



**REQUEST FOR QUOTES
CMHPSM RFQ#2021E**

**Gambling Disorder Prevention
Media Campaign
April 1, 2021- September 30, 2021**

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TABLE OF CONTENTS FOR CMHPSM RFQ#2021E

Table of Contents for CMHPSM RFQ#2021E	2
Timeline for CMHPSM RFQ#2021E	3
RFQ#2021E Introduction	3
Appropriation of Funds	4
Total Maximum All Inclusive Costs	4
Required Components of Media Campaign	4
Issuing Office	4
Programmatic Questions	5
Proposal Requirements	5
Proposal Due Date/Time	5
Proposal Submission Requirements	5
Electronic Submission	5
Submission Receipt	5
Submission Requirement #1 Cover Sheet	6
Submission Requirement #2 Proposal Application	6
Submission Requirement #3 Program Budget	7

Timeline for CMHPSM RFQ#2021E

RFQ Available on MITN Website	January 15, 2021
Programmatic Questions Due to CMHPSM	February 1, 2021
Programmatic Questions and Answers Posted on MITN	February 8, 2021
Bid Submission Deadline 12:00 PM	February 15, 2021
Bid Review Begins	February 15, 2021
Contracts/Awards to CMHPSM Regional Board	March 10, 2021
Award Notifications	March 15, 2021
Contracts Issued to Awarded Organizations	April 1, 2021

RFQ#2021E Introduction

The Community Mental Health Partnership of Southeast Michigan (CMHPSM) is one of Michigan's ten Medicaid Prepaid-Inpatient Health Plans (PIHP)s which have oversight of public mental health and substance use disorder service funding within the State. The CMHPSM provides leadership for the management and integration of services across the four-county region which includes Lenawee, Livingston, Monroe, and Washtenaw counties. Bidders to this request, shall herein be referred to as the "provider" in relation to any questions or requirements of the potential bidders to be selected.

The CMHPSM is requesting proposals from bidders for the **Gambling Disorder Prevention Media Campaign** to be provided regionally within the following counties: Lenawee, Livingston, Monroe, and Washtenaw. The term for the awarded contract begins on 4/1/2021 and extends until 9/30/2021, with an option to extend into the next fiscal year if funding is approved by MDHHS. The CMHPSM will determine all contract terms derived from successful responses to this RFQ. The CMHPSM reserves the right to not issue, terminate, amend, or extend individual contracts derived from this RFQ process.

The Michigan Gambling Disorder Prevention Projects (MGDPPs) were established to provide and support effective problem gambling prevention, education, outreach, and treatment programs throughout the state. Problem gambling or gambling addiction includes all gambling behavior patterns that compromise, disrupt or damage personal, family, or vocational pursuits. The essential features are increasing preoccupation with gambling, a need to bet more money more frequently, restlessness or irritability when attempting to stop, "chasing" losses, and loss of control manifested by continuation of the gambling behavior despite mounting, serious, negative consequences. In extreme cases, problem gambling can result in financial ruin, legal problems, loss of career and family, or even suicide.

CMHPSM is requesting proposals from marketing companies to design and implement a regional media campaign that is youth and parent focused and promotes education and awareness about problem gambling. The media campaign will be comprehensive and utilize various forms of marketing materials to increase the impact of the campaign. Materials will be developed in partnership with CMHPSM, the regional Gambling Disorder Prevention Workgroup, MDHHS, and others, as necessary. Bidders to this RFQ should have the capacity to design and implement a widespread, engaging campaign that utilizes market research and resources across our four-county region.

Appropriation of Funds

The CMHPSM will issue program awards based upon funding availability. As in prior years, the funding source(s) for these proposals will be identified by the CMHPSM. Given the funding source availability and utilization are both variable, the CMHPSM will award proposals on a funding priority basis. Highest priority proposals will be funded through state grant funds.

Total Maximum All Inclusive Costs

The proposal should contain the total maximum pricing information relative to developing the regional media campaign and all campaign materials as described in this request for quotes. The total all-inclusive maximum price to be bid is to contain all direct and indirect costs including all out-of-pocket expenses. **The total allotted cost for the entire media campaign project has a budgeted amount not to exceed SEVENTY-FIVE THOUSAND DOLLARS AND ZERO CENTS \$75,000.00.**

Required Components of Media Campaign

Design Concepts and Materials:

1. Develop and implement a regional plan for a youth and parent focused Gambling Disorder Prevention media campaign.
2. Design marketing campaign materials. All concepts and materials will be created with input and collaboration from the regional Gambling Disorder Prevention Workgroup. Included in this RFQ is the Gambling Disorder Prevention Workgroup Logic Model (Appendix D). The media campaign will be data-driven and connect to the logic model, significant data and identified intervening variables the workgroup identified. The key concepts of the marketing campaign have been identified in the Gambling Disorder Prevention Logic Model (Appendix D) and should be designed to impact the following:
 - a. Increase the awareness of help/support for someone with a gambling problem
 - b. Increase the understanding of the risks associated with gambling for participants and vendors
 - c. Increase the understanding of gambling disorder as a diagnosable disease
3. Create marketing materials that can be utilized regionally by many community partners. Marketing materials can include but are not limited to posters, billboards, brochures, web ads, or other marketing materials agreed upon by the Workgroup and media company.
4. Use market research or by conducting market research, design media campaign materials that reflect diverse populations and are representative and inclusive.
5. Contract with printing, billboard companies, etc., as needed, to implement campaign.
6. Evaluate marketing materials including estimated reach and impact of materials.

Issuing Office

The CMHPSM is issuing this Request for Quotes. All questions regarding procedures with bidding should be directed to CJ Witherow, CMHPSM Chief Operating Officer, through email at contracts@cmhpsm.org. Only procedural questions will be answered individually to organizations, this includes any questions with vendor registration on MITN, and electronic submission of proposals to CMHPSM.

Programmatic Questions – Due by February 1, 2021

Any programmatic questions sent prior to the question deadline related to the RFQ will be answered by the CMHPSM. All submitted questions and subsequent CMHPSM answers will be posted on MITN as an RFQ Addendum. All programmatic questions should be sent to CJ Witherow through email: contracts@cmhpsm.org.

Proposal Requirements

The CMHPSM reserves the right to reject all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept any bid determined through the review process to represent the best interest of CMHPSM. The CMHPSM will retain responsibility for balancing the proposals/outcomes to meet the community needs in the four-county region. The CMHPSM reserves the right to consider, in addition to the numerical proposal score and cost, other criteria such as community needs, geographical needs, priority populations, and efforts to reduce duplication of services.

Proposal Due Date/Time - Responses Due Electronically by 12:00 PM on February 15, 2021

Proposal Submission Requirements

Document	Points	File Type Required
RFQ Cover Sheet Appendix A	Required	Appendix A (MS Word or PDF File)
Application Appendix B	60%	Appendix B (MS Word or PDF File)
CMHPSM Budget Form Appendix C	40%	Appendix C (Excel File)

Electronic Submission

All responses must be submitted in an electronic format prior to the deadline, utilizing one of two following submission methods:

1. (Preferred) Upload the files using the secure RFQ upload form located at the CMHPSM web page: www.cmhpsm.org/procurement, the form is also found here: <https://form.jotform.com/210123176572953>
2. Email the files to biddlec@cmhpsm.org with the subject line "RFQ#2021E Submission"

Submission Receipt

An emailed proof of receipt will be sent upon RFQ submission to ensure your organization has documented proof of submitting a proposal.

Late proposals or proposals not in compliance with RFQ requirements will not be considered.

SUBMISSION REQUIREMENT #1 COVER SHEET

Complete and sign the CMHPSM RFQ#2021E Cover Sheet – see Appendix A.

SUBMISSION REQUIREMENT #2 PROPOSAL APPLICATION

Submit a proposal application which addresses the following criteria – see Appendix B:

Introduction

1. Company/Organization name and fiscal year for plan
List the name of the company/organization submitting the proposal.
2. Contact Person's Information
Include the name, phone number and email address of the person who is responsible for the proposal and will respond to any questions or clarification that may arise.
3. Amount of Request
Program Costs to include the number of hours preparing and designing materials and implementing campaign as well as actual materials for print. **The total allotted cost for the entire media campaign project has a budgeted amount not to exceed SEVENTY-FIVE THOUSAND DOLLARS AND ZERO CENTS \$75,000.00.**

Experience & Implementation Plan

4. Previous Experience
Briefly describe your experience in oversight, development, and coordination of previous marketing campaigns. Details should include the length of your experience, community/communities in which your efforts were implemented, and any experience with a youth-focused and/or prevention/health focused campaign. Additionally, please include any relevant samples of developed materials that correspond to the previous experience. During the evaluation process, the RFQ Review Committee may, at its discretion, request a final grouping of marketing companies to make oral presentations.
5. Community Collaboration
Community Collaboration is a key component of the campaign and for the effort to be effective in preventing and reducing the risk of problem gambling among youth. Provide a brief description on how you plan to collaborate with our workgroup to ensure their involvement in these efforts.
6. Outcomes and Evaluation
Describe your development and implementation of a data-driven marketing campaign that connects to the outcomes included in the Gambling Disorder Prevention Workgroup Logic Model (Appendix D). Identify measurable outcomes and methods for evaluating these outcomes. Include what marketing materials you recommend utilizing given the media campaign budget and the demographics of the targeted population, how many individuals could potentially be impacted based on those proposed materials, and how you will evaluate the impact or reach of the campaign materials in the community.

Reference Materials

7. Logic Model

The Gambling Disorder Strategic Prevention Framework Workgroup has created a prevention plan logic model which is included in Appendix D for reference purposes.

8. MDHHS Problem Gambling Website

Michigan Department of Health and Human Services provides information and resources on Problem Gambling on their website: https://www.michigan.gov/mdhhs/0,5885,7-339-71550_2941_74002---,00.html

SUBMISSION REQUIREMENT #3 PROGRAM BUDGET

- A. Completed CMHPSM Budget Template – See Appendix C.
- B. Budget Summary