CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

REQUEST FOR PROPOSALS

July 16, 2010
COMMUNICATIONS OUTREACH COORDINATOR

CIRM RFP # 2244A

The California Institute for Regenerative Medicine (CIRM) seeks an outstanding individual and/or firm placing an individual with professional expertise to assist in executing public communications strategies and coordinating constituent outreach activities. Full details are provided in this Request for Proposals (RFP).

If you have questions about the process for submitting a proposal, contact:

Cynthia Schaffer
Contracts Administrator
(415) 396-9241
cschaffer@cirm.ca.gov

If you have questions the scope services to be addressed in a proposal, contact:

Don Gibbons
Chief Communications Officer
(415) 396-9117
dgibbons@cirm.ca.gov

Deadline for Response: All required documents (including CD and hard copy with original signature) must be received at CIRM no later than **5:00 pm** Pacific Time on **July 30, 2010**.

1. Introduction

1.1. CIRM

The California Institute for Regenerative Medicine (CIRM) was established in early 2005 following the passage of Proposition 71, the California Stem Cell Research and Cures Initiative. The statewide ballot measure, which provided $3 billion in funding for stem cell research at California universities and research institutions, was approved by California voters on November 2, 2004, and called for the establishment of a new state agency to make grants and provide loans for stem cell research, research facilities and other vital research opportunities.

The mission of CIRM is to support and advance stem cell research and regenerative medicine under the highest ethical and medical standards for the discovery and development of cures, therapies, diagnostics and research technologies to relieve human suffering from chronic disease and injury.

To date, the CIRM governing board has approved 345 research, training and facility grants totaling more than $1 billion, making CIRM the largest source of funding for human embryonic stem cell research in the world. Estimates suggest that these grants already awarded will generate tens of thousands of job-years of employment in the state. For more information please see www.cirm.ca.gov.

1.2. Goals for this Contract

CIRM is requesting proposals from individual and/or firms who will place an individual who will work closely with the Chief Communications Officer of CIRM to develop and deliver clear and consistent messages about the new frontier of stem cell research in California, and to develop and execute tactics to promote a deeper and more sophisticated public awareness of stem cell research and therapy.

CIRM expects the chosen individual/firm will be able to start as soon as possible after the execution of the contract. CIRM anticipates entering into an 12-month contract with a possible one-year extension at CIRM's option. The initial agreement period is estimated and may change due to delays that are unknown at this time.

2. Scope of Services Required

CIRM expects that its Communications Outreach Coordinator (Coordinator) will comply with current industry standards and will maintain appropriate expertise at the individual/firm's own expense. Any firm proposing an individual candidate should ensure the availability of that candidate over the term of the agreement.

The Coordinator will be expected to provide CIRM with the services described below. The Coordinator will also be responsible for developing a system for monthly

reporting of its activity on behalf of CIRM. The Coordinator shall provide the following services, as a minimum:

A. The Coordinator will work with CIRM Chief Communications Officer and CIRM Communications Manager to develop and execute special projects that further CIRM's goal of promoting a deeper and more sophisticated public awareness of stem cell research and therapy and new funding paradigms for medical research.

B. Help to develop and execute CIRM Town Forums—public seminars delivered by CIRM grantees—possibly in collaboration with patient advocacy networks. CIRM has delivered 3 Town Forums in each of the past two years. The Town Forums are held in multiple locations across the state of California. Please see www.cirm.ca.gov/2010_Town_Hall_Forums for more information.

C. Manage Stem Cell Awareness Day, encouraging activities at the local, national and international level, and coordinating the matching of grantees with California high school teachers who have requested guest lectures that day. Please see www.stemcellday.com for more information.

- This project will involve management of Stem Cell Awareness Day website in coordination with CIRM Communications Manager.
- This project involves coordinating visits by personnel from CIRM grantees to various High Schools across the State.

D. Meet with regional chapters of major patient/disease advocacy groups to introduce them to CIRM and its on-line information, encourage linkages, encourage participation in Stem Cell Awareness Day, and assist them in local media placements beneficial to them and CIRM.

- These meetings will take place across the State.
- Coordinator will coordinate attendance at and the travel to these meetings to maximize both the impact and CIRM budget.

E. Assist in developing collateral materials for use in advocacy group meetings. CIRM's Public Relations Firm will provide a template that will need customization to make it appropriate for each advocacy group meeting.

F. Work collaboratively with CIRM staff and outside collaborators who will aid in the communications effort. The Coordinator shall be self-directed, capable of independent follow-through and should strive to bring their own great ideas about how to accomplish this list of services to CIRM's Chief Communications Officer.

3. Budget

Respondent shall provide CIRM with an hourly rate for the services described above. CIRM has a budget of **$85,000** for the initial contract period. In addition there is a $10,000 budget for travel expenses. All travel is subject to CIRM's Travel and Per Diem policy that can be found at http://www.cirm.ca.gov/AdminPoliciesForms.

It is anticipated that the Coordinator would be able to work from his/her own location. The Coordinator would be required to visit CIRM's San Francisco offices for monthly meetings. CIRM anticipates that the work can be performed in 20 to 30 hours per week with variability determined by CIRM's needs and the schedules dictated by the events and meetings that the Coordinator will be asked to work on.

CIRM expects the hourly rate for services to be firm and fixed for the term of the contract. If you want to propose a different hourly rate for the optional second year of the Agreement, then please so specify.

4. Qualifications Required

The Coordinator must have a specialization in advocacy for scientific and medical research. The ideal candidate for this position will have the following qualifications.

4.1. Education

Bachelor's degree and 5 years experience in communications or outreach or an equivalent combination of education and experience.

4.2. Experience/Knowledge/Skills

- Demonstrated skill at message development combining input from various groups within an organization.
- Demonstrated proactive project planning, management and execution.
- Demonstrated knowledge and experience in internet based communications.
- Demonstrated skill in public education and communicating medical or scientific information to various audiences.
- Ability to communicate effectively in writing and in oral presentation.

5. Submitting a Proposal

5.1. Documents to be Submitted

There are three parts to a proposal. Part I (Consultant Information) and Part II (References) are included in this RFP as forms to be completed and returned with your proposal. There is no form for Part III (Proposal and Qualifications). You

should prepare a PDF or Word document with information about your firm and/or your resume and your responses to the questions listed in the next section.

5.2. Proposal and Qualifications

Provide straightforward and concise responses to the following in a separate document:

A. Qualifications and Experience. Discuss how your experience demonstrates your ability to successfully complete the Scope of Services.

B. Qualification of Staff/Resumes. Identify the staff that will be providing the services required by the proposal, including years and type of experience.

C. Comparable Projects. Provide a brief list and description of similar types of comparable projects successfully concluded within the last three years. Provide any relevant samples of your work.

D. Detailed Proposal. Describe how you intend to approach the projects described in this RFP.

5.3. Submission

5.3.1. Format

Please submit a hard copy of the proposal, with original signature, and a digital copy on a CD. Both the hard copy and the digital copy must be received at CIRM before the deadline.

Hard Copy: Submit one hard copy, with original signature.

Digital: Submit a CD with a PDF version of the hard copy, as well as digital versions of samples of past work.

5.3.2. Delivery

The proposal envelope(s) should be addressed as follows and must be plainly marked with the RFP number and title:

Cynthia Schaffer, Contracts Administrator
RFP # 2244A Communications Outreach Coordinator
California Institute for Regenerative Medicine
210 King Street, 3rd Floor
San Francisco, CA 94107

5.3.3. Deadline

All submittals must be received at CIRM no later than 5:00 pm Pacific Time, July 30, 2010.

6. Selection

The purpose of the proposal evaluation process is twofold: (1) to assess the responses for compliance with the RFP's minimum qualifications, content and format requirements; and (2) to identify the Communications Outreach Coordinators that have the highest probability of satisfactorily performing the services requested by CIRM. The evaluation process will be conducted in a comprehensive and impartial manner as set forth herein.

Proposals will undergo an evaluation process conducted by CIRM staff. Those proposals that CIRM staff believe best meet the requirements for services sought under this RFP will be considered finalist candidates. The finalist candidates may be interviewed by CIRM staff and may have their references checked.

In evaluating the proposals, CIRM will consider the perceived quality of the response, including Consultant's proposed approach to the scope of services, schedule, references, experience and qualifications. Evaluation will include consideration of the following factors:

1. Relevant Experience and Ability. Evaluation of prospective consultants will include review of relevant experience and capabilities of the candidate who will provide consulting services to CIRM (including demonstrated experience with public education and internet based communications).

2. Responsiveness to Project Requirements. Evaluation of prospective consultants will include consideration of responsiveness to CIRM's scope of services and previous client needs (including quality of relationships as evidenced by references). Longevity on previous projects and the continuation of services for projects until completion are highly desirable. Attentiveness to and compliance with RFP instructions and other aspects of the selection process will be taken as an indication of responsiveness.

3. Availability and Proximity. Evaluation of prospective consultants will include their availability to take on this project in a timely manner and to provide prompt, responsive service. CIRM will also consider proximity to CIRM's office, and the ability of a prospective Coordinator to meet in-person with CIRM staff at its San Francisco office when necessary. CIRM will not be responsible for travel costs to CIRM's office.

4. Value. Evaluation of prospective Coordinator's hourly rate will include their proposed approach for delivery of the services requested herein within the stated budget. Please include details regarding how the prospective Coordinator will conduct meetings with Disease Advocacy Groups as required by the RFP.

7. Key Action Dates

Date	Action
July 16, 2010	RFP available to prospective individuals/firms
July 30, 2010, 5:00 pm	Final Date for Proposal Submission. See page 5.
August 20, 2010	Proposed Award Date (Note: The actual award date may be earlier or later.)

8. Contract Terms

CIRM's standard Independent Consultant Agreement is attached, and the selected individual/firm will be expected to comply with its terms, including insurance requirements. Please review the contract terms before submitting your proposal.

9. Additional Information

A. A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. CIRM may waive any immaterial deviation in a proposal. CIRM's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the contract.

B. CIRM may reject any or all proposals.

C. Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the proposer and shall not be charged to CIRM.

D. A proposer may withdraw its proposal by submitting a written withdrawal request to CIRM, signed by the Proposer or an authorized agent. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.

E. A proposer may not modify a proposal after its submission. If the submission deadline has not passed, a proposer may withdraw its original proposal and submit a new proposal. Proposal modifications offered in any other manner, oral or written, will not be considered.

F. CIRM may modify the RFP prior to the date fixed for submission of proposals by posting the modified RFP on its website. If you are preparing a proposal, you should check the CIRM website for modifications to the RFP.

G. CIRM will not consider more than one proposal from an individual, firm, partnership, corporation or association, under the same or different names. A firm submitting multiple individual candidates should limit their response to three (3) individual candidates.

H. No oral understanding or agreement shall be binding on either party.

I. All documents submitted in response to this RFP will become the property of CIRM, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.

10. Attached Documents

A. Notice Regarding Public Release of Proposals
B. Form I: Consultant Information
C. Form II: References
D. CIRM's Standard Independent Consultant Agreement