

**RFP RECEIPT  
CONFIRMATION  
PAGE**

**BY SIGNING AND FAXING THIS PAGE TO  
(814) 451-6065 YOU ARE CONFIRMING RECEIPT  
OF THE ATTACHED RFP**

**PLEASE RETURN WHETHER  
RESPONDING OR NOT**

**IF YOU HAVE QUESTIONS, PLEASE CALL (814) 451-6432**

<b>COMPANY:</b>	_____
<b>RECEIVED BY:</b>	_____
<b>DATE:</b>	_____
<b>CONTACT NAME:</b>	_____
<b>PHONE #:</b>	_____
<b>FAX:</b>	_____
<b>E-MAIL:</b>	_____

**COUNTY OF ERIE**  
**DEPARTMENT OF ADMINISTRATION**  
**BUREAU OF PURCHASING**

**RFP DOCUMENTS**  
**FOR**  
**PR FIRM FOR HEALTH EQUITABLE MESSAGING TO**  
**ERIE COUNTY ABOUT COVID-19**

**FOR THE**  
**ERIE COUNTY DEPARTMENT OF HEALTH**  
**ERIE, PENNSYLVANIA**

**TO BE OPENED ON: AUGUST 20<sup>TH</sup>, 2020**

**LEGAL NOTICE**

**The Erie County Director of Procurement, Room #106, Erie County Courthouse, Erie, PA 16501, will receive and open sealed RFPs on August 20<sup>th</sup>, 2020 at 10:30 AM at the Office of the Erie County Controller, Erie County Courthouse, 140 West 6<sup>th</sup> Street, Room #107, Erie, PA 16501, for PR Firm for Health Equitable Messaging to Erie County About COVID-19.**

**Specifications and RFP requirements are available at the Erie County Purchasing Department, 140 West 6<sup>th</sup> Street, Room #106, Erie County Courthouse, Erie, PA 16501 and at [www.eriecountypa.gov](http://www.eriecountypa.gov).**

**Charles Crane  
Director of Procurement**

**Advertise:        **July 30<sup>th</sup>, 2020**  
                         **August 3<sup>rd</sup>, 2020****

**Please charge to Account #L0960556 – Thank you!**

**PR FIRM FOR HEALTH EQUITABLE MESSAGING TO  
ERIE COUNTY ABOUT COVID-19**

**GENERAL SPECIFICATIONS**

**FAILURE TO ADHERE TO THESE GENERAL SPECIFICATIONS WILL  
RESULT IN YOUR RFP BEING REJECTED!**

- 1. It is the intent of the County to RFP - PR Firm for Health Equitable Messaging to Erie County About COVID-19.**
- 2. All RFPs must be submitted in sealed envelopes labeled “PR Firm for Health Equitable Messaging to Erie County About COVID-19”, hand-delivered or received by mail at the Office of the County Controller, Erie County Courthouse, 140 West 6<sup>th</sup> Street, Room #107, Erie, PA 16501, on or before August 20<sup>th</sup>, 2020 at 10:30 AM. RFPs will be opened at that time.  
\*If you would like to attend the opening via Zoom, please contact Marie Lewis, Erie County Controller’s Office at (814) 451-6365 or [mlewis@eriecountypa.gov](mailto:mlewis@eriecountypa.gov).**
- 3. The County of Erie reserves the right to accept or reject any or all RFPs, to waive any defects in form or technicalities or to advertise for new RFPs where acceptance, rejection, waiving or advertising of such would be in accordance with the best interest of the County; also, to sit and act as the sole judge of the merit and qualifications of the equipment, supplies or services offered. Any interpretation of equivalency shall be determined finally and conclusively by the County of Erie.**
- 4. The contract will be awarded at the time of opening of the RFPs or at a subsequent time and place to be announced at the time of opening.**
- 5. The RFP shall disclose any conflict of interest that arises or may arise with regard to the potential contract. Conflict of interest arises if any County official or employee has any financial interest, direct or indirect, in the potential contract.**
- 6. The vendor shall not be allowed to take advantage of any errors, inconsistencies, irregularities or omissions in the specifications. Where errors, inconsistencies, irregularities or omissions appear in the specification, the vendor will**

promptly notify the County of same prior to the time set for the RFP opening.

7. The County of Erie shall not discriminate against any bidder or applicant for employment because of race, religion, color, sex, sexual preference, or national origin. The Service Provider shall take affirmative action (1) to insure that applicants are employed, and, (2) that employees are treated during employment, without regard to their race, religion, color, sex, sexual preference, or national origin.
8. All RFPs must be made on the RFP Form furnished by the County. No RFP will be considered unless the RFP Form is properly signed.
9. THE RFP PACKAGE MUST INCLUDE THE ORIGINAL RFP FORM AND NON-COLLUSION AFFIDAVIT AND TWO (2) COPIES OF SAME, ALSO, THE ORIGINAL. THE COUNTY OF ERIE ALSO REQUESTS THIS RFP RESPONSE TO BE SUBMITTED IN ELECTRONIC FORM, I.E. - CD/ROM.
10. The County is not liable for non-receipt of RFPs if sent by mail, late delivery of same, if hand-delivered after the time set for the RFP opening or addressed to any other County employee or office other than the County Controller's Office.
11. The County will not be responsible for any costs incurred by the vendors in responding to this RFP Form or any costs incurred in responding to any demonstrations or samples required.
12. Any discounts or terms must be shown on the RFP Form. Such discounts, if any, may be computed and considered in tabulating of the RFPs.
13. All freight and other costs shall be included in the RFP price.
14. In consideration of furnishing the equipment and/or performing the services called for herein, the supplier will be paid within thirty (30) days of invoice receipt.
15. Any questions with respect to the General Specifications contained in this RFP should be directed to Charles Crane, Director of Procurement at (814) 451-6244 or [ccrane@eriecountypa.gov](mailto:ccrane@eriecountypa.gov) during normal working hours.

16. Any questions with respect to the Technical Specifications contained in this RFP should be directed to Sarah Morgan, Erie County Department of Health at (814) 451-7857 or [smorgan@eriecountypa.gov](mailto:smorgan@eriecountypa.gov) during normal working hours.
17. The County is exempt from all State of PA sales tax by State law.
18. The Non-Collusion Affidavit attached to these specifications must be completed and submitted with the RFP Form. Failure to do this will result in disqualification of the RFP. Instructions are as follows:
  - a. This Non-Collusion Affidavit must be executed by the member, officer or employee of the vendor who makes the final decision on prices and the amount quoted in the RFP.
  - b. RFP rigging and other efforts to restrain competition and the making of false sworn statements in connection with the submission of RFPs are unlawful and may be subject to criminal prosecution. The person who signs the Affidavit should examine it carefully before signing and assure himself or herself that each statement is true and accurate, making diligent inquiry, necessary, of all other persons employed or associated with the vendor with responsibilities associated with the vendor with responsibilities for the preparation, approval or submission of the RFP.
  - c. In the case of a RFP submitted by a joint venture, each party to the venture must be identified in the RFP documents and an Affidavit must be submitted separately on behalf of each party.
  - d. The term “complementary RFP” as used in the Affidavit has the meaning commonly associated with that term in the RFP process and includes the knowing submission of RFPs higher than the RFP of another firm, any intentionally high or non-competitive RFP and any other form of RFP submitted for the purpose of giving a false appearance of competition.
19. All RFP equipment in this RFP must be new. New shall be construed to mean the RFP equipment shall be assembled

using exclusively new, first time usage parts. The equipment shall not contain rebuilt or remanufactured parts or any used parts, which have been rebuilt to new specifications. The County reserves the right to require a sworn statement from the manufacturer guaranteeing the RFP equipment shall meet all requirements of this specifications.

20. All items on this RFP must be of CURRENT MANUFACTURE. The term CURRENT MANUFACTURE shall mean the most recent line of the RFP items made available to the vendor by the manufacturer.
21. The County reserves the right to purchase additional RFP items at the RFP price, within 90-days of delivery and installation.
22. The RFP Form will provide for line item responding. Vendor may respond on any or all items. The County reserves the right to accept or reject any or all line item RFPs.
23. The vendor shall include in the RFP all costs of labor, materials, equipment, allowances, fees, permits, applicable taxes, insurance and contingencies with overhead and profit necessary to produce those portions of work covered by the specifications without further cost to the owner.
24. RFPs shall include the complete fabrication, finishing, delivery and setting in place ready for use of the equipment herein specified, all in accordance with these specifications. Any part or accessory not specifically mentioned herein, which is normally part of the equipment or necessary to complete installation of same, shall be included in the RFP price. The County will be responsible for supplying adequate electrical power at the installation site.
25. The vendor may include with the RFP a brochure containing photographs, technical specifications and any other features of the RFP equipment to completely inform the County of Erie concerning the equipment the vendor proposes to furnish and install.
26. RFPs may be held by the County for a reasonable amount of time, to be determined by the County, for the purpose of reviewing the RFPs and investigating the qualifications of vendor prior to awarding the contracting.

27. The awarding of the contract shall be contingent upon the approval of funds by the County of Erie or any other governmental agencies or any other necessary source.
28. Successful vendor will be required to obtain the appropriate security clearances, at their own costs, for each individual who will be working for the vendor in any County building. Those clearances are as follows:
  - PA Child Abuse Clearance Form
  - PA Criminal History Clearance
  - FBI Fingerprint Clearance
29. The following are absolute minimum specifications. The County requests that the vendor not RFP any machine that does not meet specification without condition.

The Pennsylvania Right-to-Know Law, Act of February 14, 2008, P.L. \_\_\_\_\_, 65 P.S. Section 67.101, et seq. (Act No. 2008-3) provides in Section 506(d)(1) that “(a) public record that is not in the possession of an agency (the County) but is in the possession of a party with whom the agency has contracted to perform a governmental function on behalf of the agency, and which directly relates to the governmental function and is not exempt under this act, shall be considered a public record of the agency for purposes of this act.”

The SERVICE PROVIDER hereby agrees that if the County receives a request under the act for records of the SERVICE PROVIDER and the County Open Records Officer or Deputy determines that these records must be provided for County to comply with the act under this section the SERVICE PROVIDER will supply these records to County so that they may be made available to the requestor for inspection and/or copying.

**FAILURE TO ADHERE TO THESE GENERAL SPECIFICATIONS WILL  
RESULT IN YOUR RFP BEING REJECTED!**



**NON-COLLUSION AFFIDAVIT**

**PR Firm for Health Equitable Messaging  
To Erie County About COVID-19**

State of \_\_\_\_\_:

: S.S.

County of \_\_\_\_\_:

I state that I am \_\_\_\_\_ of \_\_\_\_\_ and that I am  
(TITLE) (NAME OF FIRM)  
authorized to make this affidavit on behalf of my firm and its owner, directors and  
officers. I am the person responsible in my firm for price (s) and the amount of this  
RFP.

I state that:

1. The price (s) and amount of RFP have been arrived at independently and without consolation, communication or agreement with any other contractor, vendor or potential vendor.
2. Neither the price (s) nor the amount of this RFP and neither the approximate price (s) nor approximate amount of this RFP, have been disclosed to any other firm or person who is vendor or potential vendor and they will not be disclosed before RFP opening.
3. No attempt has been made or will be made to induce any firm or person to refrain from responding on this contract or to submit a RFP higher than this RFP or to submit any intentionally high or noncompetitive or other form of complementary RFP.
4. The RFP of my firm is made in good faith and not pursuant to any agreement or discussion with or inducement from any firm or person to submit a complementary or other noncompetitive RFP.
5. \_\_\_\_\_, its affiliates, subsidiaries, officers, directors and  
(NAME OF FIRM)  
employees are not currently under investigation by any governmental agency and have not in the law four years been convicted or found liable for any act prohibited by State or Federal Law in jurisdiction, involving conspiracy or collusion with respect to responding on any public contract except as follows:

I state that \_\_\_\_\_ understands and acknowledges that  
(NAME OF FIRM)  
the above representations are material and important and will be relied on by the  
County of Erie in awarding the contract (s) for which this RFP is submitted. I  
understand and my firm understands that misstatement in this affidavit is and shall  
be treated as fraudulent concealment from the County of Erie of the true facts  
relating to the submission of RFPs for this contract.

-----  
NAME

-----  
COMPANY POSITION

SWORN TO AND SUBSCRIBED  
BEFORE ME THIS \_\_\_\_\_DAY  
OF \_\_\_\_\_, 20\_\_\_\_\_

-----  
Notary Public

My commission expires:\_\_\_\_\_

**TECHNICAL SPECIFICATIONS**

**Scope of Work Statement**  
**Health Equitable Messaging to Erie County about**  
**COVID-19**

**SCOPE OF WORK:**

Erie County Administration and Erie County Department of Health seek a PR firm with experience and expertise in communications planning, PR campaigns, media relations, development and dissemination of information for publication, and evaluation of communications efforts. The contract will require close coordination and cooperation between County Executive Kathy Dahlkemper, Erie County Department of Health and our existing branding strategies.

**EXPECTED TIMELINE OF CONTRACT:**

- Up to one year

**DELIVERABLES:**

**PART I (GENERAL)**

- Develop a strategic and targeted PR plan to reach the media and public, growing public health awareness around COVID-19
- Develop story angles, media releases and media stories that highlight COVID-19 initiatives in Erie County
- Secure feature articles and broadcast placements in Erie County
- Create photography, graphics and videos
- Manage proactive media outreach
- Serve as primary point of contact managing reactive media inquiries, vetting potential journalists
- Provide monthly progress report including all placements and value for campaign results, upcoming and results pending and upcoming work plan
- Monitor efficacy of PR campaign by providing monthly reports with written analyses that measure campaign results and track media coverage
- Present at stakeholder meetings (in-person, calls, Zoom) as necessary

**PART II (UNDERSERVED POPULATIONS AND SUBPOPULATIONS)**

- Conduct market research on peer groups and subcultures within Erie County and surrounding region to be utilized in developing campaign creative materials for subpopulations that have not been adequately reached by current, government-branded, campaigns.

- Create a campaign with diverse imaging to meet the needs of peer groups based on market research, focusing on messaging that is representative of each subgroup and appeals to their specific values.
  - Variety is necessary as diversity has multiple meanings from income, race, education, and language, and not limited by one specific set of rules.
  - Special considerations should be given to geographical diversity and communities with limited internet connectivity.
  - Options are outlined and easily readable for diverse levels of literacy.
- Develop and execute a media plan, approved by Erie County government that utilizes diverse messaging and media platforms.
- Campaign run should be no less than six months.

### **GOALS:**

- To increase awareness of how to slow the spread of COVID-19 in Erie County
- To increase amount of regular daily exposure and engagement with the public as a whole
- To increase amount of opportunities to reach community with critical messages
- To educate community of capabilities and options available

### **OBJECTIVES:**

#### **PART I (GENERAL)**

- Develop and implement media outreach strategies, making effective use of media inquiries, PSAs, media releases, op-ed pieces, interviews, stories, etc.
- Develop, produce and user-test information materials and educational campaigns for the following audiences: local mass media; general public (including those with and without disabilities and their significant others, friends and family members); specific disabled populations (including minority groups and low literacy); disability service providers; primary health care providers; business and industry.
- Market Erie County's materials through a wide variety of outlets including the web, meetings, advocacy groups, organizations and associations, foundations, medical providers and disability services agencies.
- Place, evaluate, track and monitor media placements and other outreach efforts.

#### **PART II (UNDERSERVED POPULATIONS AND SUBPOPULATIONS)**

- Create media messaging specific to underserved populations and subpopulations. Messaging must resonate with the community/populations for which the content is created.

- Messaging for COVID-19 is not currently available to every population for a number of varying reasons. The overarching goal is to ensure that underserved populations and subpopulations are able to receive information in a way that feels meaningful and provides the educational material needed to inform their communities on issues of public health associated with COVID-19.

### **REQUIREMENTS:**

- Proof of originality/specific messaging to general public and underserved populations and subpopulations.
- Submission of complete budget and cost estimate for the above mentioned deliverables.

### **NOT REQUIRED:**

- Conducting programs or events
- Developing materials for paid advertising
- Day-to-day work
- Major publications or e-messaging

### **INCLUSIONS:**

- Must include diversity and focus on health literacy, based upon the populations identified in market research.

### **GRADING CRITERIA:**

Proposer Information & Past Performance	30 points
Proposed Method for Meeting Initiative Objectives	40 points
Price Proposal	30 points
Total	100 points

**RFP FORM**

Having carefully studied the preceding Specification and being thoroughly familiar with all requirements set forth herein, all attendant conditions, the undersigned agrees to supply all services and materials required therein for the following sum (s):

\$ \_\_\_\_\_ TOTAL RFP

The undersigned further agrees to sign the contract within seven (7) days of the date of the Purchase Order issued by the County of Erie. The undersigned acknowledges the right of the County of Erie to reject any or all RFPs and to waive any defects in form.

I (we) certify that this RFP was prepared independently and without collusion with any known vendors.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

The undersigned acknowledges receipt of the addenda, if any:

Addendum No. \_\_\_\_\_, dated \_\_\_\_\_

Addendum No. \_\_\_\_\_, dated \_\_\_\_\_