

## **REQUEST FOR PROPOSAL**

**ISSUING AGENCY:** Talbot County Health Department

**ADDRESS:** 100 S. Hanson Street, Easton, MD 21601

**ISSUE DATE:** July 12<sup>th</sup>, 2017

### **PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL**

The Talbot County Health Department (TCHD) is soliciting a media consultant to work with the Prevention Office for tobacco control and prevention activities. Topics will include secondhand smoke, tobacco prevention, e-cigarette prevention, smoking cessation, and enforcement of no-tobacco-sales-to-minor's laws.

A single contract will be awarded to the offer that best meets the needs of the Prevention Office. The anticipated term of the contract resulting from this solicitation will begin on or about August 1, 2017 through June 30, 2018. The media campaigns and collateral materials must run and be distributed within this contract period. **Proposals equal \$18,000. All design, production, brokering, advertising space, and printing related fees must be included.**

#### **Scope of Work:**

The selected Offeror shall:

1. Recommend to TCHD a media strategy which will promote the goals of the Prevention Office.
2. The target audience is the community of Talbot County, MD. Campaign elements may be targeted to both adults and youth, depending on the specific topic and goal.
3. Materials must be Talbot County/Maryland specific in design. It is the Offeror's responsibility to ensure materials are easy to read, written in plain language, are not text-heavy, include relevant/appropriate images, and follow core health literacy concepts.
4. All design, production, brokering, and printing related fees must be included in the final bid price.
5. A tagline must be included on all materials, and specifically state, "funded by the Talbot County Prevention Office and the Cigarette Restitution Fund."
6. Focus group(s) must be conducted to test all messaging and creative with the target audience.
7. Concepts must be presented to TCHD for approval before further developing materials.
8. All materials must be approved by Maryland's Behavioral Health Administration prior to release to the community. This is a minimum of a two-week approval process, so time must be taken into account for revisions and subsequent approval submissions.

**Deliverables must include:**

1. Tobacco Sales Enforcement
  - a. Should focus on retailers and existing tobacco enforcement laws
  - b. There are multiple media resources available at <https://health.maryland.gov/notobaccosalestominors/Pages/Home.aspx> which can be used in combination with original designs
  - c. May include a combination of digital, print and/or radio ads, articles, posters, flyers, and other collateral materials.
  - d. \$3,500 should be spent on tobacco sales enforcement elements
2. Tobacco Prevention/Awareness
  - a. Topics can include secondhand smoke,
  - b. May include a combination of digital, print and/or radio ads, articles, posters, flyers, and other collateral materials.
  - c. \$14,500 should be spent on these topics
3. A 12-month media plan that shows continuity between all campaign materials.
4. A mid-year and final report that includes copies of all invoices from vendors, metrics, and other related information. The mid-year report will be due by January, 20 2018 and the final report will be due by July 20, 2018.
5. Electronic copies and/or proofs of all materials and advertisements developed must be provided to TCHD at the end of the contract period for continued use.

#### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the TCHD. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under federal copyright law. **All materials developed will remain the property of the TCHD. All related fees must be included in the final proposal price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contract and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

#### **Submission Guidelines and Requirements:**

Interested parties should place two (2) original copies their proposal in a sealed envelope labeled with the Offeror’s name and business address, and the due date/time of proposals. All pages in the proposals must be numbered, either consecutively from beginning to end, or consecutively by section.

#### **Proposals shall include the following mandatory submissions:**

- A. Portfolio with previous health-related messaging. Letters of recommendation from former and/or current clients may be included, but are not required.
- B. Proposed work plan.
- C. An estimated timeline to include focus groups, development of messages and materials, approval of messages and materials by TCHD, reports, ad runs, and printing of materials.
- D. Budget itemizing all anticipated costs for the project. Provide a narrative justification for each proposed line item. (For example: planning & development, graphic design/creative writing, hourly rate and hours expected, etc.)

### **Evaluation Criteria of Proposal**

TCHD will evaluate proposals based on the following criteria:

- 1. To what extent does the Offeror provide a portfolio with evidence of health-related messaging?
- 2. To what extent does the Offeror's proposal provide a work plan that includes a realistic timeline?
- 3. To what extent does the Offeror's proposal provide a number of messages and advertisements that will maximize resources?
- 4. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services, with an acceptable balance of overhead versus direct purchase costs?

### **Award**

An award will be made on the basis of the most advantageous offer to TCHD considering the price and the evaluation criteria found in this solicitation.

### **Contract Term**

This anticipated contract shall commence on **August 21, 2017**, and shall expire on **June 30, 2018**, unless otherwise renewed at the sole discretion of the Department. The Contractor's satisfactory performance does not guarantee renewal of this contract.

### **Billing**

Payment will be made by TCHD upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill TCHD upon receipt of the contract with an itemized invoice. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID#, and signature in order to be processed.**

### **Submission Deadline**

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO Later than 2:00pm on August 11, 2017** in order to be considered. Submission envelope must show the title of the RFP. Offeror's cannot submit multiple responses and only one proposal is permitted per envelope.

Hand-delivery includes delivery by commercial carrier. For any type of direct (non-mail) delivery, Offeror's are advised to secure a dated, signed and time-stamped (or otherwise indicated) receipt of delivery.

Offeror's who mail proposals should allow sufficient mail transit time to endure timely receipt by the Procurement Officer. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered.

Questions regarding this submission should be directed (**by email only, no phone calls will be accepted**) to Alexandra Duff, Prevention Coordinator.

**NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

**Points of Contact:**

**Procurement Officer:**

Donna Hacker  
Director of Administration  
100 South Hanson Street  
Easton, MD 21601  
410-819-5629

**Issuing Office:**

Alexandra Duff, MPH, CPH, CHES  
Prevention Coordinator  
100 South Hanson Street  
Easton, MD 21601