

JUNE 12, 2017

# Harris County FI-ITC MARKETING AND BRANDING RFP

## Harris County Family Intervention-Infant Toddler Court

- ✓ FI-ITC is a Family Drug Court hearing cases of child abuse & neglect where substance abuse is a factor.
- ✓ FI-ITC uses a phased approach to recovery to preserve and/or reunify families.
- ✓ FI-ITC uses an array of specialized trauma focused services for children and adults
- ✓ The FI-ITC is unique in its focus on the parent-child relationship and the provision of services to "heal" that relationship.
- ✓ Services and visitation are based on the developmental needs of the child and the family as a whole.
- ✓ **The Right Service at the Right Time.....**

### Specialized Services

- Intensive Case Management
- Mental Health Screening/Assessments
- Developmental Assessment/Screening
- Visit Coaching
- Parent Child Interaction Therapy
- Trauma Focused-Cognitive Behavioral Therapy
- Individual Therapy
- Parent-Child Relationship Assessments
- Child and Adolescents Needs and Strengths Assessment
- Recovery Coaching
- Transportation
- Transitional Housing
- Additional referrals made based on needs



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## *Harris County Family Intervention – Infant Toddler Court*

The FI-ITC is a Family Drug Court and hears cases involving CPS and allegations of child abuse or neglect cases where substance abuse by the caregiver(s) is a primary factor in removal of the child(ren) from the caregivers' custody. The FIC was founded in 2004, with the ITC component added in 2009. The Court uses a phased approach to recovery and works with CPS to reunify families, where possible, upon completion of treatment. The Court also uses an array of services for children and adults focused on healing of trauma and improving recovery and wellbeing of the children and their families. The ITC/FIC is unique in its focus on the parent-child relationship and the provision of services to "heal" that relationship.

The Infant Toddler Court Initiative is based on the premise of:

- Early interventions can heal the trauma experienced by young children
- Stability in placement supports a child's well-being
- Early assessment and interventions matter
- Families experience multiple and complex needs that require integrated and specialized services
- Appropriate care giving relationships are critical to a child's well being

With program goals of:

- Keep infants and toddlers safe
- Heal trauma
- Preserve and support families
- Divert children from further involvement in the child welfare or criminal justice systems

Our Mission Statement:

The mission of the Infant Toddler Court & Family Intervention Court is to protect abused and neglected children in Harris County through a judicial process involving treatment, recovery, and reunification of families where possible.

## *Program Development and Marketing Efforts*

The Program is seeking a branding and marketing firm or consultant ("firm") to develop a marketing and branding strategy and assist with community marketing efforts that support the goals and mission of the FI-ITC Program.

The marketing firm should have experience with developing a public sector brand, and with community marketing campaigns. In order to obtain insights from Harris County residents and businesses regarding their views and perceptions, the marketing firm should also be experienced with community outreach in order to assess current consumer attitudes and perceptions.

## *Project Overview*

The objective of this effort is to develop a clear, strong, and resilient brand identity that represents the varied attributes of the FI-ITC Program. The resulting brand messaging should support all goals of the FI-ITC Program, with particular emphasis in the following areas:

- Emphasizing the benefits of the Program and its successes
- Positioning the program to transition from a “growth” model to one of long-term sustainability
- Attracting, retaining and growing businesses supporting the program
- Encouraging residents of all ages to engage in support of the program
- Working in conjunction with our new FI-ITC Foundation

Ideally, the brand package would consist of an overall brand identity including the possibility of renaming, logo and messaging that effectively “tells the program story” and can be used for the myriad of communication opportunities the program has with our residents, businesses, development community, visitors and other groups. The brand package should identify short and long-term strategies and tactics for maximizing the brand’s value to the community.

## *Scope of Work*

### *Task #1 - Research & Foundation*

This task encompasses the initial research necessary to define target audiences, identify what value the program offers to the targeted audiences, develop a brand positioning statement and test recommended brand concepts using targeted focus groups, surveys, and other methodologies as appropriate. It is anticipated that the selected firm or consultant will review research results with the administrative committee as appropriate. To complete these tasks, the successful firm will be expected to draw from existing research and community documents as well as conduct their own research and focus groups. Community engagement and input from Harris County residents, businesses, partner organizations and any other identified key group is critical to the success of all tasks. It may be necessary, as part of the community engagement process to educate groups on what branding means and why it is important for the program. This task should answer the question, “Who are we as a program and how do we relate our services in a way that’s meaningful to our clients?”

#### **Deliverables:**

- Research summary
- Brand positioning statement

### *Task #2 - Branding & Message Development*

In this phase of the project, the selected firm will create the messaging, the expression of brand, and visual elements that will effectively communicate the program's identity to target audiences. Messaging should connect to the hearts and minds of our audience and be believable, relevant and simple.

Consistency will be key, but flexibility that allows use by the wide variety of services that make up the program is also important. Visual elements will include recommended logo, colors, fonts, graphic style and elements that are adaptable for use across a variety of media applications, including the web, social networks, SEO, advertising, print, video and softlines.

#### **Deliverables:**

- Style guide with visual and graphic standards, including logo
- Templates for common needs such as letterhead, web layout, report covers, brochures, etc.
- Design concept for tradeshow display

### *Task #3 - Strategic Brand Implementation & Community Engagement*

This task will define the activities designed to effectively establish the program's new brand identity to the target audiences as well as identify ongoing strategies for communicating, maintaining and enhancing the brand's value over the first three years following introduction. These strategies should:

- Prioritize both short and long-term strategies and tactics, including a timeline.
- Employ a variety of communication tools.
- Engage Harris County's citizens, businesses & program service providers.
- Enable target audiences to connect and interact with the program and use feedback to further build the program's brand.
- Provide opportunities for target audiences to become advocates.
- Effectively tell the "FI-ITC" story.
- To ensure effective implementation, the brand strategy should recommend methods for tracking results and measuring success with target audiences.

#### **Deliverables:**

- Brand Strategy
- Tracking & Measurement Recommendations

### *Task #4 - Final Report and Presentation*

The selected firm will deliver one (1) unbound copy, six (6) printed bound copies and one (1) electronic copy of their final report, including style guide and related graphics, to the program. Graphics designed to be used for placement in letterhead, folders, handouts and other marketing materials shall be in an electronic form commonly used by most computer software and shall not require the purchase of Adobe Photoshop or other marketing-based software to enable such use. In addition, the selected firm or consultant will be required to make a formal presentation of the project and their final report to the program's administrative and stakeholder committees.

## ***Firm Responsibilities***

At the beginning of the project the selected firm shall meet with program staff and selected individuals to discuss the approach and method to proceed.

The firm will meet with the program project manager to develop a project plan consisting of sprints or timelines and responsible parties.

The firm will meet with the program project manager, program director and selected individuals to review the progress of the work, to discuss any changes in direction or needed details, and in general to ensure that work is proceeding as required.

The program shall make available to the selected firm all prior branding and marketing work, related plans, and any other studies and/or products. These elements are critical to the creation and implementation of the marketing and branding strategy.

## ***Submission***

Interested firms are encouraged to keep their proposals brief and relevant to the Scope of Services. All proposals should include the following:

- Cover letter with name, address, phone number, and e-mail address of the contact person; identify the capacity this person has to manage and execute a marketing strategy and branding campaign of this magnitude.
- Identify the project manager and the personnel to be assigned to this engagement (including names, addresses, current phone numbers, and e-mail addresses). Please include resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on.
- Identify all sub-consultants (including names, addresses, current phone numbers, and e-mail addresses) and include a resume of related experience, how long the sub-consultant has worked with the marketing consultant, and how many projects the sub-consultant has completed, or is currently working on, with the marketing consultant.
- Background on the firm and its experience in preparing comprehensive and strategic marketing programs and campaigns, especially for public agencies. Preference shall be given to firms that have a local presence and knowledge of Harris and contiguous Counties.
- A narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
- Description of overall knowledge of the Harris County FI-ITC program.
- A list of tools used to measure reach and frequency when purchasing media (television, radio) and social media tools used to measure effectiveness of print and online advertising and a branding awareness campaign. Experience in media negotiations and placement

should be demonstrated.

- A summary of any suggested approaches the program should consider for this effort.
- A timeline for the preparation and implementation the tasks/activities being proposed per Scope of Services.
- At least three (3) public or private references for projects of similar nature to this engagement.
- List of billable rates for all personnel assigned to project, including hourly rate, media commission percentages, and any other charges that are proposed.
- Proof of financial soundness: financial statements, a balance sheet, and two years of federal tax returns will be required of selected finalist.

## ***Evaluation of Final Proposals***

Consulting firm, or teams, that submit proposals will be evaluated for further consideration on the basis of the following criteria. The content of the proposals must provide sufficient detail to enable the review committee to evaluate proposals on the basis of the criteria listed below.

**Qualifications.** Consulting firms, or teams, will be evaluated on the basis of experience in performing similar projects. References will be used to assist in this evaluation.

**Understanding of project.** Consulting firms, or teams, will be evaluated on the basis of how well the consultant communicates an understanding of the marketing and branding project outlined in this RFP.

**Approach to project.** Proposals will be evaluated on how the proposed project meets the objectives of the program.

**Quality of work.** Proposals will be judged on the apparent quality of the work performed in similar situations. References will be used to determine the consultants' ability to deliver the results expected.

**Personnel.** Proposals will be evaluated on the personnel assigned to the project. Specific attention will be placed on personnel who have similar project experience and qualifications to perform the tasks outlined in the RFP.

**Value.** Proposals will be evaluated on the basis of the approach that will position the program to obtain results and achieve the most success within the framework identified in the proposal – ultimately leading to the added success and long term sustainability of the program.

**Cost.** Proposals will be evaluated on the cost estimate provided in relation to the scope of services outlined.

**Collaborating and interfacing.** A detailed description outlining how the firm will interface and collaborate with the contracted service providers working within the program.

## *Selection Process*

The program has the sole authority to select a firm for this project and reserves the right to reject any and all proposals. A Review Committee will be established to review and evaluate the submitted proposals based on the criteria outlined above. Additionally, the committee may, in its sole discretion and in the course of its evaluation, request presentations/demonstrations with one or more selected firms. Although cost is a significant factor, it will not be the dominant factor. The program reserves the right to continue negotiations after submission of the proposals.

In addition, the program reserves the right to retain all proposals submitted and to use any ideas in a proposal, regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the proposing firm of the conditions contained in this request for qualifications, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the program and the firm selected.

All firms will be notified of the status of the review process, and some, but not necessarily all, may be asked to participate in an interview process prior to selecting the successful firm.

## *Timelines*

### **Please note the Activity Anticipated Completion Dates**

RFP Issued Monday, June 12, 2017

Intent to participate due Tuesday, June 20, 2017 5:00 pm via email

Questions due Tuesday, June 20, 2017 5:00 pm

Replies to Questions sent Thursday, June 22, 2017

Submittals due Friday, June 30, 2017 5:00 pm

Review of Submittals week of July 3, 2017

Interviews Week of July 10, 2017

Contracting/Professional Services Agreement Week of July 17, 2017

## ***Proposal Due Date and Submission***

### ***Intent to Participate***

Respondents are encouraged to submit a notice of Intent to participate in the RFP via email or postal mail and must be received by **5:00 pm, Tuesday, June 20, 2017**. The notice of intent is non-binding and will be used solely to communicate answers to questions received by all participants. Intent to participate may be emailed to [MJobin@Jobee.com](mailto:MJobin@Jobee.com) either before or along with any questions pertaining to the RFP.

### ***RFP Questions and Clarifications***

Questions pertaining to the RFP and content must be received via email by **5:00 pm, Tuesday, June 20, 2017**. Replies to questions will be sent to all RFP respondents on Thursday, June 22, 2017. Questions should be addressed to Michael Jobin at [MJobin@Jobee.com](mailto:MJobin@Jobee.com).

Contact with other County officials or staff may result in disqualification of the submittal.

### ***RFP Submittals***

Respondents should submit 5 bound copies and 1 unbound reproducible copy by mail or courier. Submittals should not exceed 25 pages, inclusive of any graphic renderings or marketing materials. All hard copy submittals should be directed to the below contact no later than **5:00 pm, Friday, June 30, 2017**:

Michael Jobin, PMP  
Project Manager  
Harris County Civil Courthouse  
311<sup>th</sup> District Court, 8<sup>th</sup> Floor, FI-ITC Program  
201 Caroline  
Houston, Texas 77002

Any proposal received after the specified closing date shall not be considered. All submissions must be complete in every respect, and must answer concisely and clearly all questions proposed by the RFP. The program reserves the right to request additional information, as it deems necessary, for the evaluation of the proposals.

## ***Rejection of Proposals***

The program reserves the right to reject and negotiate any or all proposals received in response to this RFP. The program will not pay for any information requested, nor is it liable for any costs incurred by the respondents in preparing and submitting a proposal.



## *Award of Contract*

Award of contract, if any, will be to the respondent whose proposal for services and professional qualifications are determined by the program to most fully comply with all the requirements of the RFP and any addenda thereto.

The program's Evaluation Committee may select one firm or a team of consultants. The selected firm will be required to enter into a Professional Services Agreement with the FI-ITC program which may include Harris County's standard terms and conditions including insurance requirements within thirty (30) business days of notification date of acceptance by the program.

Written notification of the program's intent to award the contract to a particular respondent will be made to all respondents either via email or postal mail.

## *Organization and Authority*

The program shall retain its authority to provide direction to the project, monitor the progress and recommend acceptance of final submissions to the program stakeholders. All intellectual property acquired from the study will become the property of the program.