



Deschutes County

SOLICITATION

For

DEVELOPMENT OF COVID-19 VACCINE OUTREACH

Proposals must be received no later than 4:00 p.m. PST
Wednesday, February 10, 2021

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.

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.

On March 8, 2020, the Governor issued Executive Order (EO) 20-03, declaring a state of emergency due to the public health threat posed by the novel infectious coronavirus disease (COVID-19). On May 1, 2020, the Governor extended the declaration of emergency (EO 20-24). COVID-19 may cause respiratory disease leading to serious illness or death. The World Health Organization considers COVID-19 to be a global pandemic. COVID-19 spreads person-to-person through coughing, sneezing, close personal contact, including touching a surface with the virus on it and then touching your mouth, nose, or eyes. As the state moves to re-open, the identification of contacts and quarantine and support for contacts is crucial to help contain the spread of COVID-19. Deschutes County Health Services Department is releasing this competitive solicitation to secure up to three (3) contractors for the development of outreach, media content, and community engagement and empowerment solutions regarding COVID-19 vaccine confidence, and general safety recommendations, risk perception, and healthy behaviors.

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

DESCHUTES COUNTY HEALTH SERVICES DEPARTMENT

SOLICITATION FOR

DEVELOPMENT OF COVID-19 OUTREACH CONTENT

January 27, 2021

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 up to three (3) contractors for the development of outreach and media content and community empowerment and engagement solutions regarding COVID-19 vaccine confidence and general safety recommendations, risk perception, and healthy behaviors. Media content should be targeted to Deschutes County residents, respondents are encouraged to include messaging plans for young adults, rural residents, and culturally relevant, linguistically appropriate information for the Latino population. Respondents may choose to submit a proposal for one or more of the key demographics.

Respondents are encouraged to use the attached survey data to inform their pitch. The survey data point to differences in COVID-related attitudes and behaviors by different demographic sub-groups (e.g., by age, area of residence, etc.). Preference will be given to respondents that can outline how they are able to leverage demographic subgroup response patterns and behavioral science-based strategies to inform the creation of and tailoring of communication outreach efforts to better reach and influence different audiences. Additionally, respondents are encouraged to specifically address how they will use the findings on top COVID-19 related concerns (pg. 8 of the attached) to develop COVID-19 vaccine confidence messaging and engagement strategies that will most strongly resonate with County residents.

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).
- Respondents should identify which portions of the solicitation they are proposing to meet.
- Specific timeline and publication/release dates of media content.
- Sample messages and campaign concepts for a variety of platforms.
- 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, grassroots organizing and television).
- Budget including all expenses, subcontracting expenses, salaries, as applicable.
- Respondents for Spanish-language outreach and media content should have a qualified translator on staff, or ability to demonstrate an existing contract with qualified translation agency or independent translator. 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 behavioral science informed strategies, messages and campaign concepts, 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 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 "COVID-19 Outreach Content", and addressed to:

Morgan Emerson, Public Information Officer
Deschutes County Health Services
2577 NE Courtney Drive
Bend, OR 97701

Proposals must be received no later than 4:00 p.m., on Wednesday, February 10, 2021 to be eligible for consideration. Submission and receipt of proposals by electronic means is not permitted. 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 to morgan.emerson@deschutes.org.

1. INTRODUCTION

The purpose of this Solicitation is to execute a contract with up to three (3) individuals or agencies who qualifies in providing outreach and media content and community engagement and empowerment solutions regarding COVID-19 vaccine confidence, general risk perception, and healthy behaviors to Deschutes County residents, with additional emphasis on young adults, rural residents and culturally relevant, linguistically appropriate information for the Latino population.

Contingent upon approval by the Deschutes County Board of Commissioners and/or the designated procurement official, DCHS intends to award a contract to up to three (3) Proponents whose proposal(s) is/are 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 March 1, 2021 and terminate February 28, 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 provide outreach and media content and community engagement and empowerment solutions regarding COVID-19 vaccine confidence, general risk perception, and healthy behaviors to Deschutes County residents, with additional emphasis on young adults, rural residents and culturally relevant, linguistically appropriate information for the Latino population. Proponents may be asked to utilize research and/or messages provided by DCHS and/or other contracted entities. Proponents may submit proposals that respond to one or more components of this solicitation. . The following requirements and scope of services shall be incorporated into the contract. Proposal responses will be considered acceptance of these requirements unless expressly stated otherwise. Proponents must be capable of meeting or exceeding the following service level specifications:

- A. Collaborate with Deschutes County Health Services (DCHS) Point of Contact to develop creative materials and a proposed marketing plan for content targeted to Deschutes County residents in populations identified in the proposals; Proposals shall include culturally relevant, linguistically appropriate information for the Latino population (if proposing to meet the needs of that portion of the solicitation).
- B. Adapt messages requested by DCHS to target audience and communication modality (print, radio, television and/or web).
- C. Proponents may include grassroots outreach activities.
- D. Disseminate adapted messages through print, radio, television, and/or online media, including paid advertising.
- E. Proponent may provide media buys and 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 March 1, 2021 and terminate February 28, 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 27, 2021 |
| • Proposals are due. | February 10, 2021 |
| • Proposals are evaluated. | February 11 through February 15 |
| • Discussions are conducted with top ranking candidates, if needed. | February 15 through February 19 |
| • Contract for services is negotiated and signed. | February 19 through February 28 |
| • Contracted services commence. | March 1, 2021 |

DCHS anticipates that it will announce the results of this Solicitation process February 19, 2021. DCHS and the selected Proponent(s) will then negotiate terms and sign a legally-binding contract by February 28, 2021. Proposals must be submitted as described above no later than 4:00 p.m. on February 10, 2021 (“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 faxed 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 and other languages.

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. 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

Evaluation Criteria	Point Value
Alignment with DCHS needs to reach target audience(s)	35
Proposed marketing plan of basic services and pitch	35
Experience and qualifications	20
Cost	10
Total	100 Points

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. 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 COVID-19 VACCINE OUTREACH

Proposal Response Form

Submit by e-mail to: 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 COVID-19 VACCINE OUTREACH.

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: messaging targeted to young adults, marketing of public health messages, culturally relevant, 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