



County of Sonoma

REQUEST FOR PROPOSALS (RFP)

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

Sexually Transmitted Infections Prevention and Collaboration

Proposals must be received no later than 2:00 P.M. on April 30, 2026.

County of Sonoma, Department of Health Services

Public Health 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 Sonoma County Department of Health Services (Department) is pleased to invite you to respond to a Request for Proposals (RFP) for the Sexually Transmitted Infections (STI) Prevention and Collaboration. The project will support the implementation of public health activities related to monitoring, prevention, testing, and linkage to and retention in care activities for the most vulnerable and under-served individuals living with, or at high risk for, STIs. 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 Department 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 Department determines that no proposer meets the requirements of this RFP, the Department, at its sole discretion, reserves the right to reject any or all proposals.

The Department 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 has allocated approximately \$135,000 per year for three years for these services. The term of the resultant contract is expected to be three (3) years with the option of two (2) one (1)-year extensions. An extension in contract amount and term may be granted depending on available funding and contractor performance, subject to County Board of Supervisors' approval.

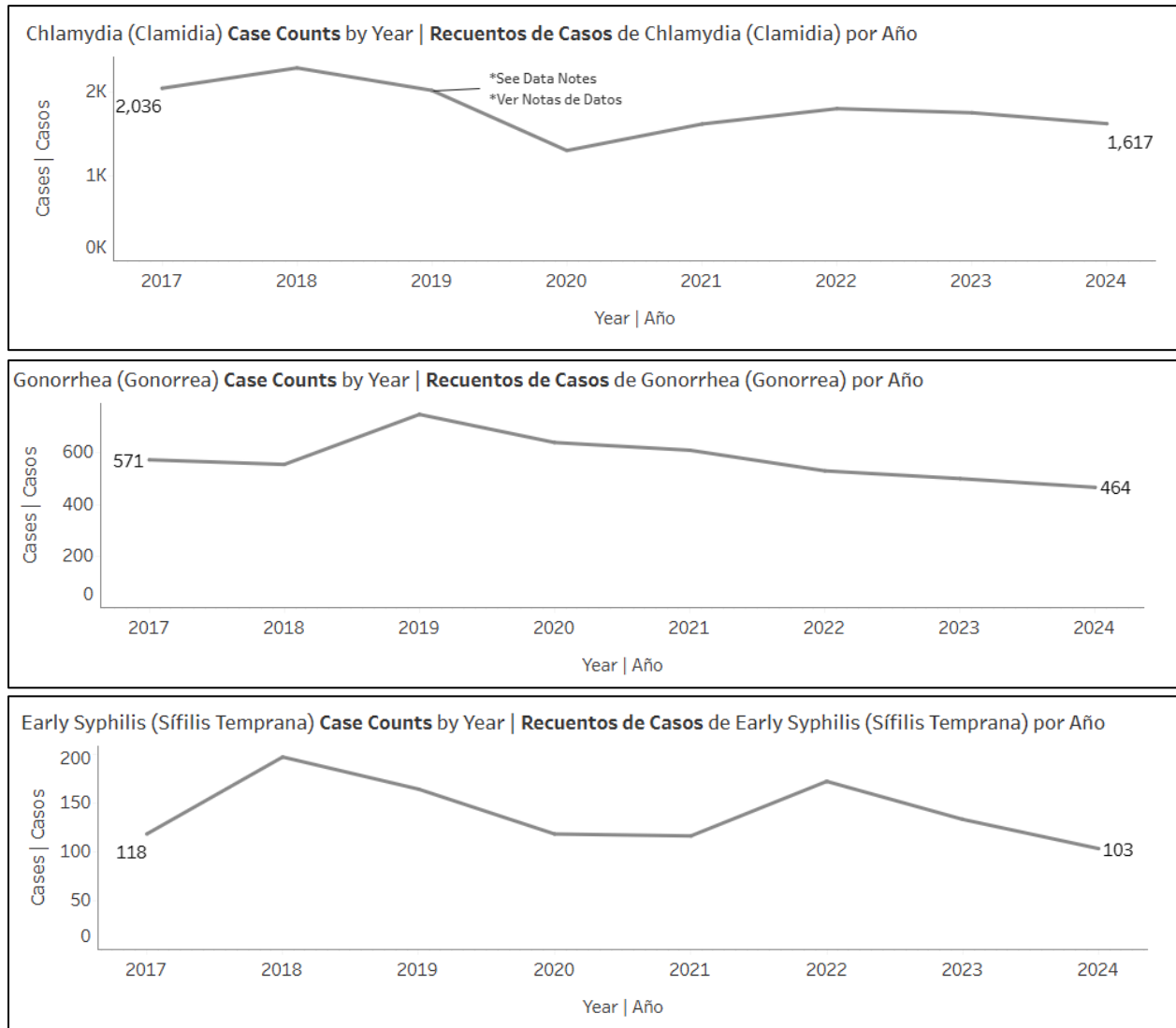
II. PROJECT BACKGROUND AND DESCRIPTION

The Sonoma County Department of Health Services (Department), Division of Public Health – Disease Control Unit is committed to reducing the incidence of communicable diseases through comprehensive surveillance, case investigation, and outbreak response. A key component of this mission is addressing sexually transmitted infections (STIs), Hepatitis C (HCV), and Human Immunodeficiency Virus (HIV) among the county's most vulnerable and underserved populations.

Although Sonoma County has observed a modest decline in STIs over the past five years, the number of cases remains persistently high and far from elimination. The three graphs below show trends from 2017 to 2024, and the county reported an annual average between 2021-2025 of approximately:

- Chlamydia: 1643

- Gonorrhea: 490
- Syphilis: 197
 - Early syphilis (primary, secondary, early non-primary, non-secondary): 120
 - Unknown duration or late: 75.6
 - Congenital: 1



As seen in Attachment D: STI Data 2021-2025, there are significant differences among ages, sex, and race/ethnicity in Sonoma County. These figures underscore the ongoing need for targeted prevention, testing and treatment strategies to reduce transmission and improve health outcomes among vulnerable populations.

To achieve the reduction of STIs, the Disease Control Unit collaborates with community-based organizations (CBOs) that provide prevention, testing, treatment linkage, and retention services. Through this Request for Proposals (RFP), DHS seeks to expand and strengthen

partnerships with CBOs to deliver STI prevention and collaboration services across Sonoma County.

These services are funded by California Department of Public Health (CDPH) grants and must support the implementation of evidence-based public health activities, including:

- Monitoring and surveillance of STI trends and risk factors.
- Prevention and education initiatives targeting high-risk populations.
- Testing and screening for STIs.
- Linkage to care and retention services for individuals diagnosed with STIs.
- Collaborative outreach to reduce barriers and improve health equity.
- Partner services and contact tracing to limit the spread of STIs.
- Data collection and reporting to evaluate program effectiveness.
- Training and capacity-building for program staff and community partners.

The goal is to reduce STI transmission, improve health outcomes, and address disparities by leveraging the expertise and reach of CBOs serving Sonoma County communities.

The geographic focus for this RFP is all of Sonoma County.

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
March 18, 2026	Release Request for Proposals
April 1, 2026	Pre-Bid Conference
April 9, 2026	Proposer's Questions Due by 5:00 p.m.
April 15, 2026	County's Responses to Questions Due
April 30, 2026	Proposals Due by 2:00 p.m.
May 2026	Proposals Evaluated by County
May 2026	Interviews Conducted (if applicable)
June 9 th , 2026	Notice of Intent to Award (<i>subject to delay without notice to proposers</i>)
July 2026	Board of Supervisors Awards Contract (<i>subject to delay without notice to proposers</i>)

IV. DESIRED GOALS/OBJECTIVES

The Department of Health Services is seeking vendors who will work with the Disease Control Unit on STI prevention, testing, navigation, linkages to care, care coordination, and treatment for vulnerable and underserved clients at high risk for STI, with an emphasis on priority settings and population. Priority settings include, but are not limited to, Homeless Encampment and Community-Based screenings.

Goals

1. Reduce the incidence and transmission of sexually transmitted infections (STIs) in Sonoma County through targeted prevention, testing, and treatment strategies.
2. Improve health equity by ensuring access to STI-related services for populations that are most vulnerable, underserved, and disproportionately impacted.
3. Strengthen community partnerships between the Disease Control Unit and CBOs to deliver culturally responsive and evidence-based interventions.
4. Enhance linkage to and retention in care for individuals diagnosed with STIs to improve long-term health outcomes.
5. Support data-driven decision-making through accurate monitoring, reporting, and evaluation of STI prevention and treatment efforts.

Objectives

1. Expand STI screening and testing services in high-risk communities, including outreach in non-traditional settings.
2. Provide culturally and linguistically appropriate education and prevention programs to increase awareness and reduce stigma around STIs.
3. Facilitate timely linkage to medical care and supportive services for individuals who test positive for STIs.
4. Collaborate with the Department of Health Services and other CBOs to implement harm reduction strategies, including condom distribution, PrEP education, and syringe services, where appropriate.
5. Collect and report program data to meet California Department of Public Health (CDPH) grant requirements and inform continuous improvement.
6. Develop and maintain referral networks to ensure seamless coordination between public health, healthcare providers, and community organizations.

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/Consultant: 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.

Community Based Organization (CBO): A public or private nonprofit organization that provides services to individuals in the community, including Federally Qualified Health Centers (FQHC), FQHC Look-Alikes, Rural Health Clinics, and drug treatment programs.

- *Correctional health organizations are considered a CBO as long as they are a nonprofit entity.*

Nonprofit Entity: A tax-exempt organization under Section 501(c) of the Internal Revenue Code.

Sexually Transmitted Infections (STIs): Chlamydia, gonorrhea, syphilis, congenital syphilis, and mpox.

- *Upon CDPH approval, other communicable diseases transmitted by sexual contact may be included as allowable activities. Activities may include integrated services for STIs, viral hepatitis, human immunodeficiency virus (HIV) infection, and drug overdose, to the extent they improve health outcomes for people living with, or at risk for, STIs.*

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.

1. ORGANIZATIONAL AND OPERATIONAL CAPACITY

- Be a legally recognized entity authorized to operate in the State of California (nonprofit organization, community-based organization, or healthcare provider).
- Demonstrate experience in the development and implementation of work plans for projects similar in scope to the services described in this RFP.
- Maintain an active Clinical Laboratory Improvement Amendments (CLIA) waiver for testing services.

- Have the organizational infrastructure, staffing, and resources necessary to implement STI prevention and collaboration activities.

2. PERSONNEL QUALIFICATIONS

- Employ licensed or certified personnel appropriate for the provision of services described in this RFP.
- Ensure all required staff have completed the CDPH Security and Confidentiality Training prior to service delivery.
- For STI services, have licensed medical personnel or Certified HIV Test Counselors trained in universal infection control precautions.

3. CULTURAL AND LINGUISTIC COMPETENCE

Proposers must demonstrate the ability to provide culturally competent services by disclosing:

1. Previous experience providing services to diverse ethnic, linguistic, sexual, or cultural populations.
2. Current capacity to deliver project services to these populations.
3. Specific outcome measures (qualitative and quantitative) that demonstrate culturally and linguistically competent service delivery.

4. COMPLIANCE AND COLLABORATION

- Comply with all federal, state, and local laws and ordinances related to public health contracting, including becoming a business associate under HIPAA and protecting the privacy and security of medical records in accordance with HIPAA and HITECH Act standards.
- Work collaboratively with the DHS to strengthen STI prevention activities integrated with HIV and HCV testing, referral, and treatment systems of care.
- Seek input from stakeholders, including clients, regarding STI service gaps and priorities.

5. ADMINISTRATIVE AND REPORTING REQUIREMENTS

- Submit invoices and maintain fiscal documentation in compliance with County requirements.
- Attend regional and statewide meetings to increase knowledge of STI issues and share best practices.
- Complete quarterly narrative summaries and client services data reports.

6. STI-SPECIFIC SERVICE CAPACITY

- Ability to work across Sonoma County to set up testing events within or near homeless encampments.
- Conduct STI screening among people experiencing homelessness or unstable housing, including:
 - Pregnancy testing
 - Patient and partner treatment
 - Prevention education

- Patient navigation and linkage to care
- Care coordination
- Increase community-level capacity to deliver STI screening, testing, treatment, and linkages to services for vulnerable and underserved clients at high risk for STIs.

VII. CONTRACTOR REQUIREMENTS (SCOPE OF WORK)

ACTIVITY 1: Conduct or ensure the provision of STI outreach, STI and pregnancy testing, patient and partner treatment, prevention, patient navigation, linkages to care, and/or care coordination, for persons at high risk for STI infection in at least one high priority setting, as described in Section IV above.

Sub-Activity Chlamydia (CT) and Gonorrhea (GC) testing/treatment:

Performance Indicators	Target (if applicable)
Number of people tested, by STI and location	To Be Determined (TBD) with Disease Control (DC) after award
Number and percent of people tested with a reactive/positive test result, by STI and location	At least 2% positivity for any STI
Number and percent of people with reactive/positive test result who received CDC/CDPH recommended treatment, by STI	At least 90%
Where applicable, number of Expedited Partner Therapy (EPT) doses dispensed, by STI	TBD with DC after award

Sub-Activity Syphilis testing/treatment:

Performance Indicators	Target (if applicable)
Number of people receiving any initial syphilis test (RPR (Rapid Plasma Reagin) or treponemal)	TBD with DC after award
Number of people with a positive/reactive initial syphilis test	TBD with DC after award
Number of people receiving both an RPR and treponemal (FTA-ABS, TP-PA, EIA) tests	TBD with DC after award
Number and percent of people who were newly diagnosed with syphilis among those who received any initial syphilis test	At least 2%
Number and percent of people diagnosed with syphilis (any stage) who initiated CDC/CDPH recommended treatment, by syphilis stage (early or late/unknown duration)	At least 90%
Number and percent of people diagnosed with late/unknown duration syphilis who completed CDC/CDPH recommended treatment	TBD with DC after award

Performance Indicators	Target (if applicable)
Number and percent of people diagnosed with primary, secondary or late/unknown duration syphilis who required navigation to care or treatment services that were successfully linked to care	TBD with DC after award
Where applicable, number of people provided/prescribed doxy-PEP among those tested for an STI	TBD with DC after award
Where applicable, number of people provided/prescribed HIV PrEP among those who test negative for HIV	TBD with DC after award

ACTIVITY 2: Provide, link or refer clients to supportive services for persons receiving STI services in selected priority settings and populations. Note: Supportive services are client-directed and offered as needed throughout the duration of STI outreach, testing, care, and treatment.

Performance Indicators	Target (if applicable)
Description of supportive services provided in selected priority populations and settings	N/A
Electronic tracking sheets for incentives and material supports to ensure appropriate utilization of items, as needed per CDPH guidelines	N/A

ACTIVITY 3: Increase low-barrier access to syphilis treatment and/or prevention (e.g., doxy-PEP) among priority populations.

Performance Indicators	Target (if applicable)
Number of Bicillin L-A doses delivered/administered in the field	TBD with DC after award
Number of doxy-PEP prescriptions/doses provided to patients	TBD with DC after award
Number of early syphilis cases receiving treatment/total number of early syphilis cases diagnosed	TBD with DC after award
Number of pregnant people with syphilis receiving adequate treatment / total number of pregnant people diagnosed with syphilis	TBD with DC after award
Median number of days between early syphilis diagnosis and treatment	TBD with DC after award
Number of late or unknown duration syphilis cases receiving treatment/total number of late or unknown duration syphilis cases diagnosed	TBD with DC after award

ACTIVITY 4: Integrate STI into outreach, prevention, testing, patient navigation, care coordination, treatment services, and/or outbreak response for HIV, mpox, viral hepatitis, drug

overdose and/or other communicable diseases transmitted via sexual contact or injection drug use.

Performance Indicators	Target (if applicable)
Description of integrated activities and outcomes submitted to CDPH	N/A

ACCESSIBILITY Standards

All consultants 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 proposer will support Sonoma County's STI prevention, testing, treatment, partner services, and community engagement efforts by:

- Submitting quarterly quantitative and qualitative reports to the DHS Disease Control Unit.
- Participating in quarterly performance review meetings to examine results, discuss strategies, identify best practices, and determine performance improvement actions as needed.

Reporting dates will be finalized with the Disease Control Unit after award.

REPORTING CADENCE AND DEADLINES

- **Quarterly Reporting Periods:** Q1 (Jul–Sep), Q2 (Oct–Dec), Q3 (Jan–Mar), Q4 (Apr–Jun).
- **Submission Deadline:** Within 30 calendar days after quarter end (specific dates are determined post-award).
- **Quarterly Review Meeting:** Held within 45 calendar days after report submission, scheduled jointly with Disease Control Unit.

PERFORMANCE INDICATOR REPORTING AND TARGET SETTING

The proposer will report on all performance indicators specified in Section VII: Contractor Requirements as part of quarterly submissions to the Disease Control Unit. The target

development process will be a collaborative approach that ensures that targets are realistic, evidence-based, and equity-focused, while allowing flexibility to adapt to emerging needs and best practices.

- For indicators where targets are not pre-defined in the RFP, performance targets will be co-created after contract award during initial planning sessions.
- Targets will be revisited and refined during annual planning meetings to ensure alignment with evolving program priorities, epidemiologic trends, and health equity goals.

The co-creation participants will include (i) vendor, (ii) Sonoma County DHS Disease Control Unit, and (iii) Sonoma County DHS Epidemiology Team.

Where feasible, performance indicators should include the following equity and disaggregation metrics to ensure programs are reaching the most vulnerable and high-risk populations.

- **Age bands** (e.g., 15–17, 18–24, 25–34, ...)
- **Race/ethnicity**
- **Sex assigned at birth, gender identity**
- **Sexual orientation** (if collected)
- **Housing status** (e.g., unhoused / precariously housed)
- **Geography** (e.g., ZIP code, neighborhood, or census tract)

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 consultants to the extent consistent with the law and interests of the public. A Local Service Provider is defined as a business or consultant who has a valid physical address located within Sonoma County from which the supplier or consultant 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 consultants or businesses and their sub-consultants 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-consultants, 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

An optional virtual pre-bid conference webinar will be held online via Zoom on April 1, 2026 at 10:00 AM to answer questions regarding the RFP specifications and process.

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_358CUdyUSauywcTjVvCMmA

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

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: **STI Prevention and Collaboration** – 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](https://esupplier.sonomacounty.ca.gov/). 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 shall use 12-point font with 1-inch margins, normal character spacing, be no less than single-spaced, and not exceed 8 pages, excluding attachments or additional documentation.
2. Sequentially numbered pages (i.e., Page 1 of 8, 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. TABLE OF CONTENTS

Include structure and page numbers for the proposal.

C. 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.
 - Provide details on key personnel and how they will support the activities.
- 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 for STIs, HCV or HIV. Experience should include:
 - Quantitative and qualitative performance over the previous five years reaching vulnerable and high-risk populations for outreach, testing, patient

and partner treatment, prevention, patient navigation, linkages to care, and/or care coordination.

- Where feasible, include disaggregated data for age, sex, race/ethnicity, sexual orientation, and housing status.
 - Where feasible, include geography of services.
- b. Describe proposer's plan for collecting and reporting required data, outcomes and client progress.
- 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.

SECTION III PROJECT APPROACH AND WORK SCHEDULE

Proposers must demonstrate knowledge of practices and how to best provide these services for the most vulnerable and under-served individuals living with, or at high risk for, STIs.

All proposals must address the following:

- a. Describe services that will be delivered as articulated in the scope of work.
- Description should include:
- i. Narrative for how the proposer will reach vulnerable and high-risk populations for activities 1, 2, 3 and 4.
 - ii. Quantify annual performance indicators across activities 1, 2, 3, and 4. Where feasible, include disaggregated data and narratives with age, sex, race/ethnicity, sexual orientation, and housing status.
 - iii. Geography of services and how those services will be reaching vulnerable and high-risk populations across Sonoma County.
- b. Describe the methodology to perform all required services, with an aggressive schedule that will start immediately upon award to achieve the agreed upon targets for activities 1, 2, 3 and 4. This schedule should contain specific milestones and dates of completion which will be used to set schedules.
- c. Identify the extent of County personnel involvement deemed necessary, including key decision points at each stage of the project.

- d. Discuss the monitoring, evaluation and learning process.
- e. Discuss the type of any software that is anticipated to be used in the planning, monitoring and evaluation process.
- f. Describe the agency's ability and plan to provide culturally competent and responsive services.
- g. 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 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 VI 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 VII ADDITIONAL INFORMATION

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

SECTION VIII 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 Attachment C)

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 may negotiate modification after the bid/proposal has been selected to assure that all necessary program requirements are covered before the contract is signed.

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 the proposal is incomplete or fails to meet the minimum qualifications 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 qualifications 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 the California 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. Failure to respond to all the applicable rating factor criteria will result in an incomplete proposal. If the proposer cannot respond to a specific question because it has determined that question does not apply to its proposed eligible activities, the proposer should specify why it does not apply rather than leaving it blank or unaddressed. Proposals will be evaluated using the following criteria:

- Section I Organization Information - 5 Points
- Section II Qualifications and Experience - 25 Points
- Section III Project Approach and Work Schedule- 40 Points
- Section IV Privacy and Security - 5 Points
- Section V Cost Of Service / Budget - 15 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 consultants. 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 consultants 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 consultant 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 consultants, 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 (If applicable)

II. ATTACHMENTS AND EXHIBITS

Attachment A: Sample Agreement

Attachment B: Sample Insurance Requirements

Attachment C: Special Terms and Conditions - Information Privacy & Security -HIPAA

Business Associate Addendum

Attachment D: STI Data 2021-2025