



**UNIVERSITY OF COLORADO
Procurement Service Center**

**Request for Documented Quotes
#CU-DT72706-Q**

Marketing/Public Relations Services

For

**The National Children's Study
University of Colorado Denver
Colorado School of Public Health
Department of Epidemiology**

April 26, 2010

I. Project Overview

The National Children's Study (NCS, the Study) is the largest long-term study of environmental and genetic influences on children's health ever conducted in the United States. The goal is to determine the relationship between environment and the development of diseases such as diabetes, asthma and autism, among many others, in order to improve the health and well-being of children. It will examine family genetics, neighborhoods and schools, chemical exposures, food and water, cultural differences, geographic locations, as well as children's social and behavioral environments. Researchers will invite pregnant women, or women who are likely to become pregnant, from selected neighborhoods within Douglas County, to participate in the Study. Their children will be observed for 21 years after birth. The participant recruitment goal for the NCS in Douglas County is to recruit 100 women between July 1, 2010 to June 30, 2011.

Efforts to encourage women to participate in the Study will include community-based outreach campaigns promoting the creation of community partnerships; building relationships with area obstetricians and other health care providers; and directing outreach to parenting, religious, community and civic groups, as well as other organizations offering health information and support to families. Some tools and activities to promote connection and cohesion among participants may include newsletters, interactive Web sites, periodic get-togethers, on-line social networking tools and public presentations and forums.

Current efforts to make the county stakeholders aware of the National Children's Study include meetings with the leadership of health, civic, government, religious and non-profit organizations. A community advisory board is also in place as part of this plan. The next phase of community outreach, for which we will need the development and implementation of a marketing plan, will be to potential participants, and primarily focused on a media campaign to attract eligible women. These are women 18-49 years old, who are or intend to become pregnant.

Douglas County is located in the southern portion of the Denver metropolitan area of the State of Colorado, approximately 25 miles due south from central Denver and bisected by Interstate 25. Covering 844 square miles, the county had an estimated population of 290,311 in 2009, a 65% increase since 2000. It is a rapidly developing rural-suburban mixture of open spaces, small towns, and several large master-planned communities that function like towns. In total, there are 12 communities with elected town or metropolitan councils (Castle Rock, Deckers, Franktown, Highlands Ranch, Larkspur, Littleton, Lone Tree, Louviers, Palmer Lake, Parker, Sedalia); some have mayors (e.g. Parker, Castle Rock), many function with town or metropolitan councils.

Despite the close geographic proximity to the City and County of Denver, there are several differences between Douglas County and Denver. The most important ones are the suburban/rural character of the area, the rapid population growth, the predominance of upper income, educated, non-Hispanic white inhabitants, generally politically conservative values, the high proportion of the population with health insurance, the relatively modest community-based health organizations, and the fact that most health care activities (including births) are conducted through facilities located outside the County. The racial makeup of the county is 92.8% White, 1.5% Black or African American, 3.5% Asian American, 0.5% Native American, 0.1% Pacific Islander, and 1.6% from two or more races. Only 6.7% of the population is Hispanic or Latino of any race. Douglas County ranks eighth in the US for the share of its population aged 18 years and over who are college educated: 97% of the population has high school diplomas and 56% have at least a bachelor's degree. Only 2% of the population aged 5 and older report speaking English less than 'very well.' Out of the total population, only 1.5% of Douglas County families are living below the poverty line.

Defining the Douglas County Community

For the purposes of developing a strategic marketing plan, the community will be defined as a geographical area having a large proportion of individuals who are similar in terms of shared values, culture, traditions, practices, lifestyle, speech and behavior patterns, and economic and educational levels. The challenge for identifying "the community" in Douglas County is that it consists of many communities, organizations and individuals who differ greatly but are joined together by geographic boundaries. The communities, in particular, take great pride in their identities and, according to county officials, think of themselves as being individual communities rather than as Douglas County residents. This may provide some challenges for establishing a single Douglas County message.

Cost Limitation

The University of Colorado Procurement Service Center uses the Request for Documented Quotes process for procurement of services costing up to \$150,000 only. If your quote exceeds the \$150,000 amount, it cannot be accepted. This limitation does not suggest the budgeted funds set aside for this project; it merely represents the maximum amount allowable under the Request for Documented Quotes process.

II. Administrative Information

A. Sole contact for this Request for Documented Quotes is:

David Turner, C.P.M.
Purchasing Agent
Procurement Service Center
Phone: 303/315-2787
Fax: 303/315-2799
Email: David.Turner@cusys.edu

Due date for this Request for Documented Quotes is May 14, 2010 at 4PM. Please deliver 5 copies of your response. If being *mailed*, mail to:

University of Colorado
Procurement Service Center
Atten: David Turner
PO Box 173364 CB 116
Denver, CO 80217-3364

If being sent via *courier* or otherwise hand *delivered*, send to:

University of Colorado
Procurement Service Center
Atten: David Turner
1380 Lawrence St., 8th Floor
Denver, CO 80204

Late quotes may not be considered

C. Questions regarding this solicitation will be accepted in writing only and only up until 4PM on May 3, 2010. Questions can be submitted via Email to David.Turner@cusys.edu or via fax to 303-315-2799.

D. This solicitation is published using the Colorado Bid Information and Distribution system (BIDS). Although when responding to solicitations for the University you are not required to be registered on the BIDS system, we recommend that you register. For registration information, please refer to the main page of the State of Colorado's Purchasing Office's web site (<http://www.gssa.state.co.us>) or contact the BIDS Help Desk at 303-894-2039.

E. Any Amendments or Modifications done to this solicitation will be posted to the State's Bid Information and Distribution System (BIDS). It is the responsibility of any firm registered on BIDS to look for and download from BIDS all Amendments or Modifications. Firms not registered on BIDS may request any Amendment or Modification directly from the Purchasing Agent listed for this solicitation. Firms who do not return a signed copy of all Amendments or Modifications to this solicitation by the deadline for responses will not be allowed to make any revisions to their quote as a result of any such Amendment or Modification.

F. Award determination will be based on the quote deemed to be the most advantageous to the University at the University's sole discretion utilizing the following criteria:

1. Cost (competitive fee for service and related expenses)
2. Experience and Capabilities in providing strategic communications (marketing/public relations) in the designated area, Douglas County, Colorado;
3. Experience and Capabilities of firm with public health related community engagement campaigns;
4. Approach, methodology and proposed timeline for this project (July 1, 2010 to December 31, 2010)

SECTION III. CONTRACT PERFORMANCE MANAGEMENT

As of July 1, 2009 all University of Colorado Personal Services Contracts greater than \$100,000.00 are required to be entered into the State of Colorado Contract Management System (CMS) database. The goal of this database is to provide state agencies and institutions of higher education with a resource to examine the past performance of vendors, and to monitor current contracts with those vendors. This section of the solicitation is posted per the requirements of CRS §§ 24-102-205 and 24-103.5-101.

A. Notification of Consideration of Vendor's Past Performance

The University may consider vendor's performance on past or current State contracts with requirements similar to the State requirements for this contract. As part of the evaluation process vendor's past performance may be reviewed using information contained in the State of Colorado Contract Management System. The University reserves the right to use the information contained in the Contract Management System to determine responsibility.

B. Performance Measures and Standards

Performance measures and standards developed specifically for the contract shall be negotiated by both parties prior to the execution of the contract, or shall be as shown in Section IV, Scope of Work and shall be incorporated into the contract.

C. Vendor Accountability and Reporting

Vendors are required to report regularly on achievement of the performance measures and standards specified in the contract, and that allows the University to withhold payment until successful completion of all or part of the contract and achievement of established performance standards. Payment by the University to the vendor shall be made without delay upon successful completion of all or any part of the contract in accordance with the payment schedule specified in the contract or as otherwise agreed upon by the parties.

D. Performance Monitoring Process

The University shall monitor processes regarding this contract to ensure that the results, objectives and obligations of the contract are met.

E. Non-Compliance and Termination

The University has established remedies and termination clauses to apply to contracts which are determined to be in non-compliance.

IV. Scope of Work

This work is to provide support to the National Children's Study (NCS) through the development and implementation of a strategic, comprehensive communications plan. The goals of the communications plan are to:

1. Build awareness and understanding in Douglas County about the NCS;
2. Educate potential participants about NCS;
3. Educate the larger community as well as key stakeholders about the NCS, including the general population, local media and community influencers.

To support the goals stated above, the project should include, but is not limited to, the following services:

1. Planning sessions to lay the foundation for achieving the goals stated above and to achieve alignment and clarity of the project vision, establish priorities, and determine what will define success of the project;
2. Development of key messages for identified target audiences including internal study team and the NCS Community Advisory Board;
3. Development of a strategic advertising campaign for promoting and publicizing the NCS (including recommendations of appropriate advertising/marketing mediums based on target audiences) and recommendations for creative collateral materials to accomplish the project goals;
4. Deliver completed integrated strategic communications plan;
5. Adherence to the NCS's aggressive time line for launch of campaign.

V. Minimum Mandatory Qualifications

Following are the minimum mandatory qualifications vendors must meet in order to be considered for award. Please confirm that you meet, and provide a brief description of how you meet, each of the following (see Section VI. B. Submittal Requirements):

1. Minimum of five years experience in the fields of marketing, branding, or strategic communication.
2. Demonstrated ability in successful development of marketing, branding or strategic communication plans.
3. Demonstrated abilities working with large, complex organizations in either public health, health care or higher education and/or all three.

VI. Submittal Requirements

Please provide one (1) original and five (5) copies of your response. Your quote must contain the following information, in the order and format provided below.

A. *Cover Letter*. Provide key contact information, including phone number, fax number, and email address. State that you meet each of the minimum mandatory qualifications as listed above. State any

exceptions or deviations you may have with any term, condition, or requirement listed in this solicitation.

B. *Minimum Mandatory Qualifications.* Provide a brief description of how you meet the Minimum Mandatory Qualifications listed above in Section V.

C. *Response to Criteria.* Please provide a narrative responding to, or describing your experience with, each of the following: (Response to the first criteria, Fee for service and related expenses, is asked for in D. below.)

Experience and Capabilities, if any, in providing strategic communications in Douglas County, Colorado.

Please provide information detailing your experience and capabilities, if any, in providing strategic communications in Douglas County, Colorado.

Experience and Capabilities of firm with public health related community engagement campaigns.

1. Provide information on your firm, including number of employees, history and significant accomplishments
2. Provide bios and roles of all members of your team who will work on the project.
3. Provide highlights, examples and results of work done for other clients, particularly those in public health/health care and/or community engagement and outreach.
4. Provide information on what sets your firm apart from others.

Methodology proposed to accomplish the Scope of Work

Please describe what you propose to offer in regard to each of the points listed in Section IV, Scope of Work.

D. *Pricing.* Offers should be in the form of a flat fee for all services needed to accomplish the scope of work detailed in Section III., above, including related expenses; or a flat fee , with a “not to exceed” limit on related expenses.

E. *Signature Block.* Please provide the “Signature Block” page which is Section VI., below.

F. *W-9.* Please provide a W-9 as found at: <http://www.cusys.edu/psc/forms/W9-psc.xls>

VII. Signature Block – *This page must be submitted with your quote.*

Original Signature by Authorized Officer/ Agent

Vendor's Tax ID Number (FEIN)

Type or printed name of person signing

Company Name

Title

Phone Number

Vendor Mailing Address

Fax Number

City, State, Zip

Quote Valid Until (at least for 30 days)

E-Mail Address

Website Address

SUBMIT THIS PAGE WITH YOUR QUOTE