

ATTACHMENT 11 – KEY STAFF REFERENCE FORM

Instructions:

For each Key Staff role, provide two (2) Individual References from two different Projects cited in the **Attachment 10, Part 2 - Key Staff Minimum Qualification Table**, unless only one (1) project is used that meet the MQs identified in this RFP. If only one (1) cited project meets the MQs, then two references from that project are required. Each Individual Reference must clearly identify the Customer/Client Reference individual and that individual's Agency, Department, Organization or Company where Key Staff performed the experience.

The Individual references must be submitted within the Business Proposal as defined within RFP Section 6 - Proposal Structure and Submission including signature of the customer/client reference.

References:

Provide two customer/client references from customers/clients who have first-hand knowledge of the job skills, experience, and abilities cited in the résumé.

The Consortium reserves the right to contact individuals, entities, or organizations who have had contracts or relationships with the Key Staff proposed for this effort, whether or not they are identified as references, to verify that the person has successfully performed their contractual obligations on other similar projects.

KEY STAFF REFERENCE FORM	
Key Staff Name: Madeleine Loftus	
Part 1 – Reference's Information	
This information should match the information provided in Attachment 10 – Key Staff Resumes/Qualifications .	
Customer/Client Reference Name:	Jeaneen Juarez
Customer/Client Reference Title	Transitional Assistance Department Operations Manager
Agency, Department, Organization or Company where Staff member performed:	San Bernardino County-Transitional Assistance Department/CalSAWS
Project Title on which Staff member performed	Communications Lead
Reference Phone Number:	[REDACTED]
Reference E-mail Address:	[REDACTED]

Instruction for References: The Contractor Staff above has listed you as a reference and is requesting for you to complete this Staff Reference Form. Please provide your comments and the appropriate rating based on your experience with the proposed Staff.

- Step 1:** Complete Columns 1-2 in Part 2 by marking "yes" or "no" and providing an explanation if needed.
- Step 2:** Complete Part 3 and provide your performance ratings.
- Step 3:** At the bottom of the page, print your name, your company's name, then sign and date.
- Step 4:** Return the completed, signed Staff Reference Form to Contractor.

Part 2 – The Reference Must Complete This Table.	
COLUMN 1	COLUMN 2
Did the Contractor provide you with a copy of the completed Attachment 10 – Key Staff Resumes /Qualifications for the Contractor's Staff named at the top of this page prior to your completion of this form?	Did the Contractor's Staff named at the top of this page perform the services described in Attachment 10 – Key Staff Resumes /Qualifications , including the functions as described and the time period provided on the project(s) that lists you as a contact?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "No" checked, explain here.)

Part 3 – The Reference Must Complete This Table.
The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.
Performance and Ability Statements

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

1. Describe the performance of the Contractor's Staff during this engagement.

During SB County's Marketing and Communication Project, Madeleine's role was to assist with developing a messaging strategy focused to reduce our CalFresh Churn Rate by driving awareness and participation in our Text Messaging Program. Additionally, Madeleine assisted with our paid social media marketing campaign and development of creative assets used for Facebook, as well as internal use (i.e. lobby posters). We were pleased to see how fast the creative assets were developed and feedback provided was incorporated. An excellent performance overall.

2. Describe the ability of the Contractor's Staff to perform the contractually, required work in a timely manner.

Project Timeline and Key Milestones were provided, and we were able to maintain on target for the duration of the project.

3. Describe the verbal and written communication skills of the Contractor's Staff.

Both verbal and written communication was great. Communication was clear, concise, and information was frequently provided with having daily/weekly meetings. Whenever clarification was needed during the project, it was immediately provided via e-mail or virtual meeting as needed.

4. Describe the ability of the Contractor's Staff to engage in positive working relationships with other coworkers.

During the entire project, Madeleine was a true professional and promoted positive business relationships with the project team.

5. Describe the knowledge of the Contractor's Staff in the required areas of expertise.

Madeleine has extensive knowledge in designing marketing campaign assets, social paid media management, campaign creation/execution, and "Real-Time optimization and reporting. Madeleine also was a Subject Matter Advisor on Google Analytics and reporting.

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

6. How well did the Contractor handled engagement with end users and User input.

Exceptionally well.

7. Would you rehire this person?

Yes.

8. Optional Comments:

It was a pleasure to work with Madeleine and we appreciated her expert advice. As we were developing our Proof of Concept, it was new to our project team with working on a social media campaign, creating a landing page to drive program awareness and customers opting into our Text Messaging program. She provided clear guidance and helped navigate us through this process.

On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance?

Rating: 10

By signing this form, the Reference is certifying that all information provided on this form is correct.

Jeaneen Juarez
Name of Reference (print)

San Bernardino County

Name of Company Reference (print)


Signature of Reference

7/29/2024
Date