

Broome-Tioga Mobility Management Project Social Marketing Campaign for Rural Health Network of South Central New York

Dated: August 28, 2012

**Request for Proposals (RFP) to Design and Implement Broome-Tioga
Mobility Management Project Social Marketing Campaign for Rural Health
Network of South Central New York, Inc.**

I. INTRODUCTION:

The Rural Health Network of South Central New York is requesting proposals from qualified organizations to promote the Broome-Tioga Mobility Management Project (BTMMP) through the creation and implementation of a social marketing campaign. Proposals will be ***accepted*** until **4:30 Pm. EST on Friday, September 28, 2012.**

INSTRUCTIONS TO BIDDERS

- 1. Form of Proposals** – Proposals should be prepared in the format set forth in the accompanying documents, including a full description of the bidder's plan of work, qualifications, proposed budget, and bios of key personnel. A non-responsive or incomplete proposal may be removed from consideration.
- 2. Rural Health Network's Prerogative** – The Rural Health Network reserves the right to negotiate with any or all bidders; to reject any or all proposals, in whole or any part thereof; to re-solicit for proposals; and to waive any minor non-conformities in accordance with the Rural Health Network's determination of its own best interests.
- 3. Payment** – The bidder's response must clearly present the basis for the bidder's compensation or fees structure for all services described in the proposal. The fees shall include all ordinary operating expenses incurred by the firm. The successful bidder will be reimbursement for costs associated with services rendered as laid out in the contract. Proper documentation of costs incurred must be provided to the Rural Health Network. Extraordinary expenses incurred at the request of and/or with the consent of the Rural Health Network will be reimbursed.
- 4. Tax Exempt Entity** – The Rural Health Network is a tax-exempt 501(c)3 non-profit organization; taxes are not to be included in any fee calculation.
- 5. Evaluation of Proposals** – Proposals will be judged upon the bidder's ability to provide services, which meet the requirements set forth in the accompanying documents. The Rural Health Network reserves the right to make such investigations as it deems necessary to determine the ability of the bidder to provide services meeting a satisfactory level of performance in accordance with the Rural Health Network's requirements.
- 6. Contract Terms** – At the time of the award by the Rural Health Network, the apparent successful bidder must agree to a contract memorializing their terms and conditions which will govern the relationship and establish the obligations of each party. All bidders shall be aware that the contents of a successful proposal will be constructed in favor of the Rural Health Network and that the final contract between the successful bidder and the Rural

Health Network may incorporate by reference the Rural Health Network's Request for Proposal documents and the successful proposals and supporting submittals.

7. **Proposals Conditions** – Any conditions or expectations on the part of the bidder for performance by the Rural Health Network must be set forth in the Proposal. The Rural Health Network is not obligated to consider the bidder's post-submittal terms and conditions. If any service is not included, or is available for an additional cost, the submittal shall clearly so state.
8. **Choice of Law & Venue** – The resulting agreement will contain language stating that the contract is performable in Broome and Tioga Counties, New York, and shall be constructed in accordance with the laws of the State of New York. If any legal action is brought in connection with the enforcement of the contract, exclusive venue shall lie in Broome County, New York.
9. **Bidder's Preparation Costs** – Any costs incurred by the bidder in responding to the Request for Proposal is at the bidder's own risk and expense as a cost of doing business. All materials submitted with a proposal shall become property of the Rural Health Network and will not be returned to the bidder.
10. **Deliverables** – Although the specific deliverables are subject to negotiation, the successful bidder will be expected to provide the required services as outlined in this proposal.
11. **Ex parte Contact** – Bidders shall not contact any Rural Health Network staff, Board of Directors members, or BTMMP Partners other than those referenced in the RFP or in accordance with the procedure outlined herein. Any bidder that violates the foregoing provision may be disqualified from consideration. Proposals shall be based solely on information provided in the RFP and any addenda thereto.
12. **Standard Assurances** – By submitting this proposal, the bidder agrees to comply with all of the Standard Assurances that may be attached.
13. **Legal Compliance** – Each bidder is responsible for full and complete compliance with all applicable laws, rules, regulations and licensing requirements imposed by any public authority having jurisdiction.
14. **Bidder's Insurance** – The successful bidder must provide and maintain in force at all times during the term of the services contemplated herein insurance as described in the contract insurance specifications. The successful bidder will have twenty (20) days from the date of notice of award to supply proof of application for any necessary policy endorsements.
15. **Accounting Procedures** – All items included by the contractor in the record of costs shall be in conformity with accounting procedures acceptable to New York State Department of Transportation and the Federal Transportation Administration. Such items shall be subject to audit by the Rural Health Network, New York State Department of State and Federal Transportation Administration.
16. **Auditable Records** - The successful bidder shall maintain such accounts and records in connection with its performance of services for the Rural Health Network as may reasonably be required by the Rural Health Network. The bidder shall afford the Rural Health Network's agents and auditor's reasonable facilities and access for the examination and audit of

its records pertaining to its performance and shall, upon request by the Rural Health Network, produce and exhibit all such records.

17. **Non-Discrimination** – The bidder shall not discriminate or permit discrimination in its operations or employment practices against any person or group on the grounds of race, color, creed, national origin, gender, sexual orientation, or handicaps and shall furnish evidence of compliance with provision when so requested by the Rural Health Network.
18. **Termination** – The Rural Health Network may without cause and for its convenience upon not less than seven (7) days written notice to the contractor suspend the contractor's performance under the contract or terminate the contract and withhold payment. If the contractor fails to make delivery of the social marketing services within the time schedule specified in the contract, if the contractor delivers services which do not conform to all provisions of the contract, if the contractor, before completion, discontinues the services required in the contract if, for any reason, the commencement, prosecution or timely provision of services by the contractor is rendered improbable, impossible, illegal, or the Rural Health Network deems the performance to be unsatisfactory the Rural Health Network may, by written notice of default to the contractor, terminate the whole or any part of the contract and withhold payment. Under certain extenuating circumstances the contracting agency may extend the schedule upon written request of the contractor with sufficient justification.
19. **Intellectual Property** – All intellectual property rights generated under this contract shall become the sole property of the Rural Health Network.
20. **Liability** – If the contractor performs work under the contract with its own forces, it shall be responsible for all damage to person or property arising from any act or negligence performed by or on behalf of the contractor, its officers, agents, servants or employees, contractors, subcontractors or others in connection therewith. The contractor specifically agrees that its agents or employees shall possess the experience, knowledge and character necessary to qualify them individually for the particular duties they perform. The contractor itself shall protect, indemnify, and save harmless the Rural Health Network and the State of New York from and against all liabilities, losses, claims, damages, judgments, penalties, causes of action, costs and expenses (including, without limitation, attorney's fees and expenses) imposed upon or incurred by or asserted against the Rural Health Network or the State of New York resulting from, arising out of, or in relation to such vendor's or subcontractor's performance of the work required by the contract.
21. **Contract Executory** – It is understood by and between the parties hereto that the resulting contract shall be deemed executory only to the extent of the monies available to the Rural Health Network and no liability on account thereof shall be incurred by the Rural Health Network beyond monies available for the purposes hereof.
22. **Rural Health Network Obligations** – The Rural Health Network's responsibilities and obligations are as specifically set forth in the contract, and neither the Rural Health Network nor any of its officers or employees shall be responsible or liable, nor shall the bidder assert, make, or join in any claim or demand against the Rural Health Network, its officers or employees, for any damaged or other relief based on any alleged failure of

the Rural Health Network, its officers or employees, to undertake or perform any act, or for undertaking or performing any act, which is not specifically required by the contract.

- 23. Assignment** – The contractor agrees not to assign, transfer, convey, sublet or otherwise dispose of the contract or any part thereof, or of its right, title or interest therein, or its power to execute such contract to any person, company or corporation without previous consent in writing of the Rural Health Network.

II. Background:

Rural Health Network of South Central New York

The Rural Health Network is a non-profit organization serving Delaware, Tioga and rural Broome counties. Administrative offices are located at 2663 Main Street, Whitney Point, New York.

The mission of the Rural Health Network of South Central New York is to promote and improve the health of rural communities and strengthen each community's capacity to respond to health needs by reducing barriers and improving access and use of health and human services through advocacy, communication and partnerships.

Broome-Tioga Mobility Management Project

The Broome-Tioga Mobility Management Project (BTMMP) established and operates a one-stop transportation traveler call center to coordinate transportation information on all travel modes. Additionally, the BTMMP coordinates a voucher program to expand on-call transportation service for individuals in wheelchairs that are "stranded" and require timely para-transit service.

- a. BTMMP serves Broome and Tioga Counties. This service area includes both the Binghamton Urbanized Area, and 11 rural townships in the non-urbanized area. BTMMP will help facilitate a much higher level of transportation coordination between Broome and Tioga Counties, benefitting the target populations in both counties, while improving transportation efficiency and improved mobility.
- b. BTMMP co-locates the one-stop transportation traveler call center in the United Way of Broome County facility in Vestal, N.Y.
- c. BTMMP is staffed by a Coordinator and two Rural Health Service Corps – AmeriCorps National Service Members.
- d. BTMMP builds on a strong, interdisciplinary collaboration of transportation, health and human service providers that have been meeting to develop this specific project since 2010.

**Inquiries should be directed to: John C. Salo, Executive Director
Rural Health Network of SCNY, Inc. P.O. Box 416, Whitney Point, NY,
13862-0416, 607-692-7669, jsalo@rhnscny.org. Inquiries must be
received by Wednesday, September 19, 2012.**

III. DESCRIPTION OF SERVICES:

- Marketing and public awareness for the Broome-Tioga Mobility Management Project (BTMMP) will be facilitated through a public information campaign developed by the contractor with input from the BTMMP Advisory Committee. The social marketing contractor will be responsible for coordinating, creating and procuring all branding, public information and media services, including television radio and print media content and social marketing schedules for the BTMMP.
- The BTMMP social marketing contractor will be responsible for negotiating at minimum, a dollar for dollar match for all paid advertising, and collecting completed and signed *Broome – Tioga Mobility Management Project (BTMMP): Record of In-Kind Contributions* forms documenting donated advertising services from television and radio advertisers.
- The contractor is required to attend Advisory Committee meetings as requested and work with the BTMMP Social Marketing Committee. Up to ten, 30 – 60 minute meetings or conference calls requiring contractor participation are projected in the first year and approximately six, 30 – 60 minute meetings or conference calls are projected in the second year.
- The contractor shall track and periodically report on the progress of all print, television, and radio advertising and completion of all other BTMMP social marketing tasks. Reporting frequency will be agreed upon prior to entering into a contract.
- Since many individuals in the target population do not have internet access, and/or are not computer literate, simple, easy to read brochures, posters and palm cards will be created for display and distribution throughout the service area.
- The public information campaign will be ongoing and will change over time as information is gathered on the effectiveness of different media, etc.
- The following mediums shall be developed as part of the campaign:
 - Web ads (Press Connects and WBNG-TV)
 - TV Commercials
 - Radio Commercials
 - Newspaper Ads
 - Social Media Messaging Plan
 - Brochures, Posters, and Palm Cards
 - Additional mediums and marketing efforts can be included in the proposal (Example: Video)

IV. BUDGET

The preliminary project budget is attached. The cost of advertising and marketing products will not exceed \$68,000. The bidder's fee will be added to this total amount available for advertising and marketing products and submitted with the bidder's detailed, proposed budget.

V. INVOICING

Payment will be based on actual expenses submitted by the successful bidder and authorized by the Rural Health Network. Expenses will be clearly delineated in the successful bidder's invoices. The successful bidder must provide complete and accurate billing invoices to the Rural Health Network in order to receive payment. Billing invoices submitted to the Rural Health Network must contain all information and supporting documentation required by the Rural Health Network and the contract.

The contractor will be responsible for negotiating advertising services, including dollar-for-dollar advertising matches. The Rural Health Network will provide payments for paid advertising directly to the media company. The contractor is responsible for providing the Rural Health Network with timely and accurate billing information.

VI. PROPOSAL GUIDELINES

Proposals shall include the following information:

Consultant/Firm Qualifications:

- A brief history of your company, including years of experience and types of communications/media work previously performed, specifically any work done in relation to mobility or health related campaigns, and the types of clients for whom you have worked.
- Bios of designated staff who will be working directly on this project including education, position in firm, years and types of experience, years of employment with your firm, continuing professional education, etc.

Budget:

- An itemized budget including: expenses related to creating the campaign; including the cost of attending planning meetings and campaign development activities. The budget should reflect the applicant's proposed social marketing strategy (cost of specific media advertising, etc.) and schedule. The budget should show projected expenses for each of the two years and the fee proposed by the contractor for each year. *The Rural Health Network is a tax-exempt non-profit organization; taxes are not to be included in any fee calculation.*

Timeline and Deliverables:

- A proposed two-year timeline with key deliverables for development and implementation of campaign with activities listed for the anticipated time frame of November 1, 2012 – October 31, 2014

Meetings and Communication:

- Recurring meetings plan with the Rural Health Network staff, Board of Director members, and/or BTMMP Partners to provide feedback and to ensure progress and logistics of media campaign
- The proposal should address the relationship and interaction expected of the Board of Directors, BTMMP Partners, and the Rural Health Network staff. Please address how you would communicate the status of the social marketing campaign throughout the process and the frequency of the communication.

Work Samples:

- Examples of former transportation or health campaigns, or campaigns for non-profits, using different media venues such as print advertisements, television, radio, video, social marketing, etc. Examples of previous work must be included as examples of production quality.
- Please describe your experience working with various forms of media to place messages.

VII. PROPOSAL SUBMISSION

Please submit four (4) copies along with one (1) original proposal. Proposals should be single-spaced and prepared in Times New Roman type with 12 point font. Maximum length of the proposal should be 5 pages for the Narrative section. Attachments should be limited to 10 pages.

All proposals shall be sent to:

Name: John Salo

Title: Executive Director

Entity: Rural Health Network of SCNY, Inc.

Address: P.O. Box 416, Whitney Point, NY, 13862-0416

Phone: 607-692-7669

Proposals Must Be Received By: Friday, September 28, 2012 at 4:30 PM EST. Proposal must be submitted in a sealed envelope clearly marked with the following information: *Proposal for BTMMP Social Marketing*

VIII. PROPOSAL EVALUATION

Qualified proposals will be evaluated on demonstrated competency in the development of public information and media campaigns for non-profit organizations and social marketing campaigns.

Selection Criteria: The proposals will be evaluated using and associated weight as follows:

1. Company history and examples of former mobility or health related campaigns, proposals that include details graphic design – 40%
2. Itemized budget, timeline for campaign, weekly meeting plan – 10%
3. Address the description of services outlined in this RFP – 30%
4. Staff bios – 5%
5. Address usage of the required mediums – 15%

Proposal Review: The Selection Committee, comprised of the Rural Health Network staff, Board of Directors members, and Broome-Tioga Mobility Management Project Partners, will review all proposals. The Committee will evaluate experience, compliance with requirements, narrative, references, and cost. Cost alone will not be the determining factor. The Committee will select the most favorable proposal for action by the Board of Directors.

Interviews: It is anticipated that separate discussions with a select number of individual bidders will be necessary after proposals have been submitted.

Non-Responsive Proposals: Proposals may be judged non-responsive and removed from consideration if any of the following occur:

- The proposal is not received in a timely manner in accordance with the terms of this RFP.
- The proposal does not follow the specified format.
- The proposal is not adequate to form a judgment by the reviewers that the proposed undertaking would comply with all requirements.

Notification of Selected Bidder: All bidders that submit proposals in response to this request for proposal will be informed of the selected social marketing firm.

IX. Attachments:

- A. Non-Collusion Statement
- B. Notice
- C. BTMMP Budget

NON-COLLUSION BIDDING CERTIFICATE

**BROOME-TIOGA MOBILITY MANAGEMENT SOCIAL MARKETING
CONTRACT FOR THE RURAL HEALTH NETWORK OF SOUTH CENTRAL
NEW YORK**

NON-COLLUSIVE BIDDING CERTIFICATION:

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

(1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

(2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor: and

(3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not submit a bid for the purpose of restricting competition.

Name of Company

Signature & Title of Signer

NOTE:

A bid shall not be considered for award nor shall any award be made where A. (1), (2) and (3) above have not been complied with; provided, however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reason therefore. Where A. (1), (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

The fact that a bidder (a) has published price lists, rates or tariffs covering items being procured, (b) has informed prospective customers of proposed or pending publication of new or revised price lists for such items, or (c) has sold the same items to other customers at the same prices being bid, does not constitute, without more, a disclosure within the meaning of subparagraph one (a).

**BIDDERS MUST SUBMIT THE ORIGINAL SHEET AND AN EXACT, CLEAR
DUPLICATE**

NOTICE

All proposers must agree to the following:

- 1. That the proposer has read the entire Request for Proposals (RFP) to Design and Implement Broome-Tioga Mobility Management Project Social Marketing Campaign for Rural Health Network of South Central New York, Inc.**
- 2. That the proposer has read and understands all of the requirements contained therein.**
- 3. That, if following the submission of a proposal, the proposer cannot meet the requirements imposed by the Rural Health Network of South Central New York, its sole remedy shall be withdrawal of its proposal.**
- 4. That, if following the submission of a proposal and Notice of Award, the proposed cannot meet the requirements imposed by the Rural Health Network of South Central New York, its sole remedy shall be withdrawal of its proposal.**

*****This form must be signed and returned with the proposer's submission.*****

Name of Firm or Organization: _____

Signature of Representative: _____

Name of Representative: _____

Date: _____

Broome-Tioga Mobility Management Project: Social Marketing Budget for the Period of:

November 1, 2012 - October 31, 2014

	Nov 1, 2012 - Oct. 31, 2013	Nov 1, 2013 - Oct 31, 2014	Totals
Branding Design and Products	3,000		3,000
Paid Advertising & Marketing*	30,000	30,000	60,000
Printed Marketing Products	2,500	2,500	5,000
Social Marketing Contractor Fee			
Total Expense	35,500	32,500	68,000

* Please provide line item detail on your proposed advertising and marketing expenses
Please show projected donated Advertising and Marketing services for each specific expense - strategy