

COUNTY OF MONROE, MICHIGAN

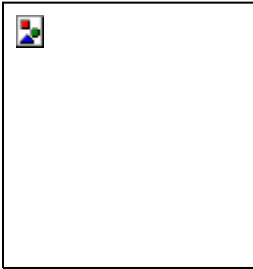
REQUEST FOR PROPOSAL

PUBLIC EDUCATION CAMPAIGN SERVICES

Issued to Professional Firms: Friday, March 18, 2022

Proposal Responses Due: 4:00 P.M., Friday, April 8th, 2022

Monroe County Finance Office
125 East Second Street
Monroe, MI 48161



MONROE COUNTY

FINANCE DEPARTMENT

125 East Second Street · Monroe, Michigan 48161-2197

Telephone: (734) 240-7250 · Fax (734) 240-7266

March 18, 2022

Dear Advertising Agency:

The County of Monroe is soliciting proposals from qualified professional firms for the development of creative and marketing collateral materials in order to support messaging around safe, legal and responsible use of medical marijuana. Services will include creation of visual/print (hard copy) items, digital/social advertisements, and media-buy and placement management.

Interested firms should refer to the project requirements as outlined in the Request for Proposal.

The final date for submitting a proposal is **Friday, April 8, 2022 at 4:00 P.M.** Eastern Standard Time to Joshua Thomas, Monroe County Finance Department, 2nd Floor, 125 East Second Street, Monroe, Michigan 48161. Your proposal must be sealed and clearly marked **“Public Education Campaign Proposal”** so that no error in opening may occur. Alternatively, respondents may submit proposals by the same deadline via electronic mail as a separate Microsoft Word or PDF document attachment to joshua.thomas@monroemi.org. Indicate on the cover of the transmission in the subject header a sealed proposal is attached.

The County of Monroe reserves the right to accept or to reject any and all proposals, to waive any irregularities and to make an award that is determined by the County of Monroe to be in the best interest of the County.

Sincerely,



Joshua Thomas
Operations Coordinator

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Project Description

The Monroe County Health Department (MCHD) has received grant funds from the Michigan Department of Licensing and Regulatory Affairs (LARA) to be used for education, communication and outreach regarding the Michigan Medical Marijuana Act in Monroe County.

There are three main messages/target audiences for the campaign:

- Safe storage and handling
- Dangers of driving while under the influence of marijuana
- Preventing accidental consumption

MCHD seeks to enter into a contractual relationship with a person or organization to develop a comprehensive public education campaign which will launch in May 2022 and run through July 2022. Services will include creation of visual/print (hard copy) items, digital/social advertisements, short videos and media-buy and placement management. The selected vendor will provide a media analysis which will include tracking and reporting of ad placements and impressions, digital/social media traffic, and other valuable metrics.

The award ceiling for this funding opportunity is \$25,000 and is available over the course of 3 months, from May 2022 through July 2022. Proposals with a cost over \$25,000 will not be accepted. All invoicing must be received by the Health Department by August 5, 2022. It is important to note that price will be a significant consideration during the evaluation period; MCHD will evaluate proposals based on “best value”. As a governmental agency that receives public and private funding, MCHD is committed to the effective and efficient use of its limited grant funds for education and marketing. MCHD is seeking a consultant who will consider this RFP as an opportunity to support MCHD in its work of improving lives and would be willing to make a pro bono contribution of time and/or expense to supplement the proposed budget if needed.

Goals for educational campaign

1. Develop a media campaign to educate on the safe, legal and responsible use of marijuana; the importance of preventing youth access; and reducing use among high-risk populations. Elements of the campaign should include as a minimum, the digital/social ads, print collateral materials for distribution, and any other creative elements of the campaign.
2. Increase perceptions of risk related to problematic use of marijuana across the state, including but not limited to:
 - a. Underage use of marijuana;
 - b. overconsumption/accidental consumption of marijuana-infused products (edibles);
 - c. unsafe storage of marijuana products in the home;

3. Facilitate the media buy and placement for the campaign ensuring a diverse media mix across a variety of platforms, including the following:
 - a. Digital advertising (using geo-fencing and targeted advertisements);
 - b. Social media advertising (using boosted posts or targeted ads);
 - c. Traditional advertising;
 - d. Over the top TV ads;
 - e. Other creative and potential approaches to paid/earned media.

Proposal Content

The proposal submitted should include the following information to assist in selecting the firm best able to provide the professional services for the project.

- Provide a listing of five (5) current references for work recently completed of a similar scope and type. Describe your background and experience dealing with similar projects or other social marketing campaigns; providing at least two similar (health or educational) campaigns completed within the last 5 years that demonstrate the Responder's capabilities of meeting the scope of services.
- Demonstrate through a listing of credentials the qualifications of the firm to support and complete the project described.
- Provide the structure of the professional team proposed for the project and the credentials and experience of the key account personnel.
- Include a work plan. Describe the approach and process for meeting deliverables and objectives in an efficient and effective way. The work plan must include the plan for reporting of progress and sharing analytics from the campaign.
- Provide an estimated time schedule for the services to be provided and significant milestones to be met along the progression of the project.
- Provide the best financial proposal to complete the work for the duration of the contract based on the proposed work plan. Cost information must be included on the proposal form provided as a part of this RFP. It is required that this form is completed in its entirety for the proposal to be considered. Cost estimates should include the following information:
 - Include any relevant one-time implementation costs
 - Include costs for anticipated media purchases broken down by the type of media, number of spots and cost
 - Include any anticipated additional costs that will become the responsibility of the MCHD once the contract has been fulfilled
 - Include any other costs not specifically requested, but will be included as a part of the project
 - Include any donations of time or expense

General Information/Requirements

A. Receiving Office

Sealed proposals will be accepted until **4:00 P.M. on Friday, April 8, 2022** by Joshua Thomas, Monroe County Finance Department, 2nd Floor, 125 East Second Street, Monroe, Michigan 48161. Your envelope must be sealed and clearly marked **“Public Education Campaign Proposal”** so that no error in opening may occur. Alternatively, firms may submit proposals by the same deadline via e-mail as a separate Microsoft Word or PDF document attachment to joshua_thomas@monroemi.org. Indicate on the cover of the transmission a sealed proposal for Public Education Campaign is attached.

B. Return of RFP

In the event that any firm decides not to submit a proposal, the firm should simply respond via email to the undersigned with notice of declining to provide a proposal or disinterest prior to the closing date.

C. Economy of Preparation

Proposals should be prepared simply and economically providing straight-forward, concise descriptions of the firm’s capabilities to perform the work. All pricing and all requested information is to be in the proposal and outlined in narrative text explaining the services to be performed, the cost of the services and the tentative schedule.

D. Time Period of Evaluation

Selection of the firm will be made as soon as possible after the closing date of receipt of proposals. However, proposals submitted shall remain valid for thirty (30) days after due date.

E. Addenda and Supplements to RFP

In the event of changes in the RFP, firms will be notified in writing. Questions concerning the proposal submittal, award and administration of the contract should be directed to:

Mr. Joshua Thomas
Operations Coordinator
County of Monroe
125 E. Second Street
Monroe, MI 48161
Telephone: 734-240-7268
Facsimile: 734-240-7266
E-mail joshua_thomas@monroemi.org

F. Rejection of Proposals

The County of Monroe reserves the right to accept or reject any or all proposals received as a result of this request. The County of Monroe shall not be obligated to award a contract solely on the basis of any response made to this Request for Proposal, nor does

the County intend to, nor will it be obligated to pay for the information solicited or obtained.

G. County's Reservation of Rights

The County of Monroe reserves the right to accept or reject any or all proposals received as a result of this request. The County of Monroe shall not be obligated to award a contract solely on the basis of any response made to this Request for Proposal, nor does the County intend to, nor will it be obligated under any circumstance to pay for the information solicited or obtained. The County reserves and may, at its sole discretion, exercise the following rights with respect to this RFP and all proposals submitted pursuant to this RFP:

1. To reject all proposals and re-issue the RFP at any time prior to execution of a final contract; to require, in any RFP for similar products and/or services that may be issued subsequent to this RFP, terms and conditions that are substantially different from the terms and conditions set forth in this RFP; or to cancel this RFP with or without issuing another RFP.
2. To reject any proposal if, in the County's sole discretion, the proposal is incomplete, the proposal is not responsive to the requirements of this RFP, the proposer does not meet the qualification requirements set forth herein or it is otherwise determined to be in the best interest of the County to reject the proposal.
3. To supplement, amend, substitute or otherwise modify this RFP at any time prior to the execution of a final contract.
4. Accept or reject any or all of the items in any proposal and award a contract for the whole or only a part of any proposal if the County determines, in its sole discretion that it is in the County's best interest to do so.
5. To reject the proposal of any proposer that, in the County's sole judgment, has been delinquent or unfaithful in the performance of any contract with the County, is financially or technically incapable or is otherwise deemed to not be a responsible proposer.
6. To waive any informality, defect, non-responsiveness and/or deviation from this RFP that is not, in the County's sole judgment, material to the proposal.
7. To permit or reject, at the County's sole discretion, amendments (including information inadvertently omitted), modifications, alterations, and/or corrections to proposals by one or more of the proposers following proposal submission.
8. To request that one or more of the proposers modify their proposals or provide additional information.
9. To request additional or clarifying information from any proposer at any time, including information inadvertently omitted by a proposer.
10. To require that proposers appear for interviews and/or presentations of their proposals at County offices.

11. To require references from proposers' previous clients on projects similar in type and scope to the work sought in this RFP.
12. To conduct such investigations as the County considers appropriate with respect to the qualifications of any proposer and with respect to the information contained in any proposal.

H. Proposal/Contract Award

The County of Monroe may award a single contract or purchase order to the lowest responsible qualified bidder. The award will be for all the components of the project listed within this RFP. The County will reserve all rights to award a contract or contracts as it determines who will best serve the County.

I. News Release

News releases pertaining to this RFP or the services to be provided to which it relates shall not be made without the prior approval of the County of Monroe.

J. Proprietary Information

With the exception of items or information specifically marked as proprietary by the offeror, after the closing date and evaluation process, all proposals submitted become a part of the County's records and as such available for public review.

K. Incurred Bidder Costs

The County of Monroe will not be liable for any costs incurred by firms or other respondents to this RFP, prior to issuance of an agreement, contract or other similar acquisition documents.

L. Inspection of Work Site(s)

The County may wish to visit and review the firm's facility prior to award of contract. The contractor shall note this and be prepared to allow for this visit and/or meeting to review a firm's capabilities prior to award.

M. Qualification

The selected firm shall have a proven record of performing work of a similar nature to the project described herein. This record shall be for a minimum of five (5) years and the firm shall be required to submit the names of five (5) references and include the name of the entity, contact person, telephone number and a brief description. Include an outline describing company's profile and ability to perform the work.

N. Other Provisions

The firm or bidder shall list any other criteria or requirements to delineate responsibility for any additional items/tasks to be completed by either the County or the firm. These shall be in addition to those previously detailed or explained in this RFP. The project shall comply with the provisions of Public Act 98 of 2011, the Fair and Open Competition in Governmental Construction Act.

O. Contract Terms

The contract term shall be only for the duration of the schedule to prepare the work product, deliver to the County and for the County to accept the work product as satisfactory. Payment will be made by the County to the firm within thirty (30) days of receipt of invoice for the work completed. Progress payments may be made to the firm for work completed to date.

P. Cancellation

Neither party upon award of contract except for non-performance on the part of the firm or issues of non-payment on the part of the County may cancel the contract.

Q. Law, Rules and Regulations

The work shall comply with all federal, state and local codes, rules and regulations including all ordinances and other statutory provisions pertaining to this class of work. Such Rules, Codes, Regulations and Ordinances shall be considered a part of these specifications. Any conflict between the RFP requirements and the aforementioned rules shall be noted by the contractor at the time the proposal response is submitted. All safety precautions shall be taken by the contractor to ensure a safe work environment for employees performing the work on behalf of the contractor and to protect the site to prevent visitors from being injured.

R. Prime Contractor Responsibilities

The selected firm will be required to assume full responsibility for all services offered in his proposal. Further, the County of Monroe will consider the selected contractor to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract. The prime contractor shall be responsible for the coordination and supervision of all subcontractors employed in this contract. The prime contractor shall list the names of all subcontractors to be employed under this contract.

S. Insurance

The selected firm must have insurance coverage for any infringement of patent, trademark or copyright, or from any claims or amounts arising or recovered under the Workmen's Compensation Law and for general liability claims. The selected firm, at its expense, must maintain during the term of any subsequent contract the following insurance:

Workers' Compensation Insurance which meets Michigan statutory requirements and shall take out and maintain during the life of this contract Workmen's Compensation Insurance for all employees employed at the site of the project and, in case any of the work is sublet, the firm shall require the sub-contractor to provide such insurance. Proof of compliance with the Workmen's Compensation Laws and Social Security Laws shall be filed with and kept in full force and effect on file with the County at all times, until all the work on the project provided to be done under this contract has been fully and finally completed. This shall be an absolute responsibility and duty of the firm, who agrees to indemnify and save harmless the County from any contributions or taxes or liability.

Comprehensive General Liability Insurance with minimum limits of bodily injury of \$500,000 each person and \$1 million dollars aggregate and with minimum limits for property damage of \$2, 000,000 each occurrence and \$2 million dollars aggregate.

Comprehensive Automobile Liability (including hired and non owned vehicles) with Michigan no-fault coverage, with minimum limits for bodily injury of \$500,000 each person and \$1 million dollars each accident and with minimum limits for property damage of \$500,000 each accident.

Insurance policies must name the firm as the insured, along with the County as additional insured, and must not be canceled or materially changed without at least 30 days prior notice from the firm or firm's agent to the County. The firm must submit certificates evidencing the insurance to the County at the time the firm executes the contract, and at least 15 days prior to the expiration dates of expiring policies.

Certificates of Insurance acceptable to the County shall be filed with the County prior to commencement of the work. The firm agrees that its insurance carriers waive subrogation against the County, its agents or employees with respect to any loss covered by the firm's insurance.

T. Workmanship

All work on behalf of the County shall be thoroughly performed by experienced personnel in the particular class of work upon which employed and the work and finished product shall be of a first class quality. Employees of the firm shall perform work that conform to standard, state of the art practices for this class and type of work. Once the project begins by execution of a purchase document all work by the firm shall be completed in the most expedient manner possible.

The firm assumes full responsibility to carefully examine the work requirements before submitting a proposal. All proposals shall take into consideration all such conditions as may affect the work under this contract. The firm shall verify all conditions, etc. in order to achieve full understanding of the scope, nature and character of the work. The submission of a proposal automatically implies that the firm is thoroughly familiar with the work to be performed and the County's requirements and expectations. No claims for extra compensation may be made after submittal of a proposal and acceptance by the County of the proposal.

U. Owner's Representative

The firm shall allow at any time during the contract the access of the County's Representative to view, inspect or otherwise observe the work in progress. The County's Representative for this contract will be Michael Bosanac or his designee who will coordinate with other County employees for the completion of the work. Any approvals, questions, demands etc. from the firm shall be forwarded to this person for direction to the contract. No other County Representative shall bind the County to additional costs or make any changes to the Project Scope.

V. Guaranty/Warranty

The firm shall and hereby does warrant all work performed by him or subcontractors employed by him and agrees to deliver warranties to the County for the work for which guarantees are required.

W. Freedom of Information Act

Information submitted in vendor proposals becomes public information and as such is subject to public disclosure and review under the Michigan Freedom of Information Act. Information contained in the vendor's proposal which is company confidential must be clearly identified in the proposal itself.

END OF RFP

**PROPOSAL FORM
MONROE COUNTY PUBLIC EDUCATION CAMPAIGN**

We, the undersigned, after reviewing the Request for Proposal, propose to provide the public education campaign for the Monroe County Health Department complete in accordance with the Request for Proposal dated March 18, 2022 to the County of Monroe for the following sums:

	Platform	Number of Spots per month	Number of Impressions	Cost per spot or per thousand impressions. Please specify	Zip Codes Targeted	Total Cost
Media Buy:						
Display						
Static						
Video						
Premium Display						
Type 1						
Type 2						
Type 3						
Connected TV						
0:15						
0:30						
Livestream/Pre-Roll						
0:15						
0:30						
TV Commercials (If this is included in the proposal please provide proposed schedule of air time and number of commercials per time period)						
SUB-TOTAL						

Added Value Impressions (Please list by type):						
SUB-TOTAL						
TOTAL Impressions:						

BASE BID:

Set-Up Fees: Dollars (\$_____)

Media Buy Costs: Dollars (\$_____)
(Should equal total from above)

*Additional Costs: Dollars (\$_____)
(Please explain in detail below)

Total: Dollars (\$_____)

***Additional Costs:**

Provide a short summary of any additional costs listed above:

Donated Contributions:

Provide a summary of any donated time or expense and the total value:

Start Date: _____

Completion Date: _____

Submitted By Name: _____

Submitted By Signature: _____

Contractor: _____

Contact Person (If different from above): _____

Address: _____ State: _____ Zip: _____

Telephone: _____ Date: _____

E-mail: _____