



Solicitation Information
11 Feb 10

RFP # 7323457

TITLE: Public Relations / Advertising Services

Submission Deadline: 18 March 10 @ 2:30 PM (Eastern Time)

PRE-BID/ PROPOSAL CONFERENCE: Yes Date: 25 Feb 10 Time: 2:30 PM Mandatory : No Location: Department of Administration / Division of Purchases (Bid Room), One Capitol Hill, Providence, RI

Questions concerning this solicitation may also be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us . E-mailed questions must be received by the Division of Purchases no later than **25 Feb 10 at 12:00 Noon (ET)**. 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
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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

**Request for Proposal for Master Price Agreement
for
Health and Human Services Communication Services**

I: Introduction

The Rhode Island Department of Administration/Office of Purchases, on behalf of the State's Health and Human Services Agencies, i.e.:

- Executive Office of Health and Human Services;
- Department of Health;
- Department of Human Services;
- Department of Elderly Affairs;
- Department of Children, Youth and Families and
- Department of Mental Health, Retardation and Hospitals;

seeks to retain one or more public relations/advertising vendors ("Vendor") for a Master Price Agreement (MPA) to:

- Conduct health and human services communications research;
- Conceptualize, design, implement and evaluate health and human services communication/media campaigns;
- Provide technical services;
- Provide strategic marketing consultation and
- Provide assistance in strategic communication planning.

This work will be done on behalf of programs and projects associated with the any of the State's Health and Human Services Agencies, as described elsewhere herein, and in accordance with the terms of this request and the State's General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases' homepage by Internet at <http://www.purchasing.ri.gov>.

It is envisioned that a zero-dollar contract will be awarded, with one or more vendors. Rates will be provided within the purchase order(s). As with any Master Price Agreement (MPA), a using agency would create their own release / direct purchase order and would thus be responsible to fund the required services.

Master Price Agreements can be utilized by any State Agency, quasi-public organization, and, at their discretion, Rhode Island municipalities. Placement of a qualified firm(s) on a Master Price Agreement is no guarantee of income. Services are sought on an "as-needed" basis. Once need has been determined, utilization will be based on a number of factors, including, but not limited to price, expertise, language, and availability.

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 Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation 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 will be a requirement only of the successful bidder (s).*

Offerors are advised that all materials submitted to the State of Rhode Island 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.

Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or cnewton@gw.doa.state.ri.us Visit the website <http://www.mbe.ri.gov>

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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. Addenda will be noted by the designation A1, A2, A3, etc which follows the original bid number. For example: 7323457A1, 7323457A2, etc.

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 or via email raymond1@gw.doa.state.ri.us

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.

If you wish to seek to do business with the State of Rhode Island, you must register and utilize the E-Verify Program. Please refer to www.dhs.gov/E-Verify or the Division of Purchases website at www.purchasing.ri.gov for more information.

ARRA SUPPLEMENTAL TERMS AND CONDITIONS

For contracts and sub-awards funded in whole or in part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto, such contracts and sub-awards shall be subject to the Supplemental Terms and Conditions For Contracts and Sub-awards Funded in Whole or in Part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto located on the Division of Purchases website at www.purchasing.ri.gov."

Background

Overview of Social Marketing

The communication services sought by the Department require processes for developing effective messages for specific target audiences. These processes transform research-based recommendations into message strategies that are relevant to the target audience. The fundamental aspect of this process is research gathered to understand the target audience's reality, which leads to communications that are relevant, accurate, meaningful, timely, culturally sensitive, and compelling to the audience.

Communication activities include:

- **Health education**, which seeks to promote healthy behaviors by informing and educating individuals through the use of materials and structured activities,
- **Social marketing**, which promotes or sustains positive behavior change by applying marketing principles to community interventions, usually using mass media and
- **Targeted health and human services information**, which helps individuals understand their health and human services needs and make related decisions for themselves and their families.

Overview of the Executive Office of Health and Human Services (EOHHS)

The Executive Office of Health and Human Services (EOHHS) was created on December 1, 2005 by Governor Donald Carcieri to facilitate cooperation and coordination among the five state departments that administer Rhode Island's health and social service programs. These departments collectively impact the lives of virtually all Rhode Islanders, providing direct services and benefits to over 300,000 citizens while working to protect the overall health, safety and independence of all Rhode Islanders.

Increasing opportunities for interdepartmental cooperation will result in improved access and more effective and responsive programs for all populations served. It will also allow departments to optimize resources leading to greater efficiency and enhanced accountability. The ongoing development and refinement of communications strategies to providers, clients, policy makers, and the general public is integral to meeting the missions of each EOHHS department. The ability to effectively communicate with the people we serve, on a broad range of issues, will help define success.

Overview of the Department of Health (HEALTH)

The primary mission of the Department of Health is to prevent disease and to protect and promote the health and safety of the people of Rhode Island. The Department's vision is that all people in Rhode Island will have the opportunity to live a safe and healthy life in a safe and healthy community. The Rhode Island Department of Health is a diverse and interactive state agency with broad-ranging public health responsibilities. Its various Divisions and programs include environmental and health services regulation, community, family health and equity, infectious disease and epidemiology, health laboratories, health data and analysis, public health communication, and emergency preparedness and response.

HEALTH is responsible for:

- Assessing health, developmental and social support needs of the population
- Planning effective systems and measures to address those needs
- Evaluating programs and policies affecting the health and development of children.

Over the last six years, the Department of Health, in partnership with an external marketing firm, has planned and implemented health communication campaigns on topics, such as: Lead Poisoning Prevention, Childhood Immunization, Adult Immunization, Early Intervention, Vasectomy, Family Planning, Bioterrorism, and Adolescent Health.

Overview of the Department of Human Services

The Department of Human Services is an organization of opportunity, working hand-in-hand with other resources in Rhode Island to offer a full continuum of services for families, adults, children, elders, individuals with disabilities and veterans. Those resources include federal, state, and local government and community partners. The Department has five stated goals: Families are strong, productive, healthy and independent; adults are healthy and reach their maximum potential; children are safe, healthy, ready to learn and reach their full potential; elders and individuals with disabilities receive a full continuum of services to enhance their quality of life; and veterans are cared for and honored.

The department is responsible for providing medical and dental services, nutrition assistance, temporary cash assistance, veterans services, services for the aged and disabled, and long-term care services. The ability to educate and inform our clients is important to meeting the stated goals and vision of the Department.

Overview of the Department of Elderly Affairs

The Rhode Island Department of Elderly Affairs (DEA) was established in 1977 (under Rhode Island General Law 42-66-1) in response to the needs of Rhode Island's growing older population. DEA is responsible for the implementation and monitoring of a comprehensive system of community-based federal and state programs for seniors, family members, caregivers, and adults with disabilities. The DEA is also designated as the state's single planning and service area agency on aging under the provisions of the Older Americans Act.

The DEA mission is to ensure excellence in service, advocacy, and public policy dedicated to the needs of older Rhode Islanders, adults with disabilities, and their family members, and caregivers through a single, visible and responsive agency. DEA seeks to preserve the independence and dignity of these populations.

Services include programs such as information and referral, protective services, pharmacy assistance, legal counseling, health insurance counseling through the Senior Health Information Program (SHIP), housing assistance, nutrition programs (congregate and home delivered meals), home and community care, and respite care, as well as helping our constituents gain access to a wide array of federal and state assistance programs. DEA also funds THE POINT (Rhode Island's one-stop resource center for seniors and adults with disabilities).

DEA also works in conjunction with the Executive Office of Health and Human Services and other human services agencies to improve the quality of life for those who need supportive services to remain in the community.

Overview of the Department of Children, Youth and Families

The mission of the Department of Children, Youth and Families is to assist families with their primary responsibility to raise their children to become productive members of society. The Department's vision is that all children, youth and families reach their fullest potential in a safe and nurturing environment. The Rhode Island Department of Children, Youth and Families is charged with promoting, safeguarding and protecting the overall well-being of culturally diverse children, youth and families and the communities in which they live through a partnership with families, communities, and government. Its various divisions and programs include child welfare (including child protective) services, children's community and behavioral health services, juvenile correctional services, licensing, regulatory and other programs and support services.

Since its inception in 1980, the Department of Children, Youth and Families has planned and implemented communication campaigns aimed at recruiting foster and adoptive parents. Additionally, throughout the years, the Department has partnered with community agencies and health care providers on topic specific communication campaigns: e.g. child abuse prevention awareness; assistance relating to domestic violence; development of new services to assist children and families; medical protocols for children in foster care; foster parent manuals for assisting in the care of children in their homes, etc.

Overview of the Department of Mental Health, Retardation and Hospitals

The mission of the Department of Mental Health, Retardation and Hospitals (MHRH) is to administer and coordinate a comprehensive system of care for Rhode Island citizens with specific disabilities (i.e. mental illness, physical illness, and developmental disability) and with substance use disorders or addiction; and to organize and administer a coordinated system of mental health promotion and substance abuse prevention. MHRH accomplishes its mission under its statutory responsibilities to fund, plan, design, develop, administer, and coordinate within its legislated annual budget.

MHRH is responsible for

- Planning, administering, coordinating, and evaluating a system of care and supports for individuals suffering from substance abuse, substance use disorders, and mental illness; and individuals with developmental disabilities
- Operating a system of care and supports for individuals requiring comprehensive rehabilitative and long term care services and those with developmental disabilities
- Planning, administering, coordinating, and evaluating implementation of strategies and programs promoting mental health and preventing substance use and abuse.

Over the past few years, MHRH has planned and implemented public education campaigns on underage drinking.

IV: Purpose

The objective of this Request for Proposals is to competitively procure the services of a qualified vendor that has extensive experience in conducting health and human services communications research; conceptualizing, designing, implementing, and evaluating health and human services communication campaigns; providing strategic marketing consultation; and providing technical services (production of communication materials and media). The Vendor must demonstrate significant expertise in understanding social marketing principles and concepts as well as working with diverse populations.

V: Scope of Work

General Description

The Vendor will be responsible for providing the Department with two categories of services:

1. Strategic marketing consultation; and
2. Technical services, including production of materials.

Services required will be based on the needs of individual programs and projects, and may include one or both of the categories above. Following is a description of the activities that

the State's Health and Human Services Agencies expect the Vendor to perform for each of the categories of services.

Category 1: Strategic Marketing Consultation

Health and Human Services Programs and Projects require an array of consultation services for planning effective communication and marketing strategies, ranging from conducting formative research; to designing brochures; to designing, implementing, and evaluating comprehensive communication campaigns. The Vendor agrees to provide an array of strategic marketing consultation services, including but not limited to the following types of services:

- Strategic communication planning
- Crisis communication
- Media relations and/or public relations
- Media training
- Special events planning
- Creative services (such as graphic design/layout of print materials, logo development, illustration, copywriting)
- Focus groups (a variety of services may be provided by the Vendor related to the provision of focus groups, including recruitment; development of screening tools, moderator's guides, and exit tools; facilitation; logistics; report writing; and results analysis)
- Surveys (the Agencies may collect information to measure the effectiveness of communication campaigns, strategies, or products. Potential survey techniques may include intercept and telephone surveys, and newspaper polls. In addition, the Vendor may be expected to conduct "effectiveness measurement" to establish a baseline and benchmarks to gauge message effectiveness through a variety of metrics and tracking.)
- In-depth interviews
- Comprehensive literature reviews
- Social Media
- Evaluation

These services may be requested as individual, stand alone services, or they may be requested as part of a comprehensive campaign. The services required will depend on the scope of work for each program or project. The services will be paid on an hourly basis. Prior to starting, the Vendor will meet with the relevant Agency manager and a representative from the communication unit to understand the program goals and define potential communication goals. Prior to beginning the delivery of the consultation, the Vendor will be required to estimate the number of hours and propose a timeline to complete the work. Work will begin when an Agency and the Vendor have agreed upon the proposal (see section VI: Requirements).

Category 2: Technical Services

A technical service refers to the production of health communication materials and media, including:

- Media production,
- Web-based applications including web-hosting, social networking sites, e-news releases, Twitter and other delivery channels.
- Miscellaneous services

VI. Requirements

The provision of strategic marketing consultation and technical services requires a comprehensive approach that is broken into four phases for the purposes of this contract. Not all projects will require each phase, however, each project must begin with phase 1.

1. Needs Assessment

- The Vendor will attend an initial meeting with Agency staff, at no charge, to discuss the purpose, scope, goals and objectives of that Agency's work to help the Vendor prepare a proposal for the scope of services and budget. Prior to starting the work, the Vendor will provide a written proposal estimating the number of hours and proposing a timeline to complete the work. Work will begin when the Agency and the Vendor have agreed upon the proposal.
- If the project entails the development of educational or promotional materials or a campaign, the Vendor will develop and submit a written plan for a needs assessment/formative research, process evaluation, and impact evaluation.
- If formative research is conducted by the Vendor, they will prepare and present a written report including research findings and recommendations regarding how best to meet the Agency's objectives.

2. Concept Development Phase

At this point, if relevant, the Vendor will begin to develop concepts for the communication product or campaign based on the findings of the research in the needs assessment phase.

In the case of a campaign, the Vendor will present a minimum of two campaign concepts. Presentation of these concepts will include possible overarching themes or slogans, as well as an initial proposal of some of the possible campaign elements based on the needs assessment and budgetary considerations. This presentation should include mock-ups, such as sketches of proposed print materials, as well as representations of possible visuals and an indication of how text will appear; and rough drafts of possible themes and scripts for audio/visual elements. The Agency will make the decision on which of the proposed concept(s) and elements will be further developed.

For other products that are not part of a campaign (e.g. stand alone program brochures, focus group guides, surveys, etc.) one concept or draft is sufficient. Work will continue when the Agency and the Vendor have agreed upon the concept to be further developed.

3. Design/Implementation Phase

Full development and implementation of all communication products will be completed during this phase. This may include:

- Writing and revising text (this could include brochures, scripts for television and radio spots, focus group guides, etc.)
- Designing and laying out print pieces (this includes reviewing commissioned illustrations and photography with the Agency) and revising as necessary;
- Developing and writing web-content in accordance with the Agency's template (e.g., ri.gov)
- Copyediting;
- Preparing communication materials for pre-testing among the target audience and revising as necessary based on feedback;
- Obtaining bids and estimates for production of materials;
- Developing a plan for placement and distribution of materials over a 12 month period;
- Identifying optimum levels of reach and frequency (identifying how much of the target audience can be reached and how often given budgetary constraints); and
- Identifying potential partnerships to enhance project impact.

Three competitive quotes are required for all technical services except in those cases where there is a single provider of services. The Department reserves the right to purchase technical services directly from vendors. Copies of all invoices for technical services will be included in the Vendor's bills to the Agency.

The Agency will make all final decisions about material layout, copy, and distribution channels.

Once the final products are approved and ready for production, the Vendor will be responsible for assuring the quality of elements that are to be produced. The Agency reserves the right to reject any products, and will not pay for products that fail to meet quality standards. As part of this quality assurance, the Vendor is responsible for:

- Reviewing all stages of proofing for print materials with the Agency;
- Conducting press checks for print materials;
- Reviewing completed materials (print, audio, and visual) with the Agency;
- Supervising radio and TV shoots and edits; and
- Trafficking all materials to appropriate media;

The Vendor is responsible for entering into agreements and/or subcontracts with vendors to procure the above technical services on behalf of the Agency.

The Vendor is also responsible for working with and reimbursing the services of designers, printers, and other contractors with whom the Agency has a continuing relationship, in order to reproduce previously created materials.

All developed materials are the property of the Agency. Print materials will be provided in electronic format (original program format plus a PDF version that fits Agency guidelines) along with original artwork and photography. A digital master of all radio and television commercials master plus DVD and CD copies of each piece must also be provided. The Vendor will maintain an inventory of all products produced by vendor and submit it annually to the Agency.

4. Evaluation/Additional Research

The Agency may wish to collect information to measure the effectiveness of its work through surveys, focus groups, in-depth interviews, etc. The Vendor will be responsible for proposing a research strategy, timeline and budget estimate*. Work can begin when the Agency and the Vendor agree upon the proposal. Once research is completed, the Vendor will provide a written report with a summary of the research and recommendations regarding how best to meet program goals.

*For work in any of the above four phases, the Vendor must notify the Agency before beginning work that will require funds above those indicated in the project estimate.

Additional Requirements

In addition, the Vendor is responsible for the following:

1. Providing office space, office equipment, and office support including telephone, fax, and computer word-processing and graphic design programs;
2. Supporting all travel necessary to conduct work defined in the Scope of Work;
3. Supervising and reimbursing all subcontractors.

VII: Proposal Submission Requirements

A Pre-proposal Conference, for the purpose of clarifying the scope and intent of this requirement, as well as the evaluative criteria to be employed in the review of responses to this Request, will be conducted on the date, time, and location indicated on page one of this solicitation. Persons requesting the services of an interpreter for the hearing impaired may obtain those services by calling (401) 222-4971, 48 hours in advance of the pre-proposal conference.

Questions concerning this solicitation may also be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us. E-mailed questions must be received by the Division of Purchases no later than **25 Feb 10 at 12:00 Noon (ET)**. 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.

A summary of the information discussed at this meeting, and the questions submitted via email, will be posted on the internet, at www.purchasing.ri as an addendum to the RFP. It is the responsibility of all interested parties to download the information. For technical assistance call the Helpline at (401) 574-8100.

Interested Agencies may submit proposals to provide the services covered by this Request on or before date & time indicated on page one of this solicitation. Proposals received after this time and date will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered.

Proposals must include the following:

1. **A completed and signed R.I.V.I.P. bidder certification cover form** (downloaded from the R.I. Division of Purchases Internet home page at <http://www.purchasing.ri.gov/Standard.asp>);
2. **A separate Technical Proposal** describing the background, qualification, and experience with and for similar programs. (See below)
3. **A sealed and separate Cost Proposal.** The Vendor must submit a two-part cost proposal, which includes an Hourly Rate Cost Proposal and a Commission Cost Proposal, as described below.
4. **A completed and signed W-9** (taxpayer identification number and certification). Form is downloadable at 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 (CD, Diskette, flash drive)**. Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested. This CD or diskette should be included in the proposal marked "original".

Technical Proposal Submission Requirements and Format

The Technical Proposal must be submitted in the format described below, clearly labeling the sections as described, referencing all appendices in the appropriate sections.

Section I: Executive Summary

The Executive Summary is intended to highlight the contents of the technical proposal and provide the review team with a broad understanding of the Vendor's technical approach and ability.

Section II. Vendor Experience and Qualifications:

Submit a brief narrative (10-page limit) summarizing the Vendor's experience and qualifications as requested below. Requested reference documents and samples of work should be referenced in the summary and attached in appendices. In preparing the narrative, address the following points:

Vendor Background:

- Provide a brief description of the Vendor including its historical development, advertising philosophy, and a list of the services provided by your organization. Describe how this contract would fit into that mission.

- Include the most recent version of your Vendor's Annual Report and a certified financial statement of the most recent accounting year and/or a copy of the Vendor's most current federal tax return.

Vendor Structure:

- Include the Vendor's organizational chart, indicating names and the number of staff in each area and division.
- Indicate Vendor's status as a minority Business Enterprise (MBE), certified by the Rhode Department of Administration. If the Vendor is not MBE-certified, describe measures to be taken to meet subcontracting plan that addresses the State's goal of ten-percent participation by MBEs in all state procurements.

Client Profile:

- List the Vendor's current top four current accounts with annual gross billings for each account and services rendered for each one.
- Detail the Vendor's criteria for determining a "billable hour" and describe how billable hours are tracked.
- Describe the Vendor's experience working with issues related to human services, which includes child welfare/foster care, children's behavioral health, juvenile corrections, health care, health education, and health promotion across populations. Provide a list of all those for whom you have performed work related to these service populations in the last three years. Include a brief description of the projects, the names of Vendor staff persons who worked on the projects, samples of work developed for each project, and the name of the person with whom you worked at the health care entity.
- Describe, and provide examples of, the Vendor's capacity to handle multiple projects concurrently and on a timely basis, without jeopardizing the quality of any project. If the Vendor does not currently have this capacity, explain how it will increase capacity.
- Describe, and provide examples of, the Vendor's ability to secure partnerships with agencies able to help underwrite the costs of materials production.
- Submit a brief narrative describing the Vendor's communication research capacity, including the capacity to complete both qualitative and quantitative research. For all experience referenced, describe the context in which the research was conducted.
- Describe who on the Vendor team is responsible for research and include a copy of the resume as an appendix. Description of experience developing and implementing public education campaigns for a government or non-profit organization.
- Provide a brief description of the Vendor's experience in providing additional types of strategic marketing consultation including any work done in the areas of crisis communication, media training, and special events planning. Describe who on the vendor team is responsible for these activities and include a copy of his or her resume as an appendix.
- Provide information and examples of public service and pro-bono work done by the Vendor.

- Provide a list of any accounts lost over the last three years and the reasons why. Include contact names and telephone numbers for each.

Experience Working with Diverse Groups:

- Describe the Vendor's experience in marketing to families and low-income consumers and to health and human services providers. Provide samples of broadcast and print work developed targeting these populations.
- Describe the Vendor's specific experience in developing media campaigns targeting racial and linguistic minorities and provide samples of broadcast and print work developed for these campaigns. Specify any languages other than English used and identify which staff from your Vendor and/or minority organizations were consulted and/or subcontracted for this work.
- Explain the challenges the Vendor has faced in the process of working within the ethnic media market.

References and Other Information:

- Names, addresses, telephone numbers and permission to contact three references for which your organization has performed work in the last two years. If possible, these references should be from the health promotion and health education field. Provide any other information that would assist the State in assessing the Vendor's qualifications.

Section III: Submission of Educational or Promotional Campaign

Each Vendor is required to submit a sample educational or promotional campaign that they have developed in the last three years.

The following elements must be included in the submission:

1. A description of the campaign, including types of research, description of target audience, and the overall campaign strategy and execution.
2. Concepts for the following: one television ad (script and visual representation for the ad), a script for one 30-second and one 60-second radio spot, and one print ad including graphic layout, and creative for collateral (e.g. brochure or poster).
3. A complete description and rationale of media buying plans and strategy.
4. Strategy for public relations and promotions, including a sample press packet and proposed media distribution plan.
5. A complete description of research the Vendor conducted, or would conduct, to evaluate the success of the campaign.
6. A detailed campaign budget justification and rationale for recommended strategy.

(See Checklist 1: Campaign Materials for Submission)

Section IV: Submission of Strategic Marketing Consultation Products

Submit samples of materials produced by the Vendor that reflect the capacity to provide strategic marketing consultation services, for example, research tools, summaries and reports that reflect the Vendor’s capacity in the area of health communication research; web pages and addresses for web design work; or creative work the Vendor has performed.

(See Checklist 2: Strategic Marketing Consultation).

Section V: Plan for Staffing and Administration

Submit a brief narrative describing the Vendor’s staffing plan for this contract. List all Vendor staff who will work on the account (including account staff and creative staff) describing the tasks they will perform on the account, highlight their qualifications, indicate how long they have been with the vendor, and provide a list of accounts they have worked on. For the account staff and account executive (i.e., the principal contact between the Vendor and the Agency) estimate the amount of time each will spend on this account.

Provide a list of all freelance professionals and subcontractors (excluding those providing Technical Services) proposed to work on this account. Describe the tasks for which they will be responsible and include samples of previous work, indicating those tasks that were completed for the Vendor. Indicate how long the freelance professionals and subcontractors have provided services to the Vendor, provide information on their business background and their financial position, and submit copies of their resumes.

Cost Proposal Submission Requirements and Format

The Vendor agrees to provide any or all of the services outlined in the Scope of Work. The Agency reserves the right to select at their discretion which categories of services will be utilized. Reimbursement for services will vary depending on the type of services.

Section 1: Hourly Rate Cost Proposal

The Vendor must submit a list of all staff and subcontractors (freelancers) who will work on the account and the hourly billing rate for each staff member (See Budget Form 1). Indicate on Budget Form 1 the percent of staff salary that will be devoted to overhead, benefits, and profit.

Strategic marketing consultation services, as well as certain technical services provided in the contract will be reimbursed on a pre-determined, all-encompassing hourly rate per service (Budget Form 2). If your Vendor expects a Cost of Living salary increase over the course of the contract period, please fill out Budget Forms 1 and 2 twice—once for years 1 and 2 of the contract, and a second time for years 3-5 of the contract. Indicate on Budget Form 2 the number of hours per month the Vendor will spend on contract management tasks, including the hourly rate, and the tasks involved.

Section 2: Commission Cost Proposal

The Vendor will be reimbursed for certain technical services (e.g. print production) based on actual cost plus a commission (not to exceed 10%) to cover Vendor expenses associated with coordination and quality assurance provided by the Vendor (See Budget Form 3). The commission will be given for print production, and other miscellaneous services.

The Vendor will not be eligible for the technical services commission in the event that they use the services of a print broker.

Proposals (an original plus six (6) copies) should be mailed or hand-delivered in a sealed envelope marked "RFP 7323457: Public Relations / Advertising Services" to:

DEPARTMENT OF ADMINISTRATION
DIVISION OF PURCHASES
ONE CAPITAL HILL
PROVIDENCE, RI 02908

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. Proposals faxed, or emailed, to the Division of Purchases will not be considered.

Checklist 1: Campaign Materials for Submission

- Television ad (script and visual representation)
- 30 second radio ad (script)
- 60 second radio ad (script)
- Print ad
- Collateral (e.g. poster or brochure)
- Description and rationale of media strategy
- Strategy for public relations (including press packet and media distribution plan)
- Evaluation research plan
- Campaign budget justification and rationale

Checklist 2: Strategic Marketing Consultation Materials for Submission

- Research tools and summary reports (e.g. focus group guide, survey tool)
- Web pages and addresses
- Training tools or guides
- Logos or other examples of creative design work
- Other examples of strategic marketing consultation (explain)
- Examples of internal communications campaigns for other agencies
- Annual reports for other agencies
- Data reports
- Samples of use of social media

VIII. Review and Evaluation

The State will commission a Technical Review Sub-committee, which will evaluate and score all proposals. Responses from qualified Vendors will be reviewed and evaluated according to the criteria outlined on the following page.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not further considered. Technical proposals that receive less than *55 of the maximum allowable 80 points* on the technical proposal will be considered non-responsive and dropped from further consideration.

All technical proposals meeting the minimum score requirements will be called in to give an oral presentation. The qualified Agencies will be given one hour for the oral presentation, including questions from the committee.

Once again, Master Price Agreements are blanket agreements that can be utilized by any State Agency, quasi-public organization, and, at their discretion, Rhode Island municipalities. Placement of a qualified firm(s) on a Master Price Agreement is no guarantee of income. Services are sought on an “as-needed” basis. Once need has been determined, utilization will be based on a number of factors, including, but not limited to, price, expertise, language, and availability.

Technical Proposal Review Criteria

Vendor Qualifications

10 Points

- Vendor is fiscally sound and has adequate resources to provide services outlined in the request.
- Reference responses are positive.
- Work samples submitted are high quality and reflect that the Vendor has the capacity to meet the requirements outlined in the request.
- Vendor has capacity and experience to provide full range of services described in the request.

Vendor Experience in Health Care, Health Education, and Health Promotion

30 Points

- Vendor has experience working in the areas of human services, health care, health education, and health promotion; and has experience working with government vendor.
- Vendor has extensive experience designing campaigns that target families and low-income consumers.
- Vendor has broad range of experience working with the ethnic and linguistic minorities, targeting and tailoring campaigns to address specific groups.
- Vendor has demonstrated experience and capacity in providing enhanced communication research and strategic marketing consultation in the areas of human services, health care, health education, and health promotion.

Campaign and Sample Materials Presentation

20 Points

- Campaign and strategic marketing consultation materials showed an understanding of social marketing and communication principles and concepts.
- Proposed research plan and evaluation strategy are thorough and appropriate.
- The target audience is well defined and justified.
- Concepts reflect understanding of issue and address factors outlined in the research and target audience profile. Concepts are creative and adequate.
- Overall campaign strategy and plan is effective, creative, and well integrated. The budget is effective and appropriate based on proposed target audiences.

Plan for Staffing

20 Points

- Staffing plan demonstrates the capacity to complete the necessary tasks in a timely and professional manner either through Vendor employees or subcontracts.
- Staff designated to work on account are appropriately qualified.
- Tasks and functions assigned to staff are appropriate given their qualifications.
- Vendor is MBE certified or has submitted a plan to meet subcontracting plan that addresses the State's goal of ten- percent participation by MBEs in all state procurements.

Total Available Technical Points

80 Points

Cost Proposal Scoring

Hourly Rate Proposal	15 Points
Commission Proposal	5 Points
Total Available Cost Points	20 Points

Notwithstanding the foregoing, the State reserves the right to award on the basis of cost alone.

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

BUDGET FORM 1:
VENDOR BILLING RATES

Function on Account	Name	Hourly Rate	Subcontractor (Yes or No)
Account Management			
Vendor Supervisor	_____	_____	_____
Account Management	_____	_____	_____
Account Executive	_____	_____	_____
Assistant Account Executive	_____	_____	_____
	_____	_____	_____
PR Account Manager	_____	_____	_____
Clerical/Administrative	_____	_____	_____
Marketing Intern	_____	_____	_____
Creative Services			
Graphic Designer	_____	_____	_____
Logo Designer	_____	_____	_____
Web Designer	_____	_____	_____
Illustrator	_____	_____	_____
Copywriter	_____	_____	_____
Other Services (Specify)			
Production Manager	_____	_____	_____
Production/Traffic	_____	_____	_____
_____	_____	_____	_____

BUDGET FORM 2: HOURLY RATE PROPOSAL

Instructions: Please submit your vendor's proposed hourly rate for each of the services to be rendered in the contract, per the categories specified below.

Services:	Hourly Rate
A. Strategic Planning	_____
B. Crisis Communication	_____
C. Media Relations and Public Relations	_____
D. Media Training	_____
E. Special Events Planning	_____
F. Creative Services	_____
G. Web Page Design	_____
H. Focus Group Recruiting	_____
I. Focus Group Guide Development	_____
J. Focus Group Facilitation	_____
K. Focus Group Note Taking	_____
L. Focus Group Report Development/Analysis	_____
M. Survey/In-depth Interview Design	_____
N. Survey/In-depth Interview Administration	_____
O. Comprehensive Literature Reviews	_____

Contract Management: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved.

BUDGET FORM 3:
COMMISSION PROPOSAL

Instructions: Submit your proposed vendor commission rate for each of the following services:

Technical Services	Proposed Commission
A. Print Production (new product)	_____%
B. Reprint of Existing Materials	_____%
C. Miscellaneous Services	_____%

Note: Vendor commissions cannot exceed 10% of total cost of individual technical services.