Health Department Promotions Campaigns, Graphic Design, PSA/Commercial filming, script development

The Multnomah County Health Department (MCHD) seeks Proposers to partner on communications opportunities that promote the health and wellbeing of the residents of Multnomah County, Oregon.

Open	10/23/2026, 8:00 AM PDT	Type	Request for Programmatic Qualifications (RFPQ)
Close	12/16/2026, 4:00 PM PST	Number	RFPQ-41-2027
		Currency	US Dollar
Sealed Until	12/16/2026, 4:00 PM PST		
		Payment Terms	0% 0, Net 30

Contacts

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Commodity Codes

Commodity Code	Description
80140100	Marketing, Distribution Services
45120000	Photographic or Filming Equipment
80170000	Public relations & professional communications services
82100000	Advertising Services
82111900	News & Publicity Services
82112000	Interpretation Services
82130000	Audio, Video, Photographic Services
82140000	Graphic Design Services
83110100	Telecommunication Media Services
83111600	Telecommunication Cellular Service & Devices
99070204	Community Building & Development Services
99070206	Crisis Response & Intervention
99070207	Demographic Services
99070214	Health Promotion Services
99070410	Public Opinion Survey
99070414	Video System Design
99070415	Video, Sound Rental

Description

IMPORTANT: Suppliers who do not currently have access to the Multco Marketplace Supplier Portal will need to complete the "MMP Supplier Access Request Form". In order to allow the County sufficient time to review your request, the MMP Supplier Access Request form should be completed no fewer than 5 days prior to the Sourcing Event closing date.

PRE-PROPOSAL CONFERENCE

There will be a virtual pre-proposal conference for this Sourcing Event on November 3, 2026 at 1:00PM-2:00PM PT.

Pre-Proposal Meeting- RFPQ-41-2027-Health Department Promotions Campaigns, Graphic Design, PSA/Commercial filming, script development
Tuesday, November 3 · 1:00 – 2:00pm
Time zone: America/Los_Angeles
Google Meet joining info
Video call link: https://meet.google.com/aca-mnkv-aeo
Or dial: (US) +1 573-401-1124 PIN: 902 300 292#

Attendance is **OPTIONAL** but encouraged. The pre-proposal conference will provide the proposal submission process.

PROPOSAL SUBMISSION INSTRUCTIONS

Please read all provided information. Any questions should be directed to the Q & A Board in the Tools section of the Sourcing Event prior to the last day for questions.

ITEM(S) TO SUBMIT AS SUPPLIERS ATTACHMENTS/FILE UPLOADS FOR THIS SOURCING EVENT:

All questions are to be answered in the text boxes for each question. The text boxes have a maximum limit of 2500 characters which includes spaces.

Please do not submit/include any additional files, weblinks or information not specifically requested in the Supplier Attachments section or in the text boxes. Any file not requested or any weblinks will be redacted and not evaluated.

Note: Sample Contract Attachments are sample documents and are for informational purposes only. You do not need to complete these as part of your proposal.

CONFIDENTIALITY

Multnomah County is required to disclose non-exempt public documents pursuant to Oregon public records law. If your Proposal has confidential information, read over the CONFIDENTIALITY statement in the Prerequisites section and follow the instructions on the CONFIDENTIALITY statement. The text or character limits that applied within the original sections or questions will apply to this uploaded PDF file.

SERVICE DESCRIPTION, FUNDING AND CONTRACTING INFORMATION

PURPOSE AND OVERVIEW

The Multnomah County Health Department (MCHD) seeks Proposers to partner on communications opportunities that promote the health and wellbeing of the residents of Multnomah County, Oregon.

This Request for Programmatic Qualifications (RFPQ) seeks to solicit a pool of highly qualified agencies, community based organizations and individuals that are interested in partnering with programs across MCHD on specific communications scopes of work as they arise.

MCHD seeks a diverse pool of qualified applicants to support communications-related scopes of work that require diverse organizational characteristics and skill sets. As a result, this RFPQ asks about a wide array of Proposers' services provided, populations served, demonstrated experience, and organizational information. MCHD divisions and programs will select individuals/agencies from this pool as communications needs arise based on these skill sets and characteristics.

Major requested services include, but are not limited to: communications strategy, planning, and development; social media content, digital media advertising, and analytics; print and other traditional media advertising; visual asset creation; video and film content creation; culturally specific communications and outreach; research and evaluation (see Scope of Services below)

DEFINITIONS

CHIP - Community Health Improvement Plan

MCHD - Multnomah County Health Department

RFPQ - Request for Programmatic Qualifications

Proposer - Agency or individual submitting a proposal for the solicitation

PUR-1 - Multnomah County Purchasing mandated laws and regulations for personal services. https://multco.us/purchasing/mandated-laws-regulations

Requirements contracts - Contract that is issued for recurring needs over a specific time period

INTRODUCTION AND PROGRAM HISTORY

The Multnomah County Health Department (MCHD) is the largest safety net health care provider and public health department in Oregon. We work in more than 30 service sites County-wide, where we deliver an array of medical, dental and behavioral health care, culturally-relevant prevention and health promotion, and public health services to people who live, work and play in Multnomah County. MCHD has been providing health services to the county's most vulnerable residents since 1860.

The Health Department is statutorily responsible for promoting and protecting health and preventing disease for Multnomah County's diverse communities. MCHD provides services through several divisions: Public Health, Behavioral Health, Corrections Health, Integrated Clinical Services (our community health clinic system), and the Tri-County Health Officer.

MCHD is committed to promoting equity and eliminating health disparities, particularly those perpetuated by systemic and structural racism and other social determinants of health. The County as a whole is committed to inclusively leading with race in all work, as many of the communications, environments, systems, policies and institutions Multnomah County works through have historically underserved and harmed communities of color. The County has both the opportunity and the responsibility to advance equity and justice through the many ways we affect the daily lives of community members.

Communications capacity within the Health Department

MCHD's Communications and Marketing Team supports communications efforts throughout the Department, including: emergency communications related to COVID-19, inclement weather events, wildfires and other crises. The team supports and coordinates department-, division- and program-level communications. Team members are responsible for ensuring the provision of accessible, culturally and linguistically responsive health communications that align with county equity and inclusion standards This

includes providing communications planning and strategy, managing MCHD's web and social media presence, providing video, digital and print collateral, coordinating paid media campaigns and overseeing MCHD branding standards.

In addition to the Communications and Marketing Team, many MCHD divisions and programs have their own communications staff who coordinate communications for their specific areas, often in partnership with the community. Program communications staff often seek support from the MCHD Communications and Marketing Team and/or outside contractors to enhance their efforts.

Learn more about MCHD at https://www.multco.us/health and view the MCHD Facebook, Twitter, and Instagram pages.

GOALS, VALUES AND OTHER IMPORTANT CONSIDERATIONS

The work of the Health Department is guided by its mission, vision, and goals and the Health Department Strategic Framework.

MCHD's mission is to work in partnership with the communities it serves to advance health equity, protect the most vulnerable, and promote health and wellness for the people of Multnomah County. This mission serves to work toward our collective vision of thriving communities that nurture the health and resilience of all. We maintain the following values in carrying out this work:

- Compassion and care - we treat all with kindness, dignity and respect as we seek to uplift one another's humanity
- Racial equity - we acknowledge that racism negatively affects everyone in our county, and we commit to accelerating our progress in eliminating racial inequities
- Integrity - in protecting our community's health, we lead with conviction, honor our commitments, and deliver on our promises
- Empowerment - we work collaboratively to ensure that our policies and programs amplify people's voices and uplift community-driven solutions
- Connection - our success depends on the diversity, brilliance, and care of one another

Our goals are to:

- Assure individuals, families and communities gain greater control of the factors that influence their health.
- Improve the health of our diverse communities.
- Be an adaptive learning organization that serves as an effective and accountable local public health authority and provider of trusted community health services

TARGET POPULATION SERVED

MCHD protects and promotes the health and emotional wellbeing of the entire population of Multnomah County, Oregon, which totals just around 800,000 people—about 20% of Oregon's population. Multnomah County's population is approximately 14% Latino, 9% Asian, 7% Black/African American, 3% Native American/Alaska Native, 1% Pacific Islander, and 66% White non-Latino. About 18% of the population lives on incomes below the Federal Poverty Level (FPL), and 35% live on incomes below 200% FPL. The CHIP prioritizes work with communities of color, the unhoused, the LGBTQ2 community, people with disabilities, people experiencing mental illness, and communities whose first language is not English.

MCHD tailors programming to specific subpopulations within Multnomah County to meet their unique health needs and is especially committed to reducing health and behavioral health care inequities. This approach allows MCHD to address systemic, avoidable, unfair, and unjust differences in health outcomes among different population groups, such as people of different races or ethnicities. Therefore, many initiatives focus on improving health for communities of color, immigrants and refugees, and people who live on low incomes, as these populations often experience poorer health status due to inequitable access to resources. Initiatives are also tailored to school-age youth, parents, pregnant people, children and families, houseless individuals and persons living with HIV, STIs, or other communicable diseases. MCHD often seeks to partner with organizations that have strong experience and demonstrated success working with these populations. Multnomah County strongly encourages the participation of culturally specific, culturally responsive, women-owned and emerging small businesses in providing these services.

GEOGRAPHIC BORDERS/LIMITATIONS & SERVICE AREAS

MCHD programs generally operate within the boundaries of Multnomah County, Oregon. Many services are countywide, but some programming focuses on specific areas within the county, such as cities, parts of cities, and neighborhoods.

Occasionally, MCHD engages in programs that serve a wider region, such as the Portland metropolitan area or even larger regional areas. These programs are often in partnership with other local health departments and/or community partners.

FUNDING

Funding for opportunities to partner with MCHD comes from a variety of sources including federal, state and local agencies and County General Fund. Budget periods are generally one year in length. Sometimes contracts are initiated across multiple budget periods. Funders may restrict use of funds for certain activities and cost categories.

At this time, there is no specific funding or guaranteed work designated for this RFPQ process. Once qualified individuals, agencies and organizations have been selected, MCHD programs will use allocated funds to partner with organizations selected from the RFPQ on communications-related scopes of work.

Funding of the work described in this Sourcing Event is not guaranteed. Fluctuations in funding year to year should be expected. The County cannot assure that any particular level of work will be provided and the contract will permit the County to add or remove work as necessary depending on availability of funding.

MATCH REQUIREMENTS

Match requirements may vary based on source of funding, but generally matching is not required. Proposers may indicate how their budgets can be leveraged by use of in-kind contributions, donations, etc. from local supporters.

SCOPE OF SERVICES

The scope of services for this RFPQ includes the Health Department's communications needs, including those from the Public Health Division, Behavioral Health Division, Corrections Health Division, and Integrated Clinical Services. Proposers may receive contracts to support any range of services within the Department.

Communications needs are broad and range in scope but can be expected to advance the goals and mission of the Divisions and the Health Department. Successful Proposers will have an understanding and ability to navigate the communication needs, deadlines, and nuances of local government and the policy, political,

programmatic landscapes as well as the publicly-funded nature of our work. The following **seven (7) categories** highlight potential scopes of service we aim to secure with this RFPQ:

- **Category 1 - Communications Strategy, Planning, and Development**

  Develop a communications strategy for a division or program (either internal or external) that furthers stated objectives. May involve message development, creative development, plan implementation and tracking. Development, planning, and implementation of a campaign or social media strategy.

- **Category 2 - Social Media Campaigns, Digital Media Advertising, and Analytics**

  Social Media Campaign: Creation, modification, planning, and strategizing of social media campaigns multiple platforms. MCHD and program social media channels include Facebook, Instagram, YouTube, and Twitter. Content is typically generated by program staff or the HD Communications Team and integrated into existing Health Department social media strategy.

  Digital Media Advertising: Purchasing of advertising on social media channels, paid searches, and display advertising and websites, not limited to MCHD social media channels, depending on goals and outcomes for projects.

  Social Analytics and Reporting: Providing regular comprehensive reports of digital analytics for social media and digital advertisements, including performance reports.

- **Category 3 - Print and Other Traditional Media Advertising**

  Purchase traditional media to obtain placement in desired media markets and achieve campaign goals, as applicable. This may include print, public transportation, billboards, radio, etc., sometimes in collaboration with regional partners.

- **Category 4 - Visual Asset Creation**

  Through graphic design, illustration, and photography, development of visual assets for specific projects and future MCHD use. Development of new brand concepts, graphic design, and marketing or communications strategies to increase community understanding of the public outreach campaign messages, including effective ways to conduct outreach.

- **Category 5 - Video and Film Content Creation**

  Create educational/instructional, inspirational/storytelling videos and short films (live action or animations) that promote MCHD's goals. Includes hiring actors, writing scripts, editing and production of video for use online, social media, public service announcements, and others.

- **Category 6 - Culturally Specific Communications and Outreac**h

  Services include development of outreach strategy and implementation, expansion of social media reach, transcreation of ad campaigns, culturally- and linguistically- appropriate illustrations, videos, and other assets. Relationships with community leaders, community-specific media, and other spokespeople to help deliver messages to priority populations. Ability to implement a communications plan or approach with ongoing inclusion of these relationships.

- **Category 7 - Research and Evaluation**

  Conduct audience/market research for Multnomah County audiences, including diverse age and racial/ethnic audiences. Research and evaluation may include focus groups and targeted interviews, message testing, data collection and analysis.

FISCAL REQUIREMENTS AND REPORTING

County fiscal compliance reviews will be conducted to ensure that the Proposer's financial records, systems, and procedures conform to Generally Accepted Accounting Principles and are in compliance with all County and State audit and accounting requirements.

Contractors will fully cooperate with the County's contract monitoring activities. This includes making available all data/information the County deems necessary for those processes. Invoice and report requirements will be determined at time of contracting and vary depending on funding source and scope of work.

PERFORMANCE MEASURES/PERFORMANCE CONTRACTING

Performance measures will vary depending on funding source and specific scope of work for each project. Examples of typical performance measures include but are not limited to:

- Reach (number of clicks/views, demographics, location)
- Success rate (engagement, conversion rate)
- Content (topics covered, projects completed)
- Program outcomes (impacts on participants and community; changes in policies, systems, and environments; strength of partnerships; advances in health equity)

CONTRACT NEGOTIATION

Once selected in the allocation process, The County will initiate contract negotiations with the Proposer. Multnomah County may, at its option, elect to negotiate general contract terms and conditions, services, pricing, implementation schedules, and such other terms as the County determines are in the County's best interest. If negotiations fail to result in a contract, the County reserves the right to terminate the negotiations and initiate contract negotiations with another qualified Proposer(s). This process may continue until a contract agreement is reached.

CONTRACT AWARD AND ALLOCATION PROCESS

This is a formal, competitive, Sourcing Event process as provided for under the authority of PUR-1. No contracts will be issued as a result of this Sourcing Event process. Our intent is to establish pools of qualified vendors who will be eligible for potential contract awards. There is no limit on the number of vendors that may be qualified under this Sourcing Event process. **Multnomah County strongly encourages the participation of Minority-Owned, Women-Owned, Emerging Small Businesses, Service Disabled Veteran and Organizations in providing these services.**

CONTRACT ALLOCATION PROCESS

Entirely separate from this qualification process, MCHD will initiate and award requirements contracts to those qualified providers who demonstrate the desired experience, skills, proficiency, certifications, and area of specialty that will support communications related scopes of work. MCHD will conduct a rigorous contract allocation process to distribute services and available funds according to known system requirements and priorities. Contract allocations will only be made to providers who qualified under this Sourcing Event. The contract allocation process will be a formal one, requiring MCHD to document their findings and determinations in writing that lead to specific contract allocations or to the continuation of contract allocations. **MCHD must complete the required Allocation Process step in MMP**

and include this documentation within the MMP record. Suppliers may not protest contract allocation decisions. Contract allocation decisions will be made from an overall County system of care perspective. Contract allocation priorities and selection criteria may include:

- County and Department strategic priorities
- Overall system of care needs and deficiencies
- Sourcing Event proposal information and evaluation input from the raters
- Provider/system stability
- Provider experience
- Number and type of funded slots/beds
- Fund-imposed requirements or restrictions (i.e. nonprofit, designated vendor, etc.)
- Specific population coverage
- Services provided in client's native language
- Geographic service coverage
- Coverage of specific treatment modalities
- Customer feedback (Clients, referral sources, etc.)
- Ability to leverage additional funding
- Client needs (including psychological needs) and trends
- Provider economy of scale
- Past performance (recidivism rates, engagement, etc.)
- Certification status
- Extent of provision of like services by any one agency
- Other factors as deemed appropriate by the contract allocation team

Since the allocation process considers a variety of factors, funding may go to qualified Proposers who did not earn the highest overall qualified score. Therefore, it will be possible to qualify under this Sourcing Event process and not receive a contract allocation due to resource limitations and other factors. The Department cannot predict a case load for these services and does not guarantee any particular volume of business will be offered to any applicant who qualifies to provide services, nor is there any guarantee that MCHD will use the services of any applicant who is issued a contract by virtue of this application.

After Purchasing provides written Sourcing Event results to all Proposers and with the completion of the separate allocation process by MCHD. MCHD staff will contact the successful and qualified Proposer(s) who will receive an allocation for contract negotiations. The County will be awarding Requirements Contracts for these services. Requirements Contracts do not guarantee any level of funding and funding levels may change from year to year.

All Proposers seeking to provide services must submit a proposal and receive a minimum of 70% of the total points possible in order to qualify.

The County reserves the right to qualify additional suppliers for these services as it deems necessary. All qualified suppliers will be added to one vendor pool, from which contracts will be awarded through the allocation process.

CONTRACT TERM

Contract terms will vary, generally ranging from one to five years. The contract term shall not exceed 5 years. Qualifying under this RFPQ will keep your organization in the pool of qualified candidates for contract opportunities for five years.

COMPENSATION AND METHOD OF PAYMENT

The payment structure will vary depending on funding source and scope of work. Potential structures include: Cost Reimbursement, a payment structure that reflects a purchase arrangement in which the County pays the provider for budgeted agreed-upon costs that are actually incurred in the delivery of services specified in the contract, up to a stated maximum obligation. Unit Rate (also known as Fee for Service), a payment structure based on the delivery of a defined unit of service. Fixed Price, a payment structure that is one price set in the contract.

COOPERATIVE PURCHASING

Not used for this Sourcing Event

INSURANCE REQUIREMENTS

Exhibit 2 of the Sample Contract reflects the minimum insurance required of a Contractor to provide this service. Additional insurance coverage may be required depending on the key features of service delivery chosen by the Contractor. Final insurance requirements will be subject to negotiation between, and mutual agreement of the parties prior to contract execution.

Minimum insurance requirements:

Type of Insurance	Amount	Per Occurrence	Aggregate
Professional Liability	$1,000,000	$1,000,000	$2,000,000
Commercial Gen Liability	$1,000,000	$1,000,000	$2,000,000
Workers Compensation		Required	

MINIMUM REQUIREMENTS

At the time of proposal submission, Proposers must meet the following minimum requirements. Failure to provide any of the required documents or meet any of the below requirements shall result in rejection of the proposal.

- The Proposal response must be received by Multnomah County Purchasing no later than 4:00 P.M. local Portland time on the proposal submission deadline.

Proposer Representations and Certifications

- The Proposer must certify that they agree to the Proposers Representation and Certification terms in the Prerequisite page of the Sourcing Event.

At the time of Contracting, Proposers must meet the following minimum requirements. Failure to provide any of the required documents or meet any of the below requirements shall result in a determination of non-responsiveness and may result in award to the next highest proposer.

Proposers must be legal entities, currently registered to do business in the State of Oregon (per ORS 60.701).

Proposers must submit verification that all insurance requirements are met.

Proposers must have a completed Pre-Award Risk Assessment if federal funds are used for this Sourcing Event. (See Procedural Instructions in the Buyer Attachments page of this Sourcing Event)

Required to View Event

Required to Enter Bid

Prerequisites

★1. Proposer/Bidder agrees to receive all correspondence electronically and are responsible for keeping their supplier portal updated with current contact information.

★2. CONFIDENTIALITY - Please read the statutory requirements in the prerequisite link.

★3. Please review the statements in this certification regarding Assurances, Certification Regarding Debarment, Suspension and Other Responsibility Matters and Certification Regarding Conflict of Interest.

Buyer Attachments

1. How to Complete and Submit a Response to a Sourcing Event - MMP Supplier Guide
2. Procedural Instructions_Proposals 04_02_2024.pdf
3. SAMPLE General Services Agreement.pdf
4. Sample Exhibit 2 - Insurance Requirements.pdf
5. Sample Exhibit 3 - Certification Statement for Corporation or Independent Contractor.pdf
6. Sample Exhibit 4
7. Sample Exhibit 5 - Equal Employment Opportunity Certification Statement
8. Attachment H-1
9. Buyer Attachment A Evaluation questions and Criteria.pdf

Questions ★ Required Questions

Group 1.1:	**Company Certification Information - This section is not scored**	
Instructions:		
1.1.1	State of Incorporation	
1.1.2	Date of Incorporation	
1.1.3	ASSURANCES - Proposer attests that Proposer is either a non-resident proposer or a resident proposer (as described in Representation and Certification Prerequisite and ORS 279A.120) of the State of _____ and has not discriminated against any minority, women, or emerging small business enterprises certified under ORS 200.055 or a business enterprise that is owned or controlled by or that employs a disabled veteran as defined in ORS 408.225 in obtaining any required subcontracts, in accordance with ORS 279A.110. Enter state of residency here:	★
1.1.4	Where Proposer is unable to certify to any of the statements in Proposer Representations and Certifications of the Prerequisite, Proposer shall provide an explanation to their offer here.	
1.1.5	The Proposer certifies to the best of its knowledge and believes that neither it nor any of its principal participants and agents has or has had the following relationships with the specific firm(s)/individual(s), identified in this sourcing event, which may be determined to be an organizational conflict of interest. I understand that based on the information provided by Proposer, Multnomah County may exclude the Proposer from further consideration and may withdraw its selection if the real or apparent organizational conflict of interest cannot be avoided or mitigated. Proposer further certifies that the degree and extent of the relationship of the Proposer with these named firm(s)/individual(s) will be fully disclosed:	
1.1.6	Upload additional explanation as needed	
1.1.7	Name of person submitting the Proposal:	★
1.1.8	Title of person submitting the Proposal:	★
1.1.9	I represent that I am at least eighteen (18) years of age.	★
1.1.10	I represent that the printing of my name and the submittal of a Proposal is intended to authenticate this writing and to have the same force and effect as my manual signature.	★
1.1.11	I represent that I am either authorized to bind the Proposer, or that I am submitting the Proposal on behalf of and at the direction of the Proposer's representative authorized to contractually bind the Proposer.	★
1.1.12	I represent that the Proposer and/or its applicable representative(s) has reviewed the information contained in this Proposal and that the information submitted is accurate.	★
Group 2.1:	**Services (This group of questions are not scored)**	
Instructions:	Please select all communication services that your organization is qualified to provide. Use the dropdown to select all that applies to your organization. This section is not scored but is required in order to answer the programmatic questions in the Group. 2.3: Programmatic Questions, Q2.3.3 Services.	
2.1.1	Strategy & Insights - select as many services that your organization provides under this category.	★
2.1.2	Creative & Content Development - select as many services that your organization provides under this category.	★
2.1.3	Execution & Media - select as many services that your organization provides under this category.	★
2.1.4	Other category - select as many services that your organization provides under this category.	★
Group 2.2:	**Capabilities and Content Expertise (This group of questions are not scored)**	
Instructions:	Please select all Capabilities and Content Expertise that your organization provides. Use the dropdown to select all that applies to your organization. This section is not scored but is required to answer the question under Group 2.3: Programmatic Questions, Q2.3.4 Capabilities and Content Expertise.	
2.2.1	Equity and Trauma-Informed - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.2	Community Engagement - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.3	Policy - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.4	Training and Facilitation - Please select as many that applies to your organization. (This question will not be scored)	★

2.2.5	Health Department Content Areas - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.6	Health Department Content Areas (Behavioral Health/Mental Health) - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.7	Health Department Content Areas (Clinical Services) - Please select as many that applies to your organization. (This question will not be scored)	★
2.2.8	Health Department Content Areas (Corrections Health - Please select as many that applies to your organization. (This question will not be scored)	★
Group 2.3:	**Programmatic Questions (75%)**	
Instructions:		
2.3.1	2.3.1: Please provide a brief description of your organization, including your History, Mission, Vision, and Values. Include a Description of your Executive team and if applicable, include Board of Director Composition and Role. Evaluation Criteria Proposer includes its organizational mission, vision, and values. Proposer provides a brief History of the Organization. Proposer describes the Organizational structure and Composition of leadership. (20% of Programmatic Questions score)	★
2.3.2	2.3.2: Organizational Infrastructure: Please provide a brief description of your Organization's Data Collection, Reporting, and Financial Management Capacity, Including Systems and Processes used, and dedicated Staffing. Evaluation Criteria Proposer provides enough information regarding data collection, reporting, and financial management that Multnomah County can feel confident they are capable of satisfactorily tracking program and service data, preparing progress reports, and tracking and reporting expenditures and other financial information. An adequate response would name any software, systems, or other tools used. (20% of Programmatic Questions score)	★
2.3.3	2.3.3: Based on the boxes that you checked under Group 2.1: Services questions, please describe how you provide the services you checked. If you did not check any boxes, please Describe the Services you do provide and how they can support the Health Department. Evaluation Criteria: Proposer details the services they provide that correspond to the boxes checked. It is clear how the services described relate to the checked selections. If no boxes are checked, Proposer provides details on the services they do provide and their relation to health services. (25% of Programmatic Questions score)	★
2.3.4	2.3.4: Based on the boxes that you checked under Group 2.2: Capabilities and Content Expertise questions, please describe how you provide the capabilities/content expertise you checked. If you did not check any boxes, please describe your organization's capabilities/content expertise and how they can support the Health Department. Evaluation Criteria: Proposer details how their organization provides the capabilities/content expertise that correspond to the boxes checked. It is clear how the services described relate to the checked selections. If no boxes are checked, Proposer provides details on the capabilities/content expertise they do provide and their relation to health services. (20% of Programmatic Questions score)	★
2.3.5	2.3.5: The landscape of artificial intelligence (AI) is changing rapidly. Please describe if and how you anticipate using AI. How will you disclose any planned or unexpected use of AI? Please outline the factors considered when deciding to implement AI technologies, as well as the measures taken to mitigate associated risks. If you do not use AI, please explain your organization's stance or policies regarding its exclusion. Supplier describes their use of AI, whether planned or unplanned, and includes software, apps, and/or features built into software and apps. May include examples of specific AI platforms (such as ChatGPT, Gemini, Google Vids, or similar) or built-in features (such as a background remover or filters in photo editing software). Evaluation criteria: Full evaluation criteria can be found on Buyer Attachment A: Evaluation questions and criteria. (15% of Programmatic Questions score)	★
Group 2.4:	**Responsible Business Practice Questions (25%)**	
Instructions:		
2.4.1	2.4.1: Environmental Considerations: Environmentally positive practices: Describe the environmental considerations your organization takes in its business practices. These may include, but are not limited to, practices and/or policies covering recycling measures, energy and/or water conservation, green cleaning supplies/methods, or other actions that promote environmental conservation. Please be as specific as possible and mention if these practices are formal policies and if your organization has a formal sustainability plan. Evaluation Criteria Proposer provides specific examples and details of environmental practices and/or policies that "have a lesser or reduced effect on human health and the environment when compared with competing alternative products and practices that serve the same purpose." (25% of Responsible Business Practice Questions score)	★

2.4.2	2.4.2: Social Equity - Staff Recruitment & Support: Describe your organization's approach to recruiting and supporting a workforce that reflects the communities engaging in your services. What recruitment strategies do you use and how do you support your staff to be successful in their jobs and develop professionally, taking into consideration your staffs' racial, ethnic, cultural, socioeconomic, or other personal background experiences? Evaluation Criteria: Proposer provides specific examples of how they develop an internal diverse workforce. Proposer describes strategies to support diverse staff to be successful, including regular individual supervision, mentoring, on-the-job training, and/or professional development opportunities. (25% of Responsible Business Practice Questions score)	★
2.4.3	2.4.3: Social Equity - Culturally responsive and culturally specific services: Describe how your organization ensures its programs and services are culturally responsive and culturally specific including ongoing training opportunities for staff, opportunities for client/community input, and how you know your strategies to be culturally responsive are successful. Evaluation Criteria: Proposer demonstrates a thorough approach to cultivating culturally responsive services. Proposer names several specific strategies. (25% of Responsible Business Practice Questions score)	★
2.4.4	2.4.4: Economic impacts to promote equity: Describe how your organization has positive economic impacts for the community it serves or communities that are historically underserved and/or marginalized. Examples could include job creation, inclusive hiring practices and professional development opportunities, contracting/outsourcing diverse suppliers, contributing to Neighborhood revitalization, or preparing future generations for success. Evaluation Criteria: Proposer demonstrates consideration for how its services have a positive ripple effect to improve equitable opportunity and living conditions for historically disadvantaged communities, thereby uplifting the overall community economy. (25% of Responsible Business Practice Questions score)	★

Product Line Items

There are no Items added to this event.

Service Line Items

★ Service Line Items

1

#	Item Name, Commodity Code, Description	Allow Alternates	Qty.	UOM	Requested Service Delivery
S1	DO NOT COMPLETE		1		