

**Colorado Division of Behavioral Health**

**Substance Abuse and Mental Health Services Administration  
(SAMHSA) Partnerships for Success: State and Community  
Prevention Performance Grant**

**Colorado Prevention Partnership for Success (CPPS)  
Public Relations Services for the  
Statewide Social Marketing Campaign**



**Request for Proposals (RFP)**

**#NCRK1102064DBH**

**Date of Publication: February 18, 2011**

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## **SECTION I: ISSUE AND TIMELINE INFORMATION**

### **A. ISSUING OFFICE:**

This Request for Proposals (RFP) is issued for the State of Colorado by the Department of Human Services, Division of Procurement for the benefit of The Division of Behavioral Health (DBH). The Division of Procurement is the SOLE point of contact concerning this RFP. All communication must be done through the Division of Procurement.

### **B. INVITATION TO SUBMIT PROPOSALS:**

The State of Colorado is posting this RFP on the BIDS system so that Offerors who have an interest may submit a proposal in accordance with terms of this RFP. Please read and be aware of the administrative information attached to this RFP.

### **C. PURPOSE:**

The purpose of this RFP is to obtain competitive proposals from qualified offerors interested in providing specialized public relations to include creative development, production services, media buying, and research and evaluation services in accordance with the requirements stated in this RFP.

### **D. PROPOSAL REQUIREMENTS:**

This RFP contains the instructions governing proposals to be submitted and the material to be included therein; mandatory requirements which must be met to be eligible for consideration; and other requirements to be met by each proposal.

### **E. NOTICE TO OFFERORS:**

DBH intends to select one firm to provide the specified services. Subcontracting is permissible.

F. SCHEDULE OF ACTIVITIES:

TIMELINE (MDT)

		TIME	DATE
1.	RFP PUBLISHED ON BIDS WEB PAGE <a href="http://www.gssa.state.co.us">www.gssa.state.co.us</a>		2/18/11
2.	PROSPECTIVE OFFERORS WRITTEN INQUIRY DEADLINE (NO QUESTIONS ACCEPTED AFTER THIS DATE) (See Administrative information section A for inquiry details. Email is preferred to)		3/2/11
3.	PROPOSAL SUBMISSION DEADLINE (See Administrative information Section C for submission details.)	3:00 pm	3/31/11
4.	PROPOSAL SELECTION (ESTIMATED/WEEK OF)		4/11/11
5.	CONTRACT FINALIZED (ESTIMATED/WEEK OF) Contract process takes approximately 30 days.		4/29/11
6.	CONTRACT PERIOD: (ESTIMATED) April 29, 2011 or upon issuance of contract through September 29, 2011.		

SUBMIT ONE (1) ORIGINAL (marked "ORIGINAL") AND FIVE (5) COPIES (marked "COPY") OF THE PROPOSAL WITH THE TECHNICAL AND COST PROPOSAL IN THE SAME SEALED PACKAGE. SUBMIT TWO (2) COPIES OF THE PROPOSAL IN ELECTRONIC CD MEDIA IN MS WORD OR EXCEL FORMAT.

THE ANTICIPATED TERM OF THE RESULTING CONTRACT IS April 29, 2011 OR UPON FINAL EXECUTION OF THE CONTRACT, THROUGH SEPTEMBER 29, 2011 CONTINGENT UPON FUNDS BEING APPROPRIATED, BUDGETED, AND OTHERWISE MADE AVAILABLE, AND OTHER CONTRACTUAL REQUIREMENTS, IF APPLICABLE, BEING SATISFIED. THE RESULTING CONTRACT MAY BE RENEWED FOR UP TO THREE (3) ADDITIONAL ONE (1)-YEAR TERMS, AT THE SOLE DISCRETION OF THE STATE, CONTINGENT UPON FUNDS BEING APPROPRIATED, BUDGETED AND OTHERWISE MADE AVAILABLE, AND OTHER CONTRACTUAL REQUIREMENTS, IF APPLICABLE, BEING SATISFIED

## SECTION 2: ADMINISTRATIVE INFORMATION

- A. INQUIRIES: Unless otherwise noted, prospective offerors may make written, faxed, or e-mail inquiries concerning this RFP to obtain clarification of requirements. E-mail is the preferred method for vendors to submit inquiries. No inquiries will be accepted after the date and time indicated in the Schedule of Activities.

E-mail all inquiries to:

Department of Human Services  
North/Central Procurement Office, Attn: Kathy Oconnor  
7866 W. Mansfield Parkway  
Denver, CO 80235  
E-mail: [Kathy.oconnor@state.co.us](mailto:Kathy.oconnor@state.co.us)  
Fax numbers: 303 987 4596 or 303 987 4610

Clearly identify your inquiries as RFP #NCRK1102064DBH, Statewide Social Marketing Campaign, Inquiry.

Response to offeror's inquiries will be published as a modification on the State of Colorado BIDS web page in a timely manner.

- B. MODIFICATION OR WITHDRAWAL OF PROPOSALS: Proposals may be modified or withdrawn by the offeror prior to the established due date and time.
- C. PROPOSAL SUBMISSION: Proposals must be received on or before the date and time indicated in the Schedule of Activities. Late proposals will not be accepted. It is the responsibility of the offeror to ensure that the proposal is received by the Division of Procurement on or before the proposal opening date and time. Offerors mailing their proposals shall allow sufficient mail delivery time to ensure receipt of their proposals by the time specified. The proposal package shall be delivered or sent by mail to:

Department of Human Services  
North/Central Procurement Office  
7866 W. Mansfield Parkway  
Denver, CO 80235

The State of Colorado Request for Proposal Signature Page MUST be signed in ink by the offeror or an officer of the offeror legally authorized to bind the offeror to the proposal.

Proposals which are determined to be at a variance with this requirement may not be accepted.

Proposals must be submitted and sealed in a package showing the following information.

OFFEROR'S NAME

RFP # IHA, <title>

PROPOSAL DUE <date>, <time>, local time

The Division of Procurement desires and encourages that proposals be submitted on recycled paper, printed on both sides. While the appearance of proposals and professional presentation is important, the use of non-recyclable or non-recycled glossy paper is discouraged.

**Vendors must be registered with Colorado BIDS by the proposal submission due date and time.**

- D. ADDENDUM OR SUPPLEMENT TO REQUEST FOR PROPOSAL: In the event that it becomes necessary to revise any part of this RFP, an addendum/amendment will be published on the BIDS web site at [www.gssa.state.co.us/vensols](http://www.gssa.state.co.us/vensols) It is incumbent upon offerors to carefully and regularly monitor BIDS for any such postings. It is the offeror's responsibility to make known to the Division of Procurement its interest in any addendum/amendment if it has received the RFP in a direct mailing from the Division of Procurement and no addendum has been received by mail.
- E. ORAL PRESENTATIONS/SITE VISITS: Offerors may be asked to make oral presentations or to make their facilities available for a site inspection by the evaluation committee. Such presentations and/or site visits will be at the offeror's expense.
- F. ACCEPTANCE OF RFP TERMS: A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated by the autographic signature of the offeror or an officer of the offeror legally authorized to execute contractual obligations. It is assumed by the offeror's response that it acknowledges all terms and conditions of this invitation for an offer. An offeror shall identify clearly and thoroughly any variations between its proposal and the State's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- G. PROTESTED SOLICITATIONS AND AWARDS: Any actual or prospective offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to Stephen Rosenthal, Director, Division of Procurement, Department of Human Services 7866 W. Mansfield Parkway, Denver, Co 80235. The protest shall be submitted in writing within seven working days after such aggrieved person knows, or

should have known, of the facts giving rise thereto. Reference C.R.S. Title 24, Article 109.

- H. **CONFIDENTIAL/PROPRIETARY INFORMATION:** Any restrictions of the use or inspection of material contained within the proposal shall be requested prior to the submission of the proposal itself. Written requests for confidentiality shall be submitted, by the offeror prior to the proposal submission date. The offeror must state specifically what elements of the proposal that would be considered confidential/proprietary. The Division of Procurement will make a written determination as to the apparent validity of any written request for confidentiality, the written determination will be sent to the offeror.

Requests that are granted shall use the following format:

- Confidential/proprietary information must be readily identified marked and separated/packaged from the rest of the proposal.
- Co-mingling of confidential/proprietary and other information is NOT acceptable. Neither a proposal, in its entirety, nor proposal price information will be considered confidential and proprietary.
- Any information that will be included in any resulting contract cannot be considered confidential.

After award, the offers shall be open to public inspection subject to any continued prohibition on the disclosure of confidential data, C.R.S. Title 24, Article 72, Part 2 as amended.

- I. **RFP RESPONSE MATERIAL OWNERSHIP:** All material submitted regarding this RFP becomes the property of the State of Colorado. Proposals may be reviewed by any person after the "Notice of Intent to Make an Award" letter has been issued, subject to the terms of C.R.S. Title 24, Article 72, Part 2 as amended.
- J. **PROPOSAL PRICES:** Estimated proposal prices are not acceptable. Best and final offers may be considered in determining the apparent successful offeror. Proposals shall be firm for a period of not less than One hundred eighty (180) calendar days from the date of award.
- K. **EVALUATION:** The evaluation will identify the proposals that most effectively meet the requirements of this RFP. The work will be offered to the Offerors whose proposals, conforming to the RFP, will be most advantageous to the State of Colorado, price and other factors considered.

The State of Colorado will conduct a comprehensive, fair and impartial evaluation of each proposal received. First, all proposals will be submitted to the Division of

Purchasing for acceptance. The Division of Purchasing will be responsible for ensuring that:

- The Offeror's proposal complied with the due date and time.
- The Offeror's "Colorado Request for Proposal Signature Page" meets content and other requirements.
- The Offeror included the appropriate number of proposal copies.

On the date and time shown on the Request for Proposal Signature Page, the Division of Purchasing will hold a Public Opening of Proposals. The Public Opening will only disclose the names of all Offerors who have submitted a proposal for evaluation by DHS. Information on costs and qualifications will be available from the Division of Procurement following selection of the winning Offeror.

Evaluation Process:

The Department plans an intensive, thorough, complete and fair evaluation process. Proposals will be evaluated on both the proposed service and the cost of the service. The evaluation will be performed and an award recommendation made to the Division of Procurement by the Evaluation Committee. Members will be selected who do not have a conflict of interest in this procurement. The Committee will be responsible for the evaluation process that will include the following steps:

- Review proposals for any conditions that may disqualify the Offeror and to ensure that required terms and conditions have been met.
- Review proposal content, contact references and assign a preliminary score to each factor for each proposal.
- Determine whether, as part of the deliberations, any Offerors will be invited to participate in discussions with the Committee. (Offerors would be those who, based on preliminary scores, are reasonably susceptible of being selected for the award.) However, proposals may be reviewed and determinations made without discussion. Therefore, it is important that proposals be complete, and Offerors should recognize that opportunity for further explanation may not exist.
- Oral presentations, if required, for invited offerors to demonstrate their proposed service.
- Adjust points or ratings as necessary.
- Best and final offers may take place at the State's option.
- Make final selection recommendation to the Division of Procurement.

- L. PROPOSAL SELECTION: Upon review and approval of the evaluation committee's recommendation for award, the Division of Procurement will issue a "Notice of Intent to Make an Award" on BIDS. Fax or email notice will be sent to all offeror's indicating the notice of intent has been posted. A contract must be completed and signed by all parties concerned on or before the date indicated in the Schedule of Activities. If this



date is not met, through no fault of the State, the State, at its sole discretion, may elect to cancel the "Notice of Intent to Make an Award" notice and make the award to the next most advantageous offeror.

- M. **AWARD OF CONTRACT:** The award will be made to that offeror whose proposal, conforming to the RFP, will be the most advantageous to the State of Colorado, price and other factors considered.
- N. **PROPOSAL CONTENT ACCEPTANCE:** The contents of the proposal (including persons specified to implement the project) of the successful offeror will become contractual obligations if acquisition action ensues. Failure of the successful offeror to accept these obligations in a contract, purchase document, delivery order or similar acquisition instrument may result in cancellation of the award and such offeror may be removed from future solicitations.
- O. **STANDARD CONTRACT:** The State of Colorado incorporates standard State contract provisions (General and Special Provisions) into any contract resulting from this RFP. The General Provisions and Special Provisions are available on BIDS.
- P. **RFP CANCELLATION:** The State reserves the right to cancel this Request for Proposal at any time, without penalty.
- Q. **STATE OWNERSHIP OF CONTRACT PRODUCTS/SERVICES:**
1. Proposals upon established opening time become the property of the State of Colorado. All products/services produced in response to the contract resulting from this RFP will be the sole property of the State of Colorado, unless otherwise noted in the RFP. The contents of the successful offeror's proposal will become contractual obligations.
  2. The State of Colorado has the right to retain the original proposal and other RFP response materials for our files. As such, the State of Colorado may retain or dispose of all copies as is lawfully deemed appropriate. Proposal materials may be reviewed by any person after the "Notice of Intent to Make an Award" letter(s) has/have been issued, subject to the terms of Section 24-72-201 et seq., C.R.S., as amended, Public (open) Records. The State of Colorado has the right to use any or all information/material presented in reply to the RFP, subject to limitations outlined in the clause, Proprietary/Confidential Information. Offeror expressly agrees that the State may use the materials for all lawful State purposes, including the right to reproduce copies of the material submitted for purposes of evaluation, and to make the information available to the public in accordance with the provisions of the Public Records Act.

- R. **INCURRING COSTS:** The State of Colorado is not liable for any cost incurred by offerors prior to issuance of a legally executed contract or procurement document. No property interest, of any nature shall occur until a contract is awarded and signed by all concerned parties.
- S. **PROPOSAL REJECTION:** The State of Colorado reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of a proposal or all items proposed if deemed in the best interest of the State of Colorado.
- T. **VENDOR IDENTIFICATION:** The tax identification number provided must be that of the offeror responding to the RFP. The offeror must be a legal entity with the legal right to contract.
- U. **NEWS RELEASES:** News releases pertaining to this RFP shall NOT be made prior to execution of the contract without prior written approval by the State.
- V. **CERTIFICATION OF INDEPENDENT PRICE DETERMINATION:**
1. By submission of this proposal each offeror certifies, and in the case of a joint proposal each party, thereto certifies as to its own organization, that in connection with this procurement:
    - (a) The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror or with any competitor;
    - (b) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the offeror and will not knowingly be disclosed by the offeror prior to opening, directly or indirectly to any other offeror or to any competitor; and
    - (c) No attempt has been made or will be made by the offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
  2. Each person signing the Request for Proposal Signature Page of this proposal certifies that:
    - (a) She/he is the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein and that she/he has not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above; or she/he is not the person in the offeror's organization responsible within that organization for the decision as to the prices

being offered herein but that she/he has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above, and as their agent does hereby so certify; and she/he has not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above.

3. A proposal will not be considered for award where (1)(a), (1)(c), or (2) above has been deleted or modified. Where (1)(b) above has been deleted or modified, the proposal will not be considered for award unless the offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the head of the agency, or her/his designee, determines that such disclosure was not made for the purpose of restricting competition.

W. **CONFLICTS OF INTEREST:** The holding of public office or employment is a public trust. A public officer or employee whose conduct departs from his fiduciary duty is liable to the people of the State. Rules of conduct for public officers and state employees:

1. Proof beyond a reasonable doubt of commission of any act enumerated in this section is proof that the actor has breached his fiduciary duty.
2. A public officer or a state employee shall not:
  - (a) Engage in a substantial financial transaction for her/his private business purposes with a person whom she/he inspects, regulates, or supervises in the course of his official duties;
  - (b) Assist any person for a fee or other compensation in obtaining any contract, claim, license, or other economic benefit from her/his agency;
  - (c) Assist any person for a contingent fee in obtaining any contract, claim, license, or other economic benefit from any state agency; or
  - (d) Perform an official act directly and substantially affecting its economic benefit a business or other undertaking in which she/he either has a substantial financial interest or is engaged as counsel, consultant, representative, or agent.
  - (e) Serve on the Board of any entity without disclosure to the entity, the Secretary of State, and his/her employer.
3. A head of a principal department or a member of a quasi-judicial or rule-making agency may perform an official act notwithstanding paragraph (d) of subsection (2) of this section if her/his participation is necessary to the administration of a statute and if she/he complies with the voluntary disclosure procedures under C.R.S. 24-18-110.
4. Paragraph (c) of subsection (2) of this section does not apply to a member of a board, commission, council, or committee if she/he complies with the voluntary

disclosure procedures under C.R.S. 24-18-110 and if she/he is not a full-time state employee.

Reference C.R.S. 24-18-108, as amended.

- X. TAXES: The State of Colorado, as purchaser, is exempt from all federal excise taxes under Chapter 32 of the Internal Revenue Code (Registration No. 84-730123K) and from all state and local government use taxes C.R.S. 39-26-114(a)}. Our Colorado State and Local Sales Tax Exemption Number is 98-02565. Seller is hereby notified that when materials are purchased in certain political sub-divisions (for example - City of Denver) the seller may be required to pay sales tax even though the ultimate product or service is provided to the State of Colorado. This sales tax will not be reimbursed by the State.

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**Colorado Department of Human Services  
Colorado Prevention Partnership for Success (CPPS)  
Public Relations Services for the  
Statewide Social Marketing Campaign  
RFP#NCRK1102064DBH**

**SECTION 3: BACKGROUND, OVERVIEW, PURPOSE, AND GOALS**

**3.1. BACKGROUND**

Colorado is one of only five states to be awarded the Substance Abuse and Mental Health Services Administration (SAMHSA) Partnerships for Success: State and Community Prevention Performance Grant. The Colorado Division of Behavioral Health Community Prevention Programs (DBH Prevention) administers this five year grant designed to help reduce statewide substance abuse rates by addressing gaps in current prevention services and increasing the ability to reach out to specific populations or geographic areas with serious, emerging substance abuse problems.

The Colorado Prevention Partnership for Success (CPPS) project employs a public health model to demonstrate positive statewide change. The CPPS project focus is to reduce underage and binge drinking rates and disparity for high school Hispanic/Latino youth. The Division of Behavioral Health has identified four communities of Adams, Denver, Pueblo, and Weld as urban counties with significant Hispanic/Latino populations. Collectively, these four counties account for over 50% of Hispanic/Latino youth in Colorado. In order to impact the state level binge drinking disparity among Hispanic/Latino high school youth, the performance target for the state is to reduce 30-day binge use among Hispanic/Latino high school youth by 5% after three years, and 8% after five years. These communities were targeted for participation due to high Hispanic/Latino populations and the understanding that positive changes through a Strategic Prevention Framework or a Social Marketing Campaign within these urban counties can impact state rates in lowering underage drinking and binge use overall in Colorado.

DBH Prevention is committed to the development, expansion, and maintenance of the statewide sustainable prevention system in collaboration with grantees, decreasing substance abuse related problem behaviors, increasing understanding of the contributing factors, and promoting healthy behaviors and lifestyles to support positive choices at the local and state level based on the Strategic Prevention Framework. The Strategic Prevention Framework model is a five-step process designed to lead to sustainability and cultural competency. These five steps are integrated into each of the four urban communities by assessment, capacity building/community mobilization, strategic planning, implementation, and evaluation/monitoring.

In implementing comprehensive primary prevention programs, a variety of strategies are utilized to effect change in behavior. One approach to be used in the CPPS project is to modify the elements or conditions to be culturally responsive in our social environment that condones/encourages underage binge drinking, risky behavior or promote healthy/unhealthy behavior. The statewide social marketing campaign will target high school Hispanic/Latino youth in order to create awareness and interest, change attitudes and conditions, empower youth, parents and respective communities to act, and most of all, motivate these youth to want to change their behavior.

### **3.2 OVERVIEW**

The Division of Behavioral Health (DBH) of the Colorado Department of Human Services seeks proposals to provide specialized public relations/creative services, media buying, and data driven research and evaluation to facilitate the Colorado Prevention Partnership for Success social marketing campaign throughout the state and four urban counties.

The vendor will provide strategic guidance and expertise utilizing a full social marketing process. This vendor will collaborate with established workgroups of the project and Division of Behavioral Health staff.

Components of the statewide social marketing campaign are as follows:

1. Public relations/creative services
2. Paid/Earned media
3. Data driven research
4. Pre and post campaign evaluation
5. Presentations

### **3.3 PURPOSE**

As a result of this Request for Proposal, the vendor will execute a comprehensive culturally responsive social marketing campaign statewide and collaborate with the four urban counties to adapt the campaign locally. The social marketing campaign will influence changes in behavior in order to improve health that benefits the public. This social marketing campaign will have a focus on reducing underage and binge drinking rates among Hispanic/Latino youth and parents in Colorado.

### **3.4 GOALS**

This RFP supports the goal of reducing binge-drinking disparity among Hispanic/Latino high school youth statewide. The performance target of the CPPS project is to reduce 30-day binge use among Hispanic/Latino high school youth by 5% after three years and 8% after five years. The development and implementation of a social marketing campaign, as part of the CPPS

project, is an environmental/social strategy that will assist the state in meeting its performance outcomes.

### **3.5 FISCAL PROVISIONS**

The project period for the Colorado Prevention Partnership for Success grant is based on the federal fiscal year from, 2011 to September 29, 2014. The total amount of available funding for the current federal fiscal year is \$80,000 until September 29, 2011. The resulting contract may be renewed for up to three (3) additional one (1) year terms at the total amount of \$85,000. Additional federal grant funds may be available during the current fiscal year 2011 and future fiscal years to further support the development of the social marketing campaign.

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## **SECTION 4: REQUIREMENTS**

This section describes specific service features required by DBH; they will include, at a minimum, the work described below. The successful Offeror will provide the services and satisfy the outlined expectations.

The Business Proposal shall present a full and complete description of the approach Offeror will use to carry out the requirements as outlined below. In the business proposal you must restate each of the requirements and describe how you propose to provide the service and meet each requirement.

It is understood and agreed that the CPPS culturally responsive social marketing campaign provided by the successful Offeror over the period of the proposed contract shall include services as delineated below:

### **4.1 SERVICES: PUBLIC RELATIONS, PAID MEDIA, RESEARCH**

#### **4.1.1 PUBLIC RELATIONS**

- Offeror must describe experiences, approaches and knowledge in the area of social marketing campaigns targeted to achieve specific behavioral changes
- Offeror must describe experiences in utilizing data to promote culturally responsive social messages
- Offeror must describe strategies and phases of developing a culturally social marketing campaign
- Offeror must describe how they will facilitate a culturally responsive statewide social marketing campaign and adapt it to the four selected urban communities each year
- Offeror must detail how they will manage and communicate all aspects of the statewide social marketing campaign
- Offeror must describe their plan for developing agreements with the state and the four selected communities jointly executing the campaign which includes distribution of materials in the community through workshops, meetings and presentations
- Offeror will describe how they will coordinate and communicate the production and distribution of campaign materials statewide and in selected communities



- Offeror will describe their plan to attend three CPPS State Advisory Council meetings in the metro Denver area in order to provide a written and verbal update to the committee on campaign status, progress and findings.
- Offeror will describe their plan to provide interim updates to DBH by telephone and/or email.

#### **4.1.2 PAID MEDIA**

- Offeror must describe and propose how they will implement a culturally responsive statewide social marketing campaign that includes paid media to change behavior among high school Hispanic/Latino youth and their parents
- Paid media English / Spanish and Bi-Lingual has historically included all or some of the following: radio, print, cable, outdoor and outside of house (gas pump toppers, theatres, internet – Facebook, Texting, E-mail & YouTube)
- Earned media is obtained whenever possible

#### **4.1.3 RESEARCH**

- The successful Offeror will coordinate research to include pre and post social marketing campaign evaluation statewide and in the selected communities in addition to providing a final campaign analysis at the end of each campaign year

### **4.2 REQUIRED WORK PLAN**

- Offeror must describe in detail how they will provide public relations/creative services, media buying, and research to facilitate a culturally responsive statewide social marketing campaign
- Offeror must demonstrate it is capable of providing public relations/creative services, media buying, and research to facilitate a culturally responsive statewide social marketing campaign
- Offeror must provide detailed information regarding agency experience and effective past performance in providing services of a similar scope and size
- Offeror must demonstrate sound business practices in the provision of public relations/creative services, media buying, and research to facilitate a culturally responsive statewide social marketing campaign
- Offeror must describe in detail evidence of strong administrative capacity and experience.

- Offeror must describe in detail how they will coordinate and communicate with DBH and its established workgroups in carrying out this project

#### **4.3 PROGRAM DESIGN**

- Offeror must demonstrate experience in design and implementation of a comprehensive culturally responsive social marketing campaign
- Offeror is required to submit a sample of a culturally responsive social marketing campaign similar in scope and format. Sample materials should be submitted separately from the proposal as an attachment and will not count toward the page limit
- Offerors must describe how the successful components of a culturally responsive statewide social marketing campaign can be replicated, maintained and developed
- Offerors must describe how they may be able to utilize their experience in enhancing any of the components of the social marketing campaign
- Offerors must describe how they may be able to increase the positive outcomes of a culturally responsive social marketing campaign

#### **4.4 ORGANIZATIONAL CAPACITY, INCLUDING STAFFING, AND ORGANIZATIONAL STRUCTURE**

- Offeror must demonstrate that key personnel delivering the services are experienced, well trained and competent to carry out the requirements of this RFP. The State reserves the right to approve any proposed personnel, including potential substitutions to those proposed in response to this RFP. The selected Offeror commits to replace personnel assigned to this project whose performance is unsatisfactory to the State, with personnel whose experience and skills are acceptable to the State
- List key personnel roles and their qualifications relevant to the RFP and include estimated hours per month that will be assigned to this project for each key personnel
- Describe the plan for continuity and quality of the social marketing campaign program in the event of staff turnover

#### **4.5 Budget and Budget Narrative**

- Demonstrate that the Offeror's fiscal experience and capabilities are sufficient to carry out the requirements of the RFP

- Complete the Budget and Narrative Excel workbook in sufficient detail by projecting a cost-effective budget and narrative budget justification explaining each element that provides complete, accurate and realistic budget projections.

## **SECTION 5: REQUIRED PROPOSAL FORMAT**

### **5.1 SUBMISSION REQUIREMENTS**

Responses to this RFP shall be submitted, organized, tabbed and indexed to match the requirements. A proposal of no more than 50 pages would be preferred, for the entire proposal using a 12-point font. Each proposal must be prepared with the original and five (5) copies, with each clearly marked as “original” or “copy”, and sealed in a single package. Submit two (2) copies of the proposal in electronic CD media in MS Word or Excel format (budget only). Use the format described in this RFP. Failure to provide the requested information may result in disqualification of the proposal.

#### **A. SIGNATURE PAGE**

Include the State of Colorado Request for Proposal Signature Page. The Offeror or an Officer of the Offeror who is legally authorized to bind the Offeror to the proposal must sign this page in ink

#### **B. TRANSMITTAL LETTER**

Submit a Transmittal Letter that:

- Positively states the Offeror’s willingness to comply with all work requirements and other terms and conditions as specified in this RFP. If, for some reason, this is not the case, explain any deviations or changes in full.
- Is on the Offeror’s official business letterhead.
- Identifies all material and attachments that comprise the Offeror’s proposal.
- Is signed by an individual authorized to commit the Offeror to the work proposed.

#### **C. BUSINESS PROPOSAL**

The Business Proposal should present a full and complete description of the approach Offeror will use to carry out the requirements set forth in the RFP. The Business Proposal must follow the outline described below.

- A. Executive Summary: Offeror shall condense and highlight contents of the Work Plan. The summary shall provide the State with a clear and concise overview of the proposal.
- B. Work Plan: Offeror shall describe the planned approach to be used to meet the requirements described in Section III of this Request For Proposal. Restate each of the

requirements and describe how you propose to provide the service and meet each requirement.

- C. Budget: Offerors shall provide items required in Section III, E.
- D. Legal Entity Type: State in the proposal whether you are a partnership, a non-profit corporation, a Colorado corporation, a non-Colorado corporation, or some other business structure. Non-Colorado corporations must register as a foreign corporation to conduct business in Colorado and appoint a resident agent to review process. If you are a foreign corporation, a limited liability partnership or a limited liability limited partnership, state that you currently have a Certificate of Good Standing or Certificate of Existence to do business in Colorado. Proof of such certification shall be provided upon request.
- E. Provide three (3) project references, including, but not limited to, client name, contact person and title, phone number, e-mail address, length of time covered by the contract, description of work performed/contracted for, personnel commitment, and whether the Offeror was the prime or subcontractor. Projects should have taken place or been in progress within the last five (5) years and be relevant with respect to the type, scope, and size of the culturally responsive social marketing campaign requested in this RFP.

## **SECTION 6: PROPOSAL EVALUATION**

### **6.1 EVALUATION OF PROPOSALS**

The Department will conduct a comprehensive, fair, and impartial evaluation of the Proposals received in this solicitation effort. A proposal Evaluation Committee, composed of representatives from the Department, other state agencies and community representatives. Evaluation criteria will be used for the purpose of ranking proposals in a relative position based on how fully each proposal meets the requirements of this RFP. While a numerical rating system may be used to assist the Evaluation Committee in identifying those proposals considered most competitive, the Department may use an adjectival or other rating system that may include noting strengths and weaknesses as a means of identifying proposals considered most competitive. Such ratings or rankings will not necessarily be conclusive in selection of a prospective Contractor and will be evaluated with other information that may come to the attention of the Department, and may, in the Department's judgment, impact an Offeror's ability to perform the services. The award decision ultimately is a business judgment that will reflect an integrated assessment of the relative merits of the proposals using factors disclosed in this RFP.

Proposals will be rated in the following categories in their relative order of importance:

- REQUIRED WORK PLAN
- SERVICES: PUBLIC RELATIONS, PAID MEDIA, RESEARCH
- PROGRAM DESIGN

- ORGANIZATIONAL CAPACITY, INCLUDING STAFFING AND ORGANIZATIONAL STRUCTURE
- BUDGET AND BUDGET NARRATIVE

## **6.2 BASIS FOR AWARD**

1. The evaluation committee shall recommend the Offeror proposal that best meets the requirements, price and other factors considered.
2. The State may disqualify from consideration any Offeror who is involved in bankruptcy proceedings or, whose financial condition is deemed to pose a risk to the State for successful performance of the contract.
3. The State may contact the client points-of-contacts listed to validate the nature of the Offeror's experience, as well as other individuals that may be identified during those contacts as having relevant information during the course of any discussions. The State reserves the right to consider representations by those individuals concerning project scope, timeliness of performance, project management capabilities, or other information relevant to evaluating the Offeror's past experience and demonstrated capabilities. The State reserves the right to contact and verify, with any and all firms with whom the Offeror has been known to have conducted business, the quality and degree of satisfaction for such performance.
4. The State may contact the references provided by an Offeror (primary sources) to validate the Offeror's experience. The State may also contact other individuals and entities (secondary sources) identified as possessing relevant information during the course of discussions with the references provided by an Offeror.