



Solicitation Information
10 Feb 06

RFP# B05994

TITLE: Marketing/Advertising Services – Department of Labor and Training

Submission Deadline: 14 March 06 @ 10:00 AM

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than 24 Feb 06 @ 12:00 Noon (Eastern Time). Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems

Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Vendors:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

SECTION 1 – INTRODUCTION

The Rhode Island Department of Administration/Office of Purchases, on behalf of the Department of Labor and Training (DLT), is soliciting proposals from qualified individuals/firms to assist the DLT Workers' Compensation Fraud and Compliance Unit in marketing/advertising services, in accordance with the terms of this Request for Proposals and the State's General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases Home Page by Internet at <http://www.purchasing.ri.gov>

This is a Request for Proposals, not an Invitation for Bid: responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Office of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

- Potential offerors are advised to review all sections of this Request carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
- Proposals misdirected to other State locations or which are otherwise not present in the Office of Purchases at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Office of Purchases.
- It is intended that an award pursuant to this Request will be made to a prime vendor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.
- Offerors are advised that all materials submitted to the State for consideration in response to this Request for Proposals will be considered to be Public Records as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request once an award has been made.
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected vendor.*

- The continuation of services under an award made pursuant to this Request will be contingent on the availability of funds.
- The State of Rhode Island has a goal of ten percent (10%) participation by MBE's in all State procurements. For further information, visit the web site www.rimbe.org. To speak with an M.B.E. Officer, call (401) 222-6253.
- Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP / LOI.

Equal Employment Opportunity (RIGL 28-5.1)

§ 28-5.1-1 Declaration of policy. – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090

SECTION 2 – BACKGROUND AND GENERAL INFORMATION

BACKGROUND:

1. Mission of the Workers’ Compensation Fraud and Compliance Unit

Within the Division of Workers’ Compensation (WC) at the Department of Labor and Training, the WC Fraud and Compliance Unit is responsible for reducing and preventing fraud arising out of workers’ compensation claims. Allegations of fraud are investigated by the Unit and if substantiated through investigation, are referred to the Department of Attorney General for criminal prosecution.

The Unit is also responsible for ensuring employer and insurance carrier compliance with the Workers’ Compensation Act. Employers failing to carry required workers’ compensation insurance are subject to enforcement proceedings, monetary penalties and potential criminal charges. Employers that fail to file timely First Reports and insurers that fail to report policy information to the Department are also subject to monetary penalties.

2. Goals of the Unit

The Unit seeks to protect injured employees by increasing employer compliance with the mandatory workers’ compensation law. Uninsured employers need to be identified and penalized before a work-related injury occurs.

Increased employer compliance is addressed in a number of ways. The Unit receives inquiries regarding workers’ compensation insurance coverage from a number of sources

including medical providers, attorneys, injured workers and the Workers' Compensation Court. If the Unit is unable to immediately verify coverage, an investigation is commenced. Employer investigations are also opened as a result of cross matches the Unit runs matching employers, with one or more employees, against the workers' compensation proof of coverage system and from field spot checks performed by Unit investigators. Employers determined to be in noncompliance will be brought before the Department or the Workers' Compensation Court for the imposition of monetary penalties and may also be subject to criminal penalties. Employers working without required workers' compensation coverage will be shut down by the Department and will be ordered to remain closed until coverage is obtained.

The Unit also seeks to prevent fraud in the system by conducting investigations. Potential fraudulent activities are addressed through investigations of allegations of possible fraud that are received from a variety of sources including the Unit's hotline, insurers, medical care providers, the Workers' Compensation Court, and cross matches done by the Unit, matching wage records against workers' compensation benefit records. Investigations in which evidence of fraud is substantiated are referred to the Department of Attorney General for criminal prosecution. Fraud prosecutions both punish offenders and serve as an important fraud deterrent.

GENERAL INFORMATION:

1. Purpose

Through this RFP, the Division of WC, Fraud and Compliance Unit is seeking a Vendor (Offeror) to work cooperatively in producing a successful marketing, advertising and promotional campaign aimed at empowering RI workers with a better understanding of WC insurance coverage issues and how to better protect themselves. Advertising efforts will be directed at educating employees on issues including, but not limited to, how to determine who their employer's workers' compensation insurance carrier is, knowing who to call if they suspect their employer does not have workers' compensation insurance coverage, understanding how to report a job-related injury, and knowing their basic workers' compensation rights.

2. Terms of the Contract

The term of the contract is for 6 months. With the consent of both parties, the contract may be extended for an additional term under the same terms, conditions, and funding.

Budget amount for the 6-month term is expected not to exceed \$100,000.

3. Qualifications

Vendor must have education and experience appropriate to provide services necessary for the development, preparation and placement of advertising in various media, in English and Spanish format, within the State of Rhode Island as the Division of WC shall direct or deem essential. Experience on projects similar to those described in this

document is essential. Specifically, vendor's lead account staff should personally possess at least a Bachelor's Degree. The vendor should have at least three years of providing marketing/advertising. The vendor should have a permanent location in Rhode Island and maintain proper and appropriate workers' compensation coverage.

SECTION 3 - SCOPE OF WORK

GENERAL DESCRIPTION:

The vendor will be responsible for providing counsel to the staff as required; planning, developing and implementation of effective positioning and marketing strategies; providing and adhering to appropriate timetables; planning and adhering to budget; creating imaginative promotional concepts; developing and designing visual and graphic images which express these promotional concepts; writing clear and accurate copy (English and Spanish), producing artwork technically suitable for media use; conducting economical, effective media buys; and providing administrative services in an efficient and timely manner. Proviso: The Division of WC reserves the right to provide or contract any of these services independently.

REQUIREMENTS:

1. Planning

- a. Meet regularly with designated Division of WC staff members to discuss the overall marketing plan, positioning strategy, media strategies, media buys and budgets.
- b. Develop ad and media strategies for the WC Fraud and Compliance Unit, working cooperatively with designated Division of WC staff members.
- c. Explore options for marketing media mix and make recommendations.
- d. Develop and present a Marketing Plan.
- e. Prepare budgets with detailed allocations by media form.
- f. Modify plans as a result of budget changes or at the request of the Division of WC.
- g. Work with the Division of WC staff to assure that budgets are not exceeded without prior written approval.

2. Time Constraints

The limited time frame of this project makes strict adherence to timetables an absolute requirement in the work to be performed. Soundness in planning and project management is also of critical importance.

3. Capability and Quality

Highest levels of quality must be met and maintained in the services provided. Work performance and project execution, including any that may be subcontracted, must meet the highest standards.

4. Working Relations

The services require an extensive commitment of effort on the part of the vendor and call for close working relations with the Division staff. Frequent telephone and/or email contact, attendance at regularly scheduled meetings and availability for on-site services are necessary. Most importantly, vendors must have the willingness and the ability to work collaboratively with staff.

5. Tasks and Responsibilities

- a.** Assess effectiveness of current Division of WC materials.
- b.** Assist in the development of a branding strategy and overall Marketing Plan.

c. Creative

Develop creative copy concept, design and layout, from first draft to completed product, for all brochures and other print material, advertisements, and public relations materials. Utilization of aspects or portions of previous campaigns may be required. English and Spanish versions may be required based on Marketing Plan. The Marketing Plan should concentrate primarily on the target audience of employees of small employers, focusing on manufacturing, construction, and the service industry.

Provide all graphic design services, from roughs to approved comprehensives.

Produce collateral materials in support of the campaign.

Prepare all media research to best effect media and marketing strategies.

Prepare all mechanical art or acquire all necessary artwork, photographs, negatives, separations, etc. that are required for the production of advertisements and the production of public relations materials.

Handle all intellectual property issues arising out of the work to be performed under or in connection with the contract. This shall include securing permission to use copyrighted or trademarked material or other protected visuals, words, names, music, or sounds that will be included in the promotional materials.

Select media and media placement based on current and appropriate research of the aforementioned target audience in order to provide optimal outreach.

Assist with any public relations efforts.

d. Technical

Complete all steps of the technical production of any advertising media or method formulated in the Marketing Plan. Preparation includes, but is not limited to,

design, typography, layout, color and the inclusion of visual (photographs) or graphic elements as well as corrections. Specifications vary depending on need, design layout and preparation of file for approval and delivery. Delivery to the printer and act as liaison with the printer.

If appropriate within the scope of the Marketing Plan, fully produce up to two radio and/or cable or TV spots. Specifications will depend upon media plans, but arrangements for and the costs of talent and production facilities shall be borne by the vendor.

Design layout and production ready material for brochures, direct mail, high profile billboards, bus sides, bus shelters, etc. and make arrangements for printing.

Provide job estimates and timetables for all project work, for approval prior to commencement of work. Estimates should detail hours and total costs for all personnel involved, out-sourced services, materials, etc.

e. Media

Maintain contact with print and broadcast representatives to insure best service.

Track all advertising (print, broadcast, outdoor, etc.) to fully satisfy Division of WC and State Purchasing requirements.

f. Public Relations

Firm should have public relations ability.

g. Administration

Initiate all contacts and correspondence to third parties necessary to effectively carry out marketing and advertising campaigns.

Verify invoices for media buys against insertion orders and actual tear sheets.

Serve as liaison to media outlets to insure accurate account activity.

Prepare expenditure authorization forms for each invoice.

h. Billing

Outline normal billing procedure including discounts, commissions charged, and fees for non-commissionable services such as creative, art, mechanical and consultant type work to be performed by the firm or its subcontractor.

Include media discount and any in-kind payment arrangements.

State hourly rate for services (and monthly retainer if appropriate).

i. Property of the State

All materials, including original artwork and broadcast production, shall become the property of the State. All work performed under the Contract shall be the property of the State of Rhode Island and shall be provided to the Division of WC upon request, including but not limited to:

All plans, documents, and recommendations;

All copy, graphics, and original artwork;
Releases for all talent involved in public advertising; and

All photography, film, video, film audio, music, etc. required to complete approved assignments, including non-published materials.

SECTION 4 - PROPOSAL SUBMISSION

Pre-Proposal Questions and Proposal Submission Questions concerning this solicitation may be e-mailed to the Division of Purchases in accordance with the terms and conditions expressed on the cover page of this solicitation.. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

Interested offerors may submit proposals to provide the services covered by this Request on or before the date & time listed on the cover page of this solicitation. Proposals received after this time and date will not be considered. The official time clock is in the reception area of the Division of Purchases.

A presentation to the Review Committee may be required.

Proposals should include the following:

1. A completed and signed R.I.V.I.P. generated Bidder Certification Cover Form (downloaded from the R.I. Division of Purchases Internet home page at: <http://www.purchasing.state.ri.us>).
2. Five copies of a signed and sealed Cost Proposal form (enclosed).
3. Five copies of a separate Technical Proposal describing the background, qualification, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.
4. A w-9 taxpayer identification form, downloadable from the Division of Purchases website www.purchasing.ri.gov.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

The Technical Proposal must contain the following sections:

Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability.

Offeror's Organization and Staffing

This section shall include identification of all staff and/or subs proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae, or statements of prior experience and qualification).

Work Plan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed, and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or may be confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each.

Previous Experience and Background, including the following information:

- A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects, and a contact name and telephone number from the client;
- A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position.
- The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Administration, and or a subcontracting plan which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. Questions concerning this requirement should be addressed to Charles Newton, M.B.E. Officer, at (401) 222-6253.

Submission Deadline: see page one of this solicitation.

Proposals - an original plus five (5) copies of the Technical component and an original plus five (5) copies of the Cost component should be mailed or hand-delivered in a sealed envelope marked "RFP # B05944: Marketing Services" to:

R.I. Department of Administration
Division of Purchases, 2nd Floor
One Capitol Hill
Providence, RI 02908-5855

Note: Proposals received after the above-referenced due date and time may not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and may not be considered. Proposals faxed or emailed to the Division of Purchases will not be considered.

SECTION 5 - EVALUATION AND SELECTION

The State will commission a Review Committee, which will evaluate and score all Technical and Cost Proposals using the following criteria:

- 1. General Qualifications & Experience**
 - a. Appropriateness of staff vitae 20 points
 - b. Vendor's capability, capacity and qualifications 10 points
 - c. Overall planning abilities and resources 10 points

- 2. Proposed Specifications**
 - a. Addressed to the Division of WC's needs 10 points
 - b. Level of creativity/imagination of concepts 15 points
 - c. Degree of technical accomplishments of samples 10 points
 - d. Overall quality of proposal 10 points

- 3. Fees and Costs** 15 points

(Points will be assigned from high of 10, 15, or 20 to low of 0 in each category with a total possible score of 100 points for Sections 1, 2 and 3 combined.)

Notwithstanding the above, the State reserves the right to accept or reject any or all offerors, to award on the basis of cost alone, and to act in its best interest. The State also reserves the right to make one or more awards as a result of this solicitation and to act in its own best interest.

The Technical Review Committee will present written findings, including the results of all evaluations, to the State's Architect/Engineer and Consultant Services Selection Committee, which may recommend three finalists to the Director of the Department of Administration, who will make the final selection for this requirement.