. Phase 1 is funded and completed. The budgets for the Phases 2 through 5 will be determined by the Consultant's contracted amounts.

**Funding:** The Project is partially funded by state monies in the LEAP and REAP grants from the Southern California Association of Governments (SCAG). The remainder of the Project will be funded by County and City governments, other grants, and donations/grants from members of stakeholder sectors including agriculture, transportation, health, education, unions, and others. The Project Partners are responsible for obtaining the funding which is expected during the summer and fall of 2022. *HFW!* will interface with the Consultant and will make sure that timely payments are made to Consultant(s) for all contracted work.

**Desired Consultant Expertise:** Technical and knowledgeable firms with subconsultants, which may include an agricultural economist, who collectively have experience with public engagement, collecting statistical data, and surveying special needs populations, to determine the number of farmworkers in Ventura County.

**Desired Schedule:** All five phases are anticipated to be completed by December 2023. Phases 2 and 3 are projected to be completed by March 2023.

## **SCOPE OF WORK: TASKS AND DELIVERABLES**

Consultant(s) may be a single, multi-service firm or organization, or comprised of a lead consultant with sub-consultants.

It is anticipated that Consultants will submit a proposal to complete all the tasks included in Phases 2 and 3. However, Consultants may submit a proposal to complete only the tasks in Phase 2 OR Phase 3. Where a Consultant submits a proposal for both Phases 2 and 3, cost proposals must be provided separately for each phase. All proposals must align with the tasks below.

The "Project Partners" are *HFW!* and the County of Ventura. The Project Partners have appointed representatives to serve as a Project Coordination Committee. For the duration of the project, the Project Partners will:



- Support the Survey Consultant with direct ongoing coordination for the task deliverables and provide the Consultant with one set of compiled comments on each draft document.
- Coordinate the logistics of Advisory Council meetings.

Additionally, the *HFW!* Project Manager will be the primary point of contact for the deliverables and will coordinate the review of all materials with the County of Ventura and the Advisory Council.

Consultants should expect to prepare three versions of all deliverables: Administrative Draft, Public Review Draft, and Final. For each deliverable, the Public Review Draft and Final documents must be provided in both English and Spanish.

## PHASE 2:

### **Desired Outcomes:**

Create a Methodology for determining number of farmworkers in Ventura County; Determine a statistically valid Survey Methodology; and Develop Survey Instrument(s), Training Manuals, and Communications Plan

### **Tasks:**

- 1. Kickoff meeting:** The Consultant shall meet with the Project Partners in a kickoff meeting to confirm the Consultant's staff assignment and understanding of the project tasks, project schedule, and to prepare a schedule of required meetings through this Phase. This meeting is anticipated to be in-person, unless prevented by health and safety protocols in place at the time.
- 2. Data Collection:** The Consultant shall collect and summarize data on previous farmworker population and housing surveys/studies, baseline data on housing, farmworkers, agricultural trends, and employment within Ventura County, and any other data needed to determine the number of farmworkers in Ventura County, and to design and implement a statistically valid survey. Attachment D includes various sources of information that can be utilized by the Consultant.
- 3. Develop a Methodology for the Survey:** The methodology shall include:
  - a. Determination of survey size and composition with a data summary to support it;
  - b. Means to determine the total number of farmworkers living in Ventura County;
  - c. When and how surveys will be pre-tested;





- d. When surveys should be conducted (e.g., season, day of week, and time of day);
- e. Where in the County should the surveys be conducted (e.g., how many in each city and in identified unincorporated agricultural areas);
- f. How surveys will proportionately reflect the numbers of workers employed in different crops;
- g. How surveys should be conducted (e.g., at home, at work, other);
- h. Identification of potential incentives that may be offered to survey respondents to be respectful of the personal time they are contributing to the survey;
- i. Procedures to make sure that the required sample sizes are met, including a plan for participation from hard-to-reach respondents; and
- j. A detailed plan for recruiting, training and supervising the surveyors, including surveyor qualifications and identification of stakeholder groups/partner organizations which may provide surveyors or other staffing such as indigenous language interpreters.

The Survey Methodology will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.

**4. Design Survey Instruments with Administrative Tools and Training Manuals:**

The Consultant shall design Survey Instruments for three different recipient groups, listed below, accompanied by identification of tools for administering the surveys that are appropriate to each group. Tools should include (a) format (oral, written, digital, interview, focus groups, etc.); and (b) languages in which surveys will be translated or interpreted. Written surveys must be translated into Spanish, and the Consultant team must have multi-lingual staff proficient in languages that the survey will be administered in. Technical jargon should be avoided. The budget should include costs of interpretation of the surveys into up to three indigenous languages prevalent within Ventura County. Digital formats should only be utilized for oral interviews.

The Consultant shall also prepare three Training Manuals, one for each survey recipient group, which describe the schedule of the survey, protocols for surveyors, including means of ensuring the comfort and safety of those interviewed, maintaining their confidentiality, and supervision of the surveyors to ensure consistent survey implementation.

- a. Farmworker surveys: Information to be collected should address:
  - i. Employment: annual employment information including duration of employment, number of locations and employers, crops, job descriptions, number in household employed, approximate annual



income, migratory patterns of workers, environmental hazards, method of getting to work;

- ii. Housing: where housing is located, current housing conditions including facilities for cooking, heating and cooling, yard and garden space, ideal housing conditions, rent or own, number of rooms, number of residents and how related, monthly cost, landlord responsiveness;
  - iii. Services: access to and use of services including housing resources, health care, childcare, public or private transportation, grocery and other stores, parks/playgrounds, and technology;
  - iv. Demographics: age, sex, location of birth, how long in United States, language spoken, education & literacy, family size & ages;
  - v. Social: who do farmworkers listen to and trust, other challenges, fears and concerns; and
  - vi. Any other information that would provide a better summary of farmworkers needs.
- b. Employer Surveys: The employer surveys should reach a variety of agricultural employers and farm labor contractors. The Project Partners and Advisory Council will assist with providing contacts, but the Consultant will need to identify and pursue a representative sample for the laborshed. Questions for the employers should address trends and projections such as crop acreages and mechanization, direct hires vs. contractors, challenges faced if farmworkers/employees leave due to lack of housing, cost of living, and the seasonal and/or full-time need for farmworkers, including H-2A workers.
- c. Stakeholder Surveys: Key stakeholders receiving these surveys shall include parties with knowledge of or interest in the issues of farmworker housing that are neither farmworkers nor employers, such as nonprofit housing developers, school districts, health care providers, homeless services / shelters, transportation agencies, parks and recreation districts, financial institutions and nonprofit organizations and community interest groups connected with agriculture and its production. The survey questions should focus on identifying constraints and discussing possible opportunities related to the provision and expansion of housing for farmworkers within Ventura County. The survey instrument for this group could take the format of open-ended questions allowing for narrative responses at focus groups, listening sessions and one-on-one interviews.

Survey Instruments accompanied by related Training Manuals will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.



**5. Develop a Survey Communications Plan and Budget:** The Consultant shall develop a multi-level survey communications plan to reach farmworkers, employers, and stakeholders and public officials.

- a. Farmworkers must know the survey is coming, why it is being conducted, and that it is safe to participate. Farmworkers comprise a special needs community, within which lies an even more marginalized group of indigenous language speakers. While the focus of this project is to result in development of housing and improvement of housing conditions for farmworkers, an important aspect of this Project is to acknowledge and elevate farmworker voices. It may be difficult to engage farmworkers in community initiatives because of various barriers such as distrust, long workdays, language, unfamiliarity with civic processes, and lack of access to technology.
- b. Employers must be aware of the survey, and that they may be asked to help facilitate participation of their employees and participate themselves.
- c. Stakeholders and public officials also need to be aware of the progress of the survey in order to assure them that their contributions are effectual.

For each of the three groups named above, the Survey Communications Plan shall describe the following recommended approaches, e.g. radio, Public Service Announcements, print newsletters or brochures, e-newsletters, press-releases distributed to print and television news sources, and social media. The Consultant shall include a schedule of these approaches and estimated costs for the Communications Plan. The Consultant may meet once with the Ventura County Public Information Officer (PIO), in addition to other meetings, to discuss potential coordination with PIO resources.

The Survey Communications Plan will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.

**6. Meeting Attendance:** In addition to the kickoff meeting included in Task 1 above, the lead Consultant shall attend monthly coordination meetings via Zoom with the Project Partners to provide updates on this phase components and status. Additionally, the Consultant shall attend a maximum of three (3) Advisory Council meetings for Phase 2 via Zoom.

**7. Optional Tasks:** Any additional tasks not covered under this Phase but recommended by the Consultant. Tasks should be provided under a separate section of the cost estimate, should the Consultant wish to propose them.



### **Deliverables and Obligations:**

The Consultant(s) shall provide the following deliverables for Phase 2 and comply with the following expectations. Consultant shall provide one digital copy of deliverables 2 through 5.

1. Attendance at initial kickoff meeting, and at monthly coordination meetings thereafter.
2. Regular invoices for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3. Three Survey Methodology Drafts: Administrative, Public Review, Final.
4. Three Communications Plan Drafts: Administrative, Public Review, Final.
5. Three Survey Instruments Drafts, including Training Manuals: Administrative, Public Review, Final.
6. Spanish versions of Public Review Draft and Final documents for Survey Methodology, Communications Plan, Survey Instruments, and the Training Manual designed for the farmworker population (including direction for indigenous language participation).

### **PHASE 3:**

#### **Desired Outcomes:**

Implementation of Survey (designed in Phase 2), Survey Results Report, and Proposed Scope of Work for Study Consultant. The tasks for Phase 3 may be conducted by a different Consultant(s) than for Phase 2.

#### **Tasks:**

1. **Kickoff meeting:** Please note that a separate kickoff meeting will be necessary for Phase 3 even if the Consultant(s) are the same as those completing the tasks under Phase 2.

The Consultant shall meet with the Project Partners in a kickoff meeting to confirm the Consultant's staff assignment and understanding of the Phase 3 tasks, project schedule, and prepare a schedule of required meetings through this phase. This meeting is anticipated to be in-person, unless prevented by health and safety protocols in place at the time.

2. **Survey Implementation:** The Consultant must implement the Survey methodology, Survey Communications plan, and obtain the number of completed surveys as identified as statistically valid in Phase 2 (Tasks 2, 3, 4). The individuals coordinating and supervising the surveyors shall be bilingual in English and



Spanish. The Consultant must maintain quality control of the completed surveys. Raw survey results must be put into a digital file.

3. **Survey Results Report and PowerPoint:** The Consultant must compile and process survey results into a stand-alone report for future incorporation as an appendix to the Countywide Farmworker Housing Study and Action Plan. These survey results must utilize infographics and visual communication techniques to report the compiled statistical results in a clear, easy to understand format. An Executive Summary and a bilingual PowerPoint must be prepared in English and Spanish.
4. **Develop Draft Scope of Work for Farmworker Housing Study Consultant:** Based on the compiled Survey results, the Consultant must provide a draft scope of work outlining the components necessary within the future Countywide Farmworker Housing Study and Action Plan. This scope of work will be utilized by Project Partners to develop a future Request for Proposals to select a Study Consultant for Phases 4 and 5.
5. **Meeting attendance:** In addition to the kickoff meeting included above, the lead Consultant shall attend monthly coordination meetings via Zoom between the Project Partners to provide updates on this phase components and status.

Additionally, the lead Consultant shall attend a maximum of one Advisory Council meeting to present the survey results via Zoom.

6. **Optional Tasks:** The following tasks below are optional and should be provided under a separate section of the cost estimate, should the Consultant wish to undertake them:
  - a. Other geographic areas, including Bakersfield, Fresno, and Visalia, are identified as areas of interest where farmworkers are forced to relocate due to the high cost of living in Ventura County. The Consultant may consider conducting surveys in these areas to obtain input from former farmworkers of Ventura County regarding the reasons for relocation.
  - b. Attendance at public hearings, if necessary, in person.
  - c. Attendance at two (2) coordination meetings via Zoom with the Consultant selected to prepare the Study.
  - d. Any additional tasks not covered under this Phase but recommended by the Consultant.



## **Deliverables and Obligations**

The Consultant(s) shall provide the following deliverables for Phase 3 and comply with the following expectations. The Consultant shall provide one digital copy for deliverables 3 through 7.

1. Attendance at initial kickoff meeting, and at monthly coordination meetings thereafter.
2. Regular invoices for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3. Three drafts of Survey Results Report: Administrative, Public Review, Final.
4. Digital file of raw results.
5. Three drafts of the Draft Scope of Work for the Study Consultant: Administrative, Public Review, Final.
6. Three drafts of the Executive summary and power point of survey: Administrative, Public Review, Final.
7. Spanish versions of Public Review Draft and Final deliverables for Survey Results Report, and Executive Summary and PowerPoint of Survey Results Report.

## **PROPOSAL CONTENT**

In order to expedite and maintain consistency in the evaluation process, each proposal to this RFP must be organized in accordance with this section. Proposal submissions shall contain a thorough description of the following information in the order presented below:

### **A. Brief Cover Letter/Letter of Introduction**

### **B. Executive Summary**

### **C. Lead Project Contact**

Must include the name, title, telephone number and email address of the prospective consultant's designated lead contact person for communications pertaining to this proposal and with the authority to negotiate contracts with *HFV!*.

### **D. Project Team**

- Description of team members assigned to the project and their respective roles with organizational chart that illustrates team members assigned to the project and their respective roles.
- A brief biography or resume of each team member, including sub-contractors.
- Identification of specific sub-contractors who will be assigned to the project, and



their specific roles and responsibilities. The name, title and address of individuals with the authority to negotiate contracts with *HFWI*.

- Capacity/Availability of proposed team members: Please describe other commitments during the proposed timeframe and the availability of proposed team members. It is expected that once the project begins, the project team will remain in place until the work is completed. Please include statements regarding the length of commitment of the proposed staff if they are not available for the duration of this project.

#### **E. Firm Experience and Qualifications**

- A general description of the services provided by the proposer's firm or organization and sub-consultants; the qualifications and expertise of each team member and sub-consultant, providing the requested services and their experience working specifically with farmworkers and agricultural employers, or similar groups.
- A list of representative projects completed by the firms and individuals proposed to work on this project that best exemplify the work requested in this RFP.
- For each project reference, include the project name, the client contact, the client's phone number and email, the dates the work was accomplished, and a brief description of the work accomplished.
- Consultant and sub-consultant document samples for similar projects, either by providing internet links, or including in the digital media submission of the proposal.

#### **F. Scope of Work including Tasks and Deliverables**

- A narrative in English and Spanish describing the approach and work plan for completing the scope of work, outlined by task as listed for Phases 2 and 3. The narrative should identify the designated team member(s) or subconsultant responsible for completing the work, specific deliverables, and expected completion date for each task.
- Any additional suggestions or optional tasks by the Consultant which are expected to be valuable to include in this project, and any suggestions for further clarifying the scope or work and the usefulness of the product.

#### **G. Budget and Cost Estimate**

- A detailed, proposed budget in a matrix form which includes the hourly rates and number of hours spent by each team member of the lead consultant and sub-consultant(s) for each task within that phase of the project.
- Indicate additional estimated expenses, including travel, printing costs, time and materials, etc. for the lead consultant and the sub-consultant(s).
- Include all optional tasks proposed by the Consultant.



## H. Project Schedule

- Include timeframe for completion of tasks, including milestone dates for primary deliverables. If possible, present this in graphic form.

## I. General Contract Requirements

- ***Insurance:*** *HFW!* requires that contract service providers be able to verify that they maintain the appropriate insurances. For professional contracting services, vendors must maintain the minimum General Liability, Automobile, and Worker's Compensation coverage as indicated in Section 9 of the Sample Contract (Attachment A of this RFP). Professional Liability coverage is also required per the amounts listed. If your company's insurance coverage does not meet these requirements, please provide proof of your company's actual insurance coverage in order for *HFW!* staff to consider a request for reducing insurance requirements. This may or may not be granted.

## J. Executed Acknowledgement Form (Attachment B of this RFP) must accompany the proposal.

## SUBMITTAL PROCEDURES

All proposals must be accompanied by a signed and completed Acknowledgement form (Attachment B).

Responding consultants must submit one paper copy of the Proposal (delivered or mailed to the following address), and one digital file emailed to [info@housefarmworkers.com](mailto:info@housefarmworkers.com), no later than March 15, 2022 at 4:00 p.m.

**Note:** The Spanish version of the Scope of Work (Proposal Content, Item F) may be submitted via email by March 22, 2022, at 4:00 pm.

These documents must be submitted to:

*House Farm Workers!*  
c/o Brokaw Nursery  
5501 Elizabeth Road  
Ventura, CA 93004  
[info@housefarmworkers.org](mailto:info@housefarmworkers.org)





## SELECTION SCHEDULE

Consultant selection will proceed according to the following anticipated schedule:

<b>February 8, 2022</b>	RFP Released
<b>February 24, 2022</b>	Meeting to discuss questions on RFP
<b>March 15, 2022</b>	<b>RFP Submittal Deadline</b>
<b>March 22, 2022</b>	<b>RFP Submittal Deadline (Spanish version)</b>
<b>April 7, 2022</b>	Advisory Council Review
<b>April 14, 2022</b>	Selection Interviews
<b>April 18, 2022</b>	Notification of Selection
<b>May 12, 2022</b>	Execution of Contract

## PROPOSAL EVALUATION AND SELECTION PROCEDURES

The Project Partners will coordinate evaluation of the proposals. The initial screening will be based on an objective review of the proposal received based on the criteria set forth in this section.

Proposals will be evaluated according to qualifications, experience, capabilities, references, resources, scope, schedule, cost, and demonstrated competence in performing the work required (not necessarily in that order). The proposal needs to fully respond to items listed in this RFP; needs to constitute a team that is experienced and qualified to meet the requirements of this project based on relevant experience; and needs to demonstrate the ability to identify and plan specific tasks to complete the project in a professional manner on schedule and within budget.

The following standards will be considered in evaluation of proposals:

- A. Demonstrated understanding of the scope of work, Consultant's proposed methodology and familiarity with applicable practices, and methodologies for the proposed work;
- B. Past experience, performance, and ability of Consultant to deliver high quality work for relevant projects including: individuals assigned to do the work; quality of work; cost control; track record for meeting scheduled milestone dates; and quality of performance in previous contracts;
- C. Experience and demonstrated ability to coordinate with staff and stakeholders, particularly farmworkers, agriculture business interests, and community stakeholders;



- D. Demonstrated ability to deliver documents that exhibit excellent writing quality and the use of charts, graphs, and other graphics to communicate clearly;
- E. Adequate technical, financial, and staffing resources for completion of the scope of work within the proposed time schedule;
- F. Demonstrated qualification of the project leader and assurance of his or her principal involvement in the project through completion;
- G. Organization, presentation, and content of proposal: conformance to the specified RFP format; and
- H. Budget.

**Summary of Scoring Criteria for the Selection of a Consultant Team**

CRITERIA	POINTS
Experience in Community Survey Design and Administration	35
Competence, technical ability and experience of Consultants' identified personnel	20
Understanding of agricultural economics, farm labor, migration, and farmworker issues	15
Bilingual capability; prior work with multi-cultural organizations	15
Cost	10
References	5
<b>TOTAL</b>	<b>100</b>

**Selection Procedure:**

Based on the evaluation of Project Partners, it is expected that one or more firms will be invited for an interview. It is the quality of the proposals received that will determine who will be invited to take part in an interview process. The Project Partners reserve the right to forgo the interview process and proceed directly to selection of the preferred firm in the event that a proposal is deemed superior in content. The Project Partners may contact other agencies for feedback concerning previous work.

*HFW!* anticipates entering into an agreement with the selected firm based on a negotiated fee and a negotiated scope of work. If an agreement on the fee cannot be reached, *HFW!* reserves the right to end negotiations and enter into negotiations with the next highest ranked consultant. *HFW!* will consider the proposals and award the contract for the negotiated final scope of work.



## **CONDITIONS AND RESPONSIBILITIES OF REQUEST**

**A. General Conditions.** *HFW!* reserves the right to (1) reject any or all responses, (2) postpone award of the contract for a period not to exceed sixty (60) days from the date replies are due, (3) waive informalities in the responses, and/or (4) take whatever action or make whatever decision it determines to be in the best interest of *HFW!* for the survey. All proposals will remain in effect and legally binding for at least sixty (60) days from the date of submission. A contract agreement shall not be binding or valid with *HFW!* unless and until it is executed by authorized representatives of *HFW!* and of the selected Consultant.

*HFW!* reserves the right to request additional information from any and all prospective firms as deemed necessary by *HFW!* in order to evaluate the proposals. This process may not be used, however, as an opportunity to submit missing documentation or to make substantive revisions to the original proposal.

A prospective firm may revise their proposal at any time prior to the date and the time which is set forth herein as the deadline for submittal of proposals.

**B. Liability of Costs and Responsibility.** Each prospective firm submitting a proposal in response to this Request for Proposals agrees that the preparation of all materials and presentation for submittal to *HFW!* is at the prospective firm's sole cost and expense, and *HFW!* will not, under any circumstances, be responsible for any costs or expenses incurred by a prospective firm.

Prospective firms are responsible for making necessary investigations and examination of records. Failure to do so will not act to relieve any condition of the proposed agreement or the requirements set out in this RFP. It is mutually understood and agreed that the submission of a proposal shall be considered conclusive evidence that the prospective firm has made such examinations and investigations. No request for modification of a proposal shall be considered after its submission on the grounds that the prospective firm was not fully informed as to any fact or condition.

The selected consultant shall be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected consultant will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

**C. Standard Agreement.** A sample contract is attached for the proponent's reference (Attachment A). It is the responsibility of the prospective consultant to be familiar with and accept the terms of this standard contract. In some instances, contract provisions can be modified after review and approval of *HFW!* during final contract negotiations. Overall, however, the provisions in this contract are those preferred by *HFW!* for the engagement of consulting services relating to this RFP. If any of the terms and conditions contained in the standard agreement are not agreeable, these should be identified specifically, otherwise it will be assumed that the Consultant is willing to enter into the agreement as it is written. Failure to identify contractual issues can be



a basis for *HFW!* to disqualify a consultant.

- D. Insurance.** Consultant shall, throughout the duration of project, maintain comprehensive general liability and property insurance covering all operations of Consultant, its agents and employees, performed in connection with the project in the amounts and in the types of coverages shown in the sample contract.
- E. Non-Discrimination/Non-Preferential Treatment.** The successful Consultant shall not discriminate, in any way, against any person on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, or national origin, in connection with or related to the performance of *HFW!* contracts.
- F. Rights to Submitted Materials.** All proposals and related correspondence, reports, charges, schedules, exhibits and other documentation submitted with the proposal will become the property of *HFW!*
- G. Prohibition of Gifts.** *HFW!* and County of Ventura staff and officials are subject to several legal and policy limitations regarding receipt of gifts from persons, firms, or corporations either engaged in business with *HFW!* and the County, or proposing to do business with *HFW!* and the County. The offering of any illegal gift shall be grounds to disqualify a Consultant. To avoid even the appearance of impropriety, Proponents and Selected Consultant should not offer any gifts or souvenirs, even of minimal value, to *HFW!* or County of Ventura employees.
- H. Contact With Project Coordination Committee:** Consultants submitting proposals shall refrain from contacting or discussing this RFP with members of the Project Coordination Committee until after the contract is awarded.

## **BILLING AND PAYMENT PROCEDURES**

- A. Billing and payment for the services rendered by the consultant shall be outlined in the contract.
- B. Consultant will submit invoices every 30 days that list tasks/deliverables completed, with a breakdown of personnel hours and billing rate by task and subtask.
- C. Invoices will be paid within 60 days.

