

## **Solicitation 2207-003**

# **RSVP Marketing and Outreach Campaign and Implementation Services**

**Solicitation Designation: Public**



**Collier County**

## Solicitation 2207-003

### RSVP Marketing and Outreach Campaign and Implementation Services

Solicitation Number **2207-003**  
 Solicitation Title **RSVP Marketing and Outreach Campaign and Implementation Services**

Solicitation Start Date **Jul 14, 2022 9:19:33 AM EDT**  
 Solicitation End Date **Aug 3, 2022 3:00:00 PM EDT**  
 Question & Answer End Date **Aug 2, 2022 12:00:00 PM EDT**

Solicitation Contact **Blanca M Aquino**  
**Accounting Supervisor**  
**239-252-4236**  
**Blanca.AquinoLuque@colliercountyfl.gov**

Contract Duration **One Time Purchase**  
 Contract Renewal **Not Applicable**  
 Prices Good for **60 days**

Solicitation Comments **See RFQ attached.**

#### Item Response Form

Item **2207-003-01-01 - RSVP Marketing and Outreach Campaign and Implementation Services**

Quantity **1 lump sum**

Unit Price

Delivery Location **Collier County**

1N/A  
 N/A  
 N/A FL 34112  
**Qty 1**

**Description**  
 See RFQ attached



COLLIER COUNTY  
BOARD OF COUNTY COMMISSIONERS

REQUEST FOR QUOTE (RFQ)

FOR

**RSVP Marketing and Outreach Campaign  
and Implementation Services**

Ed Bonilla, RSVP Project Director  
TELEPHONE: (239) 252-5713  
Ed.Bonilla@colliercountyfl.gov (Email)

This solicitation document is prepared in a Microsoft Word format. Any alterations to this document made by the Consultant may be grounds for rejection of proposal, cancellation of any subsequent award, or any other legal remedies available to the Collier County Government.

**SOLICITATION PUBLIC NOTICE**

<b>PROJECT TITLE:</b>	<u>RSVP Marketing and Outreach Campaign and Implementation Services</u>
<b>POST DATE:</b>	<u>July 13, 2022</u>
<b>PRE-QUOTE CONFERENCE:</b>	<u>N/A</u>
<b>LOCATION:</b>	<u>N/A</u>
<b>QUOTE OPENING DAY/DATE/TIME:</b>	<u>August 3, 2022 at 3:00 p.m.</u>
<b>PLACE OF QUOTE OPENING:</b>	<u>Collier County Procurement Services Division</u>

All proposals shall be submitted online via the Collier County Procurement Services Division Online Bidding System:  
<https://www.bidsync.com/bidsync-cas/>

**INTRODUCTION**

As requested by the Community and Human Services Division (hereinafter, the “Division or Department”), the Collier County Board of County Commissioners Procurement Services Division (hereinafter, “County”) has issued this Request for Quote (hereinafter, “RFQ”) with the intent of obtaining bid submittals from interested and qualified vendors in accordance with the terms, conditions and specifications stated or attached. The vendor, at a minimum, must achieve the requirements of the Specifications or Scope of Work stated.

**BACKGROUND**

AmeriCorps Seniors requires a comprehensive outreach and recruitment strategy for the Retired and Senior Volunteer Program of Collier County (RSVP). Community and Human Services requires the services of a vendor to assist in the preparation and implementation of a comprehensive marketing and outreach campaign to attract volunteers, volunteer stations, and other stakeholders who can support RSVP with monetary and in-kind support.

**TERM OF CONTRACT**

The purchase order term, if an award is made, is intended to be for one year.

Prices shall remain firm for the term of the purchase order.

Surcharges will not be accepted in conjunction with this agreement, and such charges should be incorporated into the pricing structure.

**All goods are FOB destination and must be suitably packed and prepared to secure the lowest transportation rates and to comply with all carrier regulations. Risk of loss of any goods sold hereunder shall transfer to the COUNTY at the time and place of delivery; provided that risk of loss prior to actual receipt of the goods by the COUNTY nonetheless remain with VENDOR.**

**AWARD CRITERIA**

RFQ award criteria are as follows:

- For the purposes of determining the winning bidder, the County will select the vendor with the lowest price as outlined below:
  - **Lowest Total Quote**
- Collier County reserves the right to select one, or more than one suppliers, award on a line item basis, establish a pool for quoting, or other options that represents the best value to the County; however, it is the intent to:
  - **Identify a Single Awardee**
- The County reserves the right to issue a formal contract or standard County Purchase Order or utilize the County Purchasing Card for the award of this solicitation.

**DETAILED SCOPE OF WORK**

The following outlines the steps and actions needed to properly focus and disseminate the AmeriCorps Seniors Retired and Senior Volunteer Program (RSVP) of Collier County message throughout the county.

The vendor shall develop a twelve (12) month full-service Marketing and Outreach Campaign to include but not limited to:

1. Working with Collier County's Information Technology Division, revise and upgrade the RSVP website page hosted by but separate from the County's website (Colliercountyfl.gov), in both English and Spanish, utilizing the existing RSVP URL: CollierRSVP.com.
  - A. It should include main RSVP page with additional pages (including but not limited to description of RSVP, history of RSVP, FAQ, Volunteer Opportunities, Volunteer Information/Notices).
  - B. Format and colors should be consistent with County's website (Colliercountyfl.gov).
  - C. Link to fillable RSVP Application with signature capabilities and ability to submit through the website.
  - D. Partner Portal to provide partner-specific information and to provide partners the ability to submit Memorandum of Understanding (MOU), reports, etc.
  - E. Link to County social media platforms.
  - F. Ability to track metrics (number of views, etc).
  - G. The website should be designed ADA compliant with all necessary adaptations and with consideration to inhouse updating.
2. Create a marketing video that can be used in presentations and a shorter version that can be used as a Public Service Announcement (PSA) for local television spots and Collier TV.
3. Create a minimum of twelve (12) social media marketing posts that include video shorts of interviews with volunteers and representatives from partner organizations that can be rotated on social media platforms and included on the RSVP website.
4. Create and distribute four (4) press releases annually, one for every quarter.
5. Produce and print marketing flyers and brochures with consideration for inhouse updating.
6. **Optional: Radio spots and TV spot production of advertisements and media buys per spot.**

#### VENDOR CHECKLIST

\*\*\*Vendor should check off each of the following items as the necessary action is completed (please see, Form 2: Vendor Check List):

The Solicitation Submittal has been signed.

The Solicitation Pricing Document (Bid Schedule/Quote Schedule/Proposal Pricing/etc.) has been completed and attached.

All applicable forms have been signed and included, along with licenses to complete the requirements of the project.

Any addenda have been signed and included.

Affidavit for Claiming Status as a Local Business, if applicable.

Division of Corporations - Florida Department of State – <http://dos.myflorida.com/sunbiz/> (If work performed in the State).

E-Verify/Immigration Affidavit (Memorandum of Understanding).

Please fill out and sign this form along with your proposal. No proposal will be considered unless the RFQ form is properly signed.

**DATE SENT:** July 13, 2022  
**QUOTE DUE DATE:** August 3 , 2022  
**SITE VISIT:** N/A  
**PROJECT ADDRESS:** N/A  
**AWARD CRITERIA:** Lowest Lump Sum Quote

**RSVP Marketing and Outreach Campaign and Implementation Services**  
**Due: August 3, 2022**

Summary Description	Lump Sum Quote
RSVP Marketing and Outreach Campaign and Implementation Services	
	\$0.00

Vendor Signature: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Date: \_\_\_\_\_



**Collier County**  
**Purchase Order Terms and Conditions**

**1. Offer**

This offer is subject to cancellation by the COUNTY without notice if not accepted by VENDOR within fourteen (14) days of issuance.

**2. Acceptance and Confirmation**

This Purchase Order (**including all documents attached to or referenced herein**) constitutes the entire agreement between the parties, unless otherwise specifically noted by the COUNTY on the face of this Purchase Order. Each delivery of goods and/or services received by the COUNTY from VENDOR shall be deemed to be upon the terms and conditions contained in this Purchase Order.

No additional terms may be added and Purchase Order may not be changed except by written instrument executed by the COUNTY. VENDOR is deemed to be on notice that the COUNTY objects to any additional or different terms and conditions contained in any acknowledgment, invoice or other communication from VENDOR, notwithstanding the COUNTY'S acceptance or payment for any delivery of goods and/or services, or any similar act by VENDOR.

**3. Inspection**

All goods and/or services delivered hereunder shall be received subject to the COUNTY'S inspection and approval and payment therefore shall not constitute acceptance. All payments are subject to adjustment for shortage or rejection. All defective or nonconforming goods will be returned pursuant to VENDOR'S instruction at VENDOR'S expense.

To the extent that a purchase order requires a series of performances by VENDOR, the COUNTY prospectively reserves the right to cancel the entire remainder of the Purchase Order if goods and/or services provided early in the term of the Purchase Order are non-conforming or otherwise rejected by the COUNTY.

**4. Shipping and Invoices**

- a) All goods are FOB destination and must be suitably packed and prepared to secure the lowest transportation rates and to comply with all carrier regulations. Risk of loss of any goods sold hereunder shall transfer to the COUNTY at the time and place of delivery; provided that risk of loss prior to actual receipt of the goods by the COUNTY nonetheless remain with VENDOR.
- b) No charges will be paid by the COUNTY for packing, crating or cartage unless otherwise specifically stated in this Purchase Order. Unless otherwise provided in Purchase Order, no invoices shall be issued nor payments made prior to delivery. Unless freight and other charges are itemized, any discount will be taken on the full amount of invoice.
- c) All shipments of goods scheduled on the same day via the same route must be consolidated. Each shipping container must be consecutively numbered and marked to show this Purchase Order number. The container and Purchase Order numbers must be indicated on bill of lading. Packing slips must show Purchase Order number and must be included on each package of less than container load (LCL) shipments and/or with each car load of equipment. The COUNTY reserves the right to refuse or return any shipment or equipment at VENDOR'S expense that is not marked with Purchase Order numbers. VENDOR agrees to declare to the carrier the value of any shipment made under this Purchase Order and the full invoice value of such shipment.
- d) All invoices must contain the Purchase Order number and any other specific information as identified on the Purchase Order. Discounts of prompt payment will be computed from the date of receipt of goods or from date of receipt of invoices, whichever is later. Payment will be made upon receipt of a proper invoice and in compliance with Chapter 218, Fla. Stats., otherwise known as the "Local Government Prompt Payment Act," and, pursuant to the Board of County Commissioners Purchasing Policy.

**5. Time Is Of the Essence**

Time for delivery of goods or performance of services under this Purchase Order is of the essence. Failure of VENDOR to meet delivery schedules or deliver within a reasonable time, as interpreted by the COUNTY alone, shall entitle the COUNTY to seek all remedies available to it at law or in equity. VENDOR agrees to reimburse the COUNTY for any expenses incurred in enforcing its rights. VENDOR further agrees that undiscovered delivery of nonconforming goods and/or services is not a waiver of the COUNTY'S right to insist upon further compliance with all specifications.

**6. Changes**

The COUNTY may at any time and by written notice make changes to drawings and specifications, shipping instructions, quantities and delivery schedules within the general scope of this Purchase Order. Should any such change increase or decrease the cost of, or the time required for performance of the Purchase Order, an equitable adjustment in the price and/or delivery schedule will be negotiated by the COUNTY and VENDOR. Notwithstanding the foregoing, VENDOR has an affirmative obligation to give notice if the changes will decrease costs. Any claims for adjustment by VENDOR must be made within thirty (30) days from the date the change is ordered or within such additional period of time as may be agreed upon by the parties.

**7. Warranties**

VENDOR expressly warrants that the goods and/or services covered by this Purchase Order will conform to the specifications, drawings, samples or other descriptions furnished or specified by the COUNTY, and will be of satisfactory material and quality production, free from defects and sufficient for the purpose intended. Goods shall be delivered free from any security interest or other lien, encumbrance or claim of any third party. These warranties shall survive inspection, acceptance, passage of title and payment by the COUNTY.

**8. Statutory Conformity**

Goods and services provided pursuant to this Purchase Order, and their production and transportation shall conform to all applicable laws, including but not limited to the Occupational Health and Safety Act, the Federal Transportation Act and the Fair Labor Standards Act, as well as any law or regulation noted on the face of the Purchase Order.

**9. Advertising**

No VENDOR providing goods and services to the COUNTY shall advertise the fact that it has contracted with the COUNTY for goods and/or services, or appropriate or make use of the COUNTY'S name or other identifying marks or property without the prior written consent of the COUNTY'S Purchasing Department.

**10. Indemnification**

VENDOR shall indemnify and hold harmless the COUNTY from any and all claims, including claims of negligence, costs and expenses, including but not limited to attorneys' fees, arising from, caused by or related to the injury or death of any person (including but not limited to employees and agents of VENDOR in the performance of their duties or otherwise), or damage to property (including property of the COUNTY or other persons), which arise out of or are incident to the goods and/or services to be provided hereunder.

**11. Warranty of Non-Infringement**

- a) VENDOR represents and warrants that all goods sold or services performed under this Purchase Order are: a) in compliance with applicable laws; b) do not infringe any patent, trademark, copyright or trade secret; and c) do not constitute unfair competition.
- b) VENDOR shall indemnify and hold harmless the COUNTY from and against any and all claims, including claims of negligence, costs and expense, including but not limited to attorneys' fees, which arise from any claim, suit or proceeding alleging that the COUNTY'S use of the goods and/or services provided under this Purchase Order are inconsistent with VENDOR'S representations and warranties in section 11 (a).
- c) If any claim which arises from VENDOR'S breach of section 11 (a) has occurred, or is likely to occur, VENDOR may, at the COUNTY'S option, procure for the COUNTY the right to continue using the goods or services, or replace or modify the goods or services so that they become non-infringing, (without any material degradation in performance, quality, functionality or additional cost to the COUNTY).

**12. Insurance Requirements**

The VENDOR, at its sole expense, shall provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the Purchase Order. Providing and maintaining adequate insurance coverage is a material obligation of the VENDOR. All insurance policies shall be executed through insurers authorized or eligible to write policies in the State of Florida.

**13. Compliance with Laws**

In fulfilling the terms of this Purchase Order, VENDOR agrees that it will comply with all federal, state, and local laws, rules, codes, and ordinances that are applicable to the conduct of its business. By way of non-exhaustive example, this shall include the American with Disabilities Act and all prohibitions against discrimination on the basis of race, religion, sex creed, national origin, handicap, marital status, or veterans status. Further, VENDOR acknowledges and without exception or stipulation shall be fully responsible for complying with the provisions of the Immigration Reform and Control Act of 1986 as located at 8 U.S.C. 1324, et seq. and regulations relating thereto, as either may be amended. Failure by the awarded firm(s) to comply with the laws referenced herein shall constitute a breach of the award agreement and the County shall have the discretion to unilaterally terminate said



agreement immediately. Any breach of this provision may be regarded by the COUNTY as a material and substantial breach of the contract arising from this Purchase Order.

#### **14. Force Majeure**

Neither the COUNTY nor VENDOR shall be responsible for any delay or failure in performance resulting from any cause beyond their control, including, but without limitation to war, strikes, civil disturbances and acts of nature. When VENDOR has knowledge of any actual or potential force majeure or other conditions which will delay or threatens to delay timely performance of this Purchase Order, VENDOR shall immediately give notice thereof, including all relevant information with respects to what steps VENDOR is taking to complete delivery of the goods and/or services to the COUNTY.

#### **15. Assignment**

VENDOR may not assign this Purchase Order, nor any money due or to become due without the prior written consent of the COUNTY. Any assignment made without such consent shall be deemed void.

#### **16. Taxes**

Goods and services procured subject to this Purchase Order are exempt from Florida sales and use tax on real property, transient rental property rented, tangible personal purchased or rented, or services purchased (Florida Statutes, Chapter 212), and from federal excise tax.

#### **17. Annual Appropriations**

The COUNTY'S performance and obligation to pay under this Purchase Order shall be contingent upon an annual appropriation of funds.

#### **18. Termination**

This Purchase Order may be terminated at any time by the COUNTY upon 30 days prior written notice to the VENDOR. This Purchase Order may be terminated immediately by the COUNTY for breach by VENDOR of the terms and conditions of this Purchase Order, provided that COUNTY has provided VENDOR with notice of such breach and VENDOR has failed to cure within 10 days of receipt of such notice.

#### **19. General**

- a) This Purchase Order shall be governed by the laws of the State of Florida. The venue for any action brought to specifically enforce any of the terms and conditions of this Purchase Order shall be the Twentieth Judicial Circuit in and for Collier County, Florida
- b) Failure of the COUNTY to act immediately in response to a breach of this Purchase Order by VENDOR shall not constitute a waiver of breach. Waiver of the COUNTY by any default by VENDOR hereunder shall not be deemed a waiver of any subsequent default by VENDOR.
- c) All notices under this Purchase Order shall be sent to the respective addresses on the face page by certified mail, return receipt requested, by overnight courier service, or by personal delivery and will be deemed effective upon receipt. Postage, delivery and other charges shall be paid by the sender. A party may change its address for notice by written notice complying with the requirements of this section.
- d) The Vendor agrees to reimbursement of any travel expenses that may be associated with this Purchase Order in accordance with Florida Statute Chapter 112.061, Per Diem and Travel Expenses for Public Officers, employees and authorized persons.
- e) In the event of any conflict between or among the terms of any Contract Documents related to this Purchase Order, the terms of the Contract Documents shall take precedence over the terms of the Purchase Order. To the extent any terms and /or conditions of this Purchase Order duplicate or overlap the Terms and Conditions of the Contract Documents, the provisions of the Terms and/or Conditions that are most favorable to the County and/or provide the greatest protection to the County shall govern.

## Question and Answers for Solicitation #2207-003 - RSVP Marketing and Outreach Campaign and Implementation Services

### Overall Solicitation Questions

There are no questions associated with this Solicitation.

Question Deadline: Aug 2, 2022 12:00:00 PM EDT