



Deschutes County

**AMENDMENT TO  
SOLICITATION**

For

**DEVELOPMENT OF SMOKE AND HEALTH  
COMMUNICATION CAMPAIGN**

Proposals must be received no later than 4:00 p.m. PST

~~Friday, January 28, 2022~~

~~Monday, February 7, 2022~~

**Tuesday, February 15, 2022**

Deschutes County Health Services  
2577 NE Courtney Drive  
Bend, Oregon 97701  
(541) 322-7697

An Equal Opportunity Employer

# Deschutes County Health Services Department

Deschutes County encompasses 3,055 square miles located in the central portion of Oregon. In the last several years, Deschutes County has been the fastest growing county in the state. As the population in the county has grown, the Deschutes County government has grown as well. Currently, there are more than 900 people employed by the county operating in facilities throughout the county.

Deschutes County is governed by the Board of County Commissioners (BOCC). The BOCC consists of three (3) elected, at-large commissioners responsible for establishing policies and setting priorities for the county. The County Administrator oversees the daily functions and activities of many of the various county departments.

The County Forester administers a comprehensive fire prevention and preparedness program; develops plans for fire protection and mitigation; as well as provides education and technical assistance to landowners for the control of noxious weeds. The Forester works with County Commissioners and County departments on issues related to wildfire preparedness; develops and presents public outreach, technical information, and community participation programs. The Forester works with federal, state, city government, and regional emergency response agencies to address issues during wildland fires.

Deschutes County Health Services Department provides public health and behavioral health programs and services that benefit residents countywide. The department includes more than three hundred (300) employees located at eight (8) primary sites. The annual budget for DCHS is about \$50 million. Funding for the department is primarily from federal, state and local payments and grants.

Deschutes County is releasing this competitive solicitation to secure a (1) contractor for the development of a smoke and health communication campaign to encourage residents to engage in behaviors that will help mitigate health impacts during periods of wildfire smoke.

Deschutes County is an Equal Opportunity Employer and reserves the right to negotiate with any and all individuals or firms that submit proposals as per the requirements of the Solicitation. Minority Business Enterprises, Small Business Enterprises, Women Business Enterprises, and labor surplus area firms are encouraged to submit proposals.

For more information, please visit [www.deschutes.org](http://www.deschutes.org)

# DESCHUTES COUNTY HEALTH SERVICES DEPARTMENT

## SOLICITATION FOR

### DEVELOPMENT OF SMOKE AND HEALTH COMMUNICATION CAMPAIGN

January 13, 2022

Deschutes County, a political subdivision of the State of Oregon, acting by and through the Deschutes County Health Services Department, consisting of Public Health and Behavioral Health Divisions (DCHS), is releasing this competitive solicitation to secure a (1) contractor to develop a media and educational campaign, provide suggestions for website improvements, develop educational materials and procure print, display, broadcast and social media ads. Deschutes County, in partnership with federal, state and local partners and a contracted vendor will increase educational awareness of what citizens can do to protect their health during times of elevated smoke from prescribed fire and wildfire. The target audience for the campaign will be the general public, healthcare providers, Spanish-speaking residents and populations that are more vulnerable to smoke, including:

- Persons with asthma or other chronic respiratory diseases, such as COPD and emphysema
- Persons with cardiovascular disease
- Persons 65 years of age or older
- Parents of Infants and children
- Pregnant women
- Smokers, especially those who have smoked for several years
- Persons without housing or access to closed-loop air conditioning.

At a minimum, proposals shall include:

- Ability to schedule a virtual meeting for a presentation, approximately forty-five (45) minutes in duration, (approximated time includes opportunity for questions and answers).
- Specific timeline and publication/release dates of media content.
- Sample messages and campaign concepts for a variety of platforms **or similar examples from previous campaigns.**
- Sample behavioral science-informed concepts and considerations (for example, nudge theory, social norms)
- Media platforms that will be utilized (web, radio, print, social media, digital advertising and television).
- Ability to produce culturally responsive and relevant materials for Deschutes County communities.
- Budget including all expenses, subcontracting expenses, salaries, as applicable.
- If applicable, respondents should indicate in the cover letter any in-kind or matching support that will be offered.

Deschutes County's decision in selecting a vendor/contractor shall be based on proposed media strategy, messages and campaign concepts, language access, budget; range of communication modalities and competitive timeline for project completion.

**NOTE:** All proposals submitted in response to this Solicitation shall become the property of Deschutes County and may be utilized in any manner and for any purpose by Deschutes County. **Be advised that proposals and all documents submitted in response to this Solicitation are subject to public disclosure as required by applicable state and/or federal laws.** If you intend to submit any information with your proposal which you believe is confidential, proprietary or otherwise protected from public disclosure (trade secret, etc.), you must separately bind and clearly identify all such material. The cover page of the separate binding must be **red**, and the header or footer for each page must provide as follows: "Not Subject to Public Disclosure." Where authorized by law, and at its sole discretion, Deschutes County will endeavor to resist disclosure of properly identified portions of the proposals.

Candidate shall submit proposal by email or by mail. Email submissions shall be sent to [morgan.emerson@deschutes.org](mailto:morgan.emerson@deschutes.org). Mail submissions must include one (1) original and five (5) copies of the proposal in a sealed envelope that is clearly marked with the name and address of the proposing candidate or agency, titled "Smoke and Health Communication Campaign", and addressed to:

Morgan Emerson, Public Information Officer  
Deschutes County  
1300 NW Wall St.  
Bend, OR 97701

Proposals must be received no later than 4:00 p.m., on Friday, January 28, 2022 to be eligible for consideration. All costs associated with preparing and submitting a proposal is solely the responsibility of the proposer. This solicitation does not obligate Deschutes County to select any single proposer and Deschutes County reserves the right to cancel the procurement, reject any and all proposals, 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 and/or the proposal process may be directed to Morgan Emerson via email at [morgan.emerson@deschutes.org](mailto:morgan.emerson@deschutes.org).

## **7. INTRODUCTION**

The purpose of this Solicitation is to execute a contract with an (1) individual or agency who qualifies to develop a media and educational campaign, provide suggestions for website improvements, develop educational materials and procure print, display, broadcast and social media ads. This Solicitation is expected to have an award amount of fifty thousand dollars (~~\$50,000~~) **(\$70,000)** for the completion of all objectives and media buys.

Contingent upon approval by the Deschutes County Board of Commissioners and/or the designated procurement official, DCHS intends to award a contract to one (1) proponent whose proposal is determined to be the most responsive to the requirements of this Solicitation. The term of the resulting contract(s) is estimated to begin on or about February 16, 2022 and terminate September 30, 2022, with a possible one (1) year extension, subject to DCHS Department approval. DCHS retains sole discretion to renew for additional terms, without a competitive bid process, subject to contractor performance and continued funding.

Proponent(s) will be expected to furnish current insurance certificates as outlined in Attachment 2 of this Solicitation and provide a copy of applicable certifications. In some circumstances an insurance waiver may apply, subject to Deschutes County Health Services approval.

## **2. SCOPE OF SERVICES**

Successful Proponent(s) shall propose strategies, using a variety of communication modalities, to increase educational awareness of what citizens can do to protect their health during times of elevated smoke from prescribed fire and wildfire. Proponents may be asked to utilize research and/or messages provided by DCHS and/or other entities. The following requirements and scope of services shall be incorporated into the contract. Proposal responses will be considered based on these requirements unless expressly stated otherwise. Proponents must be capable of meeting or exceeding the following service level specifications:

- A. Collaborate with County and other external partners on media campaign development, educational material development, website improvements and the procurement of print, display, broadcast and social media ads.
- B. Messages shall drive traffic to the region's website for audiences to find additional resources ([www.centraloregonfire.org](http://www.centraloregonfire.org)), information, and messages.
- C. Campaign optimizations shall continue to be made throughout the course of the campaign ensuring the best messaging results.
- D. Coordinate development and execution of activities including but not be limited to: video production, creative materials and ad buys.
- E. Develop regionally specific materials that will assist healthcare providers in discussing smoke impacts and mitigation strategies with their patients.
- F. Coordinate development and execution of activities including but not be limited to: video production, creative materials and ad buys.

- G. Proposals shall include culturally relevant, linguistically appropriate information for the intended audiences.
- H. Adapt messages requested by DCHS to target audience and communication modality (print, radio, television and/or web).
- D. Disseminate adapted messages through print, radio, television, and/or online media, including paid advertising.
- E. Proponent shall provide media buys at Proponent's expense.
- F. Keep all insurance, licenses and certificates (as applicable) current as required by state and federal governments. Upon request, provide DCHS with copies of licenses and certificates of insurance.
- G. Submit to DCHS an invoice on a monthly basis for services provided.

**4. PERIOD OF SERVICE**

A contract is expected to be awarded for the period February 16, 2022 and September 30, 2022. The contract may be renewed for additional years. Should a new contract be awarded for subsequent years, DCHS reserves the right to award a new contract with the selected contractor for this service without the need for further competitive procurement, subject to approval by Deschutes County Board of Commissioners and/or the designated procurement official, DCHS, the availability of sufficient funds and satisfactory performance by the contractor.

**5. PAYMENT PROVISIONS AND RATES**

Consideration shall be given to the Proponent who provides the best value to Deschutes County, including but may not be limited to: capacity, availability, staff, and facilities.

**6. INSTRUCTIONS AND CONDITIONS**

Proposals must be signed by the Proponent or an authorized representative. Proponents shall include a copy of a Board Resolution authorizing a representative of its organization to sign the proposal and/or subsequent contract. This Solicitation does not commit DCHS to award a contract or to pay any associated cost. The proposal preparation cost is solely the responsibility of the Proponent.

Proposals are not to be marked as confidential or proprietary. Proposals submitted in response to a Solicitation are subject to public disclosure as permitted by Oregon State regulations. Additionally, all proposals shall become the property of DCHS. DCHS reserves the right to make use of any information or ideas in the proposals submitted. **REGARDLESS OF IDENTIFICATION OTHERWISE, INCLUDING MARKING SOME OR ALL OF THE PAGES AS "CONFIDENTIAL" OR "PROPRIETARY", INFORMATION IN PROPOSALS SHALL BECOME PART OF THE PUBLIC RECORD AND SUBJECT TO DISCLOSURE WITHOUT FURTHER NOTICE TO THE PROPONENT.** Proposals should not include personal identifier information in resumes or other documents such as social security numbers, dates of birth, criminal clearance documents, etc. DCHS shall not in any way be liable or responsible for the disclosure of any such records.

Any proposal may be rejected if it is conditional, incomplete, or deviates from specifications in this Solicitation. By submitting a proposal, the Proponent agrees to meet all the requirements set forth in the Solicitation, unless specific exceptions are noted in Attachment 1 (Agency Summary). DCHS reserves the right to accept any part of the proposal and not be obligated in any way to accept those parts that do not meet with the approval of DCHS. DCHS reserves the right to waive, at its discretion, any procedural irregularity, immaterial defect or other impropriety not warranting rejection of the proposal. Any waiver will not excuse a Proponent from full compliance if awarded a contract. Reasons for rejecting any proposal will be supplied to the Proponent. **DCHS, in its sole discretion, reserves the right to modify or cancel this Solicitation in whole or in part. If modification or cancellation is determined to be in DCHS' best interest, all Proponents will be notified in writing of the specific reasons for such modification or cancellation.**

DCHS reserves the right to seek additional proposals beyond the final submission date, if, in DCHS' sole discretion, the proposals received do not meet with the approval of DCHS.

Proposals must be valid for a minimum of one hundred twenty (120) days from the due date of this Solicitation.

**7. TENTATIVE SCHEDULE OF EVENTS**

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

- Solicitation is released. January 13, 2022
- Proposals are due. ~~January 28, 2022~~ Feb. 21, 2022
- Proposals are evaluated. ~~January 20 through 24~~ Feb. 21 to 25, 2022
- Discussions are conducted with top ranking candidates, if needed. ~~January 31 through February 4~~ Feb. 25 to 28, 2022
- Contract for services is negotiated and signed. ~~February 4 through February 16~~ March 1 to 4, 2022
- Contracted services commence. ~~February 16, 2021~~ March 4, 2022

DCHS anticipates that it will announce the results of this Solicitation process February 16, 2022. DCHS and the selected Proponent(s) will then negotiate terms and sign a legally-binding contract by February 23, 2022. Proposals must be submitted as described above no later than **4:00 p.m. on Feb. 7, 2022** ("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.

## **8. WITHDRAWAL OF PROPOSALS**

Proposals may be withdrawn by written or email request received from the Proponent(s) prior to the Due Date. Negligence on the part of the Proponent 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 DCHS specifically cancels the procurement, rejects the proposal, or awards a contract(s).

## **9. ACCEPTANCE OR REJECTION PROPOSALS**

In awarding a contract, DCHS will accept and consider the proposal or proposals which, in the estimation of DCHS, will best serve the interests of Deschutes County and Central Oregon. DCHS reserves the right to award a contract to the Proponent whose proposal is most advantageous to Deschutes County based upon the evaluation process and evaluation criteria contained within this Solicitation. DCHS reserves the right to accept or reject any or all proposals. Any proposal which DCHS judges to be incomplete or nonconforming may be rejected. Any evidence of collusion between proposers may constitute a cause for rejection of any proposals so affected.

## **10. SELECTION PROCESS**

The Selected Proponent(s) must be able to demonstrate:

1. Successful experience in implementing services similar to those requested in this Solicitation;
2. Capacity and availability to provide services;
3. Ability to create a campaign that fits within the cultures of the Central Oregon region;
3. Customer service tools;
4. Meet all insurance requirements;
5. Licensing (if applicable);
6. References;
7. Provide services in English.

All proposals will initially be screened by DCHS staff. All proposals submitted by the Solicitation due date will be subject to a standard review process. An initial review of each proposal will be conducted by DCHS staff to determine if it is complete, in the required format, and in compliance with all requirements of this Solicitation. Failure to meet all of these requirements may result in a rejected proposal.

Each proposal that passes the initial review will be evaluated and scored by a review panel. The process may include a panel interview with the applicant agency and community partners. The review panel will evaluate and score each proposal on the basis of a 100-point scale, using the assigned weights listed below. Proponents will be evaluated on the components that they propose to reach, with consideration for assuring that all components of the solicitation are met between the awarded contracts



<b>Evaluation Criteria</b>	<b>Point Value</b>
Minimum Qualifications	Pass / Fail
Letter of introduction	10
Budget and Proposed Project Timeline	30
Proposed marketing plan	30
Experience and qualifications	30
<b>Total</b>	<b>100 Points</b>

Narrative responses to each section of the application, any required attachments and the completed budget forms will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of proposed program design, cost, and expected outcomes. Each evaluation criterion is described in full in Section 13 Submission Package.

## **11. PROTEST OF AWARD**

After DCHS approves and selects the Proponent, DCHS will notify each Proponent of who DCHS intends to award a contract. If no written protest is filed by 4:00 p.m. on the seventh (7) day following announcement of the decision, the award will be deemed final. DCHS will not entertain protests submitted after this time period. The written protest must specify the grounds and legal authority upon which the protest is based. If a timely protest is filed, the decision of DCHS will be considered final only upon issuance of a written notice deciding the merit of the protest. The award and any written decision regarding the protest will be sent to each proposer.

Protests should be submitted to:

Nahad Sadr-Azodi, Deputy Director  
Deschutes County Health Services  
2577 NE Courtney Drive  
Bend, OR 97701

The protest shall state the reason for the protest, citing the law, rule, regulation, or practice on which the protest is based. A written response will be sent to the protester within ten (10) working days after receipt of the written protest.

## **12. AWARD AND COMMENCEMENT OF WORK**

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

The final authority to award a contract rests solely with DCHS. The successful Proponent shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved and executed by DCHS. The successful Proponent must agree to all terms, insurance coverage provisions, and conditions of the contract with Deschutes County.

If only one (1) proposal is received and it is deemed that such proposal meets requirements for funding, Deschutes County reserves the option to award such entity 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 Solicitation or designate another qualified entity or individual to operate the program on a sole-source basis.

If revisions or additional information to this Solicitation become necessary, DCHS will post the addenda or supplements on the Deschutes County website.

As referenced in Attachment 2 of this Solicitation, the selected Proponent will need to submit evidence of the following insurance requirements prior to execution of the contract:

1. Commercial General Liability "occurrence" coverage, naming ***Deschutes County, the State of Oregon, their officers, agents, employees and volunteers as an additional insured***, in the minimum amount of \$3,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$5,000,000 aggregate, including personal injury, broad form property damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.
2. Workers' Compensation coverage, including a Waiver of Subrogation in full compliance with Oregon statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.

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.

As applicable, the selected Proponent shall also submit to DCHS prior to contract award the following documents:

- Articles of Incorporation or business license;
- Applicable Certifications and/or licenses;

### **13. SUBMISSION PACKAGE**

Applications submitted in response to this Solicitation must include the items and be in the order as listed below. All of the items combined comprise your completed Application pursuant to this Solicitation.

1. Signed Proposal Response Form-**Attachment 1**
2. Signed Acknowledgement of Insurance Requirements – **Attachment 2**
3. Executive Summary: Please complete as directed. **Attachment 3**
4. Narrative Section: Prepare a written response to the narrative section that fully addresses each of the evaluation criteria listed. If submitted by mail, the narrative must be typed in 12 point font, one inch margins, 8½” x 11”, paginated, on white paper. Narrative section is limited to twelve (12) pages. **Attachment 4**

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.



DESCHUTES COUNTY HEALTH SERVICES DEPARTMENT

**SOLICITATION  
FOR**

**DEVELOPMENT OF SMOKE AND HEALTH COMMUNICATION CAMPAIGN**

**Proposal Response Form**

Submit by e-mail to: [morgan.emerson@deschutes.org](mailto:morgan.emerson@deschutes.org)

A signature on this form acknowledges that the proposer is hereby submitting a proposal in response to Deschutes County's Solicitation for DEVELOPMENT OF SMOKE AND HEALTH COMMUNICATION CAMPAIGN.

Authorized Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_



Automobile Liability insurance with a combined single limit of not less than:

Per Occurrence

- \$500,000
- \$1,000,000
- \$2,000,000

Automobile Liability insurance coverage for bodily injury and property damage resulting from operation of a motor vehicle. Commercial Automobile Liability Insurance shall provide coverage for any motor vehicle (symbol 1 on some insurance certificates) driven by or on behalf of Contractor during the course of providing services under this Contract. Commercial Automobile Liability is required for contractors that own business vehicles registered to the business. Examples include: plumbers, electricians or construction contractors. An Example of an acceptable personal automobile policy is a contractor who is a sole proprietor that does not own vehicles registered to the business.

The amount indicated above, determined by OHA, unless OHA approves in writing are applicable to contractors who provide services under the following Service Elements: A&D 61, A&D 62, A&D 63, A&D 66, A&D 71, A&D 81, A&D 82, A&D 83, MHS 04, MHS 06, MHS 09, MHS 12, MHS 13, MHS 15, MHS 16, MHS 16A, MHS 20, MHS 22, MHS 24, MHS 25, MHS 26, MHS 26A, MHS 27, MHS 28, MHS 28A, MHS 30, MHS 34, MHS 34A, MHS 36, MHS 37, MHS 39.

Required by County       Contingent upon travel reimbursement      (one box must be checked)

**Additional Insured.** The Commercial General Liability insurance and Automobile Liability insurance must include Deschutes County, the State of Oregon, their officers, employees, volunteers and agents as Additional insureds but only with respect to Contractor's activities to be performed under this Contract. Coverage must be primary and non-contributory with any other insurance and self-insurance. The additional insured endorsement shall not include declarations that reduce any per occurrence or aggregate insurance limit.

**Notice of Cancellation or Change.** Contractor or Contractor's insurer must provide written notice to County at least thirty (30) calendar days before cancellation of, material change to, potential exhaustion of aggregate limits of, or non-renewal of the required insurance coverage(s).

**Certificate of Insurance Required.** Contractor shall furnish a current Certificate of Insurance to the County with the signed Contract. The certificate(s) or an attached endorsement must specify: i) all entities and Individuals who are endorsed on the policy as Additional Insured; and ii) for insurance on a "claims made" basis, the extended reporting period applicable to "tail" or continuous "claims made" coverage.

**Tail Coverage.** If any of the required insurance policies is on a "claims made" basis, such as professional liability insurance, Contractor shall maintain either "tail" coverage or continuous "claims made" liability coverage, provided the effective date of the continuous "claims made" coverage is on or before the effective date of this Contract, for a minimum of twenty-four (24) months following the later of : (i) Contractor's completion and County 's acceptance of all Services required under this Contract or, (ii) the expiration of all warranty periods provided under this Contract. Notwithstanding the foregoing twenty-four (24) month requirement, if Contractor elects to maintain "tail" coverage and if the maximum time period "tail" coverage reasonably available in the marketplace is less than the twenty-four (24) month period described above, then Contractor may request and OHA may grant approval of the maximum "tail" coverage period reasonably available in the marketplace. If OHA approval is granted, the Contractor shall maintain "tail" coverage for the maximum time period that "tail" coverage is reasonably available in the marketplace.

**Contractor and Subcontractors.** Workers Compensation insurance must be in compliance with ORS 656.017, which requires all employers that employ subject workers, as defined in ORS 656.027, to provide workers' compensation coverage for those workers, unless they meet the requirement for an exemption under ORS 656.126(2). Worker's Compensation Insurance to cover claims made under Worker's Compensation, disability benefit or any other employee benefit laws, including statutory limits in any state of operation with coverage B Employer's Liability coverage all at the statutory limits. In the absence of statutory limits the limits of said Employers liability coverage shall not be less than \$1,000,000 each accident, disease and each employee. This insurance must be endorsed with a waiver of subrogation endorsement, waiving the insured's right of subrogation against County.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

**Attachment 3 – EXECUTIVE SUMMARY** (if consortium, please fill one out for each business entity).

1. Proposers Legal Name

Firm Name	
Address	
Telephone	

2. Briefly summarize your program design:

3. Chief Executive Contact

Name of Chief Executive	
Title	
Telephone	
E-mail Address	

4. Primary Application Contact

Name of Primary Contact	
Title	
Telephone	
E-mail Address	

5. Legal Status Information

Federal Employer Tax Identification or Social Security Number	
Oregon Tax I.D. Number	

**An unsigned proposal will be rejected**

I certify that the information provided in this proposal is true and correct to the best of my knowledge and that I have been duly authorized by applicants governing body or other authority to file this proposal. This proposal is submitted as firm and fixed offer valid for one hundred twenty (120) days of the submission date.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Printed Name and Title:** \_\_\_\_\_

## **Attachment 4 – NARRATIVE**

Please provide a written response to each section. Your application proposal will be reviewed and scored according to the following evaluation criteria. All proposals will be reviewed for demonstrated capacity to provide the services/activities sought through this Solicitation.

### **Minimum Qualifications – Pass / Fail**

#### **1. Letter of Introduction (10 Points)**

Letter of introduction including a summary of your agency’s ability to meet the minimum qualifications outlined in this solicitation, Letter of introduction should include a brief description how proposed services align with DCHS needs (including reaching residents with limited English proficiency). Letter shall also include a description of the process to incorporate changes requested by DCHS and what coordination will be expected from DCHS.

#### **2. Proposed Scope of Services (30 Points)**

Provide a detailed description of how the marketing plan will be developed. Please include specific details regarding: overview of media formats being used; adaptation processes, if applicable; timeline for each activity; partners/subcontractors involved for each activity, if applicable; supplies and materials being purchased.

#### **3. Relevant Experience (30 Points)**

Description of history, experience, and qualifications relevant to proposed scope of services. Provide references. Include experience in public health messaging, culturally relevant and linguistically appropriate communication campaigns. Provide examples of relevant work.

#### **4. Budget and Project Timeline (30 Points)**

Fully describe budget costs and estimated experiences. Clearly outline expectations from DCHS to supply and/or purchase outside of budgeted costs.

**Total Points 100**