

CONTRACT

This Contract entered into this _____ day of August 2022 by and between the County of Ventura, hereinafter called "County," and Applied Survey Research, hereinafter called "Contractor."

WITNESSETH

WHEREAS, pursuant to Section 3 item f of the County Ordinance #4084, the Purchasing Agent of the County has the authority to engage independent contractors to perform services for the County, with or without the furnishing of material; and

WHEREAS, it is necessary and desirable that Contractor be engaged by County for the purpose of performing services relating to the preparation of a Countywide Farmworker Housing Survey as part of the Ventura County Farmworker Housing Study and Action Plan (hereinafter "the Survey") as stated in the "Proposed Ventura County Farm Worker Needs Assessment Survey" dated _____, from Applied Survey Research to County of Ventura (Attachment 1 to the Contract, and incorporated herein by this reference);

NOW, THEREFORE, IT IS HEREBY AGREED by the parties as follows:

1. SERVICES TO BE PERFORMED BY CONTRACTOR

In consideration of the payments hereinafter set forth, Contractor will perform services for County in accordance with the terms, conditions, and specifications set forth herein Exhibit A, attached hereto and by reference are made a part hereof.

2. PAYMENTS

The County shall make payments to the Contractor in accordance with all terms, conditions, and specifications set forth in the Contract and the manner specified in Exhibit A – Scope of Work. Payments under this Contract shall not exceed a total of \$214,400 unless this Contract is amended pursuant to Section 14 below.

3. INDEPENDENT CONTRACTOR

No relationship of employer and employee is created by this Contract, it being understood that Contractor is an independent contractor, and neither Contractor nor any of the persons performing services for Contractor pursuant to this contract, whether said person be member, partner, employee, subcontractor, or otherwise, will have any claim under this contract or otherwise against County for sick leave, vacation pay, retirement benefits, social security, workers' compensation, disability, unemployment insurance benefits, or employee benefits of any kind.

It is further understood and agreed by the parties hereto that, except as provided in this Contract, Contractor in the performance of its obligation hereunder is subject to the control or direction of County merely as to the result to be accomplished by the services hereunder agreed to be rendered and performed and not as to the

means and methods for accomplishing the results. County shall not own, and shall have no right to obtain or possess, Contractor's internal communications regarding the subject matter of this Contract.

If, in the performance of this Contract, any third persons are employed by Contractor, such persons will be entirely and exclusively under direction, supervision and control of Contractor. All terms of employment, including hours, wages, working conditions, discipline, hiring and discharging or any other terms of employment or requirements of law, will be determined by Contractor, and County will have no right or authority over such persons or the terms of such employment, except as provided in this Contract.

The Contractor shall comply with all of the provisions of the Worker's Compensation Insurance and Safety Acts of the State of California, the applicable provisions of Division 4 and 5 of the California Labor Code and all amendments, thereto; and all similar State and Federal acts or laws applicable; and will indemnify and hold harmless the County of Ventura from and against all claims, demands, payments, suits, actions, proceedings and judgments of every nature and description, including attorney's fees and costs, presented, brought or recovered against the County, for or on account of any liability under any of said Acts which may be incurred by reasons of any work to be performed under this Contract.

4. NON-ASSIGNABILITY

Contractor shall not assign this Contract or any portion thereof, to a third party without the prior written consent of County, and any attempted assignment without such prior written consent will be null and void and will be cause, at County's sole and absolute discretion, for immediate termination of this Contract.

5. TIME SCHEDULE

Time is of the essence in the performance of this Contract. The Contractor shall complete all obligations, services and specifications set forth in Exhibit A – Scope of Work within the Project Timeline included therein. All services and deliverables shall be provided starting August 1, 2022 and completed by no later than July 31, 2023 unless unforeseen circumstances dictate that additional time is required in order to complete the services to be performed.

Any extension of the effective period of this contract must be mutually agreed upon by and between the County and the Contractor, and shall be effective only when incorporated in written amendments to this Contract in accordance with Section 14 below.

6. TERMINATION

The County may terminate this Contract at any time for any reason by providing 10 days written notice to Contractor. In the event of termination under this section, Contractor shall be paid for all work provided to the date of termination, as long as

such work meets the terms and conditions of this Contract. Contractor hereby expressly waives any and all claims for damages or compensation arising under this Contract except as set forth in this section in the event of such termination.

This right of termination belonging to the County may be exercised without prejudice to any other remedy which it may be entitled at law or under this Contract.

7. DEFAULT

If Contractor defaults in the performance of any term or condition of this Contract, Contractor must cure that default by a satisfactory performance within 10 days after service upon Contractor of written notice of the default. If Contractor fails to cure the default within that time, then County may terminate this Contract without further notice.

The foregoing requirement for written notice and opportunity to cure does not apply with respect to County's right to terminate this Contract without cause pursuant to section 4 above.

8. INDEMNIFICATION AND HOLD HARMLESS

Contractor agrees to defend, through attorneys approved by County, indemnify and hold harmless County and its boards, agencies, departments, officers, employees, agents and volunteers (collectively, "Indemnatee") from and against any and all third party claims, lawsuits, judgments, debts, demands and liability (including attorney fees and costs) (collectively, "Third Party Claims"), including, without limitation, those arising from injuries or death of persons and/or damage to property, that arise out of, pertain to, or relate to the negligence, recklessness or willful misconduct of Contractor or its principals, officers, employees, agents or subcontractors in the performance of this Contract. This indemnity provision does not apply to Third Party Claims arising from the sole negligence or willful misconduct of Indemnatee or to the extent caused by the active negligence of Indemnatee. Contractor shall not settle or otherwise compromise a Third Party Claim covered by this section without County's advance written approval.

9. INSURANCE PROVISIONS

A) Contractor, at its sole cost and expense, shall obtain and maintain in full force during the term of this Contract the following types of insurance:

- 1) General Liability "occurrence" coverage in the minimum amount of \$1,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$2,000,000 aggregate, including personal injury, broad form property damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.
- 2) Commercial Automobile Liability coverage in the minimum amount of \$1,000,000 CSL bodily injury & property damage, including owned, non-

owned, and hired automobiles. Also to include Uninsured/Underinsured Motorists coverage in the minimum amount of \$100,000 when there are owned vehicles.

- 3) Workers' Compensation coverage, in full compliance with California statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.
 - 4) Professional Liability coverage in the minimum amount of \$1,000,000 each occurrence and \$2,000,000 aggregate.
- B) All insurance required shall be primary coverage as respects County and any insurance or self-insurance maintained by County will be excess of Contractor's insurance coverage and will not contribute to it.
 - C) County is to be notified immediately if any aggregate insurance limit is exceeded. Additional coverage must be purchased to meet requirements.
 - D) The County of Ventura, and any related entities as identified by County, including all of their respective boards, agencies, departments, officers, employees, agents and volunteers, are to be named as Additional Insured as respects to work done by Contractor under the terms of this Contract for General Liability Insurance.
 - E) Contractor agrees to waive all rights of subrogation against the County of Ventura, all related entities as identified by County, and all of their respective boards, agencies, departments, officers, employees, agents and volunteers, for losses arising from work performed by Contractor under the terms of this Contract.
 - F) Policies shall not be canceled, non-renewed or reduced in scope of coverage until after sixty (60) days written notice has been given to the County.
 - G) Contractor agrees to provide County with the following insurance documents on or before the effective date of this Contract:
 1. Certificates of Insurance for all required coverage.
 2. Additional Insured endorsement for General Liability Insurance.
 3. Waiver of Subrogation endorsement (a.k.a.: Waiver of Transfer Rights of Recovery Against Others, Waiver of Our Right to Recover from Others) for Workers' Compensation.

Failure to provide these documents shall be grounds for immediate termination or suspension of this Contract.

10. NON-DISCRIMINATION

A) General.

No person shall on the grounds of race, color, national origin, religious affiliation or non-affiliation, sex, age, handicap, disability, or political affiliation, be excluded from participation in, be denied the benefits, or be subjected to discrimination under this Contract.

B) Employment.

Contractor shall insure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations, for all employees under this Contract. Contractor's personnel policies shall be made available to County upon request.

11. SUBSTITUTION

If particular people are identified in Attachment 1, if applicable, as working under this Contract, the Contractor will not assign others to work in their place without written permission from the County Resource Management Agency. Any substitution shall be with a person of commensurate experience and knowledge.

12. INVESTIGATION AND RESEARCH

Contractor by investigation and research has acquired reasonable knowledge of all conditions affecting the work to be done and labor and material needed, and the execution of this Contract is to be based upon such investigation and research, and not upon any representation made by the County or any of its officers, agents or employees, except as provided herein.

13. CONTRACT MONITORING

The County shall have the right to review the work being performed by the Contractor under this Contract at any time during Contractor's usual working hours. Review, checking, approval or other action by the County shall not relieve Contractor of Contractor's responsibility for the thoroughness of the services to be provided hereunder. This Contract shall be administered by the County's Planning Director or designee.

14. AMENDMENTS

This Contract may not be altered, amended, extended or modified except by written instrument signed by the duly authorized representative of both parties.

County may from time to time require changes in the scope of the services required hereunder. Such changes, including any increase or decrease in the amount of Contractor's compensation which are mutually agreed upon by and between

County and Contractor shall be effective when incorporated in written amendments to this Contract.

15. CONFLICT OF INTEREST

Contractor covenants that Contractor presently has no interest, including, but not limited to, other projects or independent contracts, and shall not acquire any such interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. Contractor further covenants that in the performance of this Contract no person having such interest shall be employed or retained by Contractor to provide services in the performance of this Contract.

16. CONFIDENTIALITY

Any reports, information, data, statistics, forms, procedures, systems, studies and any other communication or form of knowledge given to or prepared or assembled by Contractor under this Contract which County requests in writing to be kept confidential, shall not be made available to any individual or organization by Contractor without the prior written approval of the County except as authorized by law.

17. NOTICES

All notices required under this Contract will be made in writing and addressed or delivered as follows:

TO COUNTY:

Procurement
COUNTY OF VENTURA
GENERAL SERVICES AGENCY

PROCUREMENT SERVICES
800 SOUTH VICTORIA AVENUE
VENTURA, CALIFORNIA 93009-1080

Project Manager:
COUNTY OF VENTURA
RESOURCE MANAGEMENT AGENCY
PLANNING DIVISION
ATTN: Ruchita Kadakia
800 SOUTH VICTORIA AVENUE
VENTURA, CALIFORNIA 93009-1740

TO CONTRACTOR:

APPLIED SURVEY RESEARCH
JENNIFER ANDERSON-OCHOA
55 Penny Lane, Suite 101 | P.O. Box 1927
Watsonville, CA 95077
(831) 728-1356

Either party may, by giving written notice in accordance with this section, change the names or addresses of the persons or departments designated for receipt of

future notices. When addressed in accordance with this paragraph and deposited in the United States mail, postage prepaid, notices will be deemed given on the third day following such deposit in the United States mail. In all other instances, notices will be deemed given at the time of actual delivery.

18. Work Product

Upon completion or termination of the Contract for any reason, County shall be entitled to immediate possession of, and Contractor shall promptly furnish to County, on request, all original reports, drawings, designs, plans, specifications, data, correspondence (not including Contractor's internal communications), notes, and all other pertinent data and work product prepared or gathered by Contractor in the performance of this Contract (collectively, "Work Product"). Contractor shall not copyright any Work Product. Contractor may retain copies of the Work Product for its files.

19. ENTIRE AGREEMENT

This Contract supersedes all previous agreements, understandings and representations of any nature whatsoever, whether oral or written, and constitutes the entire understanding between the parties hereto regarding the subject matter hereof.

20. GOVERNING LAW

The validity of this Contract and any of its terms or provisions, as well as the rights and duties of the parties under this Contract, shall be construed pursuant to and in accordance with the laws of the State of California.

21. SEVERABILITY OF CONTRACT

If any term of this Contract is held by a court of competent jurisdiction to be void or unenforceable, the remainder of the Contract terms shall remain in full force and effect and shall not be affected.

22. CUMULATIVE REMEDIES

The exercise or failure to exercise of legal rights and remedies by the County in the event of any default or breach hereunder shall not constitute a waiver or forfeiture of any other rights and remedies, and will be without prejudice to the enforcement of any other right or remedy available by law or authorized by this Contract.

23. COMPLIANCE WITH LAWS

Each party to this Contract will comply with all applicable laws.

24. CONSTRUCTION OF COVENANTS AND CONDITIONS

Each term and each provision of this Contract shall be construed to be both a covenant and a condition.

IN WITNESS WHEREOF the parties hereto have executed this Contract.

COUNTY OF VENTURA

Authorized Signature

Printed Name

Title

Date

CONTRACTOR*

Authorized Signature

Printed Name

Title

Date

Tax Identification Number

CONTRACTOR*

Authorized Signature

Printed Name

Title

Date

* If a corporation, this Contract must be signed by two specific corporate officers.

The first signature must be either the (1) Chief Executive Officer, (2) Chairman of the Board, (3) President, or any (4) Vice President.

The second signature must be the (a) Secretary, an (b) Assistant Secretary, the (c) Chief Financial Officer, or any (d) Assistant Treasurer.

In the alternative, a single corporate signature is acceptable when accompanied by a corporate resolution demonstrating the legal authority of the signature to bind the company

Exhibit A - SCOPE OF WORK

Vendor: Applied Survey Research

Address: 55 Penny Lane, Suite 101 |
P.O. Box 1927
Watsonville, CA 95077

Contact: Jennifer Anderson-Ochoa

Phone: (831) 728-1356

Tax ID #:

Project Title: Ventura County Farm Worker
Needs Assessment Survey

Cost: \$214,400

Term: August 1, 2022 to July 31, 2023

Division Contact: Ruchita Kadakia

Phone: 805-654-2414

Description of Services:

Description of Services:	Hours	Hourly Rate	Other Direct Costs	Cost
See Attachment 1, "Proposed Ventura County Farm Worker Needs Assessment Survey" dated _____				

Reporting: Vendor will submit deliverables as described below and provide written report to Planning as directed.

Payment Method: Vendor will submit invoices detailing services completed by item rendered to: County of Ventura, Resources Management Agency, 800 Victoria Avenue, Ventura, CA, 93009, L1700-RMA Accounting Department. A copy of the invoice will be sent to the Fiscal Department at RMAPayables@ventura.org.

Project Budget: Not to exceed \$ 214,400

Compensation will be as follows:

Vendor will indicate on the invoice the current contract balance in the following suggested format: Contract Amount: \$ 214,400 Contract Balance: \$ x,xxx
County has 30 days from invoice receipt to make payment.

House Farm Workers!

Ventura County Farm Worker Needs Assessment Survey

June 2022



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Final Revised Narrative Scope of Work Including Tasks and Deliverables (Section F)

PHASE 2 TASKS AND DELIVERABLES: CREATE A SURVEY METHODOLOGY, DESIGN SURVEY INSTRUMENTS, AND CREATE A SURVEY COMMUNICATIONS PLAN

In preparation for Phases 2 and 3 of the Ventura County Farm Worker Housing Study and Action Plan, ASR will work collaboratively with the Project Coordination Committee and other key stakeholders to develop appropriate farm worker, employer and stakeholder survey instruments that reflect the desired data outcomes of the project as defined by the Project Coordination Committee. A review of similar farm worker survey efforts will be conducted, including reviewing the 2015-2018 Salinas Valley and Pajaro Valley Farmworker Housing Study. ASR understands that the current estimate of the number of farm workers in Ventura County may be an undercount. ASR will undertake an analysis of available secondary data related to this population, including agricultural trends and labor patterns in the region. The development of the survey instruments is critical to project success and will be developed with specific outcomes that inform all components of the research, planning and development effort. Survey questions will include baseline demographic data and will be easily understood by the respondent population.



A Survey Plan will be developed and will include, at minimum, the following elements:

1. Convene a Survey Planning meeting with the Project Coordination Committee
2. Determine desired outcomes of the survey effort
3. Discuss how the survey data results will inform the final report and planning effort
4. Ensure that all stakeholder comments are reviewed and prioritized
5. Review the limits of the survey instrument

PLANNING FOR THE FARM WORKER SURVEY

ASR will review existing data on farm worker housing surveys/studies, baseline data on housing, farm workers, agricultural trends, and employment within Ventura County, and any other data needed to determine an appropriate sampling plan for farm workers in Ventura County. The survey sample will include farm workers who are seasonal or year-round and work in Ventura County. ASR will work with project partners who hold baseline demographic data on farm workers as well as other secondary data sources to develop a scientific survey sample that is sensitive to geographic, ethnic, seasonal, and employment status considerations. ASR will strive for a 95% confidence level and a +/- 5% margin of area

for the entire service area. While a truly scientific sample is challenging because we do not know enough about the entire target population, ASR will work to develop a representative, stratified, and randomized survey to the best of our ability. ASR does not anticipate oversampling issues but will be able to weight the data appropriately if it should become necessary.

Based on previous research undertaken by ASR, surveys may also include information on work, housing conditions, housing preferences, and health issues to gain more insight into the needs of this community, including the impact of COVID-19. (As per the RFP, ASR confirms that the farm worker surveys will address the following topics: Employment, housing, services, demographics, social.). Survey questions will focus on collecting data to help identify constraints and opportunities towards providing farm worker housing. The survey will consist predominantly of close-ended questions with a few open-ended questions in a paper, computer scannable format for greater accuracy (or electronic version, to be determined during planning phase). ASR will translate the survey into Spanish and pilot test locally in both English and Spanish. Representatives from farm worker communities will approve this translation prior to pilot testing. Survey language will be culturally appropriate. If there is determined to be a significant number of indigenous Mexican or Central American farm workers who are native language speakers only (e.g. Mixtec, Triqui), ASR will translate as needed.

PLANNING FOR THE EMPLOYER AND STAKEHOLDER SURVEYS

An online survey plan for the employer and stakeholder surveys will need to be coordinated with the Project Coordination Committee. The voices and needs of employers and stakeholders are very important and it may be necessary to use multiple methods to gain their input. Particularly for stakeholders, a focus group or key informant interviews could be an informative and representative method of gaining information on the diversity of interests in this community.

The online employer survey will be an unbiased sampling conducted with representatives from groups such as growers, farm management companies, packer shippers, processors and farm labor contractors, with questions addressing trends and projections, type of hires, challenges faced by lack of farm worker housing, cost of living, and the seasonal and/or full-time need for farm workers.

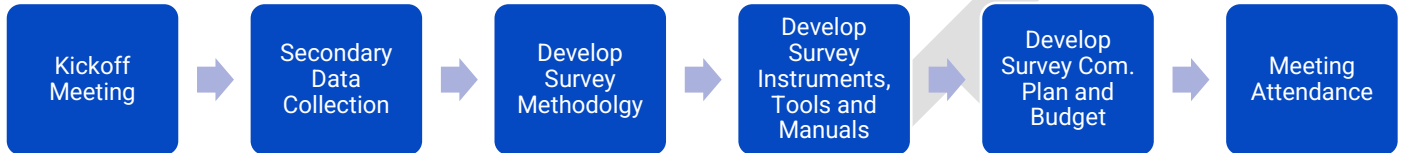
Stakeholders reached will include representatives from groups such as nonprofit housing developers, school districts, health care providers, homeless services/shelters, transportation agencies, parks and recreation districts, financial institutions and nonprofit organizations and community interest groups connected with agriculture and its production. Survey or other primary data collection questions will focus on identifying constraints and discussing possible opportunities related to the provision and expansion of housing for farm workers within Ventura County.

TRAINING MANUALS AND COMMUNICATION PLAN

Once the survey instruments have been tested and finalized, ASR will create training manuals for the surveyors. In addition, ASR will create specialized communication plans for each of the populations, so they are aware of the survey and its purpose. Acknowledging the potential barriers to farm worker participation, attention will be paid to communicating the purpose and methodology of the survey in such a way as to gain trust. A communication plan for employers will similarly share the purpose and will also

request their assistance in facilitating the participation of their employees. Stakeholders will be informed of how their contributions will be included and utilized. ASR will work with the Project Coordination Committee and potentially the Ventura County PIO to determine appropriate approaches for each group and create a schedule and estimated budget.

Tasks in Phase Two (See Revised Timeline (p.16) for estimated timing of tasks):



PHASE TWO DELIVERABLES AND OBLIGATIONS

Phase Two Deliverables	
1	Attend initial kickoff meeting, and monthly coordination meetings.
2	Regularly invoice for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3	Provide one digital copy of the following drafts: <ul style="list-style-type: none"> • Administrative Survey Methodology • Public Review Survey Methodology • Final Survey Methodology
4	Provide one digital copy of the following drafts: <ul style="list-style-type: none"> • Administrative Communications Plan • Public Review Communications Plan • Final Communications Plan
5	Provide one digital copy of the following drafts, including Training Manuals: <ul style="list-style-type: none"> • Administrative Survey Instruments • Public Review Survey Instruments • Final Survey Instruments
6	Spanish versions of: <ul style="list-style-type: none"> • Public Review Draft and Final documents for Survey Methodology • Communications Plan • Survey Instruments • Training Manual designed for the farm worker population (including direction for indigenous language participation).

PHASE 3: CONDUCT A COUNTYWIDE SURVEY, COMPILE RESULTS, AND CREATE A SURVEY REPORT.

CONDUCTING THE FARM WORKER SURVEY

ASR has had considerable experience with peer-based data collection and has been able to effectively control for response integrity and lack of duplication. ASR will establish a survey review protocol to help ensure quality control as well as oversee and monitor the targeted sampling strategy. ASR will conduct survey trainings in Spanish primarily and will provide master copies to the Project Coordination Committee of all training materials in Spanish and English (Phase 2). Our interviewer team will have Mixtec and Triqui language ability.

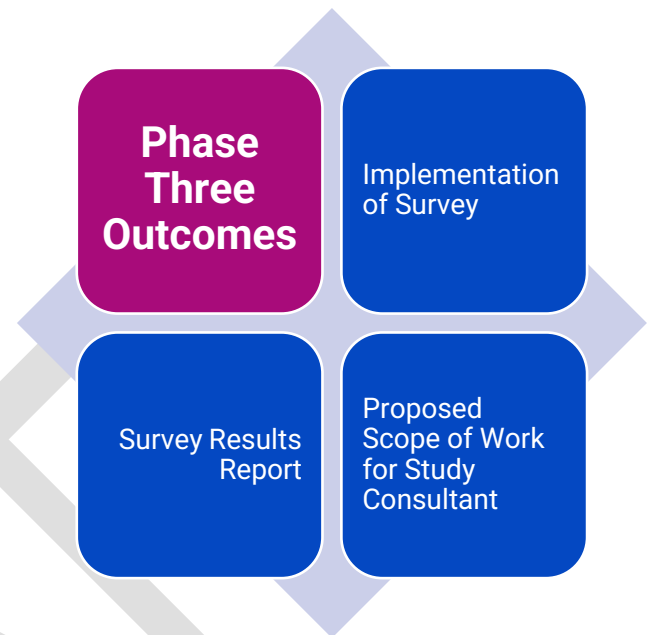
ASR will conduct surveyor training sessions online via Zoom. We propose conducting the farm worker survey over a period of two months to represent Ventura County agricultural workers and housing conditions. We believe that within this time frame, an adequate sample of farm workers will be available to be interviewed. In addition, ASR proposes to complete two focus groups with farm workers after the completion of the surveys to dive deeper into topics that arise from the survey results.

Data collection will consist of face-to-face interviews with farm workers primarily near their place of employment, known field labor camps and/or public places frequented by farm workers (e.g., flea markets, laundromats, super mercados and other similar locations). The interviews will be conducted by ASR-trained peer surveyors, such as promotores. Interviewers will be recruited and trained to standard data quality standards and ASR recommends that they be compensated on a per completed survey basis. ASR successfully completed the Pajaro Valley Farmworker Housing Assessment and the Washington State Farm Workers Housing Trust studies where this approach was used. Almost 3,000 surveys were successfully administered in this peer-oriented survey method.

The surveyors will be prepared to interview during breaks, lunch, and before and after work, and at neutral locations, if necessary. ASR's experience has taught us that interviews need to be administered at times and locations optimal for quality responses and in places where respondents will not feel intimidated. The fact that the survey is a grower and labor-oriented effort does not ensure universal acceptance and our interviewers will make appropriate decisions to ensure high response rates and sample management.

CONDUCTING THE EMPLOYER AND STAKEHOLDER SURVEYS

The specifics of the employer and stakeholder survey process will develop from the planning efforts. This is an important data component and needs consensus and collaborative planning to accomplish correctly.



Focus groups or key informant interviews (KIIs) may be a better approach for these groups. ASR has the ability to conduct KIIs or facilitate focus groups if these approaches are determined to be the most appropriate. To obtain the best and most useful data, we use expert focus group facilitators and interviewers who are experienced with diverse populations. If the Project Coordination Committee decides against focus groups or KIIs, ASR recommends conducting the surveys with these two groups via telephone instead of as a self-administered online survey. ASR will discuss the best data collection methodology (online survey and focus group/KIIs, or telephone surveys) with the Project Coordination Committee during the planning stage in Phase 2.

Due to COVID-19, ASR will hold online focus groups via a platform such as Zoom. ASR has extensive experience facilitating meetings and focus groups via online platforms and has adapted our methodology to this format. Every effort will be made to ensure equitable access for focus group participants.

REPORT ON THE RESULTS FROM THE SURVEY

Through standard methods of analysis, survey responses will be processed and grouped into appropriate categories. ASR can report out data by specific geographical location, however the confidence level and margin of error will be valid for the overall study area. Smaller units of analysis will have valid data for review, though they will not have the statistical significance of the study area. Surveys will be analyzed using SPSS statistical software. This software allows for the display, aggregation and breakdown of data on an infinite number of variables. This SPSS file and/or an Excel version will be provided to the Project Coordination Committee upon completion.

ASR strives to present all research findings in a format that is easily understood by the widest possible audience, while maintaining high standards of accuracy. Graphical presentations and contextual descriptions of data will facilitate this process. Statistical jargon will be minimized, and when necessary, will be used appropriately and adequately explained. A PowerPoint presentation will be developed for presentation to the Project Coordination Committee and other key stakeholders.

In addition, ASR has included an optional data visualization product in the Scope of Work/Budget. This optional product would include additional analysis of all collected data in order to create a data visualization or Tableau-type product.

Tasks in Phase Three (See Revised Timeline (p.16) for estimated timing of tasks):



PHASE THREE DELIVERABLES AND OBLIGATIONS

Phase Three Deliverables

Final Revised Narrative Scope of Work Including Tasks and Deliverables (Section F)

1	Attend initial kickoff meeting, and monthly coordination meetings.
2	Regularly invoice for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3	Provide one digital copy of the following drafts: <ul style="list-style-type: none"> • Administrative Survey Results Report • Public Review Survey Results Report • Final Survey Results Report
4	Digital file of raw results
5	Provide one digital copy of the following drafts: <ul style="list-style-type: none"> • Administrative Scope of Work for the Study Consultant • Public Review Scope of Work for the Study Consultant • Final Scope of Work for the Study Consultant
6	Provide one digital copy of the following drafts: <ul style="list-style-type: none"> • Administrative Executive Summary and PowerPoint of survey • Public Review Executive Summary and PowerPoint of survey • Final Executive Summary and PowerPoint of survey
7	Spanish versions of: <ul style="list-style-type: none"> • Public Review draft and final deliverables for Survey Results Report • Executive Summary and PowerPoint of Survey Results Report

TASKS AND DELIVERABLES OVERVIEW

Activities Prior to Data Collection (See Revised Timeline (p.11) and Final Revised Budget (p.10) for estimated timing of activities):

- ITEM 1: At phase 2 kickoff meeting, ASR, Project Partners and the Project Coordination Committee will confirm assignment and understanding of the phase 2 tasks, discuss and formulate a work plan, and review project timeline (including preparing a phase 2 meeting schedule) and methodology.
- ITEM 2: ASR will develop a survey-sampling plan. We will conduct a literature, data and report review to help determine farm worker survey-sampling plan.
ASR and the Project Coordination Committee will develop a data collection plan for the Employer and Stakeholders surveys including sampling and unbiased representation. *(These two are known as "survey methodology")*
- ITEM 3: ASR will develop the three survey instruments (farm worker, employer, stakeholder). ASR will identify specific research goals in conjunction with the Project Coordination Committee and other key stakeholders as needed or identified. ASR will conduct meetings and interviews ("pilot test") to create final survey instruments. ASR's IRB will review the surveys.

- ITEM 4: ASR will develop a multi-level survey communications plan to reach farm workers, employers, and stakeholders.
- ITEM 5: ASR will create three Training Manuals, one for each survey recipient group, which will describe the schedule of the survey, protocols for surveyors, including means of ensuring the comfort and safety of those interviewed, maintaining their confidentiality, and supervision of the surveyors to ensure consistent survey implementation.
- ITEM 6: ASR will finalize the sampling plans, develop sub-population (to be determined during planning phase) and geographically specific outreach targets.
- ITEM 7: ASR will finalize the survey calendar for farm worker, employer and stakeholder components.
- ITEM 8: ASR will attend monthly coordination meetings via Zoom between the Project Partners to provide updates on this phase components and status. ASR will attend a maximum of three Advisory Council meetings via Zoom during phase 2.

Data Collection Activities (See Revised Timeline (p.11) and Final Revised Budget (p.10) for estimated timing of activities):

- ITEM 9: At phase 3 kickoff meeting, ASR and the Project Coordination Committee will confirm assignment and understanding of the phase 3 tasks, discuss and formulate a work plan, and review project timeline (including preparing a phase 3 meeting schedule) and methodology.
- ITEM 10: ASR will conduct survey trainings with all surveyors and surveyor managers (group trainings). Survey managers will also receive tools to track surveys coming in and out, track incentive distribution, ensure quotas areas are met, and ensure overall survey quality.
- ITEM 11: ASR will handle the survey sampling administration and scheduling and also communicate plan and oversight to interviewing team (communication plan).
- ITEM 12: ASR will conduct farm worker surveys (in-person), employer surveys and stakeholder surveys (online). ASR recommends providing participation incentives to both farm worker surveyors and farm workers. Survey Managers will receive a stipend between \$500-\$1000 for their work (depending on hours and location). Surveyors will receive \$20 incentive per survey, and interviewees will receive \$25 for a completed survey. The format (paper copy or digital version) of the farm worker survey tool will be determined in consultation with the Project Coordination Committee. Surveying locations will be determined with the Project Committee and may include workplaces (on farms or in fields), or public places frequented by farm workers (flea markets, laundromats, super mercados and other similar locations).
- ITEM 13: Recommended additional data collection: ASR can conduct additional data-collection activities as agreed upon with Project Coordination Committee, including focus groups/key informant interviews (KIIs) with farm workers, employers, and stakeholders. ASR specifically recommends the following:
- Two focus groups with farm workers, post survey - exploring key points learned during surveying process.
 - One focus group with ten employers OR ten KIIs, with a sampling of different crop growers and farm sizes. (ASR recommends KIIs)
 - One focus group with ten stakeholders OR ten KIIs. (ASR recommends KIIs)

If the Project Coordination Committee decides against conducting focus groups or KIIs with employers and stakeholders, ASR recommends conducting the employer and stakeholder surveys via telephone. If surveys are the only method for gathering data from these groups, one-on-one surveying will be the best methodology, because our experience has shown that data quality and response rates will be less with an online survey. NOTE: As per best practice, ASR strongly recommends collecting all data as close to the same time as possible. If the proposed timeline stands, we recommend conducting the farm worker, employer, and stakeholder surveys and focus groups/KIIs in the spring of 2023.

ITEM 14: ASR will attend monthly coordination meetings via Zoom between the Project Partners to provide updates on this phase components and status.

Activities Subsequent to Data Collection (See Revised Timeline (p.11) and Final Revised Budget (p.10) for estimated timing of activities):

ITEM 15: ASR will scan survey responses and complete manual data entry.

ITEM 16: ASR will analyze datasets from farm workers, employers, and stakeholders.

ITEM 17: Recommended additional data collection – data analysis: If the Project Coordination Committee chooses to conduct additional primary data collection, ASR will write-up comments, perform additional analysis, and integrate focus group or KII data into final report.

ITEM 18: ASR will develop Final Report, PowerPoint presentation, and the scope of work for the Study Consultant. The report will be submitted as a complete standalone document, in PDF format, including infographics, graphs and tables, and narrative to depict the data gathered and the methodology.

ITEM 19: ASR will attend monthly coordination meetings via Zoom between the Project Partners to provide updates on this phase components and status. ASR will also attend an Advisory Council meeting to present the survey results via Zoom.

Final Revised Budget (Section G)

Budget Note: ASR's 15% administrative fees covers all administrative costs including but not limited to translation, survey printing, any additional meetings not included in the budget below, survey review by ASR's IRB, development of the draft Scope of Work for the farm worker housing Study Consultant, focus group materials and travel costs. Our administrative fee is included in the totals below.

DRAFT

	Estimated Hours								
Item	Anderson-Ochoa	Huaroc	Brutschy	Connery	Salcedo	Graphic Artist	Total Hours	Estimated Timing	Cost
Activities Prior to Data Collection (Phase 2)									
ITEM 1: Kickoff meeting	8	8	4				20		\$ 3,500
ITEM 2: Develop survey-sampling and data collection plans (survey	25	45		10			80	12 weeks	\$ 14,000
ITEM 3: Develop three survey instruments (farm worker, employer,	25	25	10	10			70	12 weeks	\$ 12,250
ITEM 4: Communications plan	10	30					40	8 weeks	\$ 7,000
ITEM 5: Training manuals	20	40	10	10			80	8 weeks	\$ 14,000
ITEM 6: Finalize sampling plans	10	10					20	8 weeks	\$ 3,500
ITEM 7: Survey calendar	5	10					15	4 weeks	\$ 2,625
ITEM 8: Meetings	23	23		4			50		\$ 8,750
Subtotal:									\$ 65,625
Data Collection Activities (Phase 3)									
ITEM 9: Kickoff meeting	8	8	4				20		\$ 3,500
ITEM 10: Survey training	10	30					40	8 weeks	\$ 7,000
ITEM 11: Communication plan	10	10					20	8 weeks	\$ 3,500
ITEM 12a: Surveying farm workers, employers and stakeholders	40	61	10	10			121	8 weeks	\$ 21,175
ITEM 12b: Stipends & incentives related to surveying									
Stipends for farm worker Survey Managers (5-10 managers @ \$500-\$1000 each)									\$ 5,000
Incentives for farm worker surveying (+/- 500 farm workers, \$20 per survey for surveyors, \$25 incentive for interviewees)									\$ 22,500
ITEM 13: See below									
ITEM 14: Meetings	13	13					26		\$ 4,550
Subtotal:									\$ 67,225
Activities Subsequent to Data Collection (Phase 3)									
ITEM 15: Data entry		10			40		50	8 weeks	\$ 8,750
ITEM 16: Analyze datasets	20	30			80		130	4 weeks	\$ 22,750
ITEM 17: See below									
ITEM 18: Final deliverables	60	80	10			30	180	8 weeks	\$ 31,500
ITEM 19: Meetings	14	14	8				36		\$ 6,300
Subtotal:									\$ 69,300
Total :									\$202,150
Recommended Additional Data Collection									
ITEM 13: Focus groups with farm workers and focus groups/KIIs or telephone interview with employers and stakeholders.	20	20					40	4 weeks	\$ 7,000
ITEM 17: Data analysis for focus groups/KIIs and/or telephone interviews.	10	20					30	8 weeks	\$ 5,250
Subtotal:									\$ 12,250
Total with Recommended Additional Data Collection :									\$214,400
Optional Data Visualization Product									
Data Visualization Product	20	20				30	70		\$ 12,250

Revised Timeline (Section H)

	2022						2023						
	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY
Activities Prior To Data Collection (Phase 2)													
ITEM 1: Kickoff meeting	TBD												
ITEM 2: Develop survey methodology (lit review, survey sampling & data collection plan)													
ITEM 3: Develop survey instruments					IRB Review								
ITEM 4: Develop survey communication plan & budget													
ITEM 5: Develop training manuals & other tools, including translation of FW survey & manual													
ITEM 6: Finalize survey sampling plan													
ITEM 7: Finalize survey calendar													
ITEM 8: Monthly Coordination Meetings & at least 3 Advisory Council meetings													
Data Collection (Phase 3)													
ITEM 9: Kickoff meeting													
ITEM 10: Survey manager & surveyor trainings													
ITEM 11: Implement communication plans													
ITEM 12: Survey implementation													
ITEM 13: Focus groups/KIs (optional)													
ITEM 14: Monthly Coordination and periodic													

Advisory Council meetings												
Data Analysis, Report Writing and Presentation (Phase 3)												
ITEMS 15 - 17: Data analysis (includes data entry & analysis)											Timing depends on completion of data collection	
ITEM 18: Report writing, Study Consultant SOW & PowerPoint creation												
ITEM 19: Monthly meetings and presentation to Advisory Council												

Definitions

Focus Groups: Questions asked in a group setting. Small group discussion guided by a trained facilitator.

Key Informant Interview (KII): One-on-one conversation with key experts. An in-depth interview with individuals who have expertise in a specific topic, field or community.

Telephone Survey: Reading the survey over the phone and marking answers for the respondent.

Online Survey: Participant receives a link to an online survey that they complete on their own.

Survey Managers: Support trained surveyors in conducting surveys with farm workers, track surveys in/out, monitor progress toward completing survey quotas. (Stipend between \$500-\$1000)

Surveyors: Individuals who are current/recent farm workers, responsible for conducting surveys with their farm worker peers. (\$20 per completed survey)



HOUSE FARM WORKERS!

NOTICE FOR REQUEST FOR PROPOSALS (RFP)

Regarding a proposal to prepare and conduct a Survey of the housing conditions and needs of Farmworkers living in the County of Ventura, CA

This Request for Proposal is being distributed on February 8, 2022. The deadline to submit a proposal(s) is March 15, 2022, no later than 4:00 p.m.

House Farm Workers! (HFW!), a Ventura County nonprofit corporation, is seeking proposals from qualified consulting firms ("Consultant") to prepare and conduct a survey of conditions and needs of farmworkers living in Ventura County. The survey is one component of the larger "Project" described below. *HFW!* is partnering with the County of Ventura ("County") to direct and fund this Project (together known as "Project Partners"). The County is the Lead Agency for this Project, which is included as a Program in the County's 2021-2029 Housing Element (Program E). The "Project Coordination Committee", which will oversee the Project, includes staff from the Ventura County Planning Division and representatives from *HFW!*. A committee of stakeholders ("Advisory Council") will give regular input to the Project Coordination Committee. The Executive Director of *HFW!*, Gabrielle Vignone, is the "Project Manager" for tasks included within this RFP.

The Project

HFW! believes that the official counts of farmworkers within Ventura County significantly underestimate the true population and the different types of farmworkers and their household needs. *HFW!* and the County have committed to the preparation of a Ventura County Farmworker Housing Study and Action Plan that will be utilized by County and City governments, housing providers and organizations, farmworker advocate organizations, and other key stakeholders to meet verified farmworker needs, including the development of innovative models for producing the type and amount of housing necessary to serve this important population, as well as identifying gaps in social services. The Study will be based, in large part, on the countywide survey of farmworkers and other stakeholders which is the subject of this RFP.

The Project began in Fall 2021 and is expected to be completed by December 2023. There are five Project Phases:

1. Advisory Council Formation
2. Farmworker Housing Survey Design
3. Survey Implementation
4. Farmworker Housing Study and Action Plan
5. Community engagement in implementing the Action Plan

Note: This RFP is for Phases 2 and 3

Project Cost and Funding

The total cost of the Project is projected to be a minimum of \$350,000 and a maximum of \$500,000. The Project is partially funded by state monies in the LEAP and REAP grants from the Southern California Association of Governments (SCAG). The remainder of the Project will be funded by County and City governments, other grants, and donations/grants from members of stakeholder sectors including agriculture, transportation, health, education, unions, and others. The Project Partners are responsible for obtaining the funding which is expected during the summer and fall of 2022. *HFW!* will interface with the Consultant and will make sure that timely payments are made to Consultant(s) for all contracted work.

Procedure and Deadlines

Responding consultants must submit one (1) paper copy of proposals (delivered or mailed to the following address), and one (1) digital file, emailed to info@housefarmworkers.com, no later than March 15, 2022, at 4:00 p.m.

House Farm Workers!
c/o Brokaw Nursery
5501 Elizabeth Road
Ventura, CA 93004
info@housefarmworkers.com

Please email *HFW!* to confirm that you have received this RFP and will consider submitting a proposal.

Questions regarding this RFP

On Thursday, February 24, 2022, from 1:00 to 2:00 p.m., a Zoom meeting will be held to address questions from potential respondents. To participate in the meeting, please send initial written questions, and a request for the Zoom link to info@housefarmworkers.org latest by 10:00 am on February 24, 2022.

Farmworkers have been in the spotlight during the pandemic as they continue to harvest the fresh products that we eat while they suffer disproportionate hardship. Ventura County leaders and residents recognize the importance of farmworkers to our economy and the green vistas that we enjoy. In the last two years, they have stepped up in many ways to alleviate suffering. This Project will help to keep the focus on farmworkers and inspire the whole community to respect and support them.

We hope that you will be inspired to provide the survey that will make that happen!

Sincerely,

Gabrielle Vignone
House Farm Workers

Enclosure: Request for Proposals (RFP) with four attachments (available online at <https://housefarmworkers.org/vc-fhs>)

REQUEST FOR PROPOSALS (RFP)

Regarding a proposal to prepare and conduct a Survey of the housing conditions and needs of Farmworkers living in the County of Ventura, California

DEADLINE FOR SUBMISSION: March 15, 2022, no later than 4:00 p.m.

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Attachments

- A. Sample Contract
- B. Acknowledgement Form
- C. Ventura County's 2021-2029 Housing Element, Background Report (Excerpt), Summary on Farmworker Needs in Ventura County
- D. Data Resources with Links



BACKGROUND

WHY CONDUCT A SURVEY?

The mission of *House Farm Workers!* is to promote safe, decent, secure, and affordable housing for Ventura County farmworkers and their families through education and advocacy. The mission of the County is to provide superior public service and support so that all residents have the opportunity to improve their quality of life while enjoying the benefits of a safe, healthy, and vibrant community.

House Farm Workers! are constantly asked to quantify and define the need (“How many farmworkers need safe and affordable homes?”, “What kind of housing do farmworkers need?”) but lack data to provide an answer.

We don’t even know how many farmworkers live in Ventura County.

Inspired by the 2015-2018 Salinas Valley and Pajaro Valley Farmworker Housing Study, *House Farm Workers!* asked the County of Ventura to include a similar project during their Housing Element Update that was processed during 2020-21. The County’s certified 2021-2029 Housing Element contains the following Program E:

“Program E: Farmworker Housing Study: The County, working with advocacy groups, agricultural organizations and Ventura County cities, will: (1) take on a coordinating role to seek funding for, and to implement, a countywide survey of farmworkers, employers, and housing providers to further define housing conditions, needs, and barriers to farmworker housing; and, (2) utilize the survey results to develop targeted programs and strategies to address the identified housing needs of farmworkers and to support agricultural businesses with a stable and healthy workforce. In implementing this program, the County shall strive to affirmatively further fair housing by providing housing opportunities (farmworker units or complexes) under the County’s RHNA obligation and for both County and cities to provide services for the farmworker population throughout the County.”

All ten Ventura County cities have been asked to include a similar program in their Housing Element updates. Two have done so, Camarillo and Oxnard, and three cities: Santa Paula, Moorpark, and Ventura have included support for the program in their draft Housing Elements. In the last year, the County has briefed city planning directors and city managers about the study at regular regional meetings of local jurisdictions.

We anticipate that, with the completion of the Farmworker Housing Study and Action Plan by December 2023, we will have a statistically valid snapshot of Ventura County farmworker numbers and housing conditions/needs. This information will be utilized by County and City governments, affordable housing providers and organizations, farmworker advocate organizations, and other sectors including health, transportation, and education, to focus on meeting verified farmworker needs, including the development of innovative models for housing provision and identifying gaps in social services.



VENTURA COUNTY AGRICULTURE

In Ventura County, urban centers and irrigated farms occupy approximately 200,000 acres, almost evenly divided between the two uses. Because of County Government policies and citizen action, most development is prohibited on lands zoned for agriculture.

Two thousand farms, large and small, produce almost 100 different crops, ranging from artichokes to zucchini. In 2020, the total gross sales value was almost two billion dollars. Strawberries led the way with gross sales income of over half a billion dollars, followed by lemons, nursery stock, avocados, raspberries, and celery. (Ventura County Agricultural Commissioner, *Ventura County Crop and Livestock Report 2020*, <https://cdn.ventura.org/wp-content/uploads/2021/08/Agriculture-Commissioner-2020-Crop-Report.pdf>).

The farms that comprise this thriving agricultural economy can be briefly characterized as “diverse”, “high value”, “small”, and “labor intensive”. Their success absolutely depends on having an adequate supply of skilled and healthy farmworkers.

VENTURA COUNTY FARMWORKERS

The Definition of Farmworkers to be used in this project: A Farmworker is defined as an agricultural employee who plants, cultivates, harvests, packs, processes, or transports crops including both permanent (year-round) and seasonal / temporary employees.

The current farmworker workforce includes: permanent (year-round) workers and seasonal/temporary workers (both domestic and foreign H2A guest workers). Domestic workers sometimes migrate to work in other parts of California but most live permanently in Ventura County with their families, primarily in the cities.

The estimates of total numbers of farmworkers vary widely, according to the data source utilized. *HFW!* and the County believe most estimates are too low and that the current total number is close to 36,000 to 42,000 farmworkers. (See Attachment C which includes an excerpt from the County’s 2021-2029 Housing Element Background Report discussing farmworker needs in Ventura County.)

Housing currently designated for farmworker use includes units provided on farms to employees, a few labor camps overseen by California Department of Housing & Community Development (HCD) and approximately 2,000 units built and managed by affordable housing developers.

In 2002, both the County and *HFW!* produced studies of farmworker housing (“Farm Worker Housing Study” and “Farm Worker Housing: A Crisis calling for Action”). Now, twenty years later, the nature of the farm labor force has changed and the need for housing has increased.



HFW! has the following unverified opinions about the characteristics of the domestic workforce: Most farmworkers were born in Mexico, both indigenous and non-indigenous; a large majority lack legal status in the USA; average annual income is less than \$34,000; many speak only Spanish or one of several indigenous languages; and the workforce is aging.

The COVID pandemic situation since 2020 has highlighted the hard work and difficult conditions these essential workers face as they provide County residents and beyond with a safe and secure food supply.

PROJECT GOALS

1. A statistically valid snapshot of the Ventura County farmworker population including:
 - Number of farmworkers;
 - Demographic composition; and
 - Housing conditions/needs.
2. Projection of future labor needs in Ventura County.
3. Collaboration so the supply of farmworker housing accommodations matches the needs of specific types of farmworkers and improves farmworker family health through safe living conditions.
4. Identification of solutions to key obstacles/constraints to providing farmworker and other affordable housing.
5. A collective action plan to:
 - Develop targeted programs and strategies to address farmworker housing needs in the county and cities;
 - Support agricultural businesses with a stable and healthy workforce;
 - Identify alternative or new funding models; and
 - Disseminate information to the community at large.

PROJECT PHASES, COSTS, FUNDING, AND SCHEDULE

The Countywide Farmworker Housing Study and Action Plan is to be prepared in five phases. **This RFP seeks respondents for Phases 2 and 3 only:**

Phase 1: Create an Advisory Council and select a Survey Consultant. (ongoing)

The Advisory Council has been convened with a diverse group of 40+ stakeholders with representatives from all ten incorporated Cities in Ventura County, Ventura County staff, and several other stakeholders including nonprofits, private sectors, and farmworkers. Its purpose is to provide input and feedback throughout all phases of the project.



Phase 2: Create a survey methodology, design survey instruments, and create a survey communications plan.

Phase 3: Conduct a Countywide survey, compile results, and create a survey report.

Phase 4: Select a Study consultant and prepare a Countywide Farmworker Housing Study and Action Plan.

Phase 5: Community engagement in implementing the Action Plan.

Costs: The total cost of the Project is projected to be a minimum of \$350,000 and a maximum of \$500,000. Phase 1 is funded and completed. The budgets for the Phases 2 through 5 will be determined by the Consultant's contracted amounts.

Funding: The Project is partially funded by state monies in the LEAP and REAP grants from the Southern California Association of Governments (SCAG). The remainder of the Project will be funded by County and City governments, other grants, and donations/grants from members of stakeholder sectors including agriculture, transportation, health, education, unions, and others. The Project Partners are responsible for obtaining the funding which is expected during the summer and fall of 2022. *HFW!* will interface with the Consultant and will make sure that timely payments are made to Consultant(s) for all contracted work.

Desired Consultant Expertise: Technical and knowledgeable firms with subconsultants, which may include an agricultural economist, who collectively have experience with public engagement, collecting statistical data, and surveying special needs populations, to determine the number of farmworkers in Ventura County.

Desired Schedule: All five phases are anticipated to be completed by December 2023. Phases 2 and 3 are projected to be completed by March 2023.

SCOPE OF WORK: TASKS AND DELIVERABLES

Consultant(s) may be a single, multi-service firm or organization, or comprised of a lead consultant with sub-consultants.

It is anticipated that Consultants will submit a proposal to complete all the tasks included in Phases 2 and 3. However, Consultants may submit a proposal to complete only the tasks in Phase 2 OR Phase 3. Where a Consultant submits a proposal for both Phases 2 and 3, cost proposals must be provided separately for each phase. All proposals must align with the tasks below.

The "Project Partners" are *HFW!* and the County of Ventura. The Project Partners have appointed representatives to serve as a Project Coordination Committee. For the duration of the project, the Project Partners will:



- Support the Survey Consultant with direct ongoing coordination for the task deliverables and provide the Consultant with one set of compiled comments on each draft document.
- Coordinate the logistics of Advisory Council meetings.

Additionally, the *HFW!* Project Manager will be the primary point of contact for the deliverables and will coordinate the review of all materials with the County of Ventura and the Advisory Council.

Consultants should expect to prepare three versions of all deliverables: Administrative Draft, Public Review Draft, and Final. For each deliverable, the Public Review Draft and Final documents must be provided in both English and Spanish.

PHASE 2:

Desired Outcomes:

Create a Methodology for determining number of farmworkers in Ventura County; Determine a statistically valid Survey Methodology; and Develop Survey Instrument(s), Training Manuals, and Communications Plan

Tasks:

1. **Kickoff meeting:** The Consultant shall meet with the Project Partners in a kickoff meeting to confirm the Consultant's staff assignment and understanding of the project tasks, project schedule, and to prepare a schedule of required meetings through this Phase. This meeting is anticipated to be in-person, unless prevented by health and safety protocols in place at the time.
2. **Data Collection:** The Consultant shall collect and summarize data on previous farmworker population and housing surveys/studies, baseline data on housing, farmworkers, agricultural trends, and employment within Ventura County, and any other data needed to determine the number of farmworkers in Ventura County, and to design and implement a statistically valid survey. Attachment D includes various sources of information that can be utilized by the Consultant.
3. **Develop a Methodology for the Survey:** The methodology shall include:
 - a. Determination of survey size and composition with a data summary to support it;
 - b. Means to determine the total number of farmworkers living in Ventura County;
 - c. When and how surveys will be pre-tested;



- d. When surveys should be conducted (e.g., season, day of week, and time of day);
- e. Where in the County should the surveys be conducted (e.g., how many in each city and in identified unincorporated agricultural areas);
- f. How surveys will proportionately reflect the numbers of workers employed in different crops;
- g. How surveys should be conducted (e.g., at home, at work, other);
- h. Identification of potential incentives that may be offered to survey respondents to be respectful of the personal time they are contributing to the survey;
- i. Procedures to make sure that the required sample sizes are met, including a plan for participation from hard-to-reach respondents; and
- j. A detailed plan for recruiting, training and supervising the surveyors, including surveyor qualifications and identification of stakeholder groups/partner organizations which may provide surveyors or other staffing such as indigenous language interpreters.

The Survey Methodology will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.

4. Design Survey Instruments with Administrative Tools and Training Manuals:

The Consultant shall design Survey Instruments for three different recipient groups, listed below, accompanied by identification of tools for administering the surveys that are appropriate to each group. Tools should include (a) format (oral, written, digital, interview, focus groups, etc.); and (b) languages in which surveys will be translated or interpreted. Written surveys must be translated into Spanish, and the Consultant team must have multi-lingual staff proficient in languages that the survey will be administered in. Technical jargon should be avoided. The budget should include costs of interpretation of the surveys into up to three indigenous languages prevalent within Ventura County. Digital formats should only be utilized for oral interviews.

The Consultant shall also prepare three Training Manuals, one for each survey recipient group, which describe the schedule of the survey, protocols for surveyors, including means of ensuring the comfort and safety of those interviewed, maintaining their confidentiality, and supervision of the surveyors to ensure consistent survey implementation.

- a. Farmworker surveys: Information to be collected should address:
 - i. Employment: annual employment information including duration of employment, number of locations and employers, crops, job descriptions, number in household employed, approximate annual



- income, migratory patterns of workers, environmental hazards, method of getting to work;
- ii. Housing: where housing is located, current housing conditions including facilities for cooking, heating and cooling, yard and garden space, ideal housing conditions, rent or own, number of rooms, number of residents and how related, monthly cost, landlord responsiveness;
 - iii. Services: access to and use of services including housing resources, health care, childcare, public or private transportation, grocery and other stores, parks/playgrounds, and technology;
 - iv. Demographics: age, sex, location of birth, how long in United States, language spoken, education & literacy, family size & ages;
 - v. Social: who do farmworkers listen to and trust, other challenges, fears and concerns; and
 - vi. Any other information that would provide a better summary of farmworkers needs.
- b. Employer Surveys: The employer surveys should reach a variety of agricultural employers and farm labor contractors. The Project Partners and Advisory Council will assist with providing contacts, but the Consultant will need to identify and pursue a representative sample for the laborshed. Questions for the employers should address trends and projections such as crop acreages and mechanization, direct hires vs. contractors, challenges faced if farmworkers/employees leave due to lack of housing, cost of living, and the seasonal and/or full-time need for farmworkers, including H-2A workers.
- c. Stakeholder Surveys: Key stakeholders receiving these surveys shall include parties with knowledge of or interest in the issues of farmworker housing that are neither farmworkers nor employers, such as nonprofit housing developers, school districts, health care providers, homeless services / shelters, transportation agencies, parks and recreation districts, financial institutions and nonprofit organizations and community interest groups connected with agriculture and its production. The survey questions should focus on identifying constraints and discussing possible opportunities related to the provision and expansion of housing for farmworkers within Ventura County. The survey instrument for this group could take the format of open-ended questions allowing for narrative responses at focus groups, listening sessions and one-on-one interviews.

Survey Instruments accompanied by related Training Manuals will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.



5. Develop a Survey Communications Plan and Budget: The Consultant shall develop a multi-level survey communications plan to reach farmworkers, employers, and stakeholders and public officials.

- a. Farmworkers must know the survey is coming, why it is being conducted, and that it is safe to participate. Farmworkers comprise a special needs community, within which lies an even more marginalized group of indigenous language speakers. While the focus of this project is to result in development of housing and improvement of housing conditions for farmworkers, an important aspect of this Project is to acknowledge and elevate farmworker voices. It may be difficult to engage farmworkers in community initiatives because of various barriers such as distrust, long workdays, language, unfamiliarity with civic processes, and lack of access to technology.
- b. Employers must be aware of the survey, and that they may be asked to help facilitate participation of their employees and participate themselves.
- c. Stakeholders and public officials also need to be aware of the progress of the survey in order to assure them that their contributions are effectual.

For each of the three groups named above, the Survey Communications Plan shall describe the following recommended approaches, e.g. radio, Public Service Announcements, print newsletters or brochures, e-newsletters, press-releases distributed to print and television news sources, and social media. The Consultant shall include a schedule of these approaches and estimated costs for the Communications Plan. The Consultant may meet once with the Ventura County Public Information Officer (PIO), in addition to other meetings, to discuss potential coordination with PIO resources.

The Survey Communications Plan will be presented to the Advisory Council for feedback before final approval by the Project Partners. The Consultant's budget and schedule should consider three versions of this deliverable: Administrative Draft, Public Review Draft, and Final.

- 6. Meeting Attendance:** In addition to the kickoff meeting included in Task 1 above, the lead Consultant shall attend monthly coordination meetings via Zoom with the Project Partners to provide updates on this phase components and status. Additionally, the Consultant shall attend a maximum of three (3) Advisory Council meetings for Phase 2 via Zoom.
- 7. Optional Tasks:** Any additional tasks not covered under this Phase but recommended by the Consultant. Tasks should be provided under a separate section of the cost estimate, should the Consultant wish to propose them.



Deliverables and Obligations:

The Consultant(s) shall provide the following deliverables for Phase 2 and comply with the following expectations. Consultant shall provide one digital copy of deliverables 2 through 5.

1. Attendance at initial kickoff meeting, and at monthly coordination meetings thereafter.
2. Regular invoices for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3. Three Survey Methodology Drafts: Administrative, Public Review, Final.
4. Three Communications Plan Drafts: Administrative, Public Review, Final.
5. Three Survey Instruments Drafts, including Training Manuals: Administrative, Public Review, Final.
6. Spanish versions of Public Review Draft and Final documents for Survey Methodology, Communications Plan, Survey Instruments, and the Training Manual designed for the farmworker population (including direction for indigenous language participation).

PHASE 3:

Desired Outcomes:

Implementation of Survey (designed in Phase 2), Survey Results Report, and Proposed Scope of Work for Study Consultant. The tasks for Phase 3 may be conducted by a different Consultant(s) than for Phase 2.

Tasks:

1. **Kickoff meeting:** Please note that a separate kickoff meeting will be necessary for Phase 3 even if the Consultant(s) are the same as those completing the tasks under Phase 2.

The Consultant shall meet with the Project Partners in a kickoff meeting to confirm the Consultant's staff assignment and understanding of the Phase 3 tasks, project schedule, and prepare a schedule of required meetings through this phase. This meeting is anticipated to be in-person, unless prevented by health and safety protocols in place at the time.

2. **Survey Implementation:** The Consultant must implement the Survey methodology, Survey Communications plan, and obtain the number of completed surveys as identified as statistically valid in Phase 2 (Tasks 2, 3, 4). The individuals coordinating and supervising the surveyors shall be bilingual in English and



Spanish. The Consultant must maintain quality control of the completed surveys. Raw survey results must be put into a digital file.

3. **Survey Results Report and PowerPoint:** The Consultant must compile and process survey results into a stand-alone report for future incorporation as an appendix to the Countywide Farmworker Housing Study and Action Plan. These survey results must utilize infographics and visual communication techniques to report the compiled statistical results in a clear, easy to understand format. An Executive Summary and a bilingual PowerPoint must be prepared in English and Spanish.
4. **Develop Draft Scope of Work for Farmworker Housing Study Consultant:** Based on the compiled Survey results, the Consultant must provide a draft scope of work outlining the components necessary within the future Countywide Farmworker Housing Study and Action Plan. This scope of work will be utilized by Project Partners to develop a future Request for Proposals to select a Study Consultant for Phases 4 and 5.
5. **Meeting attendance:** In addition to the kickoff meeting included above, the lead Consultant shall attend monthly coordination meetings via Zoom between the Project Partners to provide updates on this phase components and status.

Additionally, the lead Consultant shall attend a maximum of one Advisory Council meeting to present the survey results via Zoom.

6. **Optional Tasks:** The following tasks below are optional and should be provided under a separate section of the cost estimate, should the Consultant wish to undertake them:
 - a. Other geographic areas, including Bakersfield, Fresno, and Visalia, are identified as areas of interest where farmworkers are forced to relocate due to the high cost of living in Ventura County. The Consultant may consider conducting surveys in these areas to obtain input from former farmworkers of Ventura County regarding the reasons for relocation.
 - b. Attendance at public hearings, if necessary, in person.
 - c. Attendance at two (2) coordination meetings via Zoom with the Consultant selected to prepare the Study.
 - d. Any additional tasks not covered under this Phase but recommended by the Consultant.



Deliverables and Obligations

The Consultant(s) shall provide the following deliverables for Phase 3 and comply with the following expectations. The Consultant shall provide one digital copy for deliverables 3 through 7.

1. Attendance at initial kickoff meeting, and at monthly coordination meetings thereafter.
2. Regular invoices for tasks completed, with a breakdown of personnel hours and billing rate by task and subtask.
3. Three drafts of Survey Results Report: Administrative, Public Review, Final.
4. Digital file of raw results.
5. Three drafts of the Draft Scope of Work for the Study Consultant: Administrative, Public Review, Final.
6. Three drafts of the Executive summary and power point of survey: Administrative, Public Review, Final.
7. Spanish versions of Public Review Draft and Final deliverables for Survey Results Report, and Executive Summary and PowerPoint of Survey Results Report.

PROPOSAL CONTENT

In order to expedite and maintain consistency in the evaluation process, each proposal to this RFP must be organized in accordance with this section. Proposal submissions shall contain a thorough description of the following information in the order presented below:

A. Brief Cover Letter/Letter of Introduction

B. Executive Summary

C. Lead Project Contact

Must include the name, title, telephone number and email address of the prospective consultant's designated lead contact person for communications pertaining to this proposal and with the authority to negotiate contracts with *HFW!*.

D. Project Team

- Description of team members assigned to the project and their respective roles with organizational chart that illustrates team members assigned to the project and their respective roles.
- A brief biography or resume of each team member, including sub-contractors.
- Identification of specific sub-contractors who will be assigned to the project, and



their specific roles and responsibilities. The name, title and address of individuals with the authority to negotiate contracts with *HFW!*.

- Capacity/Availability of proposed team members: Please describe other commitments during the proposed timeframe and the availability of proposed team members. It is expected that once the project begins, the project team will remain in place until the work is completed. Please include statements regarding the length of commitment of the proposed staff if they are not available for the duration of this project.

E. Firm Experience and Qualifications

- A general description of the services provided by the proposer's firm or organization and sub-consultants; the qualifications and expertise of each team member and sub-consultant, providing the requested services and their experience working specifically with farmworkers and agricultural employers, or similar groups.
- A list of representative projects completed by the firms and individuals proposed to work on this project that best exemplify the work requested in this RFP.
- For each project reference, include the project name, the client contact, the client's phone number and email, the dates the work was accomplished, and a brief description of the work accomplished.
- Consultant and sub-consultant document samples for similar projects, either by providing internet links, or including in the digital media submission of the proposal.

F. Scope of Work including Tasks and Deliverables

- A narrative in English and Spanish describing the approach and work plan for completing the scope of work, outlined by task as listed for Phases 2 and 3. The narrative should identify the designated team member(s) or subconsultant responsible for completing the work, specific deliverables, and expected completion date for each task.
- Any additional suggestions or optional tasks by the Consultant which are expected to be valuable to include in this project, and any suggestions for further clarifying the scope or work and the usefulness of the product.

G. Budget and Cost Estimate

- A detailed, proposed budget in a matrix form which includes the hourly rates and number of hours spent by each team member of the lead consultant and sub-consultant(s) for each task within that phase of the project.
- Indicate additional estimated expenses, including travel, printing costs, time and materials, etc. for the lead consultant and the sub-consultant(s).
- Include all optional tasks proposed by the Consultant.



H. Project Schedule

- Include timeframe for completion of tasks, including milestone dates for primary deliverables. If possible, present this in graphic form.

I. General Contract Requirements

- **Insurance:** *HFW!* requires that contract service providers be able to verify that they maintain the appropriate insurances. For professional contracting services, vendors must maintain the minimum General Liability, Automobile, and Worker's Compensation coverage as indicated in Section 9 of the Sample Contract (Attachment A of this RFP). Professional Liability coverage is also required per the amounts listed. If your company's insurance coverage does not meet these requirements, please provide proof of your company's actual insurance coverage in order for *HFW!* staff to consider a request for reducing insurance requirements. This may or may not be granted.

J. Executed Acknowledgement Form (Attachment B of this RFP) must accompany the proposal.

SUBMITTAL PROCEDURES

All proposals must be accompanied by a signed and completed Acknowledgement form (Attachment B).

Responding consultants must submit one paper copy of the Proposal (delivered or mailed to the following address), and one digital file emailed to info@housefarmworkers.com, no later than March 15, 2022 at 4:00 p.m.

Note: The Spanish version of the Scope of Work (Proposal Content, Item F) may be submitted via email by March 22, 2022, at 4:00 pm.

These documents must be submitted to:

House Farm Workers!
c/o Brokaw Nursery
5501 Elizabeth Road
Ventura, CA 93004
info@housefarmworkers.org



SELECTION SCHEDULE

Consultant selection will proceed according to the following anticipated schedule:

February 8, 2022	RFP Released
February 24, 2022	Meeting to discuss questions on RFP
March 15, 2022	RFP Submittal Deadline
March 22, 2022	RFP Submittal Deadline (Spanish version)
April 7, 2022	Advisory Council Review
April 14, 2022	Selection Interviews
April 18, 2022	Notification of Selection
May 12, 2022	Execution of Contract

PROPOSAL EVALUATION AND SELECTION PROCEDURES

The Project Partners will coordinate evaluation of the proposals. The initial screening will be based on an objective review of the proposal received based on the criteria set forth in this section.

Proposals will be evaluated according to qualifications, experience, capabilities, references, resources, scope, schedule, cost, and demonstrated competence in performing the work required (not necessarily in that order). The proposal needs to fully respond to items listed in this RFP; needs to constitute a team that is experienced and qualified to meet the requirements of this project based on relevant experience; and needs to demonstrate the ability to identify and plan specific tasks to complete the project in a professional manner on schedule and within budget.

The following standards will be considered in evaluation of proposals:

- A. Demonstrated understanding of the scope of work, Consultant's proposed methodology and familiarity with applicable practices, and methodologies for the proposed work;
- B. Past experience, performance, and ability of Consultant to deliver high quality work for relevant projects including: individuals assigned to do the work; quality of work; cost control; track record for meeting scheduled milestone dates; and quality of performance in previous contracts;
- C. Experience and demonstrated ability to coordinate with staff and stakeholders, particularly farmworkers, agriculture business interests, and community stakeholders;



- D. Demonstrated ability to deliver documents that exhibit excellent writing quality and the use of charts, graphs, and other graphics to communicate clearly;
- E. Adequate technical, financial, and staffing resources for completion of the scope of work within the proposed time schedule;
- F. Demonstrated qualification of the project leader and assurance of his or her principal involvement in the project through completion;
- G. Organization, presentation, and content of proposal: conformance to the specified RFP format; and
- H. Budget.

Summary of Scoring Criteria for the Selection of a Consultant Team

CRITERIA	POINTS
Experience in Community Survey Design and Administration	35
Competence, technical ability and experience of Consultants' identified personnel	20
Understanding of agricultural economics, farm labor, migration, and farmworker issues	15
Bilingual capability; prior work with multi-cultural organizations	15
Cost	10
References	5
TOTAL	100

Selection Procedure:

Based on the evaluation of Project Partners, it is expected that one or more firms will be invited for an interview. It is the quality of the proposals received that will determine who will be invited to take part in an interview process. The Project Partners reserve the right to forgo the interview process and proceed directly to selection of the preferred firm in the event that a proposal is deemed superior in content. The Project Partners may contact other agencies for feedback concerning previous work.

HFW! anticipates entering into an agreement with the selected firm based on a negotiated fee and a negotiated scope of work. If an agreement on the fee cannot be reached, *HFW!* reserves the right to end negotiations and enter into negotiations with the next highest ranked consultant. *HFW!* will consider the proposals and award the contract for the negotiated final scope of work.



CONDITIONS AND RESPONSIBILITIES OF REQUEST

- A. General Conditions.** *HFW!* reserves the right to (1) reject any or all responses, (2) postpone award of the contract for a period not to exceed sixty (60) days from the date replies are due, (3) waive informalities in the responses, and/or (4) take whatever action or make whatever decision it determines to be in the best interest of *HFW!* for the survey. All proposals will remain in effect and legally binding for at least sixty (60) days from the date of submission. A contract agreement shall not be binding or valid with *HFW!* unless and until it is executed by authorized representatives of *HFW!* and of the selected Consultant.

HFW! reserves the right to request additional information from any and all prospective firms as deemed necessary by *HFW!* in order to evaluate the proposals. This process may not be used, however, as an opportunity to submit missing documentation or to make substantive revisions to the original proposal.

A prospective firm may revise their proposal at any time prior to the date and the time which is set forth herein as the deadline for submittal of proposals.

- B. Liability of Costs and Responsibility.** Each prospective firm submitting a proposal in response to this Request for Proposals agrees that the preparation of all materials and presentation for submittal to *HFW!* is at the prospective firm's sole cost and expense, and *HFW!* will not, under any circumstances, be responsible for any costs or expenses incurred by a prospective firm.

Prospective firms are responsible for making necessary investigations and examination of records. Failure to do so will not act to relieve any condition of the proposed agreement or the requirements set out in this RFP. It is mutually understood and agreed that the submission of a proposal shall be considered conclusive evidence that the prospective firm has made such examinations and investigations. No request for modification of a proposal shall be considered after its submission on the grounds that the prospective firm was not fully informed as to any fact or condition.

The selected consultant shall be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected consultant will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

- C. Standard Agreement.** A sample contract is attached for the proponent's reference (Attachment A). It is the responsibility of the prospective consultant to be familiar with and accept the terms of this standard contract. In some instances, contract provisions can be modified after review and approval of *HFW!* during final contract negotiations. Overall, however, the provisions in this contract are those preferred by *HFW!* for the engagement of consulting services relating to this RFP. If any of the terms and conditions contained in the standard agreement are not agreeable, these should be identified specifically, otherwise it will be assumed that the Consultant is willing to enter into the agreement as it is written. Failure to identify contractual issues can be



a basis for *HFW!* to disqualify a consultant.

- D. Insurance.** Consultant shall, throughout the duration of project, maintain comprehensive general liability and property insurance covering all operations of Consultant, its agents and employees, performed in connection with the project in the amounts and in the types of coverages shown in the sample contract.
- E. Non-Discrimination/Non-Preferential Treatment.** The successful Consultant shall not discriminate, in any way, against any person on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, or national origin, in connection with or related to the performance of *HFW!* contracts.
- F. Rights to Submitted Materials.** All proposals and related correspondence, reports, charges, schedules, exhibits and other documentation submitted with the proposal will become the property of *HFW!*
- G. Prohibition of Gifts.** *HFW!* and County of Ventura staff and officials are subject to several legal and policy limitations regarding receipt of gifts from persons, firms, or corporations either engaged in business with *HFW!* and the County, or proposing to do business with *HFW!* and the County. The offering of any illegal gift shall be grounds to disqualify a Consultant. To avoid even the appearance of impropriety, Proponents and Selected Consultant should not offer any gifts or souvenirs, even of minimal value, to *HFW!* or County of Ventura employees.
- H. Contact With Project Coordination Committee:** Consultants submitting proposals shall refrain from contacting or discussing this RFP with members of the Project Coordination Committee until after the contract is awarded.

BILLING AND PAYMENT PROCEDURES

- A. Billing and payment for the services rendered by the consultant shall be outlined in the contract.
- B. Consultant will submit invoices every 30 days that list tasks/deliverables completed, with a breakdown of personnel hours and billing rate by task and subtask.
- C. Invoices will be paid within 60 days.

