



NEW CASTLE COUNTY
Purchasing Division
New Castle County Government Center
87 Reads Way
New Castle, DE 19720
(302) 395-5250

CLEARWATER DISCONNECT PROGRAM
PUBLIC INFORMATION CAMPAIGN
BID # 11PP-001

New Castle County is seeking priced proposals for professional services with a communications/marketing firm to handle all aspects of a public information campaign to assist the public to understand and participate in a Clearwater Disconnection Program.

Interested parties are asked to submit a priced proposal, in writing, with one (1) original and three (3) copies, to New Castle County Purchasing Division, 87 Read's Way, New Castle, DE 19720, by **2:00 p.m. Wednesday, January 12, 2011**, so stating their interests and qualifications.

NOTE: Bidders are responsible for obtaining the bid specifications and all addendums from the New Castle County Purchasing website at www2.nccde.org/purchasing.

Questions about the project should be directed in writing no later than **noon Wednesday, January 5, 2011** to Andria Smith, Purchasing, by e-mail at asmith@nccde.org.

INSTRUCTIONS FOR PROPOSAL

Sealed proposal envelopes shall carry a clear notation in the lower left quadrant, "**Clearwater Disconnect Program: Public Information Campaign, Bid #11PP-001**"

FAX proposals **cannot** be accepted.

Pursuant to New Castle County Code and Delaware State Law, no contract will be awarded to any vendor unless, before or in conjunction with the actual award of the contract to such vendor, has submitted proof satisfactory to the County, or to the awarding agency, or the designated representative of the County or the awarding agency, as the case may be, that it and each and every subcontractor named by it in its bid, if any, will at the time it submits such proof have valid and effective licenses required by the State and the County, and the political subdivisions, if any, in which the project is located, and the United States government, in order for each of them (i) to do business therein; (ii) to comply with all tax laws thereof; and (iii) to perform the labor and/or supply the material involved in the performance of the contract.

Awards, if any, will be made in conjunction with the Delaware Code, Subchapter 2, Chapter 69, Title 29, and the New Castle County Code.



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Minority and Woman-Owned Business Enterprises (WBE) will be afforded full opportunity to submit proposals, and will not be subject to discrimination on the basis of race, color, nation, origin, or sex in the consideration of this award.

Mailing address: New Castle County
Department of Administrative Services
Purchasing Division
87 Read's Way
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BACKGROUND

New Castle County has launched a Clearwater Disconnect Program for sewer customers in the Brandywine Hundred area in an effort to reduce non-effluent water from entering the County's sanitary sewer system which causes capacity issues. Clearwater connections in homes convey groundwater or stormwater into the sanitary sewer system in violation of the County Code. Of the roughly 24,000 properties in Brandywine Hundred, New Castle County estimates that as many as 3,600 homes may have existing clearwater connections. Residential clearwater connections send more than 28 million gallons of non-effluent or "clear" water per day into the sewer system during a heavy rain, causing capacity issues.

Through the new Clearwater Disconnect Program, sewer customers will be eligible for incentives to disconnect existing punctured floor drain and sump pump connections, provided they allow the County to inspect the system before and after the disconnection is complete. The County will assist plumbers and other qualified contractors with training on code compliant clearwater disconnections and routing, and will create a homeowner handbook about clearwater connections, the work needed to disconnect such systems, and typical designs.

Considerations

- Clearwater removal is the cheapest infiltration and inflow (I & I) removal method available on a cost-per-gallon basis.
- Clearwater connections are illegal but widespread in Brandywine Hundred. There are also scattered clearwater connections throughout the rest of the County.
- Most homeowners with a clearwater connection do not realize they have one.



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SCOPE OF SERVICES

All components listed in this section are mandatory. Bidders must demonstrate capacity to perform the full range of services listed in this section upon signature of the contract and throughout the term of the contract.

Project Goal and Strategies

The goal of this project is to educate the target audience about the Clearwater Disconnect Program; specifically, that clearwater connections are illegal, and necessary steps to fix the problem are mandatory for homeowners throughout New Castle County.

Campaign strategies may include, but are not limited to:

- ◆ Strategic Planning
The contractor will be responsible for developing an annual plan outlining all recommended strategies and tactic for the public awareness campaign.
- ◆ Creative
The contractor will be responsible for all creative development and production of all television, print, radio, out-of-home, and internet advertisements.
- ◆ Media Planning and Buying
The contractor will be responsible for planning and purchasing all media recommended for the public awareness campaign, ensuring that the media is executed, and negotiating value adds and make goods on behalf of the client.
- ◆ Public Relations and Social Media
The contractor will be responsible for recommending and executing all public relations and social media tactics for the Program.



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◆ **Collateral Development**

The contractor will be responsible for developing a homeowner handbook about the Program among other yet-to-be-determined materials.

◆ **Website Development and Maintenance**

The contractor will be responsible for developing a website for the public information campaign, as well as, for maintaining it on an as-needed basis.

◆ **Reporting Metrics**

Progress will be assessed through quarterly reports. Media and frequency reports will be submitted on a quarterly basis to determine the number of people exposed to the message.

◆ **Target Audience**

The target audience for this campaign is homeowners in New Castle County, DE and specifically in the Brandywine Hundred.

ORGANIZATION OF PROPOSAL

Proposals should be concise and focused. The introduction information should be included in the transmittal letter. The proposal must indicate specifically which Project team member is responsible for the work proposed and the office in which that person is located. To aid in the comparative evaluation of proposals, please include the following in the listed order:

Section 1

Title Page

The title page shall include: 1) the RFP subject; 2) the name of the bidder; 3) the bidder's full address; 4) the bidder's telephone and fax number; and 5) the name and title of the designated contact person.



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Table of Contents

The table of contents shall include a clear and complete identification of information presented by section and page number.

Company Overview

Provide a company overview, including company organization, structure, projects, inc.

Capabilities

Provide a list and description of all services your firm offers in-house, and services you typically outsource. This section shall contain sufficient information to demonstrate experience and staff expertise to carry out the project. A statement must be included that the vendor either has or certifies he/she has or will secure a Delaware Business License prior to initiation of the project.

Section 2

Key Executives/Team

Provide biographies of key executives, including name, title, current responsibilities, clients, and experience. The specific individuals who will work on this project must be identified, along with the nature and extent of their involvement. The qualifications of these individuals shall be presented (in resumes or other formats). If conducting this project will require hiring of one or more individuals who are not currently employed by the bidding organization, bidder shall provide detailed job descriptions, including required qualifications and experience. If subcontractors are to be used, the proposal shall also contain similar information regarding each subcontractor.

Section 3

Samples of Client Creative and Client List

Include samples of creative that are representative of the style of work you do for your clients. Additionally, provide a list of clients that you would like the review committee to know about, particularly any clients who may do any related work.



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Client References

The names and phone numbers of at least three (3) organizations/agencies for whom the bidder carried out a similar project must be included. If no similar project has been conducted, others requiring comparable skills can be used.

Section 4

Proposed Methodology and Work Plan

This section shall describe in detail the approach that will be taken to carry out the activities described in the Scope of Services section of this RFP. Specific completion dates for the various tasks must be shown. The work plan shall outline specific objectives, strategies, activities, and methods of measurement.

Section 5

Estimated Cost and Timing

This section shall include the details necessary to support the basis for the proposed cost of the bidder. It shall also include a recommendation for a timeline that will achieve the stated Clearwater objectives, and support the tactics detailed in the proposed work plan.



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GENERAL CONTRACT AND PROPOSAL INFORMATION

1. Revisions to RFP – In the event it becomes necessary to revise any part of the RFP, revisions will be provided to all firms who received the initial RFP.
2. Acceptance of Proposal Content – The contents of the proposal of the successful firm will become a part of any contract awarded as a result of these specifications.
3. Firm's Responsibilities – The selected firm will be required to assume sole responsibility for the complete effort as required by the RFP. The County will consider the selected firm to be the sole point of contact with regard to contractual matters.
4. Termination of Contract – Either party may reserve the right to terminate for just cause any contract entered into as a result of the RFP providing written notice has been given at least thirty days prior to each proposed termination.
5. Rejection of Proposals – The County reserves the right to reject any and all proposals or to award in whole or in part if deemed to be in the best interests of the County to do so. The County reserves the right to extend this contract to include other County locations. The County shall have authority to award orders or contracts to firms best meeting specifications and conditions.
6. Ownership of Material – Ownership of all data, material and documentation originated and prepared for the County pursuant to this contract shall be transferred to the County upon completion of the contract.
9. Non-collusion – No firm shall directly or indirectly enter into any agreement, participate in any collusion, or otherwise take any action in restraint of free competition for this contract.
10. Confidentiality – All work performed under this contract shall be considered confidential in nature.



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COMPANY TRADE SECRETS

Proposal information is subject to the Freedom of Information Act (FOIA). Firms must designate those items that are considered "trade secrets" as defined in the Delaware State Code Title 29 Chapter 100. Otherwise, all information will be provided to the requester.

INSURANCE

Awarded vendor(s) shall be required to provide proof of insurance as indicated below:

Employer's Liability Insurance - \$1,000,000

Professional Liability Insurance – Limits: \$3,000,000 annual aggregate; \$1,000,000 per occurrence.

Worker's Compensation – Statutory limits for all of the vendor's employees.

General Liability – Coverage for the following liability "hazards" as defined in the policy forms or endorsement thereto: (A) premises and operations; (B) products and completed operations; (C) personal and advertising injury; (D) contingent liability for the operations of subcontractors involved in the performance of work; and (E) contractual liability. Limits of coverage shall be at least \$1,000,000 per occurrence and \$2,000,000 annual aggregate.

Automobile – Limits: \$2,000,000 annual aggregate; \$1,000,000 Combined single limit.

Policy shall specifically name New Castle County as an additional insured.

Each policy shall provide sixty (60) days' advance written notice of the insurer's intention to: cancel, refuse to renew, or otherwise terminate the policy; suspend, or terminate any coverage under the policy; or reduce any policy limits, increase any policy deductibles, or otherwise alter any terms or conditions of the policy or a renewal issued by the same insurer.



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EVALUATION CRITERIA

Based on the criteria established pursuant to the *New Castle County Code*, an evaluation committee will be selected to read, screen, and rank in writing all proposals. The New Castle County Chief of Administrative Services and requesting agency shall have the right to negotiate with individual offerors after their proposals are ranked. The Chief of Administrative Services shall establish procedures and schedules for conducting negotiations. Disclosure of an offeror's price(s) to another and any information derived from competing proposals is prohibited. The Chief of Administrative Services shall issue a written request for best and final offer. The request shall set forth the date, time and place for the submission of best and final offer.

At any point in the negotiation process, the Chief of Administrative Services and the requesting agency may, at his or her discretion, terminate negotiations with any and all offeror's.

Submitted proposals will be evaluated on the following criteria. A weighted average formula will be utilized.



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EVALUATION CRITERIA

Submitted proposals will be evaluated on the following criteria. A weighted average formula will be utilized.

1. Experience and reputation of the vendor as it relates to
Public Information Campaign (0 – 10)
2. Vendor expertise and educational credentials, and experience
of the project team as they relate to the required services (0 – 10)
3. Analysis of client creative and client list for style appropriateness (0 – 20)
4. Soundness of proposed methodology and work plan. Proposal clearly
documents plan and timeline for implementation of services. Methods for
putting described efforts into practice, the practicality of the anticipated
results, and the soundness of measuring and analyzing results (0 – 25)
5. Pricing (0 – 15)
6. Capacity to perform the services and to meet requirements of the
Project, i.e., project workload, availability of personnel, financial
responsibility (0 – 05)
7. Familiarity with government contracts and public work, its requirements,
Systems and problems, especially in New Castle County and the State
of Delaware (0 – 05)
8. Distribution of work – Firms who have not had any work with New Castle County
will be afforded the full value of points for this criteria..... (0 – 05)
9. Location of Firm - location of office that will provide the services. If the firm
will be providing personnel from more than one office, indicate the estimated
percentage of those services provided by each office to be involved with the project.... (0 - 05)



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INDEMNITY

Vendor shall indemnify, defend, and hold harmless New Castle County from and against any and all claims, demands, suits, judgments, costs and expenses asserted by a person or persons, including, but not limited to, agents, employees, or volunteers of vendor, by reason of death or injury to persons, or loss of damage to property, resulting from operations or use of services, products and/or equipment purchased hereunder, or sustained in or upon the premises of New Castle County.

FUNDING OUT

The continuation of this contract is contingent upon funding appropriated by County Council.

SIGNATURE PAGE

Name of Company

Address

Telephone Number

Fax Number

Signature

Federal Tax I.D. Number

Printed Name

E-Mail Address (REQUIRED)

Date



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NEW CASTLE COUNTY DELAWARE
PROCUREMENT AFFIDAVIT

AUTHORIZED REPRESENTATIVE

I HEREBY AFFIRM THAT:

I am the (title) _____, and I am duly authorized to represent and bind (business) _____ (the "Business"), and that I possess the legal authority to make this Affidavit on behalf of myself and the Business for which I am acting.

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and believe, the Business, nor any of its officers, directors, partners, members, affiliates, or any of its employees directly involved in obtaining or performing contracts with public bodies has been excluded from receiving Federal contracts, certain subcontracts, and certain Federal financial and non-financial assistance and benefits, pursuant to the provisions of 31 U.S.C. 6101, note, E. O. 12549, E.O. 12689, 48 CFR 9.404, and each agency's codification of the Common Rule for non-procurement suspension and debarment.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF, AFTER DILIGENT INQUIRY.

Date: _____ By: _____
Name

Title:
(Authorized Representative and Affiant)