



**Whatcom County Health Department
Request for Proposals (RFP #21-03)**

Project Title: COVID-19 Social Marketing Campaign

Estimated Contract Period: February 1, 2021 – July 31, 2021

Proposal Due Date: All applications must be received by:
2:30 PM on Tuesday, January 26, 2021

Submit Proposal To: Attn: Sara Winger, Purchasing Coordinator
Whatcom County AS-Finance
311 Grand Ave., Suite 503
Bellingham, WA 98225

Faxed and e-mailed applications will not be considered.

Estimated Funding: \$200,000

Program Contact/Questions on RFP: Melissa Morin, Program Specialist
MMorin@co.whatcom.wa.us

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I. Program Summary

1.0 Purpose of Request for Proposals (RFP)

The purpose of this request is to solicit proposals for a social marketing campaign that will encourage people in Whatcom County ages 16-26 to adopt behaviors that reduce the spread of COVID-19.

2.0 Project Description

Phase 1 of this project was completed by December 30, 2020 and includes the creation of a campaign strategy, messaging platform, and brand identity. The successful contractor will be expected to implement the campaign per the strategy developed in Phase 1. This project will be carried out in collaboration with student and staff communications professionals from higher educational institutions in Whatcom County.

The project should employ a social marketing approach and must incorporate information from formative research summarized in the Whatcom County Health Department's [COVID-19 Prevention Behaviors report](#).

3.0 Scope of Work

- A. Implement actions outlined in Phase 1 Campaign Strategy, including but not limited to:
 - 1. Developing creative assets for paid and owned media, marketing collateral, and presentations
 - 2. Managing paid and earned media strategies
 - 3. Creating or adapting campaign microsite
- B. Refine and adapt campaign to meet evolving COVID-19 communication needs, including but not limited to:
 - 1. Changes to COVID-19 guidance and requirements
 - 2. COVID-19 vaccination
- C. Collaborate with, advise, and conduct strategic planning with project steering committee
- D. Monitor and evaluate campaign objectives and outcomes
- E. Advise and support community outreach and partnership development

4.0 Population to be Served

Whatcom County youth and adults ages 18-26.

5.0 Period of Performance

The term of the contract is estimated from February 1, 2021 – July 31, 2021. The contract period may be extended upon mutual agreement depending on performance results and funding availability.

6.0 Funding Availability

Funding for this RFP is anticipated to be awarded in a single contract of up to \$200,000.

7.0 Anticipated Outcomes

Success of the project will be demonstrated by audience engagement with the campaign, measured by audience awareness, reach of campaign materials, and analytics that describe audience interaction with the campaign. An independent, post-campaign evaluation is also expected to be completed by the

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Whatcom County Health Department, which will measure the project’s success in terms of adopting of desired behaviors promoted through the campaign.

8.0 Selection Process

Whatcom County will review all proposals and select a consultant based on the submittals, or request interviews with a few selected firms, from which a final choice of a consultant will be made, or reject all proposals should none be deemed acceptable.

9.0 Administrative and Program Requirements

Responses to this RFP will be accepted from any legally-constituted entity that meets the following conditions:

- A. The applicant is incorporated as a non-profit corporation in the state of Washington and has been granted 501(c)(3) tax-exempt status by the United States Internal Revenue Service; or is a sole proprietorship, general partnership, corporation, limited partnership, limited liability company, or limited liability partnership or is a commission or authority established pursuant to applicable Washington State law or, if a successful applicant, will be incorporated as such in Washington State.
- B. The applicant has demonstrated capacity to ensure adequate administrative and accounting procedures and controls necessary to safeguard all funds that may be awarded under the terms of this RFP.
- C. The applicant has a current Federal Tax ID number.
- D. The applicant demonstrates the capability to meet program expenses in advance of reimbursement.

Further, applicants must meet the following Program Requirements:

- A. Monthly reporting of activities in a format acceptable to the County.

II. Procurement Process

1.0 Procurement Timeline

The Procurement Timeline outlines the tentative schedule for the RFP process. All dates after the proposal submission due date are approximate and may be adjusted as necessary, without amending this document.

| | |
|--|--|
| Request for Proposals Issued | Wednesday, January 6, 2021 |
| Written Questions Submitted by | Wednesday, January 20, 2021 at 4:00 PM |
| Proposals Due | Tuesday, January 26, 2021 by 2:30 PM |
| Review Process by Application Evaluation Committee | Begins Wednesday, January 27, 2021 |
| Estimated Award Notification | Friday, January 29, 2021 |
| Estimated Contract Start Date | February 1, 2021 |

2.0 RFP Application Questions

Questions related to the RFP may be submitted in writing to MMorin@co.whatcom.wa.us by 4:00 PM on Wednesday, January 20, 2021. Question and answers will be written and distributed to all known prospective applicants by addendum. Only those questions/answers not already contained in the RFP

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will be included in the Addendum. **All applicants will be required to sign the Addendum Cover Sheet and submit it with their applications.**

Whatcom County has no obligation to accept further inquiries after the January 20, 2021 deadline. However, if further inquiries are accepted, the questions and answers will be emailed to all known recipients of the RFP documents.

3.0 Deadline for Submittal

To be considered, applications must be received **no later than 2:30 PM on Tuesday, January 26, 2021** at the following location:

Attn: Sara Winger, Purchasing Coordinator
Whatcom County AS-Finance
311 Grand Ave., Suite 503
Bellingham, WA 98225

Late applications will be deemed ineligible and will not be considered for funding. Responses transmitted directly to Whatcom County Government electronically or by fax will not be considered.

Due to the COVID-19 pandemic, staffing in the Finance Office is current reduced and office hours are 8:30 AM to 4:00 PM. If hand-delivering the solicitation response between these hours, and no one answers the door, please call Purchasing at (360) 778-5330.

All responses, received on time, will be opened in a public format via GoToMeeting at the immediately following collection of all submittals received by the deadline time. All interested people are invited to attend the live solicitation opening via GoToMeeting as follows:

Join the meeting from your computer, tablet or smartphone:

<https://global.gotomeeting.com/join/273232365>

Or, join the meeting from your phone.

United States (Toll Free): (877) 309-2073

United States: +1 (571) 317-3129

Access Code: 273-232-365

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/273232365>

4.0 Application Costs

The County is not liable for any costs incurred by the applicant before the issuance of a contract. All costs incurred in responding to this RFP, including, but not limited to, travel costs to attend the Application Evaluation Committee meeting(s), any consultant fees, and any costs associated with contract negotiation sessions, are solely the responsibility of the applicant.

5.0 Ownership of Application Materials

Applications and other materials submitted in response to this request become the property of the County, are public record, and will not be returned. It is understood and agreed that applicant claims no proprietary rights to the ideas or approaches contained in its application.

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6.0 Notice of Solicitation

Failure of the County to notify any party or parties directly regarding the availability of this RFP shall not void the process.

III. Proposal Preparation

1.0 Proposal Format

- A. Applications must be typewritten in black 12-point font on standard 8 ½ x 11 inch white paper with one-inch margins. Applications submitted on recycled paper and printed double-sided are encouraged. Applications submitted with binders or covers will be rejected. Page numbers are required. Extensive artwork, photographs, and printing should be avoided. Do not include any materials not requested in this RFP and its attachments.
- B. Applications must be limited to nine (9) pages, not including the Letter of Interest, the Application Cover Sheet, the external financial audit or review, references, and cost proposal.
- C. Applicants must submit one (1) unbound original of the application in a sealed envelope, plainly marked on the outside with the applicant's name and address and the words "RFP #21-03 – COVID-19 Social Marketing Campaign."
- D. The original printed packet must have original signatures. Applications that do not contain an original signature will be deemed unacceptable and will not be considered.
- E. All responses must contain the information requested in Section III.2.A – Section III.2.E below.

Please respond to each section in the same order in which it is asked. Any deviation from these specifications must be clearly addressed in writing. Failure to supply materials required will result in a rejection of the entire submittal.

2.0 Proposal Contents

A. Letter of Interest (Maximum points: 5)

B. Application Cover Sheet – Attachment A (Maximum points: 5)

Complete the attached Application Cover Sheet. An authorized signatory of the applicant's organization must sign the cover sheet.

C. Management Proposal – Limit to four (4) pages (Maximum points: 30)

Please provide a complete description of the following:

- i. Agency's history and organizational structure.
- ii. Key staff, including subcontractors, who will conduct work related to this project, including a description of their qualifications, education and experience, and any licenses and/or certificates they hold.
- iii. Agency's experience related to this RFP.
- iv. Agency's quality control measures and mechanisms for ensuring sound financial and accounting practices.

D. Project Proposal – Limit to five (5) pages (Maximum points: 40)

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Please provide a complete description of your agency's approach to the project. Include all program tasks, services, activities, etc. necessary to accomplish the Scope of Work, as described above, as well as a program schedule indicating when key tasks will be completed and associated deliverables, if any, will be provided.

E. Cost Proposal – (Maximum points: 10)

- i. Provide the position title and hourly rate for staff working on this project.
- ii. Provide an estimated budget per proposed task and an estimated number of hours to complete each task.
- iii. Provide any other associated cost(s) (e.g., technology) and detailed description of the cost(s).

F. Copy of most recent audit or external financial review – Please only submit one (1) copy of the audit (Maximum points: 5)

If no audit or review has been conducted in the past three years, provide a statement indicating that no current review is available to be submitted.

G. References (Maximum points: 5)

Include a list of at least three (3) individuals or entities who may be contacted to provide information regarding the applicant's ability to carry out the terms and purpose of this RFP. Provide names of contacts, their organization name and address, telephone numbers, and e-mail addresses (if available).

IV. Proposal Evaluation and Selection

1.0 Evaluation Committee

An Application Evaluation Committee (AEC) appointed by the Whatcom County Health Department Director will review and evaluate eligible applications and make recommendations. The AEC will consist of at least two individuals who are knowledgeable about the specific professional services sought.

2.0 Role of the Application Evaluation Committee

A. Unacceptable Applications

The Whatcom County Health Department will first determine which applications are not responsive to the RFP and must be deemed unacceptable. **Unacceptable applications are those which meet at least one of the following criteria:**

- i. Incomplete application
- ii. Submission of a proposal that proposes services that deviate from the technical requirements set forth in this document
- iii. Applicant does not meet the administrative requirements of this RFP
- iv. Failure to comply with any part of this RFP or any exhibit to this RFP, including, but not limited to, deadline for submittal and application format
- v. Submission of incorrect, misleading, or false information

B. AEC Evaluation

The AEC members will then independently evaluate and rate each application, awarding points up to the maximum points available for each section.

C. Additional Information by Request

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Applicants may be asked to provide clarification or additional information, including evidence of compliance with Administrative Requirements (see Exhibit 1 – Additional Requirements Checklist, for a list of items that **may** be requested).

D. Final Recommendation to the County

The AEC will discuss the applications and perform any necessary review or verification of their content. Based on the evaluation of the application materials and any additional inquiry, the AEC will determine a cumulative score for the applications. The AEC will then present its recommendations to the Whatcom County Health Department Director.

Whatcom County reserves the right to consider past County contract performance and any other data or information that the County deems indicative of performance in making its funding decisions.

3.0 Evaluation Criteria

The maximum number of evaluation points available is 100 points, as detailed in Section III.2 above. The following maximum points will be assigned to the proposals for evaluation purposes:

- A. Letter of Interest (5 points)
- B. Application Cover Sheet (5 points)
- C. Management Proposal (30 points)
- D. Program Proposal (40 points)
- E. Cost Proposal (10 points)
- F. Copy of most recent audit or external financial review (5 points)
- G. References (5 points)

In evaluating each proposal, Whatcom County reserves the right to consider past County contract performance and any other data or information that the County deems indicative of performance in making its funding decisions.

4.0 Contract Award/Notification to Selected Applicant(s)

The authority to enter into a contract rests with the Whatcom County Executive, except as designated. Decisions regarding contract awards for services solicited by this RFP will be made in accordance with the “Procurement Timeline” as outlined above.

Any contract resulting from this RFP will be between the Whatcom County Health Department and the applicant organization. Contractors will be required to comply with the terms and conditions of the Whatcom County Contract for Services Agreement.

The successful applicant who enters into a contract with Whatcom County subsequent to the RFP process will not be reimbursed for services provided prior to the final execution and signature of the contract by all parties.

Contractors will be required to maintain books, records, documents, and other evidence directly related to performance of the work in accordance with Generally Acceptable Accounting Procedures. Whatcom County, or any of its duly authorized representatives, shall have access to such books, records, and documents for inspection and audit for a period of three years after completion of work. Contractors will document the use of County funds and will complete all required reports and billing

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documentation in a timely manner. Additional data may be required for audit or evaluation purposes. Contractors will additionally provide a certificate of general liability and property damage insurance naming Whatcom County as co-insured.

5.0 Right to Appeal

Non-selected applicants have the right to appeal the decision of the County, limited to procedural or legal errors in the selection process. In the event that no such procedural or legal errors are found to have occurred, the decision of the County shall be final.

An aggrieved applicant may, within five (5) working days after the award of a contract, appeal in writing to the Assistant Director of the Whatcom County Health Department. The appeal must state all facts and arguments upon which the appeal is based. The Assistant Director will review the RFP and the facts alleged as grounds for the appeal. The Assistant Director will render a written decision within thirty (30) working days of the receipt of the appeal. The decision of the Assistant Director will be final.

6.0 Debriefing of Unsuccessful Proposals

Upon request, a debriefing conference will be scheduled with an unsuccessful applicant. The request for a debriefing conference must be received by the Whatcom County Communications Program Specialist within five (5) business days after the notification letter is mailed to the applicant. The debriefing must be held within three (3) business days of the request. Discussions will be limited to a critique of the applicant's proposal. Comparisons between proposals or evaluations of other proposals will not be allowed. Debriefing conferences may be conducted in person or on the telephone and will be scheduled for a maximum of one hour.

7.0 Right to Reject or Negotiate

The County reserves the right to reject any or all applications if such rejection is in the County's best interest. This RFP is a solicitation for offers and is not to be construed as an offer, a guarantee, or a promise that the solicited services will be purchased by the County. The County may withdraw this RFP at any time and for any reason without liability to applicants for damages, including, but not limited to, application preparation costs.

Additionally, the County reserves the right to negotiate with the potentially selected applicants and may request additional information or modification from an applicant. When deemed advisable, and before any contract is let, the County reserves the right to arrange an onsite, pre-award review to determine the applicant's ability to meet the terms and conditions of the RFP.

8.0 Acceptance of Terms

By submitting an application in response to this RFP, the applicant accepts all terms and conditions of this RFP, as well as all County and State regulations and requirements pertaining to the operation of the solicited services. If awarded a contract, the applicant's response will become part of the contract agreement. The applicant will be bound by the terms of the RFP, unless the County agrees otherwise. The County reserves the right to introduce additional terms and/or conditions during contract negotiations.

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V. Application Checklist

Please ensure that your completed application includes all of the following:

- _____ 1. A Letter of Interest
- _____ 2. A completed Application Coversheet (Attachment A), including documentation of non-profit status
- _____ 3. A completed Management Proposal, with answers to each of the bulleted items and/or providing all requested information
- _____ 4. A completed Program Proposal, with answers to each of the bulleted items and/or providing all requested information
- _____ 5. A completed Cost Proposal, providing all requested information
- _____ 6. A copy of the agency's most recent audit or external financial review
- _____ 7. Three (3) references

You may be asked during the evaluation process to provide one or more of the items listed in Exhibit 1, Additional Requirements Checklist.

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Attachment A – Application Cover Sheet**

Applicant Information

Name and Title of Authorized Representative: _____

Name of Organization: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Phone: _____ Fax: _____

E-mail: _____

Legal Requirements

Please check the appropriate box below and provide the information requested:

- Documentation of private or public non-profit status
- IRS Employer Identification Number (EIN): _____
- State of Washington Business License Number(s): _____
- Program Licensure or Certification Status, if applicable: _____

Other Information

Please indicate the total amount of funding requested: \$ _____

I understand the terms and conditions of the RFP and certify that the above-named agency will comply with all Whatcom County requirements if a contract award is made. All information contained in this application is true and accurate to the best of my knowledge.

Authorized Signature and Title

Date

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Exhibit 1 – Additional Requirements Checklist

The following are additional items that may be requested to assist in the evaluation of your application for funding. **Please do not provide this information at this time.** Should additional information be requested, only a single copy of the requested items will be required.

- Copy of current Business License
- Copy of IRS 501(c)(3) documentation
- Licensure/certification information: _____
- An organizational chart
- A list of applicant’s Board of Directors, including names, addresses, occupation, officers, and meeting schedules.
- Job descriptions of key staff who will be involved in the program
- Agency’s strategic plan, including mission and vision statement
- Board strategic planning documents, including mission and vision statement
- A copy of agency by-laws
- Staff orientation, training, and qualification procedures
- Agency personnel policies
- Insurance certificate documenting proof of insurance coverage sufficient to satisfy the County:
 1. ‘Whatcom County’ must be identified as the certificate holder.
 2. Under the Description of Operations, language must include, “This insurance shall be considered primary and shall waive all rights of subrogation. The County insurance shall be noncontributory”.
 3. Insurance must include the following minimum coverages:
 - i. Property damage – \$500,000 per occurrence
 - ii. General Liability & Property Damage for bodily injury – \$1,000,000 per occurrence
 - iii. Professional Liability Insurance – \$1,000,000 per occurrence
- Copy of Cost Proposal in Excel format
- Program Policies and Procedures