



County of Sonoma

REQUEST FOR PROPOSALS (RFP)

The County of Sonoma is pleased to invite you to respond to a Request for Proposals for

Interim Housing Site Management Services

Proposals must be received no later than 2:00 P.M. on April 2, 2026.

County of Sonoma, Department of Health Services
Homelessness Services Division
1450 Neotomas Ave, Suite 200
Santa Rosa, CA 95405
<http://sonomacounty.gov/Health-Services>



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PART ONE – RFP INFORMATION

I. INTRODUCTION/PURPOSE

The County of Sonoma is pleased to invite you to respond to this Request for Proposals (RFP) to provide homelessness interim site management services to the County's two main Interim Housing sites (Eliza's Village and Mickey Zane Place).

This RFP outlines the information necessary to understand the competitive selection process and the required documentation necessary for the submission of proposals. All interested proposers must meet the requirements specified in this RFP. Proposers must have qualified staff on hand for this project and be ready to begin work on the date this project is initiated.

The County reserves the right, at its sole discretion, to award in any manner determined to be in the best interest of the department including but not limited to, issuing an award under this RFP to a single or multiple individual(s) and organization(s). If the County determines that no proposer meets the requirements of this RFP, the County, at its sole discretion, reserves the right to reject any or all proposals.

The County is an outcomes-based organization. All contracted services are required to support the Department's mission to promote, protect, and ensure access to services to support the health, recovery, and well-being of all in Sonoma County.

The County anticipates awarding one or more services agreement(s) associated with the scope and operational needs of the Department. Actual contract value(s) will be determined based on the proposed scope of work, demonstrated value, and competitive pricing submitted by proposers. The anticipated initial contract term is three (3) years beginning July 1, 2026, with two (2) optional one-year (1) options to extend at the County's discretion. An extension in contract amount and term may be granted depending on appropriation of funding and contractor performance, subject to County Board of Supervisors' approval.

II. PROJECT BACKGROUND AND DESCRIPTION

The County of Sonoma Department of Health Services (Department) currently operates two non-congregate interim shelter sites to provide supportive housing and stabilization services for individuals who meet the federal definition of homelessness. The guest population may include adult individuals, couples, and transitional-age youth (ages 18–25). For current demographic information regarding Sonoma County's homeless population, please refer to the [County of Sonoma 2025 Point-In-Time Count Results Report](#)¹.

In alignment with California's Behavioral Health Bridge Housing (BHBH) and Behavioral Health Services Act (BHSA) funding priorities, the County seeks to engage one or more qualified contractors to provide comprehensive, 24/7 site management for the following interim housing sites:

¹ [https://sonomacounty.gov/Main County Site/Health and Human Services/Health Services/Documents/Homelessness Services/Homeless Data/2025-PIT-Count-Report.pdf](https://sonomacounty.gov/Main%20County%20Site/Health%20and%20Human%20Services/Health%20Services/Documents/Homelessness%20Services/Homeless%20Data/2025-PIT-Count-Report.pdf)

- **Mickey Zane Place (formerly Hotel Azura)** – a 44-room converted hotel that can shelter up to 54 individuals located at 635 Healdsburg Avenue in Santa Rosa. This site serves individuals experiencing homelessness while prioritizing chronic homelessness with complex behavioral health needs.
- **Eliza’s Village** – a facility consisting of two refurbished dormitories located at Rancho Los Guilicos 332/336 Eliza’s Way in Santa Rosa, with approximately 40 sleeping rooms per dormitory. The site may house up to 80 individuals in single-room occupancy, or up to 160 in double-room occupancy as needed. This site serves individuals experiencing homelessness while prioritizing chronic homelessness with complex behavioral health needs. Eliza’s Village includes food preparation areas, common restrooms, and a communal gathering space to support social engagement, skill-building, and behavioral health programming.

Sites May Change. Site locations may change over the course of the service agreement(s). Contractors must be flexible and prepared to adjust service delivery and staffing models to accommodate the County’s direction and needs for current and future interim housing sites.

III. SCHEDULE

The following schedule is subject to change. Except as provided below, changes will only be made by written amendment to this Request for Proposals, which amendment shall be issued to all parties by the department issuing this proposal.

Date	Event
2/17/26	Release Request for Proposals
2/25/26	Non-Mandatory Pre-Bid Conference
3/6/26	Non-Mandatory Site Walk-Through
3/10/26	Proposer’s Questions Due by 5:00 p.m.
3/17/26	County’s Responses to Questions Due
4/2/26	Proposals Due by 2:00 p.m.
April 2026	Proposals Evaluated by County
April 2026	Interviews Conducted (if applicable)
May 2026	Notice of Intent to Award <i>(subject to delay without notice to proposers)</i>
6/2/26	Board of Supervisors Awards Contract <i>(subject to delay without notice to proposers)</i>

IV. DESIRED GOALS/OBJECTIVES

The proposer must represent that it is a duly qualified interim shelter site management firm with demonstrated experience and expertise in providing both guest care services and site management necessary for the safe, secure, and effective operation of shelter and/or interim housing sites.

Security services will be contracted separately via the County-established Blanket Purchase Order list of security service contractors. Food service, which includes Lunch and Dinner meals, will be contracted separately through the County's Food Service Master Agreement.

At the conclusion of this RFP, the County's goal is to contract with one or more qualified vendors to provide these services as needed and directed by the County. This is not necessarily an all or none award solicitation. Please state in your proposal if you are applying for one or both sites. If applying for one site, please indicate which one.

V. DEFINITIONS OF TERMINOLOGY

Proposer: Any person, corporation, or partnership which chooses to submit a proposal.

Contract: An agreement for the procurement of items of tangible personal property or services.

Contractor: The proposer that will be selected to provide goods or services.

Fiscal Year: The period beginning July 1 of each year and ending June 30 of the following year.

Mandatory: The terms "must", "will", "shall", "is required", or "are required" identify a mandatory item or factor.

Qualified Proposer: A Proposer is considered Qualified if they submit a proposal that satisfactorily addresses the information requested, provides evidence of sufficient organizational and financial resources to ensure viability, documentation of experienced management and trained personnel, and a narrative that provides assurance that services will adequately serve the needs of the County of Sonoma.

Request for Proposals (RFP): All documents, including those attached or incorporated by reference, used for soliciting proposals.

Review Committee: A committee composed of consumers, providers, and County staff that will be responsible for review and evaluation of the proposals received from Qualified Proposers.

VI. PROPOSER MINIMUM QUALIFICATIONS

The successful proposer(s) must possess the qualifications listed below. Failure of the proposer to demonstrate that they possess these qualifications may cause the proposal to be considered non-responsive and disqualified from this RFP process.

- a. Experience and qualifications commensurate with this project.

- b. Development and implementation of a work plan(s) for project(s) similar to the scope of work desired for this project.
- c. Demonstrated ability to provide culturally competent services.
- d. Ability to maintain staffing ratios at all sites and be fully staffed, 24 hours a day, 7 days per week, through the term of the agreement; including adapting staffing needs as requested by the County.
- e. Staff licenses as applicable.
- f. Flexible staffing capacity for all interim sites, as requested.

VII. CONTRACTOR REQUIREMENTS

The County intends to contract with qualified vendor(s) to provide site management services for current and potential future interim housing locations. The goal of this RFP is to secure one or more vendors capable of providing high-quality, trauma-informed, and culturally competent supportive services and management of day-to-day operations of County shelter sites. The services required and provided by the successful proposer shall include, but not be limited to:

A. General Responsibilities

The Contractor shall provide all staffing, supervision, and operational oversight necessary to ensure the site operates safely, effectively, and in compliance with County requirements. Site management and services shall be delivered using a low-barrier, trauma-informed, harm-reduction, and culturally responsive approach, ensuring equitable and respectful treatment of all individuals served.

The overarching goal of the sites is to provide a safe and supportive environment that promotes individual well-being and advances guests toward permanent housing. Contractor will collaborate with County case managers and other service providers to make measurable progress toward housing stability.

While the sites serve a diverse population, services will primarily focus on chronically homeless individuals experiencing mental health and/or substance use challenges, in alignment with County and statewide behavioral health initiatives.

All site management practices and service delivery shall adhere to guidelines and requirements established by the Department of Health Services, in close coordination with Health Services managers and County staff, to ensure consistency with County policies, funding requirements, and best practices.

B. Staffing, Training, and Site Procedures

All work must be performed in a manner consistent with the professional standards and level of competency expected of experienced providers in this field. Homelessness site support staff are required to be trained and qualified to perform their roles, including experience working with the population of focus. Staff must receive training in trauma-informed care, de-escalation techniques, and culturally responsive practices to ensure the

safety, dignity, and well-being of all guests. The proposer shall assign only competent and qualified personnel to perform the duties including but not limited to:

- Provide 24/7 staffing coverage, including overnight and weekend shifts
- Designate an on-site Site Manager responsible for daily operations and coordination with the County
- Ensure all staff receive training in:
 - Trauma-informed care
 - Crisis intervention
 - De-escalation techniques
 - Cultural humility
 - Safety and emergency response procedures
 - HIPAA/Privacy Compliance
- Maintain appropriate staffing levels to ensure guest safety and continuity of operations
- Develop a comprehensive Standard Operating Procedure (SOP) manual within 90 days of contract commencement, subject to County review and approval

C. Intake, Coordinated Entry, Guest Records, and File Management

The Contractor shall:

- Facilitate intakes for individuals approved by DHS
- Coordinate intake scheduling with DHS
- Utilize the County-designated Homeless Management Information System (HMIS) and/or Electronic Health Record (EHR)
- Enroll all guests immediately upon program entry
- Maintain timely, accurate HMIS and/or EHR data
- Assess and enroll all willing guests into the County's Coordinated Entry System
- Coordinate with County-designated case managers
- Maintain complete and HIPAA compliant hard copy guest files using County-required cover pages
- Comply with confidentiality, privacy, and data security requirements

D. Daily Operations and Guest Engagement

The Contractor shall:

- Document guest's homeless status at entry
- Manage daily site operations, including check-ins, room assignments, and orientations
- Conduct weekly room inspections
- Develop and maintain a weekly enrichment, workshops, events, and activity schedule
- Develop volunteer opportunities so guests can maintain benefits eligibility
- Encourage participation using a voluntary, low-barrier approach

E. Code of Conduct Enforcement and Behavioral Management

The Contractor shall:

- Enforce the County-developed Code of Conduct (Attachment C) consistently and fairly
- Utilize trauma-informed de-escalation strategies
- Document all violations in accordance with County procedures
- Issue warnings to guests who violate the Code of Conduct.
- Communicate behavioral incidents promptly to County-designated case managers

F. Incident Review and Exit Determination Process

The Contractor shall:

- Establish procedures for serious or repeated violations
- Ensure impartial review and documentation
- Coordinate all exits with the County, except in emergencies
- Conduct exits in a manner that prioritizes safety and dignity

G. Safety, Crisis Response, and Emergency Procedures

The Contractor shall:

- Maintain a safe and secure environment
- Respond to crises in accordance with County-approved protocols
- Develop a site-specific Emergency Response Plan (ERP), including evacuation from each site, within 90 days
- Conduct regular emergency preparedness training
- Document and report incidents within 24-hours (some incidents will require reporting sooner)

H. Facility Operations

1. Site Administration

The Contractor shall:

- Communicate site logistical needs to County staff
- Enter data into the Homeless Management Information System (HMIS) in accordance with County HMIS data standards
- Act as a Coordinated Entry Access point
- Enforce the Code of Conduct including exiting of guests who violate the code of conduct

2. Internal Controls and Financial Management

The Contractor shall document and implement internal policies that include:

- Internal controls over purchasing and receiving of goods
- Online purchases shipped to business addresses only
- Inventory logs with appropriate sign-offs
- Documented invoice preparation procedures
- Staff responsible for invoicing must understand contract financial provisions

3. Timesheet and Labor Cost Documentation

All employees, including salaried staff, shall document hours worked on timesheets by program, activity, and/or shelter site. Timesheets shall support accurate billing, cost allocation, and audit compliance and be reviewed by supervisory staff.

I. Reporting and Compliance

The Contractor shall:

- Submit detailed invoices and reports
- Provide monthly billing with staff identifiers, roles, hours, and pay rates
- Comply with Continuum of Care HMIS data quality standards
- Maintain HMIS and file data quality
- Maintain EHR and file data quality standards
- Address monitoring findings
- Submit required reports
- Participate in County audits and site visits

J. Cultural Competency

The Contractor shall:

- Demonstrate culturally competent service delivery
- Provide documentation of experience with similar populations
- Describe linguistic capacity
- Define qualitative and quantitative outcome measures

K. Implementation Timeline

The Contractor shall provide a timeline for:

- Recruitment of qualified staff
- Verification of licensing and certification
- Policy and procedure readiness

L. Coordination with County Case Management and Partners

The Contractor shall:

- Maintain regular communication with County-designated case managers
- Notify the County of significant issues
- Participate in coordination meetings and case conferencing

M. Deliverables

Deliverables may include, but are not limited to:

- Staffing and training plan
- SOP manual
- Emergency Response Plan
- Full HMIS and Coordinated Entry participation/documentation
- Hard-copy file system

- Weekly enrichment schedules
- Incident reports
- Code of Conduct committee documentation

N. Performance Metrics and Outcomes

The Contractor shall meet performance expectations supporting safe operations, service quality, fiscal accountability, and progress toward housing stability.

1. Program Operations and Capacity

Metrics may include average daily census, bed utilization rates, and intake timeliness. Outcomes include consistent capacity utilization and minimized vacancy periods.

2. Safety, Stability, and Site Management

Metrics may include incident frequency and de-escalation success rates. Outcomes include a stable, trauma-informed environment.

3. Housing Engagement and Exits

Metrics may include engagement with case management, length of stay, and exits to permanent housing. Outcomes include increased housing placements and reduced returns to homelessness.

4. Service Engagement

Metrics may include number of activities offered and participation rates. Outcomes include improved engagement and well-being.

5. Data Quality and Compliance

Metrics may include HMIS timeliness and file completeness. Outcomes include audit-ready records.

6. Fiscal Accountability

Metrics may include invoice accuracy and audit findings. Outcomes include transparent use of public funds.

ACCESSIBILITY Standards

All contractors responsible for preparing content intended for use or publication on a County-managed or County-funded web site must comply with applicable Federal accessibility standards established by 36 C.F.R. Section 1194, pursuant to Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)), the County’s Web Standards & Guidelines located at <https://sonomacounty.gov/administrative-support-and-fiscal-services/information-systems/divisions/information-management/web-services/web-standards-and-guidelines>, and the County’s Web Site Accessibility Policy located at <https://sonomacounty.gov/administrative-support-and-fiscal-services/human-resources/employee-resources/administrative-policy-manual/9-3-website-accessibility-policy>.

For any proposal that includes scope involving such website content, proposers shall indicate their capacity and plan for compliance with these requirements.

VIII. DATA AND OUTCOME REQUIREMENTS

The selected proposer shall be required to participate in the County's Homeless Management Information System (HMIS) and Coordinated Entry (CE) throughout the term of the agreement. The proposer must ensure timely, accurate, and complete data entry in accordance with County data standards and reporting requirements. As required by the County, the proposer may also be required to utilize the County-designated Electronic Health Record (EHR) system and/or any other data collection or reporting systems deemed necessary to support program operations, monitoring, and compliance.

Emergency Shelters shall measure four outcomes as project deliverables:

1. Number of guests who exit to a permanent housing destination
2. Number of guests who increase income from any source(s)
3. Timely and accurate data entry based on staff input into the Homeless Management Information System (HMIS), as defined and by the prevailing HMIS Data Standards
4. The number and percentage of guests assisted with accessing and/or maintaining Medi-Cal.

Homeless Management Information System

As stated in the Sonoma County Homeless Management Information System Participant Agreement², Contractor must be in "good standing" in collecting and entering current, accurate, and comprehensive data that reflects the homeless program services delivered by Contractor into County's Efforts to Outcomes (EtO) Homeless Management Information System (HMIS) licensed by Social Solutions Group as a condition of funding under the resultant Agreement.

5. HMIS Good Standing: Good Standing is defined as timely data entry as well as complete and accurate data reflective of the Guest's status at Intake, Update, and Exit, as defined by the prevailing HMIS Data Standards.
 - a. Timely data entry: Unless otherwise approved in writing and attached to the resultant Agreement, entry of data into EtO HMIS within five (5) business days of the event that generated the data collection (i.e., Guest Intake, Entry, Update, and/or Exit from the program) is required. If Guest is enrolled in program services for longer than one-year, annual updates are required.
 - b. Accurate and Complete Data
 - i. All homeless Guest data for Covered Homeless Organizations shall be entered into the EtO HMIS
 - ii. 95% of all Department of Housing and Urban Development (HUD) or Sonoma County-defined mandated data points are supplied (fields do NOT reflect a "Null", "Don't Know or Refused", or "Data Not Collected" value).

² [https://sonomacounty.ca.gov/Main County Site/General/Sonoma/Sample Dept/Divisions/Housing Authority/Services/A Service/ Documents/HMIS Participation Agreement.pdf](https://sonomacounty.ca.gov/Main%20County%20Site/General/Sonoma/Sample%20Dept/Divisions/Housing%20Authority/Services/A%20Service/Documents/HMIS%20Participation%20Agreement.pdf)

- iii. The HUD Data Quality reports (required quarterly for each homeless program) shall always reflect a 95% or higher data completeness and quality result.
 - c. Data Collection Methodology: Contractor shall adhere to the most current HMIS Data Standards and County of Sonoma HMIS Lead designed program workflow(s) for each homeless program type.
6. User Training: All Users of the EtO HMIS shall receive general HMIS User Training and Security and Ethics prior to receiving login credentials to the HMIS. Additionally, all HMIS Users shall receive updated Security and Ethics training annually. Contractor shall report Users departing their HMIS role for any reason within 24 hours of their departure for removal of User from the HMIS.
7. Required Quarterly Reporting: Contractor shall utilize data from the following reports as the basis for quarterly report submissions and include those reports with its submission:
 - a. HUD Data Quality Report for the program being reported with a data range from the start of the fiscal year to the end of the required reporting period (cumulative).
 - b. HUD Annual Performance Report for the program.
8. HMIS Financial Match and Other Financial Requirement: Contractor will agree to pay the calculated fair share portion of the McKinney-Vento-required funding match within 60 days of billing by County. Contractor also agrees to provide County with leveraging information within 30 days of request.
9. Homeless Count Participation: Contractor shall take part in annual sheltered Homeless Count by maintaining accurate and up-to-date data in good standing and being responsive to the Sonoma County Homelessness Coalition (formally: Continuum of Care) and HMIS Coordinators' requests for current and accurate information prior to and after the Homeless Count. Contractor shall take part in the annual unsheltered Homeless Count by assigning staff to assist in the Homeless Count process and by making facilities and other Contractor resources available to support the Homeless Count commensurate to the size of Contractor's homelessness program.

Coordinated Entry

Contractor shall fully participate in the Sonoma County Coordinated Entry System (CES). Full participation is defined as adherence to all Sonoma County Coordinated Entry System Policies and Procedures, which includes:

- a. Assessing and enrolling homeless guests directly to CES for screening and assessment
- b. Communicating about program referral placement and/or reasons for declining guests

IX. LOCAL PREFERENCE

It is the policy of the County to promote employment and business opportunities for local residents and firms on all contracts and give preference to local residents, workers, businesses and contractors to the extent consistent with the law and interests of the public. A Local Service Provider is defined as a business or contractor who has a valid physical address located within

Sonoma County from which the supplier or contractor operates or performs business on a day-to-day basis, and holds a valid business license if required by a city within the jurisdiction of Sonoma County. Proposers claiming local preference must complete Proposal Form 5.

For quantitative evaluations of proposals, the locality of the service provider shall be included as an evaluation criterion in RFPs. Extra percentage weighting of 5% shall be provided in the total rating score for local service providers. For qualitative evaluations of proposals, Departments shall consider the locality of contractors or businesses and their sub-contractors along with other criteria identified in the RFP. If there is more than one service provider being considered and the providers are competitively matched in terms of other criteria, local service providers should be selected. If hiring sub-contractors, the County strongly encourages using local service providers.

No contract awarded to a local service provider or business under this policy shall be assigned or subcontracted in any manner that permits fifty (50) percent or more of the dollar value of the contract to be performed by an entity that is not a local business.

More information about the County's purchasing policies can be found on:
<https://sonomacounty.gov/development-services/sonoma-public-infrastructure/divisions/purchasing-working-with-the-county/local-preference>

PART TWO – PROCUREMENT PROCESS

I. PRE-BID CONFERENCE AND SITE VISIT

Pre-Bid Conference Details:

An optional virtual pre-bid conference webinar will be held online via Zoom on Wednesday, February 25, 2026 at 1:00 pm to answer questions regarding the RFP specifications and process.

To participate in the virtual pre-bid conference, pre-registration is required.

To register for this event and receive a link to participate, click on the link below:

https://sonomacounty.zoom.us/webinar/register/WN_NA_WgotlTXmeb8CdFjvtHg

After registering, you will receive a confirmation email containing information about joining the pre-bid conference webinar.

Site Visit Details:

Proposers may attend a non-mandatory site visit to get a clearer idea of both sites. The site visit will be conducted on March 6, 2026 at 10:00 am. **Pre-registration is required.** Site visits will begin at Eliza's Village and then Mickey Zane Place. Attendees will be limited to four (4) per organization. Limited information will be shared. Questions should be submitted in writing per the RFP schedule. Photography and recording will not be allowed.

Email DHS-Procurement@sonomacounty.gov no later than 5:00 PM 03/04/2026 to register for this event and receive details to participate.

II. WRITTEN QUESTIONS

Proposers are required to submit any and all questions in writing per the schedule in order for staff to prepare written responses. Written responses will be shared with all potential proposers through an addendum on the County's Supplier Portal. Questions should be sent via e-mail directly to:

To: DHS-Procurement@sonomacounty.gov

Subject: Interim Housing Site Management Services – Questions.

Questions will not be accepted by phone.

III. CORRECTIONS AND ADDENDA

1. If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in this RFP, the proposer shall immediately notify the contact person of such error in writing and request clarification or modification of the document. Modifications will be made by addenda as indicated below and notification given to all parties in receipt of this RFP.
2. If a proposer fails to notify the contact person prior to the date fixed for submission of proposals of a known error in the RFP, or an error that reasonably should have been known, the proposer shall submit a proposal at their own risk, and if the proposer is awarded a contract they shall not be entitled to additional compensation or time by reason of the error or its subsequent correction.
3. Addenda issued by the County interpreting or changing any of the items in this RFP, including all modifications thereof, shall be incorporated in the proposal. The proposer shall submit the addenda cover sheet with the proposal.
4. Any oral communication by the County's designated contact person or any other County staff member concerning this RFP is not binding on the County and shall in no way modify this RFP or any obligations arising hereunder.

IV. PROPOSAL SUBMISSION AND DUE DATE

Proposals must be received no later than the date and time listed in the schedule, or as revised by addendum. The proposal due date is subject to change. If the proposal due date is changed, all known recipients of the original RFP will be notified of the new date.

- A. Proposers must submit one (1) electronic copy of the proposal to the County of Sonoma's [Supplier Portal](#). The link to the Supplier Portal is: <https://esupplier.sonomacounty.ca.gov/>.

Hard copy, faxed, and/or emailed submissions will not be accepted.

Note: Proposers must be registered to submit electronic proposals. See registration instructions on the Supplier Portal link above.

- B. The submission of a proposal shall be an indication that the proposer has investigated and satisfied him/herself as to the conditions to be encountered, the character, quality and scope of the work to be performed, and the requirements of the County, including all terms and conditions contained within this RFP.

Late proposals will not be accepted.

PART THREE – INSTRUCTIONS FOR PROPOSAL PREPARATION

To receive consideration, proposals shall be made in accordance with the following general instructions.

I. PROPOSAL FORMAT

The proposal must be formatted as follows:

1. Proposal narrative shall use 12-point font with 1-inch margins, normal character spacing, and be no less than single-spaced, excluding attachments or additional documentation.
2. Sequentially numbered pages (i.e., Page 1 of 17, starting with Table of Contents and continuing through required forms and attachments)
3. The completed proposal shall be without alterations or erasures.
4. No oral or telephonic proposals will be considered.

II. PROPOSAL SUBMISSION REQUIREMENTS

For ease of review and to facilitate evaluation, the proposals for this project should be organized and presented in the order requested as follows:

A. PROPOSAL COVER SHEET AND CHECKLIST

Complete and submit Proposal Form 1 - Proposal Cover Sheet and Checklist, to include: the proposing agency's legal name, address, telephone number, IRS status, and type of entity; contact information for the person(s) authorized to execute the proposed contract; and contract information for program and fiscal contacts.

B. PROPOSAL NARRATIVE TO INCLUDE THE FOLLOWING SECTIONS:

SECTION I ORGANIZATION INFORMATION

- a. Provide a brief summary of proposed program on agency letterhead.
- b. Proposer must disclose any debarment or other disqualification as a supplier or vendor for any federal, state or local entities. Proposer must describe the nature of the debarment/disqualification, including where and how to find detailed information regarding debarment/disqualification.
- c. If this is a partnership or joint venture, describe in detail how the partnership or joint venture will be organized, who will be in overall control of the program, how it will function on a day-to-day basis, what proposer will do to guarantee continuity of services.

- d. Provide agency Organization Chart that identifies organization structure, staff members and titles, and key personnel who will be assigned to this program.
- e. Statement that proposer claims entitlement to the County's Local Preference Policy for Services and has a valid physical address located within Sonoma County from which proposer operates or performs business on a day-to-day basis and holds a valid business license if required by a city within the jurisdiction of Sonoma County (if applicable).

SECTION II QUALIFICATIONS AND EXPERIENCE

Proposer will provide specific information in this section concerning the agency's experience in the delivery of services described in this RFP, preferably within the State of California. Examples of completed projects, as current as possible, should be submitted, as appropriate.

- a. Describe proposer's experience in delivering services.
- b. Describe proposer's experience tracking data regarding services provided, and utilizing the Homeless Management Information System (HMIS) and/or an Electronic Health Record (EHR).
- c. **References are required.** Please provide names, addresses, and telephone numbers of contact persons within three (3) client agencies for whom similar services have been provided.
- d. Cultural Competence
Potential proposers must demonstrate an ability to provide culturally competent services. Specifically, proposers must disclose: (1) their previous experience with providing services to the diverse ethnic, linguistic, sexual or cultural population to be served; (2) their current ability to provide the specific project services to the diverse ethnic, linguistic, sexual or cultural population to be served; and, (3) the specific outcome measures, qualitative and quantitative, which demonstrate that the project provides culturally and linguistically competent services.
- e. Applicants who have experience and knowledge of the following are desired; Provide evidence of any areas of expertise the applicant possesses:
 - Peer support services.
 - Family support services.
 - Navigating health care systems.
 - Familiarity with Sonoma County resources and services for mental health treatment.
 - Familiarity with Sonoma County resources and services for substance use treatment.

SECTION III PROJECT APPROACH AND WORK SCHEDULE

Proposers must demonstrate knowledge of practices and how to best provide these services to the unhoused population.

All proposals must address the following:

- a. Describe services that will be delivered.
- b. Describe the methodology to perform all required services, with an aggressive schedule that will allow services to begin by July 1, 2026, if possible. This schedule should contain specific milestones and dates of completion which will be used to set schedules.
- c. Describe proposer's plan for collecting and reporting required data, outcomes and guest progress.
- d. Identify the extent of County personnel involvement deemed necessary, including key decision points at each stage of the project.
- e. Discuss the type of any software that is anticipated to be used in the planning process.
- f. Describe the level of quality control that you recommend for this project. What characteristics define this level of quality?
- g. Describe the agency's ability and plan to provide culturally competent and responsive services.
- h. For any proposal that includes scope involving content to be posted to a County website, proposers shall describe their capacity and plan for compliance with ADA requirements.

SECTION IV PRIVACY AND SECURITY

- a. Submit proposer's "HIPAA Authorization to Disclose PHI" in both English and Spanish.
- b. Provide the date of proposer's last HIPAA Security Risk Assessment and the name of firm that conducted the assessment.

SECTION V FISCAL

- a. Describe proposer's Internal Controls that define separation of duties to mitigate risk and fraud. Attach fraud prevention and risk control policies and procedures to the proposal.
- b. Provide a copy of the organization's most recent Single audit. If a Single audit was not performed, state the reason and provide a copy of organizations independent third-party fiscal audit.

SECTION VI COST OF SERVICE / BUDGET

- a. Submit an itemized budget and budget narrative utilizing Proposal Form 4. The proposal shall clearly state ALL of the costs, direct and indirect, associated with the project, broken down by category of products and services, and all on-going costs for recommended or required products and services, such as maintenance.
- b. The project costs must be broken out and include all expenses that will be charged to the County, including but not limited to hourly rates for labor, software costs, software maintenance costs, implementation fees, shipping, insurance, communications, documentation reproduction, and all expenses, including travel, meal reimbursement, hotel per diems, taxes, etc. Failure to clearly identify all costs associated with the proposal may be cause for rejection of the proposal.
- c. Please note, the County will not pay for services before it receives them. Therefore, do not propose contract terms that call for up-front payments or deposits.

SECTION VII IDENTIFICATION OF SUBCONTRACTORS

Proposers shall identify all subcontractors they intend to use for the proposed scope of work. For each subcontractor listed, proposers shall indicate (1) what products and/or services are to be supplied by that subcontractor and, (2) what percentage of the overall scope of work that subcontractor will perform.

SECTION VIII ADDITIONAL INFORMATION

Include any other information proposer believes to be pertinent but not required.

SECTION IX ATTACHMENTS TO PROPOSAL

List all requested attachments to proposal in the Table of Contents. Proposal Forms not included in above sections should be included in this section.

Proposal Form 2 - Complete and sign to indicate acceptance of, or exception to, the County's standard professional services agreement and Special Terms and Conditions Exhibits. To acknowledge willingness to accept the sample contract terms or to identify specific exceptions to the sample agreement, proposers must complete and submit this form. (Sample of the County's Professional Services Agreement is included as Attachment A; Special Terms and Conditions Exhibits are included as **Attachments C through G**)

Proposal Form 3 - Complete and sign to indicate willingness and ability to meet the County's insurance requirements as specified in Attachment B. (Sample Insurance Requirements are included as Attachment B)

Proposal Form 5 - Declaration of Local Business for Services (If applicable)

PART FOUR – PROPOSAL EVALUATION PROCESS

I. PROPOSAL REVIEW AND AWARD PROCESS OVERVIEW

All proposals received by the specified deadline will be reviewed by the County for content, including, but not limited to, cost, related experience and professional qualifications of the proposers.

The evaluation and scoring component for this RFP will consist of two phases:

- a. A review conducted by County staff to ensure that each proposal meets the minimum qualifications for proposal acceptance outlined below.
- b. Evaluation and scoring of each proposal by a review committee.

County employees will not participate in the selection process when those employees have a relationship with a person or business entity submitting a proposal which would subject those employees to the prohibition of Section 87100 of the Government Code. Any person or business entity submitting a proposal who has such a relationship with a County employee who may be involved in the selection process shall advise the County of the name of the County employee in the proposal.

The County reserves the right to negotiate modifications to the contract after the proposal selection to ensure that all necessary program requirements are satisfied and that the County and the public served receive the best value.

The selected proposal shall be used as the basis for negotiating the contract's scope of work and budget.

II. PROPOSAL DISQUALIFICATION

Any proposal may be disqualified prior to scoring if:

- a. The proposal is received at any time after the exact time and date set for receipt of proposals.
- b. The proposal is incomplete or fails to meet the minimum requirements as stated in the RFP.

In the event a proposal is disqualified as described above, written notification will be mailed to the proposer describing the reasons for disqualification.

III. MINIMUM REQUIREMENTS

County staff will evaluate all proposals received for the following minimum requirements on a "pass/fail" basis:

- a. The proposal was submitted by the closing time and date.
- b. The proposal was prepared in accordance with the Proposal Submission Requirements.
- c. Proposer has filed its formation document with its respective Secretary of State and is authorized to carry out business activities.
- d. Proposer is not on a federal debarment list. (www.sam.gov)

Only those proposals meeting the minimum qualifications will be forwarded for evaluation and scoring by the review committee. If federally funded and only one proposal is received, it will not be forwarded to a review committee, but, at the County's discretion, may be recommended for a single source agreement.

IV. PROPOSAL REVIEW COMMITTEE

A review committee will score each proposal that meets the minimum qualifications. As part of the evaluation and scoring process, the review committee may decide to interview proposers in person, via phone or by web-based applications. Travel or other expenses incurred by proposers will not be covered for interviews.

When proposals are being scored and funding recommendations are being made, the review committee can only base their scoring and subsequent recommendations on the information contained in the proposals. The review committee members cannot make assumptions, nor consider their personal knowledge or experience, regarding the proposing agencies and/or proposed services. In order to ensure that all proposing agencies are reviewed in a fair and equitable manner and to ensure that no agency is given unfair advantage, the scores and recommendations are based solely on the proposals that are submitted and the manner in which those proposals address the requirements of the RFP.

V. EVALUATION AND SCORING

A proposal evaluation system, which includes a point system for rating each proposal, will be used to review all proposals that meet minimum qualifications. This system will ensure uniformity in evaluating proposals and will identify the rationale for funding recommendations. Proposals will be evaluated using the following criteria:

- Organization Information - 4 Points
- Qualifications and Experience - 20 Points
- Project Approach and Work Schedule- 25 Points
- Compliance - 8 Points
- Privacy and Security - 8 Points
- Fiscal - 12 Points
- Cost Of Service / Budget - 18 Points
- Additional Information - 2 Points
- Attachments to Proposal - 2 Points
- Proposal Forms - 5 Points

VI. FINALIST INTERVIEWS

After initial screening, the evaluation committee may select those proposers deemed most qualified for this project for further evaluation. Interviews of these selected qualified proposers may be conducted as part of the final selection process. Interviews may or may not have their own separate scoring during the evaluation process.

VII. SELECTION CONDITIONS

A. PURCHASING AGENT

The County Department Head in consultation with the Purchasing Agent reserves the right, in their sole discretion, to take any of the following actions at any time before Board approval of an award: waive informalities or minor irregularities in any proposals received, reject any and all proposals, cancel the RFP, or modify and re-issue the RFP. Failure to furnish all information requested or to follow the format requested herein may disqualify the proposer, in the sole discretion of the County. False, incomplete, misleading or unresponsive statements in a proposal may also be sufficient cause for a proposal's rejection.

B. ADDITIONAL INFORMATION

The County may, during the evaluation process, request from any proposer additional information which the County deems necessary to determine the proposer's ability to perform the required services. If such information is requested, the proposer shall be permitted three (3) business days to submit the information requested.

C. ERRORS AND CORRECTIONS

An error in the proposal may cause the rejection of that proposal; however, the County may, in its sole discretion, retain the proposal and make certain corrections. In determining if a correction will be made, the County will consider the conformance of the proposal to the format and content required by the RFP, and any unusual complexity of the format and content required by the RFP. If the proposer's intent is clearly established based on review of the complete proposal submittal, the County may, at its sole option, correct an error based on that established content. The County may also correct obvious clerical errors. The County may also request clarification from a proposer on any item in a proposal that County believes to be in error.

D. SELECTION

The County reserves the right to select the proposal(s) which in its sole judgment best meets the needs of the County and to award to only one or multiple qualified submittals. ***The lowest proposed cost is not the sole criterion for recommending contract award.*** The County also makes no guarantee of any or equal amounts of work. The County of Sonoma further reserves the right to reject any or all proposals for any reason, including, without limitation, County's desire to enter into cooperative purchasing agreements with any other public agency. Selection or award pursuant to this RFP does not obligate the County to enter into an agreement with the selected proposer. The County reserves the right, at its sole discretion, to refrain from executing a contract for any reason, including but not limited to funding availability, legislative or regulatory changes, or a determination that contracting is not in the County's best interest.

E. NOTIFICATION OF RFP RESULTS

All proposers responding to this RFP will be notified of their selection or non-selection after the evaluation committee has completed the selection process.

RFP results and information regarding the selected firm(s) will be posted on the [Department of Health Services website](#) providing notification to all interested parties.

F. BOARD OF SUPERVISORS

Generally, the firm selected by the Evaluation Committee will be recommended to the Board of Supervisors for this project, but the Board is not bound to accept the recommendation or award the project to the recommended firm.

PART FIVE – GENERAL INFORMATION

I. RULES AND REGULATIONS

- A. The issuance of this solicitation does not constitute an award commitment on the part of the County, and the County shall not pay for costs incurred in the preparation or submission of proposals. All costs and expenses associated with the preparation of this proposal shall be borne by the proposer.
- B. Sonoma County reserves the right to reject any or all proposals or portions thereof if the County determines that it is in the best interest of the County to do so.
- C. The County may waive any deviation in a proposal. The County's waiver of a deviation shall in no way modify the RFP requirements nor excuse the successful proposer from full compliance with any resultant agreement requirements or obligations. Sonoma County reserves the right to reject any or all proposals, or to waive any defect or irregularity in a proposal. The County further reserves the right to award the agreement to the proposer or proposers that, in the County's judgment, best serves the needs of Sonoma County.
- D. All proposers submit their proposals to the County with the understanding that the recommended selection of the review committee is final and subject only to review and final approval by the Department Director (via delegation), the County Purchasing Agent or the Board of Supervisors.
- E. Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. Once the notice of intent to award is issued by the County, all proposals shall be deemed public record. In the event that a proposer desires to claim portions of its proposal exempt from disclosure, it is incumbent upon the proposer to clearly identify those portions with the word "Confidential" printed on the top right hand corner of each page for which such privilege is claimed, and to clearly identify the information claimed confidential by highlighting, underlining, or bracketing it, etc. Examples of confidential materials include trade secrets. Each page shall be clearly marked and readily separable from the proposal in order to facilitate public inspection of the non-confidential portion of the proposal. The County will consider a

proposer's request for exemptions from disclosure; however, the County will make its decision based upon applicable laws. An assertion by a proposer that the entire proposal, large portions of the proposal, or a significant element of the proposal, are exempt from disclosure will not be honored and the proposal may be rejected as non-responsive. Prices, makes and models or catalog numbers of the items offered, deliverables, and terms of payment shall be publicly available regardless of any designation to the contrary.

- F. The County will endeavor to restrict distribution of material designated as confidential to only those individuals involved in the review and analysis of the proposals. Proposers are cautioned that materials designated as confidential may nevertheless be subject to disclosure. Proposers are advised that the County does not wish to receive confidential or proprietary information, and those proposers are not to supply such information except when it is absolutely necessary. If any information or materials in any proposal submitted are labeled confidential or proprietary, the proposal shall include the following clause:

[Legal name of proposer] shall indemnify, defend and hold harmless the County of Sonoma, its officers, agents and employees from and against any request, action or proceeding of any nature and any damages or liability of any nature, specifically including attorneys' fees awarded under the California Public Records Act (Government Code §6250 et seq.) Arising out of, concerning or in any way involving any materials or information in this proposal that [legal name of proposer] has labeled as confidential, proprietary or otherwise not subject to disclosure as a public record.

- G. Requests for records related to this RFP must be submitted using the DHS Public Records Act eForm, which may be found at: <https://sonomacounty.gov/health-and-human-services/health-services/about-us/health-services-public-records-request>

II. NONLIABILITY OF COUNTY

The County shall not be liable for any precontractual expenses incurred by the proposer or selected contractor or contractors. The County shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

III. PROPOSAL ALTERNATIVES

Proposers may not take exception or make material alterations to any requirement of the RFP. Alternatives to the RFP may be submitted as separate proposals and so noted on the cover of the proposal. The County reserves the right to consider such alternative proposals, and to award an agreement based thereon if it is determined to be in the County's best interest and such proposal satisfies all minimum qualifications specified in the RFP. Please indicate clearly in the proposal that the proposal offers an alternative to the RFP.

IV. STATUS OF CONTRACTOR

The successful proposer will at all times remain to the County, a wholly independent contractor. Neither the County nor any of its agents will have control over the conduct of the Contractor or any of the Contractor's employees, except as otherwise set forth in the awarded Agreement. The Contractor's agents and employees are not and will not be considered employees of the County for any purpose. The Contractor may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the County. The County has no duty, obligation, or responsibility to the Contractor's agents or employees under the Affordable Care Act. The Contractor is solely responsible for any tax penalties associated with the failure to offer affordable coverage to its agents and employees under the Affordable Care Act and any other liabilities, claims and obligations regarding compliance with the Affordable Care Act with respect to the Contractor's agents and employees. The County is not responsible or liable for the Contractor's failure to comply with the Contractor's duties, obligations, and responsibilities under the Affordable Care Act. The Contractor agrees to defend, indemnify and hold the County harmless for all taxes and penalties that may be assessed against the County because of the Contractor's obligations under the Affordable Care Act relating to the Contractor's agents and employees.

V. LOBBYING

Any party submitting a proposal or a party representing a proposer shall not influence or attempt to influence any member of the selection committee, any member of the Board of Supervisors, or any employee of the County of Sonoma, with regard to the acceptance of a proposal. Any party attempting to influence the RFP process through ex-parte contact may be subject to rejection of their proposal.

VI. OTHER AGENCIES PROCUREMENTS

The County of Sonoma is soliciting proposals from qualified contractors. While this RFP is prepared on behalf of a Department of the County of Sonoma for execution of one or multiple contracts for these services, these contract(s) may also be used by other divisions/units of the County or other governmental agencies if desired. Any of these entities may procure services from the contractors who have received contracts under this RFP by issuing individual requests under these same terms, conditions, and prices. It is understood that public entities, special districts and nonprofit entities shall make purchases in their own name, make direct payment, and be liable directly to the successful proposer(s). The County of Sonoma is not an agent, partner or representative of these agencies and is not obligated or liable for any action or debts that may arise out of such independently negotiated procurements. The County reserves the right to issue competitive solicitations for any project without the use of the contracts. The County of Sonoma reserves the right to leverage the Request for Proposal and Contract pricing for additional services for other County departments and/or divisions.

VII. FORM OF AGREEMENT

1. No agreement with the County shall have any effect until a contract has been signed by both parties. Pursuant to Sonoma County Code Section 1-11, County personnel are without authorization to waive or modify agreement requirements.
2. A sample of the agreement is included as Attachment A hereto. Proposers must be willing to provide the required insurance and accept the terms of this sample agreement. With few exceptions, the terms of the County's standard agreement will not be negotiated. Indemnification language will not be negotiated.
3. Proposals submitted shall include a statement that (i) the proposer has reviewed the sample agreement and will agree to the terms contained therein if selected, or (ii) all terms and conditions are acceptable to the proposer except as noted specifically in the proposal. A proposer taking exception to the County's sample agreement must also provide alternative language for those provisions considered objectionable to the proposer. Please note that any exceptions or changes requested to the Agreement may constitute grounds to reject the proposal.
4. Failure to address exceptions to the sample agreement in your proposal will be construed as acceptance of all terms and conditions contained therein.
5. Submission of additional contract exceptions after the proposal submission deadline may result in rejection of the proposal.

VIII. DURATION OF PROPOSAL; CANCELLATION OF AWARDS; TIME OF THE ESSENCE

1. All proposals will remain in effect and shall be legally binding for at least ninety (90) days.
2. Unless otherwise authorized by County, the selected contractor will be required to execute an agreement with the County for the services requested within sixty (60) days of the County's notice of intent to award. If agreement on terms and conditions acceptable to the County cannot be achieved within that timeframe, or if, after reasonable attempts to negotiate such terms and conditions, it appears that an agreement will not be possible, as determined at the sole discretion of the County, the County reserves the right to retract any notice of intent to award and proceed with awards to other contractors, or not award at all.

IX. WITHDRAWAL AND SUBMISSION OF MODIFIED PROPOSAL

A proposer may withdraw a proposal at any time prior to the submission deadline by submitting a written notification of withdrawal signed by the proposer or his/her authorized agent. Another proposal may be submitted prior to the deadline. A proposal may not be changed after the designated deadline for submission of proposals.

X. PROTEST PROCESS

Any and all protests must be in writing and must comply with the timelines and procedures set forth at: <https://sonomacounty.gov/development-services/sonoma-public-infrastructure/divisions/purchasing-working-with-the-county/protests-and-appeals>

XI. LIVING WAGE

The contractor/franchisee/economic development assistance recipient shall comply with any and all federal, state, and local laws – including, but not limited to the County of Sonoma Living Wage Ordinance – affecting the services provided by this contract/franchise agreement. Without limiting the generality of the foregoing, the contractor/franchisee/economic development assistance recipient expressly acknowledges and agrees that this contract/franchise/economic development assistance agreement is subject to the provisions of Article XXVI of Chapter 2 of the Sonoma County Code, requiring payment of a living wage to covered employees. Noncompliance during the term of the contract/franchise/economic development assistance agreement will be considered a material breach and may result in termination of the contract/franchise/economic development assistance agreement or pursuit of other legal or administrative remedies.

The link to the Living Wage Ordinance is: <https://sonomacounty.gov/development-services/sonoma-public-infrastructure/living-wage>

XII. ARTIFICIAL INTELLIGENCE

The County may consider the use of Artificial Intelligence (AI) technologies to support the services to be provided under the awarded contract. However, any proposed AI technologies and their use must comply with all requirements set forth in the County’s Administrative Policy 9-6: Information Technology Artificial Intelligence (AI) Policy, including human oversight to review output, restrictions on use of confidential, restricted, or protected data, and legal compliance. That policy is available [here \[hyperlink\]](#). County pre-approval must be obtained for use of AI on the awarded contract and County reserves all rights with regard to reviewing any proposed AI use, including but not limited to comprehensive reviews of the AI technologies' security, privacy, ethical use, and legal compliance prior to approval, in County’s sole discretion.

PART SIX – FORMS

I. REQUIRED PROPOSAL FORMS

Include the following Proposal Forms with the proposal. Templates of the following Proposal Forms are located under the references for this RFP through the Sonoma County Supplier Portal

Proposal Form 1: Proposal Cover Sheet

Proposal Form 2: Attestation Regarding County Contract

Proposal Form 3: Acceptance of County Insurance Requirements

Proposal Form 4: Required Budget Template

Proposal Form 5: Declaration of Local Business for Services (In applicable)

II. ATTACHMENTS AND EXHIBITS

Attachment A: Sample Agreement

Attachment B: Sample Insurance Requirements

Attachment C: Emergency Shelter/Interim Housing Sites Code of Conduct Agreement, Statement of Guest Rights, and Behavioral Expectations

Attachment D: Homeless Management Information System (HMIS)

Attachment E: Reasonable Accommodations Emergency Shelter Program Standards of Care

Attachment F: State and Federal Funding Requirements

Attachment G: Privacy and Security of Personal and Personally Identifiable Information