

REQUEST FOR PROPOSALS (RFP)

Sacramento Valley Small Business Development Center (SBDC) Outreach Program Announcement

ISSUED BY

Sacramento Valley SBDC

a program of

California Capital Financial Development Corporation

IMPORTANT DATES:

Issuance Date:	December 14, 2021
Proposals Due:	January 14, 2021
Notification of Winning Bidders/Notice Posted:	January 31, 2022
Start date of contract and work commences:	February 15, 2022

Questions about this RFP and Proposals should be directed to:

contracts@cacapital.org

Section 1. Introduction

1. Overview

- Program – Sacramento Valley SBDC
- Program Host – California Capital FDC
- Announcement Type: Initial – Open
- RFP Name: Sacramento Valley SBDC Outreach Program
- Closing date for submissions: Proposals are due by 3:00 PM Friday, January 14th, 2022.
- Number of awards: Up to 5 awards will be made from \$2,000 and \$10,000
- Funding Period: Funding will be available for programs starting February 15, 2022 through December 31st, 2022.
- Funding Instrument: Cost Reimbursement Contracts

2. Purpose

This Request for Proposals (RFP) is being issued from the Sacramento Valley Small Business Development Center Program (SVSBDC) hosted by California Capital Financial Development Corporation (CCFDC), which, through a shared cooperative agreement with NorCal SBDC, serves as host to SVSBDC. This RFP is intended to identify program community outreach partners to participate in and enhance the delivery of high-quality services to small businesses and new entrepreneurs, allowing them to start and grow businesses, create jobs, increase sales, and gain capital and investment. The goal of this RFP is to utilize a competitive process to leverage resources and partnerships in a manner that will ensure the greatest outcomes for the small business community in Northern California while ensuring accountability, transparency, and impact for the state and federal taxpayer dollars used to fund the program. It is a requirement of CCFDC to regularly issue competitive RFPs to ensure innovative services, exceptional customer service, and maximum economic impact for the state and federal government while ensuring the highest levels of accountability for the public funds it receives.

3. Background Information

Established during the Carter administration, the SBDC program is the largest federally-designated technical assistance program focused on supporting startup and growing small businesses in all 50 states and U.S. territories. The Sacramento Valley SBDC is one of the 18 service centers supported through collaborative partnerships between the SBA and Humboldt State University Sponsored Program Foundation (HSUSPF), supporting businesses in 36

counties in California. The Sacramento Valley SBDC provides business technical assistance, advising, and training to existing and emerging small businesses with a focus on growth industries in Sacramento, Sutter, Yuba and Yolo counties.

4. The Sacramento Valley SBDC Outreach Centers

Through partnership with Community-Based Organizations, the Sacramento Valley SBDC works to ensure access to SBDC services to every small business and entrepreneur in our region. We are committed to delivering quality services to every community in our service area and we are seeking durable collaborations with a network of trusted partners who can expand and deepen SBDC services. Community outreach partners are independent entities, formally engaged, that are already doing work similar to the SBDC. The Outreach program is not intended to train organizations to support small businesses, it is to engage with organizations that are already providing high level technical support to small businesses in northern California and help them extend their reach.

With this RFP, the Sacramento Valley SBDC is seeking outreach partner organizations for the 2022 project year (February 15, 2022– December 31, 2022) that can contribute under one or more of the above specialty program areas. This work will amplify work being done supporting traditionally underserved small businesses, including businesses owned by women, people of color, veterans, and businesses located in rural and/or low-income communities.

Work will be carried out by the Outreach Partner by offering consulting, training, and workshops. All work supported by the Sacramento Valley SBDC must be focused on clients with their primary address in the four (4) counties in California.

5. Applicant Eligibility

This RFP is seeking organizations, not individuals or independent contractors, to serve as Affiliate partners. Applicants may be for profit or non-profit entities, there is no categorical restriction on business entity type besides that they must be able to demonstrate that they are qualified to conduct business in the State of California and be in good standing with the Secretary of State. Applicants should have established accounting processes and ideally, prior experience with federal or state grants, which is necessary to manage and report on federally- or state-funded programs/activities in accordance with the applicable regulations.

6. Term of Award and Subsequent Terms

This RFP is for proposals to serve as SBDC Outreach partner beginning February 15, 2022 and ending December 31, 2022. It is the intent of the Sacramento Valley SBDC to issue RFPs annually, starting in October 2022 for Outreach partners to be engaged from January 1 - December 31, 2023. Outreach partners selected in response to this RFP will be offered a chance to recertify the information contained in their original

proposal, and provide any revisions they wish, so as not to have to complete full proposals for up to two subsequent periods.

Sacramento Valley SBDC reserves the right to terminate the contracts of organizations for noncompliance or nonperformance according to the terms of the contracts issued, as well as to add partner organizations, regardless of RFP participation, during program years as needed to meet service delivery goals.

7. General RFP Information

The bidding process for this procurement of services is competitive and proposals will be judged based on their compliance with RFP guidelines, and each respondent's ability to meet stated requirements in Section 3, Application Instructions and Evaluation Criteria. Only proposals that meet these requirements will be evaluated according to the criteria set forth. Further review may occur through interviews and/or site visits to one or more applicant. Oral communications with Sacramento Valley SBDC officers and employees shall be non-binding on host California Capital FDC and shall in no way exclude the bidder of obligations as set forth in this package.

California Capital FDC reserves the right to amend, alter or change the rules and conditions contained in this RFP prior to the deadline for submission of proposals. California Capital FDC reserves the right to negotiate with any qualified bidder, or to modify or cancel in part or in its entirety contract provisions if it is in the best interest of California Capital FDC to do so. California Capital FDC reserves the right to extend the submission deadline should this be in the best interest of California Capital FDC. California Capital FDC reserves the right to not award any awards. Proposing organizations will have the right to revise their proposals in the event that the deadline is extended.

Upon award of contracts to the successful bidders, the contract will be between California Capital FDC and the applicant organization. The applicant organization does not have a direct contract relationship with lead Center NorCal SBDC, Small Business Administration or the California Governor's Office of Business and Economic Development.

8. Bidder's Costs

Costs for developing proposals are entirely the responsibility of the bidder and shall not be reimbursed by California Capital FDC.

Section 2. Scope of Work and Reporting

1. Scope of Work and Reporting Overview

The Outreach Partner will be engaged to provide high level support to small businesses. Applicants will be engaged to provide no-cost consulting and training to meet the needs of small businesses in Northern California. Provided it is within the specified framework, the Outreach Partner will have some autonomy to design its program and service delivery mechanisms, however Sacramento Valley SBDC will provide supportive services, including training, and maintain oversight of all activities via periodic reporting and monthly check-ins.

The core service provided via SBDC funds is consulting and training. All service and performance goals for the Outreach Partner will be based on consulting and training activities. The Outreach Partner shall design and provide quality consulting services to improve the skills and knowledge of existing and prospective small business owners. Consulting is a process of in- depth, two-way communication between client and counselor. This process includes identifying and analyzing the client's needs and problems. All consulting shall have an identified and measurable goal that is agreed upon by consultant and client.

The Outreach Partners will assist businesses with many areas of needs, such as in management, marketing, financing, strategic planning, capital formation, venture capital, procurement, succession planning (selling or transitioning), operations, economic and business data analysis, new product development or commercialization, exporting and foreign direct investment, or any other areas of assistance required to promote small business growth, expansion and productivity. Fees may not be charged for SBDC consulting. All individuals providing consulting to clients must successfully pass the Norcal SBDC Business Advisor certification. Certification training is provided by the Lead Center on a quarterly basis.

Additionally, the Outreach Partner may offer trainings/workshops that are relevant to groups of small business owners and/or entrepreneurs. Outreach Partners are encouraged to arrange for co-sponsored training with the private sector and other organizations, to extend outreach and productivity. Workshops must be offered free of charge to all attendees. Events can be held both virtually and/or in-person, and must comply with all applicable local, state, and federal laws and guidance regarding COVID. All events must be ADA compliant, and Sacramento Valley SBDC can provide further guidance and best practices.

The Outreach Partner will be expected to provide these consulting and training services to the SBDC at the rate of **\$60** per hour. Up to 10% of the contracted amount may be used for non- client research and/or marketing, and the remaining 90% or more must go towards counseling, training, and preparation time. Prior to awarding of the contract, all successful Outreach Partner organizations will negotiate a set of Economic Impact Goals, which are defined in Section 3.

2. Client Activity and Performance Tracking

The Outreach Partner will participate in measurement of services delivered and client successes through use of a proprietary online tracking system named NeoSerra. Training on reporting and data collection requirements will be provided by Sacramento Valley SBDC and the Norcal SBDC Network.

3. Performance Reports

Outreach Partner will be expected to submit a quarterly report within 14 days after the quarter end for standard US calendar quarters. A template may be given, but lacking such, Outreach Partner should anticipate summarizing project activities, noting any successes or challenges, and offering plans to address any shortfalls in goal achievement.

4. Financial Reporting

The Outreach Partner will be functioning in a full reimbursement program, with no cash advances. Outreach Partner will be expected to pay for expenses incurred for all activities and then submit monthly invoices for reimbursement. Applicants must have cash on hand to account for invoicing with net 60 days for payment (from the point of invoice and approval of any required supporting paperwork). Invoices will be due no later than the 1st of the subsequent month for all billable services provided and approved expenses incurred in the prior month. Invoices submitted late will be honored, but may take longer to reimburse.

5. Documentation and Record Keeping

The Outreach Partner will be required to maintain and preserve all records relative to this agreement for three (3) years after receipt of final reimbursement. The Outreach Partner will be required to permit the Sacramento Valley SBDC and California Capital FDC's duly authorized representatives to have access to and to examine and audit all pertinent books, documents, papers, and records related to this agreement, given appropriate notice and direction.

Additionally, a copy of all training and/or information materials developed in connection with this agreement such as online course and tools, videos, CD-ROMs, publications, training guides, training handouts, webinars, websites, etc., shall be readily available to Sacramento Valley SBDC and California Capital FDC for other purposes upon request.

Section 3. Application Instructions and Evaluation Criteria

1. Required Components and Scoring Criteria

- (Not Scored) A signature page bearing the signature, title, and full contact information of the authorized representative of the respondent, including email address and phone number.
 - On this page, please also provide the name, title, and full contact information for:
 - Fiscal authority responsible for tracking expenses and carrying out reporting.
 - (If different from above) Program authority, responsible for developing and carrying out program work, training, and programmatic reporting.
 - Total budget request as a single number.

- A Narrative Proposal, no more than 4 pages, single spaced, 12-point font, addressing the following areas:
 - (40 points) Describe unique capacities, abilities, and service delivery plans for providing support to small businesses, and what the organization's and advisors area(s) of expertise may be.
 - (25 points) Describe how your organization will target underserved small businesses or SBDC program priorities:

Underserved Small Business Sectors	
• Women-owned businesses	• Black, Indigenous, People of Color-owned businesses
• Businesses in rural communities	• Veteran-owned businesses
• Businesses in low-income communities	• Very Small / microenterprise businesses

SBDC Program Priorities	
• E-commerce	• Selling Businesses
• Cybersecurity	• Manufacturing
• International Trade	• Food Based Businesses
• Intellectual Property	• Tech/Innovation
• Disaster/Resiliency	• Research tools/Resource Platforms

- (5 points) Describe any previous experience receiving funding from the SBDC, the State of California, or the Federal Government.

- (5 points) Provide a brief summary of the organization's fiscal oversight process. How will the fiscal authority named above track, verify, and report financial data to the SBDC? What processes/policies are in place to ensure proper oversight and risk management?

- (10 points) One or more resumes of subject matter experts or business advisors that would provide technical services. Provide a staffing plan

for any staff you intend to hire for this contract (*not subject to four-page limit*)

- (15 points) Proposed Metric (goal) sheet. Using the template below, provide expected activities and impacts that will result from your services. It is not required for the applicant to list all the metrics, but the metrics selected should reflect the proposed scope of work.

Metric	Appropriate ranges for a \$2,000 contract	Appropriate ranges for a \$10k contract
Number of Training Events	1 to 2 events	3 to 6 events
Number of Clients Counseled	10 to 25 clients	50 to 100 clients
Number of Jobs Created (full and part-time)	5 to 10 jobs	20 to 50 jobs
Number of Clients Trained	20 to 50 clients	50 to 100 clients
Number of New Businesses Started	1 to 5 businesses	10 to 20 businesses
Number of Jobs Retained (full and part-time)	1 to 10 jobs	50 to 100 jobs
Capital Infusion (Loan, Equity, Grants)	\$5,000 to \$100,000	\$1mil
Increase in Sales	\$5,000 to \$100,000	\$1mil

- (Not Scored) Additional Required Application Docs –
 - a. Business license
 - b. Business entity documentation (articles of organization)
 - c. Website and/or brochure that explains services provided

PROPOSALS MUST BE PREPARED AND SUBMITTED IN THE FOLLOWING FORMAT TO ENSURE ACCURATE EVALUATION.

Proposals are to be submitted digitally in a Word document (.doc or .docx) or in a PDF (.pdf) format no later than 3 PM PST on Friday, January 14, 2022 to contracts@cacapital.org

Must be submitted on equivalent of 8.5 x 11 sheet. The minimum font size for body text is 11, captions and headers/footers can be smaller.

2. Selection Process

- a. After the period has closed for receipt of proposals, each proposal will be evaluated to determine compliance with general RFP guidelines and specific requirements of this RFP. Proposals will be considered nonresponsive and rejected without being evaluated if they are submitted by ineligible organizations or they are illegible or materially incomplete due to an Applicant's failure to include all required components and/or provide the required level of detail.
- b. The evaluation committee will then review all responsive proposals against the evaluation criteria listed below. Proposals will be ranked based upon score.
- c. The evaluation committee reserves the right to designate one or more members of the committee to perform oral interviews with one or more finalist. The oral interviews will confirm information presented in the proposal. Further, the oral interview will allow finalists to demonstrate their understanding of the project objectives, and to articulate their capability to meet or exceed requirements of this RFP.
- d. The evaluation committee reserves the right to designate one or more members of the committee to perform in-person site visits with one or more finalist. The site visits will confirm information presented in the proposal and oral interviews.
- e. A contract will be awarded to the applicants with highly scored proposals, a high level of cost-effectiveness of proposed services to be offered, a demonstrated ability to provide sufficient fiscal and programmatic oversight of a federally-funded program, and any additional information gathered from oral interviews and/or site visits, if deemed necessary. Not every program priority will be served by an Outreach Partner and some program priorities may be served by multiple partners
- f. California Capital FDC reserves the right not to award any awards.
- g. Winning bidders will be notified verbally or in writing as to their selection as the proposed contract awardee.
- h. Unsuccessful applicants will be notified in writing on the date California Capital FDC notifies the winning bidders.

3. Proposal Evaluation Criteria

Proposals will be reviewed and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown. While criteria headings align with narrative sections, the entire proposal's content will inform scoring in each of these areas.

Criteria	Points
Unique capacities, abilities, and service delivery plans for providing support to small businesses, and what the organization's and advisors area(s) of expertise may be.	Up to 40
How organization will target underserved small businesses or SBDC program priorities	Up to 25
Any previous experience receiving funding from the State of California, or the Federal Government	Up to 5
A brief summary of the organization's fiscal oversight process. How will the fiscal authority named above track, verify, and report financial data to Sacramento Valley SBDC? What processes/policies are in place to ensure proper oversight and risk management?	Up to 5

Resumes/bios of at least three experts/advisors that would provide technical services. A staffing plan may also be submitted in support of, but not in lieu of, three resumes.	Up to 10
Proposed Metrics	Up to 15
Total Points Possible	100 points

4. Grounds for Rejection

- a. California Capital FDC reserves the right to waive any immaterial deviation in a proposal; however, the waiver of an immaterial deviation in a proposal shall in no way modify the document or excuse the bidder from full compliance with the proposal requirements after the bidder is awarded the contract.
- b. A proposal shall be rejected if:
 - 1) The proposal package is received after the exact time and date set for receipt of proposals.
 - 2) The proposal contains false or misleading statements or references which do not support an attribute or condition contended by the bidder; and if, in the opinion of California Capital FDC, such information was intended to erroneously mislead California Capital FDC in its evaluation of the proposal.
 - 3) The proposal is confidential (excluding bidder's financial information), conditional, incomplete or if it contains any irregularities.

5. Oral Interview Evaluation Criteria

The evaluation committee may conduct oral interviews with one or more bidder. The evaluation committee reserves the option of conducting the interview via teleconference, or at the finalist's and/or the proposed subcontractor's site, or other designated site. The following criteria will be used for assessing oral interview(s).

Criteria	Points
Quality and completeness of answers to questions regarding the proposed activities.	Up to 10
Bidder's awareness of and ability to comfortably discuss concepts and approaches to small business development, economic development and measurement of economic impact. Understanding of the local business community, prominent growth industries and, local growth industries and partnership opportunities.	Up to 10
Bidder's ability to tie ideas presented in the work plan to overall program objectives for the Sacramento Valley SBDC.	Up to 5
Bidder's ability to understand and articulate fiscal management of federally-funded programs/contracts.	Up to 5
Total Points Possible	Up to 30

6. Debriefing

Written debriefings of the evaluation results will not be provided to unsuccessful proposals. Oral debriefings may be provided at California Capital FDC's discretion.