



## REQUEST FOR PROPOSAL

### **Market Research & Development of Mental Health Promotion 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 and develop a social marketing campaign promoting Mental Health as an everyday activity.

One original proposal and two (2) copies must be submitted in a sealed envelope that is clearly marked "Proposed Deschutes County Mental Health Promotion Campaign", and addressed to:

Jessica Jacks  
Prevention Supervisor  
Deschutes County Health Services  
PO Box 6005  
Bend, OR 97708-6005

Proposals must be received no later than 4:00 p.m. on Friday June 24, 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 Jessica Jacks via email to [Jessica.jacks@deschutes.org](mailto:Jessica.jacks@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.

“Mental and emotional well-being is essential to overall health. Positive mental health allows people to realize their full potential, cope with the stresses of life, work productively and make meaningful contributions to their communities” (National Prevention Strategy). Despite the importance of tending to our mental health a social stigma exists that creates barriers for individuals to see the care they need when they need it. This Project seeks to develop a Mental Health promotion campaign for Central Oregon residents (Deschutes, Crook, Jefferson County). The campaign should promote everyday mental wellness and remind the public to make the commitment to prioritize mental health as an everyday activity.

The Mind Your Mind Project, was created by Lane County, <http://mindyourmindproject.org/>. Lane County is willing to share the Mind Your Mind brand and website.

It is expected that the selected proposer will establish a social marketing campaign plan utilizing the Mind Your Mind Project brand for Central Oregon.

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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 prepare a social marketing campaign that will launch during the fall of 2016. The scope of services outlined below shall be completed no later than October 30, 2016. It is expected that the compensation for the awarded contract shall not exceed \$40,000 or the agreed upon budget.

### **Scope of Services Requested:**

It is expected that the selected proposer will establish a social marketing campaign utilizing the mindyourmind brand with the following two areas of initial focus: 1) overall mental wellness promotion for Central Oregon residents and, 2) mental wellness promotion in primary care settings for patients. Focus on these areas is intended to help increase conversations with patients about mental health and seeking appropriate care if needed and to begin to elevate the importance of one's mental health alongside physical health.

#### **Phase 1: Market Research**

1. Understanding Central Oregon resident's views of mental wellness:
  - a. Conduct market research to develop an understanding of Central Oregon resident's view of mental health and wellness; barriers to seeking care; and stigma associated with accessing help/resources.

#### **Phase 2: Planning and Development:**

- a. Based on market research, develop campaign messages and proposed marketing plan.
- b. Present campaign messages and marketing plan to Deschutes County and other stakeholders at a pre-arranged, scheduled meeting within a timeframe agreed upon by County and selected Proposer.

#### **Phase 3: Refinement:**

- a. Based upon Deschutes County and other stakeholder feedback, adjust and test campaign messages and proposed marketing plan.
- b. Modify campaign based on test results and public feedback.
- c. Develop/finalize campaign and marketing plan.
- d. Create final draft campaign, marketing plan and include an implementation and evaluation plan.

- e. Present final draft campaign and marketing plan to Deschutes County and other stakeholders at a pre-arranged, scheduled meeting within a timeframe agreed upon by County and selected Proposer.

**Phase 2:** Implementation to be conducted by Deschutes County and other stakeholders. Purchases made in order to implement (print, buys, etc.) will be made by Deschutes County and not be the responsibility of the Proposer

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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 media advertising campaigns;
2. Familiarity with positive messaging and social marketing best practices;
3. Ability to create a themed campaign which fits within the culture of the Central Oregon region;
4. 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 July 22, 2016. DCHS and the selected Proposer will then negotiate terms and sign a legally-binding contract by August 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 August 15, 2016.

Proposals must be submitted as described above no later than 4:00 p.m. on June 24, 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.   | June 3, 2016   |
| 2. Proposals are due.   | June 24, 2016<br>4:00 p.m.   |
| 3. Proposals are opened.  | June 27, 2016  |
| 4. Proposals are evaluated  | June 27 – July 1, 2016   |
| 5. Interviews are conducted with top ranking Proposers, if needed.  | July 5 – July 8, 2016  |
| 6. Recommendation of selected Proposer is forwarded to the Board of Commissioners. Board considers selection and award. | The week of July 27th<br>(contingent on Board of<br>County commissioner's<br>calendar dates<br>July 29, 2016 |
| 7. Notice of Intent to Award is Issued  | July 29 – August 5, 2016   |
| 8. Protests of decision are accepted.   | starting August 8, 2016  |
| 9. Contract for services is developed and negotiated.   | August 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 August 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 June 24, 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 positive message and social marketing best practices.
4. **Scope of Basic Services:**
  - a. Provide a detailed description of how the social marketing campaign plan will be conducted. Please include specific details regarding:
    - i. Supplies and materials that will be purchased;
    - ii. What is expected from Deschutes County to supply and/or purchase;
    - iii. Other considerations that Deschutes County should include in the project, if any.
  - b. Provide a proposed methodology for test brand and messages. Describe the process to incorporate changes based upon audience and Deschutes County feedback.
  - c. Describe what coordination will be expected from Deschutes County.
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:

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

## **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](http://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 August 15, 2016 through August 31, 2017. 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 two (2) copies must be submitted in a sealed envelope that is clearly marked "Proposed Deschutes County Mental Health Promotion Campaign", and addressed to:

Jessica Jacks  
Prevention Programs Supervisor  
Deschutes County Health Services  
PO Box 6005  
Bend, OR 97708-6005

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 June 24, 2016 ("Due Date").

## Attachments

- Attachment 1: Proposal Response Form.

*Attachment 1 – PROPOSAL RESPONSE FORM*

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**DESCHUTES COUNTY HEALTH SERVICES DEPARTMENT**

**REQUEST FOR PROPOSALS**

**FOR**

**Market Research & Development of Mental Health Promotion 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 Jessica Jacks by Email ([Jessica.jacks@deschutes.org](mailto:Jessica.jacks@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: \_\_\_\_\_