



REQUEST FOR PROPOSAL

Market Research & Development of Social Marketing Campaign FOR DESCHUTES COUNTY PUBLIC HEALTH DIVISION

Deschutes County, a political subdivision of the State of Oregon, acting by and through the Deschutes County Health Services Department, Public Health Division (DCHS) is releasing this competitive solicitation to secure one (1) contract with a media agency to research, develop and test a social marketing campaign promoting healthy and positive norms for young adults.

One original proposal and one (1) copy must be submitted in a sealed envelope that is clearly marked "Proposed Deschutes County Market Research & Social Marketing Campaign", and addressed to:

Nicholas Stevenson
Health Services Project Coordinator
Deschutes County Health Services
1130 NW Harriman
Bend, OR 97703

Proposals must be received no later than 4:00 p.m. on Friday March 4, 2016 to be eligible for consideration. Postmarks will not be accepted in lieu of receipt by the due date and late proposals will not be considered. Submission and receipt of proposals by electronic means is not permitted.

All costs associated with preparing and submitting a proposal are solely the responsibility of the proposer. Deschutes County may reject any proposal not in compliance with prescribed procedures and requirements, may reject for good cause any and all proposals, and reserves the right to waive any informalities or irregularities in the proposals upon a finding of Deschutes County that it is in the public interest to do so. This solicitation does not obligate Deschutes County to select any single proposer and the County reserves the right to cancel the procurement, to retain all proposal materials in accordance with ORS 279B.100, and to use any material included in the proposal regardless of whether it is selected.

Questions concerning the proposal process may be directed to Nicholas Stevenson via email to Nicholas.stevenson@deschutes.org.

1. INTRODUCTION and BACKGROUND

This Request for Proposal (RFP) is intended to solicit information for the purpose of selecting an agency which will provide marketing research and develop and test a social marketing campaign.

Deschutes County Health Services' (DCHS) Substance Abuse Prevention Program seeks to reduce and prevent substance use and abuse as well as related risk behaviors such as suicide, bullying and problem gambling. Focused primarily on school aged youth and young adults (12-25), the DCHS Prevention Team seeks to address the environments with which this population lives, works, studies and plays. DCHS Substance Abuse Prevention Team are certified as Prevention Specialists and apply the Strategic Prevention Framework to ensure that programs and strategies produce results.

Research has identified the Positive Cultural Framework (PCF) as an effective strategy at reducing substance abuse and fostering positive community norms with teens. This approach includes social marketing strategies which aim to bring awareness to existing positive community norms, and encourage peers to adhere to these norms. Social marketing is an integral component of PCF and must work in conjunction with the assumptions and guiding principles of the overall framework and the direction of the Deschutes County Health Services Prevention Team.

Public opinion and policy concerning marijuana has seen many significant changes in recent years in Oregon and across the nation. Despite these changes in Oregon, marijuana remains illegal for use with minors (except under certain medical conditions) and the health concerns regarding youth marijuana use are more pertinent than ever.

The State of Oregon has created a campaign called mORe, which utilizes the PCF to reduce underage and high risk drinking. The State has provided materials and support to Deschutes County to implement the mORe campaign. The mORe materials and messages may or may not be utilized for this project.

It is expected that the selected proposer will establish a social marketing campaign promoting healthy and positive norms for young people (aged 12-25) in order to discourage illegal and unhealthy marijuana use in Deschutes County. This should include messaging for parents.

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2. SCOPE OF SERVICES

The purpose of this Request for Proposal (RFP) is to execute a contract with a media or advertising agency with recognized expertise in the field of marketing, research and successfully releasing a multi-media campaign. DCHS will accept and consider the proposal or proposals which, in the estimation of DCHS, will best serve the interests of Deschutes County and reserves the right to award a contract to the proposer whose proposal is most advantageous to the County based upon the evaluation process, proposer's submitted budget and timeline, and other evaluation factors contained within this RFP.

Selected Proposer will provide a social marketing campaign that will launch during the fall of 2016. The scope of services outlined below shall be completed no later than June 30, 2016. It is expected that the compensation for the awarded contract shall not exceed the agreed upon budget.

Scope of Services Requested:

1. Conduct market research to determine target audiences and strategies to best meet the objective.
2. Following the principles of PCF, develop an overarching brand for the campaign. This may or may not utilize the mORe brand.
3. Develop three (3) to five (5) media messages directed towards young people (12-25 years old) and two (2) to three (3) media messages directed towards parents spanning both social and traditional media outlets.
4. Test brand and messages with members of the target audiences to determine effectiveness. Adjust content as necessary. Methodology to be agreed upon between DCHS Prevention Team and selected proponent.
5. Create content for the campaign utilizing all appropriate traditional and social media.
 - a. Each message may utilize one (1) or more of the following media outlets: video, audio, posters, posts, memos, etc.
6. Create a marketing plan to assist in the timing and delivery of the campaign content.
7. Assist with developing a campaign evaluation plan and help to identify metrics to gauge outputs and outcomes.
8. Create a detailed timeline and budget for all services.

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3. GENERAL REQUIREMENTS AND COMPENSATION

Minimum Qualifications

Prospective proponent must be able to demonstrate the following experience and/or knowledge:

1. Experience with or knowledge of positive social norms advertising campaigns;
2. Demonstrated ability to infuse an appropriate sense of humor into a serious topic;
3. Familiarity with positive messaging and social marketing best practices;
4. Ability to create a themed campaign which fits within the culture of the Deschutes County community;
5. Experience in test-marketing messages, gathering audience responses and revising/developing messages based on audience input;

Compensation

The successful proposer will be responsible for invoicing DCHS in accordance with the work performed and the agreed upon timeline and budget submitted in response to this RFP. Services shall not commence and proposer shall not invoice DCHS until a contract has been signed and executed. The contracted agency may expect payment thirty (30) days from the date the contracted agency's invoice has been reviewed and approved by applicable DCHS Program Manager.

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4. INSTRUCTIONS AND CONDITIONS

Proposers must follow the instructions and conditions detailed in this RFP. Proposals that do not conform may be excluded from further review. Proposals must be signed by an authorized representative of the Proposer.

Proposals are not to be marked as confidential or proprietary. Proposals submitted in response to this RFP are subject to public disclosure as required by Oregon State statutes and regulations. Additionally, all proposals shall become the property of DCHS. DCHS reserves the right to make use of any information or ideas included within the proposals submitted.

DCHS, in its sole discretion, reserves the right to modify or cancel this RFP in whole or in part. If modification or cancellation is determined to be in DCHS' best interest, all Proposers will be notified in writing of the specific reasons for such modification or cancellation.

DCHS anticipates that it will announce the results of this RFP process on or about March 25, 2016. DCHS and the selected Proposer will then negotiate terms and sign a legally-binding contract by April 15, 2016 (estimated). A sample copy of Deschutes County's standard contract may be obtained by request. Ideally, the selected Proposer will begin providing services pursuant to the contract by April 1, 2016.

Proposals must be submitted as described above no later than 4:00 p.m. on March 4, 2016 ("Due Date"). Proposals received after that time will be considered late and will be returned unopened. Postmarks will not be accepted in lieu of receipt by the specified deadline.

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5. TENTATIVE SCHEDULE OF EVENTS

Proponents must follow the instructions and conditions detailed in this RFP. Proposals that do not conform may be excluded from further review.

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| 1. Request for Proposals is issued. | February 19, 2016 |
| 2. Proposals are due. | March 4, 2016
4:00 p.m. |
| 3. Proposals are opened. | March 7, 2016 |
| 4. Proposals are evaluated | March 7 - March 11, 2016 |
| 5. Interviews are conducted with top ranking Proposers, if needed. | March 9 - March 11, 2016 |
| 6. Recommendation of selected Proposer is forwarded to the Board of Commissioners. Board considers selection and award. | The week of March 23rd
(contingent on Board of
County commissioner's
calendar dates
March 25, 2016 |
| 7. Notice of Intent to Award is Issued | March 25-April 1, 2016 |
| 8. Protests of decision are accepted. | starting March 25, 2016 |
| 9. Contract for services is developed and negotiated. | April 15, 2016 (tentative) |
| 10. Contracted services commence. | |

Announcement of the results for this RFP process is contingent upon proposals submitted and Proponents successful completion of RFP requirements. DCHS and the selected Proponent will then negotiate terms and sign a legally-binding contract by April 15, 2016 (estimated). A sample copy of Deschutes County's standard contract is available upon request. Proposals must be submitted as described above no later than 4:00 p.m. on March 4, 2016 ("Due Date"). Proposals received after that time will be considered late and will be returned unopened.

Proposals will be opened in a manner that avoids disclosure of contents to competing proposers. Immediately following the receipt date, a list of the submitting proposers will be available by request. A register of all proposals received will be prepared and available for public inspection after a contract is awarded.

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6. WITHDRAWAL, ACCEPTANCE OR REJECTION OF PROPOSAL

Withdrawal of Proposals

Proposals may be withdrawn via written request submitted by the Proposer prior to the due date. Negligence on the part of the Proposer in preparing the proposal confers no right for the withdrawal of the proposal after it has been opened. The proposal will be irrevocable until such time as the Deschutes County Board of County Commissioners specifically cancels the procurement, rejects the proposal, or awards a contract.

Acceptance or Rejection of Proposals

In awarding a contract, the Board of County Commissioners will accept and consider the proposal or proposals which, in their estimation, will best serve the interests of Deschutes County and reserves the right to award a contract to the proposer whose proposal is most advantageous to the County based upon the evaluation process, proposer's submitted budget and timeline, and other evaluation factors contained within this RFP. The Board of County Commissioners reserves the right to accept or reject any or all proposals. Any proposal which is judged to be incomplete or nonconforming may be rejected. Only one proposal will be accepted from any one agency. Any evidence of collusion between proposers may constitute a cause for rejection of any proposals so affected.

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7. SELECTION PROCESS

All proposals will initially be screened by Deschutes County staff. Those proposals determined to be late, incomplete, or noncompliant and those agencies that do not meet the minimum qualifications listed above may be eliminated from further evaluation at this time.

A selection committee representing the Health Services Department will assess the written proposals based on the evaluation criteria attached. Following the assessment, the highest ranking Proposers may be invited to attend an interview with the selection committee to answer additional questions.

Based on the proposal rating and interviews, if any, the selection committee will evaluate and rank the Proposers, then forward a recommendation to the Deschutes County Board of Commissioners. The Board of Commissioners will vote on the recommendation in a public meeting. The successful candidate will then enter into negotiations with the County to develop a mutually acceptable contract for services.

Narrative responses to each section of the application and any required attachments will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of the proposed program design, cost, and expected services.

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8. NARRATIVE & SELECTION CRITERIA

Please provide a written response to each section. Your application will be reviewed and scored according to the following evaluation criteria. All proposals will be reviewed for demonstrated capacity to provide the services sought through this solicitation and evaluated for any proposed costs to the county.

Proposers must address each of the following questions in narrative form.

1. **Minimum Qualifications:** Describe your agency's ability to meet the minimum qualifications as outlined under General Instructions and Compensation section.
2. **Budget and Project Timeline:**
 - a. Create a detailed timeline and budget for all services.
3. **Relevant Experience:**
 - a. Describe your agency's experience in providing research and advertising campaigns infusing an appropriate sense of humor into a serious topic.
 - b. Describe your agency's familiarity with positive messaging and social marketing best practices.
4. **Scope of Basic Services:**
 - a. Provide a detailed description of how the social marketing campaign will be created. Please include specific details regarding:
 - i. Supplies and materials that will be purchased;
 - ii. What is expected from DCHS to supply and/or purchase;
 - b. Provide a proposed methodology for test brand and messages. Describe the process to incorporate changes based upon audience and DCHS feedback.
 - c. Describe what coordination will be expected from DCHS
5. **Additional Services:**
 - a. Describe your agency's ability to contribute some in-kind services toward the overall costs of the project (while not required, highly desired).

Selection Criteria and Scoring

The evaluation criteria and associated scores in the box provided below will be used by the selection committee to rate and rank qualified proposals based upon the Narrative answers provided by the Proposer:

Evaluation Criteria	Point Value
Minimum Qualifications	Pass/Fail
Budget and Project Timeline	35
Relevant Experience	20
Scope of Basic Services	35
Additional Services	10
Total	100 Points

9. AWARD AND COMMENCEMENT OF WORK

Protest of Award

After the Deschutes County Board of Commissioners decides and selects the service provider/agency, the County will provide notice of its intent to award the contract. If no written protest is filed by 4:00 p.m. on the seventh day following announcement of the decision, the award will be deemed final. The County will not entertain protests submitted after this time period. The written protest must specify the grounds upon which the protest is based. If a protest is filed, the decision of the County will be considered final only upon issuance of a written notice denying the protest and affirming the award. The award and any written decision denying protest will be sent to each proposer.

Written protests should be submitted to:

Nancy Mooney
Contract Specialist
Deschutes County Health Services
2577 NE Courtney Drive
Bend, OR 97701

Award and Commencement of Work

Recommendation for award is contingent upon successful negotiation of the contract and resolution of any protests. The successful Proposer shall be required to sign the negotiated contract, which will be in form and content as approved by DCHS.

The final authority to award a contract rests solely with the Deschutes County Board of Commissioners. The successful Proposer shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved and executed by the Deschutes County Board of Commissioners.

The successful Proposer must agree to all terms, insurance coverage provisions, and conditions of the contract with Deschutes County.

If only one proposal is received and it is deemed that such proposal meets requirements for funding, Deschutes County reserves the option to award such Proposer a contract on a sole-source basis. In the event no proposals are received, or proposals received do not meet requirements for funding under this RFP, Deschutes County reserves the right to be the contractor of last resort, or to designate another qualified entity to operate the program on a sole-source basis.

If revisions or additional information to this RFP become necessary, DCHS will post the addenda or supplements on the Deschutes County website at www.deschutes.org.

Misrepresentation during the procurement or contracting process in order to secure the contract will disqualify a bidder or contractor from further consideration in the procurement or contracting process. Failure to comply with contract requirements once a contract has been awarded will constitute a material breach of the contract and may result in the suspension or termination of the affected contract and debarment from future Deschutes County contracting opportunities for a period not to exceed three (3) years. Other penalties may also apply.

Duration

The contract term for market research and development of social marketing campaign services resulting from this RFP will initially tentatively extend from April 1, 2016 through June 30, 2016. At the conclusion of this period, Deschutes County may opt to extend the contract under the same or new terms. The County may also decide to initiate a new RFP process at the close of any contract period or upon termination for any reason.

Format

All proposals must be submitted on single-sided, 8 ½ x 11-inch paper, with one-inch margins, and typed single-spaced with a standard 12-point font. Content of the written response is limited to no more than 15 pages, exclusive of items included in the appendix.

One original proposal and one (1) copy must be submitted in a sealed envelope that is clearly marked "Proposed Deschutes County Market Research & Social Marketing Campaign", and addressed to:

Nicholas Stevenson
Health Services Project Coordinator
Deschutes County Health Services
1128 NW Harriman Street
Bend, OR 97701

Proposals must address all questions listed in the section titled "narrative" and include the following supporting documents attached in an appendix:

1. A signed proposal response form (included in attachments section).
2. Samples or portfolio of previous media releases and/or media campaign as proof of work quality.

Submission Package

Proposals submitted in response to this RFP must include the items and be in the order as listed below. All of the items combined comprise your completed Proposal pursuant to this RFP.

1. Signed Proposal Response Form-**Attachment 1**
2. Narrative Section: Prepare a written response to the narrative section that fully addresses each of the evaluation criteria listed. The narrative must be typed in 12 point font, one inch margins, 8½" x 11", paginated, on white paper. Narrative section is limited to fifteen (15) pages.
3. Samples or portfolio of previous media releases and/or media campaign as proof of work quality.

It is the responsibility of the Proponent to ensure the proposal is submitted by the time and date and to the location as specified. Postmarks will not be accepted in lieu of this requirement. Therefore, use of the U.S. Mail is at the bidder's own risk. Proposals submitted to any other office will not be accepted.

To be considered for this RFP, all proposals submitted must be received no later than 4:00 p.m. on March 4, 2016 ("Due Date").

Attachments

- Attachment 1: Proposal Response Form.

Attachment 1 – PROPOSAL RESPONSE FORM

DESCHUTES COUNTY HEALTH SERVICES DEPARTMENT

REQUEST FOR PROPOSALS

FOR

MARKET RESEARCH & DEVELOPMENT OF SOCIAL MARKETING CAMPAIGN

Proposal Response Form

A signature on this form acknowledges that the proposed provider is hereby submitting a proposal in response to Deschutes County's Request for Proposal for Market Research and Development of Social Marketing Campaign services at DCHS.

This Form must be submitted to Nicholas Stevenson by (Fax 541-330-4636) or Email (nicholas.stevenson@deschutes.org) immediately upon Proponent's decision to participate in this Request for Proposal.

Authorized Signature: _____

Contact Name: _____

Title: _____

Phone: _____ Email: _____

Company Name: _____

Company Address: _____