



**IOWA DEPARTMENT OF PUBLIC HEALTH**

**DEPUTY DIRECTOR'S OFFICE**

**Iowa Department of Public Health Marketing and  
Advertising**

**REQUEST FOR PROPOSAL 58823009**

**Project Period: July 1, 2022 - June 30, 2028  
Contract Period: July 1, 2022 - June 30, 2023**

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## **SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES**

### **1.01 Purpose**

The purpose of this Request for Proposal (RFP) # 58823009 is to solicit applications that will enable the Iowa Department of Public Health (referred to as Department) to select the most qualified applicant to provide statewide media, marketing, and advertising services for a variety of programs within the Department.

### **1.02 Project Period and Contract Term**

The project period shall be from July 1, 2022 to June 30, 2028.

The Department expects the initial contract period to be a one year term from July 1, 2022 to June 30, 2023. The Department shall have the option to renew the contract at its sole discretion for up to five additional one (1) year terms subject to review of the continuation application, contractor performance and compliance with the terms and conditions of the contract, availability of funds, program modifications, or any other grounds determined by the Department to be in Department's best interests.

The issuance of this RFP in no way constitutes a commitment by the Department to award a contract.

### **1.03 Eligibility Requirements**

Applicants must meet each of the following eligibility requirements for consideration.

#### Eligible Applicants

Organizations considered for-profit or not-for-profit with experience in media, marketing, and advertising are eligible to submit an application in accordance with this RFP.

#### Electronic Communication Requirements

Applicant is required to maintain and provide to the Department, upon application, a current and valid email account for electronic communications with the Department.

Official email communication from the Department regarding this application will be issued from [iowa.grants@mail.webgrantscloud.com](mailto:iowa.grants@mail.webgrantscloud.com). Applicants are required to assure these communications are received and responded to accordingly.

### **1.04 Service Delivery Area**

This contract covers media, marketing, and advertising services that reach statewide audiences in Iowa.

## 1.05 Estimated Available Funds

The source of funding is federal and state funds.

Funding for the initial contract period is currently undetermined. Historically, there has been an average of approximately \$3,698,937 awarded per contract year for approximately 22 campaigns per year. Refer to section 2.01 for more details on historical funding information and 2.04 for details on how budgets will be prepared for each campaign requested by the Department.

The Department reserves the right to make multiple awards, by providing funding for specific projects and services between multiple successful applicants. Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding or any other grounds determined by the Department to be in the Department's best interests.

## 1.06 Schedule of Important Dates (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. The Department reserves the right to change them.

EVENT	DATE
RFP Issued	April 5, 2022
Written Questions and Responses	
Round 1 Questions Due:	April 11, 2022
Responses Posted By:	April 18, 2022
Round 2 Questions Due:	April 25, 2022
Responses Posted By:	May 2, 2022
Final Questions Due:	May 5, 2022
Responses Posted By:	May 10, 2022
Applications Due	May 17, 2022 by 4:00 PM Local Iowa Time
Post Notice of Intent to Award	June 20, 2022

A. RFP Issued – The Department will post the RFP under Grant Opportunities quick link at [www.iowaGrants.gov](http://www.iowaGrants.gov) on the date referenced in the Schedule of Events table above. The RFP will remain posted through the Applications Due date.

B. Applicant's Conference: An applicant's conference will not be held.

C. Written Questions and Responses – Written questions related to the RFP must be submitted through [www.iowaGrants.gov](http://www.iowaGrants.gov) no later than the dates specified in the table above. Applicant must be registered with IowaGrants in order to submit a question (Refer to Section 3.01 and the 'New User Registration Instructions for IowaGrants.gov' document posted under the Attachments section of this Funding Opportunity).

Written questions submitted after the date specified for final questions in the table above will not be considered and a response will not be provided by the Department.

To submit a question:

- Registered Users login to [www.lowaGrants.gov](http://www.lowaGrants.gov) as a returning user;
- Search Funding Opportunities;
- Select this Funding Opportunity;
- Click on 'Ask A Question' link located at the top right-hand side of the Opportunity Details page, and enter a single question in the 'Post Question' box;
- Click the 'Save' button;
- A post question confirmation box will appear stating the question is under review.

Additional questions may be submitted by repeating the process above for each individual question. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Verbal questions will not be accepted. Questions will not be displayed in IowaGrants until written responses are posted by the Department.

The Department will prepare written responses to all pertinent, timely and properly submitted questions according to the schedule of events table above. The Department's written responses will be considered part of the RFP.

To view posted questions and responses:

- Login to [www.lowaGrants.gov](http://www.lowaGrants.gov);
- Search Funding Opportunities;
- Select this Funding Opportunity;
- Scroll to the bottom of the Opportunity Details page, under the **Questions** subsection to view the posted questions and answers.

It is the responsibility of the applicant to check this Funding Opportunity in [www.lowaGrants.gov](http://www.lowaGrants.gov) periodically for written questions and responses to this RFP.

D. Application Creation – The application will consist of multiple required forms (refer to Section 3) available within the Electronic Grant Management system at [www.lowaGrants.gov](http://www.lowaGrants.gov).

Each form of the application must be completed in its entirety or IowaGrants will not permit the application to be submitted.

Each individual within the applicant organization who desires access to the application must be registered in IowaGrants (refer to section 3.01 and the 'New User Registration Instructions for IowaGrants.gov' document posted under the Attachments section of this Funding Opportunity). **The first user to initiate an application for a Funding Opportunity is designated by the system as the primary user (Registered Applicant) for that application.** This primary user can add additional registered users as Grantee Contacts within their organization to the Funding Opportunity for completion/edit/review of forms and submission of the application. If multiple users are editing the same form within an application at the same time, the last saved version will override any changes made by other users.

IowaGrants will permit multiple registered users of the applicant organization to create separate applications for the same Funding Opportunity, thereby creating multiple applications for the same Funding Opportunity. The applicant is responsible for ensuring only one entire application is completed and submitted for each requested service area (refer to Sections 1.04 and 1.14) in response to this RFP.

**E. Applications Due** – Applications must be submitted by 4:00 p.m. (local Iowa time) **May 17, 2022** in the Electronic Grant Management System at [www.iowaGrants.gov](http://www.iowaGrants.gov). Attempted submission of a completed application after the stated due date and time will not be allowed by the system. This Funding Opportunity will not be available as a Current Opportunity on the Electronic Grant Management System after the stated due date and time. If submission of an application is attempted after the stated date and time, the applicant will receive a notice stating “The Funding Opportunity is closed”.

Applications submitted to the Department in any manner other than through Electronic Grant Management System of the IowaGrants website (e.g. electronic mail to any other address, faxed, hand-delivered, mailed or shipped or courier-service delivered versions) will be rejected, not reviewed by the Department and a rejection notice will be sent to the applicant. Any information submitted separately from the application will not be considered in the review process.

**The date and time system of the IowaGrants Electronic Grant Management System shall serve as the official regulator for the submission date and time of an application.**

**The due date and time requirements for submission of the application within the Electronic Grant Management System of IowaGrants website are mandatory requirements and will not be subject to waiver as a minor deficiency.**

Submission Confirmation Screen: After an applicant submits an application, a confirmation screen containing an Application ID number will appear on your computer screen.

It is the applicant’s sole responsibility to complete all Funding Opportunity Forms and submit the application in sufficient time.

**F. Release of Names of Applicants** – May 20, 2022. The names of all applicants who submitted applications by the deadline shall be released to all who have requested such notification via an email request to John McMullen at [john.mcmullen@idph.iowa.gov](mailto:john.mcmullen@idph.iowa.gov). The announcement of applicants who timely submitted an application does not mean that an individual application has been deemed technically compliant or accepted for evaluation.

**G. Notice of Intent to Award** – A Notice of Intent to Award the contract(s) will be posted for 10 business days on the Department Web page <http://idph.iowa.gov/> under Funding Opportunities link by 4:30 pm on the date specified in the Schedule of Events table above. Applicants are solely responsible for reviewing the Notice of Intent to Award to determine their award status.

**H. Contract Negotiations and Execution of the Contract** – Following the posting of the Notice of Intent to Award, the Authorized Official for the successful applicant(s) will receive a contract document via email from the Department. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with the Department. If a contract has not been executed within ten (10) working days of applicant's receipt, the Department reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by the Department. The Department may, at its sole discretion, extend the time period for negotiations of the contract.

### **1.07 Inquiries**

Inquiries related to the RFP shall be submitted in accordance with Section 1.06 (C).

For assistance regarding IowaGrants, please contact the Department IowaGrants Helpdesk at [iowagrants.helpdesk@idph.iowa.gov](mailto:iowagrants.helpdesk@idph.iowa.gov) or by calling 1-866-520-8987 (available between 8:00 AM and 4:00 PM on weekdays, excluding state holidays).

Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on the Department.

The Department assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its application.

### **1.08 Amendments to the RFP**

The Department reserves the right to amend the RFP at any time. In the event the Department decides to amend, add to, or delete any part of this RFP, a written amendment will be posted at [www.iowaGrants.gov](http://www.iowaGrants.gov) under the Attachments section of this Funding Opportunity. The applicant is advised to check this website periodically for amendments to this RFP. In the event an amendment occurs after the Funding Opportunity is closed, the Department will email the written amendment to the individuals identified in the submitted application as the Project Officer (Registered Applicant) and the Authorized Official listed in the Cover Sheet- General Information Form.

### **1.09 Open Competition**

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit an application for the purpose of restricting competition.



## **1.10 Withdrawal of Applications**

An application created in IowaGrants.gov cannot be deleted. An application may be withdrawn by request of an applicant at any time prior to the due date and time. An applicant desiring to withdraw an application shall submit notification including the application ID, title of the application, and the applicant organization name via email to [iowagrants.helpdesk@idph.iowa.gov](mailto:iowagrants.helpdesk@idph.iowa.gov).

After this funding opportunity closes, the Department may withdraw applications that have not been submitted.

## **1.11 Resubmission of Withdrawn Applications**

A withdrawn application may be resubmitted by an applicant at any time prior to the stated due date and time for the submission of applications.

To access a withdrawn application:

- Registered Users login to [www.iowaGrants.gov](http://www.iowaGrants.gov) as a returning user;
- Search Funding Opportunities;
- Select this Funding Opportunity;
- Click on 'Copy Existing Application';
- Select the application that you want to copy by marking it under the 'Copy' column (Note: all applications whether in editing, submitted or withdrawn status will be displayed to be copied);
- Click the 'Save' button.

The application that was copied will be open in this funding opportunity. Be sure to re-title the application if necessary by going into the General Information form and editing it. Continue to complete the application forms and submit following the guidance provided in sections 1.06 (D) and (E), and in section 3 of this RFP.

Withdrawn applications for this RFP posting must be submitted by the due date provided in section 1.06 in order to be considered for funding. Withdrawn, submitted, or editing status applications are also available to copy to other Funding Opportunities in IowaGrants at any time.

## **1.12 Acceptance of Terms and Conditions**

- A. An applicant's submission of an application constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting an application, an applicant agrees that it will not bring any claim or have any cause of action against the Department or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

- B. The Department reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by the Department, the successful applicant's exceptions may be rejected and the Department may elect to terminate negotiations with that applicant. However, the Department may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's application.

### **1.13 Costs of Application Preparation**

All costs of preparing the application are the sole responsibility of the applicant. The Department is not responsible for any costs incurred by the applicant which are related to the preparation or submission of the application or any other activities undertaken by the applicant related in any way to this RFP.

### **1.14 Multiple Applications**

An applicant may submit only one application.

### **1.15 Oral Presentation**

Applicants may be requested to make an oral presentation of the application. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of the Department. If an oral presentation is required, applicants may clarify or elaborate on their applications, but may in no way change their original application.

### **1.16 Rejection of Applications/Cancellation of the RFP**

- A. The Department reserves the right to reject, in whole or in part, any or all applications, to advertise for new applications, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of the Department.
- B. Any application will be rejected outright and not evaluated for any of the following reasons:
  - 1. The applicant is not an eligible applicant as defined in section 1.03.
  - 2. An applicant submits more than one application for the same service area for the same funding opportunity.
  - 3. An application is submitted in a manner other than the Electronic Grant Management System at [www.iowaGrants.gov](http://www.iowaGrants.gov).

C. Any application may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the application instructions or presents information requested by this RFP in a manner inconsistent with the instructions of the RFP.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.
6. The applicant's response limits the right of the Department.
7. The applicant fails to respond to the Department's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The applicant initiates unauthorized contact regarding the RFP with a state employee.

### **1.17 Restrictions on Gifts and Activities**

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code Chapter 722 provides that it is a felony offense to bribe a public official.

### **1.18 Use of Subcontractors**

- A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Subcontracts must adhere to the provisions of Section 5 of the Iowa Department of Public Health General Conditions Effective July 1, 2019 as posted on the Department's website under Funding Opportunities. Planned use of subcontractors by an applicant must be clearly explained in the application. This information must include:
  1. The name and address of the subcontractor if known;
  2. The scope of work to be performed by each subcontractor;
  3. Subcontractor qualifications; and
  4. The estimated dollar amount of each subcontract.
- B. Current individual employees of the State of Iowa may not act as subcontractors under this contract.

- C. The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

### **1.19 Reference Checks**

The Department reserves the right to contact any reference to assist in the evaluation of the application, to verify information contained in the application and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the application.

### **1.20 Criminal Background Checks**

The Department reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

### **1.21 Information from Other Sources**

The Department reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other Department contracts, other state contracts and contracts with private entities. The Department may use any of this information in evaluating an applicant's application.

### **1.22 Verification of Application Contents**

The Department reserves the right to verify the contents of an application submitted by an applicant. Misleading or inaccurate responses may result in rejection of the application pursuant to Section 1.16.

### **1.23 Litigation and Investigation Disclosure**

The applicant shall disclose any pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters at the time of application within the Business Organization Form (Refer to Section 3 of this RFP) may result in rejection of the application or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of an application must be disclosed within 30 days in a written statement to the Department.

## **1.24 Financial Accountability**

The applicant shall maintain sufficient financial accountability and records. The applicant shall disclose each irregularity of accounts maintained by the applicant discovered by the applicant's accounting firm, the applicant, or any other third party. Failure to disclose such matters, including the circumstances and disposition of the irregularities, at the time of application within the Business Organization Form (Refer to Section 3 of this RFP) may result in rejection of the application or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of an application must be disclosed within 30 days in a written statement to the Department.

## **1.25 RFP Application Clarification Process**

The Department may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the application. Clarifications may occur throughout the application evaluation process. Requests for clarification will be issued to the primary user (Registered Applicant) through email from an IDPH Service Contract Compliance Officer. Clarification responses shall be in writing in the format provided by the Department and shall address only the information requested. Responses shall be submitted to the Department within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its application if contacted by the Department for this reason.

## **1.26 Waivers and Variances**

The Department reserves the right to waive or permit cure of non-material variances in the application's form and content providing such action is in the best interest of the Department. In the event the Department waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of the Department.

## **1.27 Disposition of Applications**

All application submissions become the property of the Department.

If the Department awards funds to an applicant, the contents of all applications will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

## 1.28 Public Records and Requests for Confidential Treatment of Application Information

The Department's release of public records is governed by Iowa Code chapter 22. Applicants are encouraged to familiarize themselves with [Chapter 22](#) before submitting an application in response to this RFP.

The Department will copy and produce public records upon request as required to comply with Chapter 22 and will treat all information submitted by an applicant as non-confidential records unless applicant requests specific parts of the application be treated as confidential at the time of the submission as set forth herein AND the information is confidential under Iowa or other applicable law.

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the application is submitted.

Failure of the Applicant to request information be treated as confidential as specified herein shall relieve Department personnel from any responsibility for maintaining the information in confidence. Applicants may not request confidential treatment with respect to pricing or budget information and transmittal letters. An applicant's request for confidentiality that does not comply with this section or an applicant's request for confidentiality on information or material that cannot be held in confidence as set forth herein are grounds for rejecting an application as non-responsive.

### A. Confidential Treatment of Information is Requested by the Applicant

An applicant requesting confidential treatment of information contained in its application shall be required to submit two copies of its application (one complete application (containing confidential information) and one redacted version (with confidential information excised) and complete and submit Form 22 with both applications; as outlined herein:

#### 1. Complete and Submit Form 22 with both applications

**APPLICANT NOTE: SUBMISSION OF THIS FORM 22 IS REQUIRED ONLY IF REQUESTING CONFIDENTIAL TREATMENT OF APPLICATION INFORMATION.**

In order to request information contained in an application to be treated as confidential, the applicant must complete and submit FORM 22 with both applications. Failure of the applicant to accurately and fully complete FORM 22 with the application submission may result in the application to be considered non-responsive and not evaluated. The Form 22 is available to download from a link located in the attachments section of the standard application form titled Application Certification and Conditions (refer to section 3 of this RFP). Applicant must download Form 22 from a link within this form, complete it, and upload it into the specific field of the electronic Application Certification and Conditions form in

both applications.

Form 22 will not be considered fully complete unless, for **each** confidentiality request, the applicant: (1) enumerates the specific grounds in Iowa Code chapter 22 or other applicable law that supports treatment of the material as confidential, (2) justifies why the material should be maintained in confidence, (3) explains why disclosure of the material would not be in the best interest of the public, and (4) sets forth the name, address, telephone, and e-mail for the person authorized by applicant to respond to inquiries by the Department concerning the confidential status of such material. Requests to maintain an entire application as confidential will be rejected as non-responsive.

2. An applicant that submits an application containing confidential information must submit two copies of its application (one complete application and one redacted version of the application) for this RFP. Completed Form 22 shall be uploaded in the Application Certifications and Conditions form in **both** copies.

One copy of the application must be completed and submitted in its entirety, containing the confidential information. This is the application that will be reviewed.

The applicant must submit one copy of the application labeled “Redacted Copy” from which the confidential information had been excised. In order to do this, the applicant shall rename the copy with the word ‘Redacted’ added as the **first** word in the application title, using the exact same title as the first copy of the application. The applicant must then revise each form within the copied/redacted application removing the confidential information and inserting the word ‘redacted’ in the required fields. The confidential material must be excised from the redacted version in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the application as possible.

Both copies of the application must be submitted by the applicant by the due date and time outlined in Section 1.06 (D).

## B. Public Requests

In the event the Department receives a public request for application information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code Section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction. If the Department receives a request for information that applicant has marked as confidential and if a judicial or administrative proceeding is initiated to compel the release of such material, applicant shall, at its sole expense, appear in such action and defend its request for confidentiality. If an applicant fails to do so, the Department may release the information or material with or without providing advance notice to the applicant and with

or without affording applicant the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction.

Additionally, if applicant fails to comply with the request process set forth herein, if applicant's request for confidentiality is unreasonable, or if applicant rescinds its request for confidential treatment, Department may release such information or material with or without providing advance notice to applicant and with or without affording applicant the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by the Department as a waiver of any right to confidentiality which the applicant may have had.

### **1.29 Copyrights**

By submitting an application, the applicant agrees that the Department may release the application for the purpose of facilitating the evaluation of the application or to respond to requests for public records. By submitting the application, the applicant consents to such release and warrants and represents that such release will not violate the rights of any third party. The Department shall have the right to use ideas or adaptations of ideas that are presented in the applications. In the event the applicant copyrights its application, the department may reject the application as noncompliant.

### **1.30 Appeal of Rejection Decision**

The applicant's receipt of a rejection notice constitutes receipt of notification of the adverse decision per 641 Iowa Administrative Code Chapter 176.8(1). Applicants may appeal the adverse decision only for a timely submitted application. The appeal shall be submitted in writing within ten (10) business days of the applicant's receipt of the notification of the adverse decision. The appeal shall be addressed to the contract compliance officer cited in the RFP, Department of Public Health, and shall be submitted via email, including a read receipt verification, to [john.mcmullen@idph.iowa.gov](mailto:john.mcmullen@idph.iowa.gov). Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the RFP were not followed by the Department. In the event of an appeal, the Department will continue working with the successful applicant(s) pending the outcome of the appeal.

### **1.31 Appeal of Award Decision**

The posting of the Notice of Intent to Award on the Department webpage constitutes receipt of notification of the adverse decision per 641 Iowa Administrative Code Chapter 176.8(1). Applicants may appeal the adverse decision only for a timely submitted application. The appeal shall be submitted in writing within ten (10) business days of the applicant's receipt of the notification of the adverse decision. The appeal shall be addressed to the contract compliance officer cited in the RFP, Department of Public Health, and shall be submitted via email, including a read receipt verification, to [john.mcmullen@idph.iowa.gov](mailto:john.mcmullen@idph.iowa.gov). Appeals must clearly and fully



identify all issues being contested and demonstrate what procedures in the RFP were not followed by the Department. In the event of an appeal, the Department will continue working with the successful applicant(s) pending the outcome of the appeal.

### **1.32 Definition of Contract**

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the Department.

### **1.33 Construction of RFP**

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements. Any and all litigation or actions commenced in connection with this RFP shall be brought in the appropriate Iowa forum.

## **SECTION 2 – DESCRIPTION OF SERVICES**

### **2.01 Background**

The Department's Marketing and Communications Division communicates what is public health, what the health department does, and why it matters. The Department's efforts have spanned a variety of channels, including: advertising, web content and development, collateral materials, direct marketing (including direct mail, conferences and other special events) and social media.

Department campaigns will include various public health prevention, outreach, and treatment programs. These programs are specific to the bureaus throughout the Department and the campaigns and marketing needs change frequently. In SFY21, this contract awarded a total of \$6,006,990 and produced 22 marketing and advertising campaigns. The funding listed during SFY21 does reflect \$755,405 that was awarded for one-time COVID-19 communications. Over this six year project period and excluding the COVID-19 communications funding, there has been an average of approximately \$3,547,856 awarded per contract year, with approximately 22 campaigns per year.

In SFY21, the campaigns in this contract related to:

- Prediabetes
- State Opioid Response
- Health Statistics
- Iowa Nutrition Network
- 1-800-BETS OFF
- Your Life Iowa
- CHOICES: 5-2-1-0
- Quitline Iowa
- Smoke Free Homes
- I-STEP
- Smoke Free Air Act
- Immunization
- WIC
- Overdose Data to Action
- Strategic Prevention Framework for Prescription Drugs
- Marijuana and Methamphetamine Use
- Oral Health
- Mask Up
- COVID Immunization
- Suicide Prevention and Alcohol Use
- Alcohol Use Female
- Youth Mentoring
- Substance Abuse Women

For more information about the Department's programs, visit: <https://idph.iowa.gov/>

## 2.02 Description of Work and Services

The purpose of this RFP and resulting contract is for the department to select and work with experienced entities for the planning and execution of the Department's strategic marketing and communication efforts. Successful applicant(s) will work with Department staff to advance the state's integrated marketing efforts to achieve the objectives below.

In all communications, the Department strives for cultural humility and linguistic appropriateness. Cultural humility considers the approach for tailoring communication messages in the context of underlying values, perceptions, and beliefs.

**Objectives:** The applicant will be charged with documenting the success toward measurable goals for each of the following objectives:

1. Provide Iowans with up-to-date and accurate information on emergency and non-emergency public health issues.
2. Campaigns are implemented through social marketing strategies and evidence and experience-based concepts and principles to drive behavior change.
3. Increase Department brand awareness for individuals who live in Iowa by promoting the programs and services offered by the Department.
4. Generate engagement in the Department's programs by increasing understanding of how they protect and improve the health of individuals who live in Iowa.
5. The Department's marketing and messaging efforts advance optimal and equitable health outcomes.

### Service Elements

The Department seeks the following Service Elements in support of its marketing and communications efforts. This list of Service Elements is designed to include the most significant categories of work covered within this RFP but is not exhaustive. Similarly, the bullets within each category provide examples of how the Department defines the work.

Applicants shall identify in their application response those Service Element Categories that are included and can be satisfied by the applicant, as well as any Service Elements that can not be satisfied.

In addition, for each service element category, the applicant's response shall include each of the following:

- An overall philosophy or preferred approach to thinking about the Service Elements;
- Any preferred processes or tools for accomplishing work described in the Service Elements;
- Examples that demonstrate capabilities within the Service Elements; and

- Any specific or unique expertise in related work, clients or industries.

### **Service Element Category: Planning & Strategy**

- Work collaboratively with the marketing contract liaison or designee(s) to determine that an issue is a priority for communication efforts and establish measurable goals for each.
- Conduct, or support conducting, research as needed to identify and characterize the most appropriate target audiences, strategies, and tactics to achieve the Department's marketing and communications objectives.
- When possible, collaborate with marketing contract liaison or designee(s) to gather input from and about the priority audiences gathered during the development of educational materials/messages with the intention to help shape the final content.
- In partnership with the marketing contract liaison or designee(s), convey the Department's brand, demonstrating the presence of the health department, its functions, and services to the entire community.
- Show consideration to campaigns including multiple languages, include simplified wording and plain language, include visual aids for those of low literacy, consider health literacy, etc.
- Demonstrate that the Department fosters inclusiveness with sectors and organizations or community members that represent historically excluded populations.
- Use a common visual identity to communicate the health department's brand.
- Follow and recommend application of industry trends and take advantage of unique messaging modes.
- Serve as a project manager for all initiatives within purview, including detailed and regular status and KPI reporting.

### **Service Element Category: Content Development, Marketing and Measurement**

- Recommend and manage an integrated approach to social marketing to ensure synergies between each aspect of individual campaigns.
- Develop compelling and relevant content for different communication platforms where the Department intends to communicate about the same public health issue.
- Work collaboratively with marketing liaison or designee to connect with community partners to promote the dissemination of unified public health messages.
- Collaborate with the marketing contract liaison or designee(s) to measure and report on content performance against KPIs, recommending adjustments as needed to increase search engine optimization (SEO) and search engine marketing (SEM), expand reach, and attract the right audiences.

- Evaluation of communications strategies implemented and shared with marketing contract liaison.

### **Service Element Category: Media Buying**

- Execute on media planning and buying for any budget size to meet campaign or program goals and objectives.
- Report software and platform minimum spend requirements as provided by the software or platform to their customers.
- Negotiate rates and added-value that reflect campaign or program goals and objectives.
- Deliver expert solutions and cost savings ideas for all media buying plans, including providing reasonable daily spend limits that reflect program funding, to execute or test campaign tactics, as requested by the Department.
- Provide minimum spend solutions, including daily spend, for any tactic that meets individual campaign goals and objectives, as requested by the Department.
- Monitor and maintain the effectiveness of each media buy, providing detailed purchase information for the duration and including any post-buy analysis.

### **Service Element Category: Creative Services**

- Determine the best approach for different modes and audiences to deliver on KPIs.
- Develop creative concepts and executions for a variety of mediums, including graphic design for print, web and social, video production, social and ad copy writing.
- Follow and implement trends, new tools, and new technologies in creative services and design recommendations and applications.

### **Service Element Category: Digital Marketing**

- Work with marketing contract liaison or designee(s) to further develop and maintain the Department's digital presence.
- Review and recommend upgrades to digital assets based on knowledge of latest trends and tools for reaching a variety of target audiences in a compelling way.
- Manage and maintain campaign analytics to both evaluate campaign success and to target audiences in future campaigns.
- Identify opportunities to improve the user experience by addressing functionality of digital tools and modes.

### **Service Element Category: Campaign Budgets/Costs/Pricing**

- Work with the Department for determining reasonable and fair costs and pricing for deliverables for each campaign (refer to section 2.04 regarding campaign budgets).

- Demonstrate how costs and pricing will be determined for the service elements described to ensure fair and reasonable pricing for deliverables.
- Submit costs associated with the campaign samples provided.

Applicants shall agree to the following:

- Successful applicant(s) will assign a single point of contact within their agency for Department correspondence.
- Timelines will be negotiated for each campaign and based on urgency related to the campaign release.
- Provide copies of any developed/proposed materials for Department approval **prior to** placement/final production.
- Provide monthly reports of activities, progress, and value-added/bonus spots to the Department marketing contract coordinator per campaign.
- Meet at least quarterly and more frequently as necessary and as determined by the Department with the Department marketing liaison and Department project staff to discuss campaign needs/issues.
- Provide post-campaign metrics, data, and samples for every campaign.
- All analytics and data related to digital marketing outlets are compiled per campaign proposal and are solely owned by the Department.
- Any materials produced through this contract are solely owned by the Department.
- The Department shall have the right to use ideas or adaptations of ideas that are presented in the applications.
- Original art files will be provided in a designed format determined by the Department to involved Department project staff and the Department's marketing liaison on their completion.
- All materials produced must adhere to Department policies and standards regarding Department logo use and internet accessibility and address health equity when applicable as determined by the Department.

### **2.03 Staffing or Personnel Requirements**

Staffing must be sufficient to implement the projects and within timelines as described in this RFP. Applicants with staff experienced in marketing health or public health issues are preferred.

At a minimum, applicants must identify the following personnel:

- Company president
- Head of finance
- Account management
- Data/analytics management
- The assigned single point of contact for all communications with the Department

### **2.04 Campaign Budgets**

Available funds will vary for each campaign. When a campaign need arises during the contract period, the Department will initiate budget negotiations. Resulting budgets will be a

deliverable-based budget for each campaign proposal. Specific deliverables and amounts will be negotiated to accomplish the specific strategic marketing campaign.

Negotiated amounts will be fair and reasonable for each campaign and will include a cost that is all-inclusive for each deliverable identified.

Costs identified for each deliverable shall be not to exceed amounts, presented in U.S. Dollars and shall be all-inclusive (comprise all necessary costs): all labor and materials, travel, mileage, meals, lodging, equipment, supplies, personnel, salaries, benefits, insurance, training, conferences, telephone, utilities, start-up costs, applicable taxes, duties, licensing and leasing fees, as well as indirect costs or administrative costs, and all other costs and expenses of applicant in order to deliver the Services as specified for the specific strategic marketing campaign All costs must be all expenses included and based on Net 60 Days Payment Terms. The applicant assumes all liability for any omissions.

The Department reserves the right to negotiate the applicant's identified deliverables, completion dates, and costs.

## **2.05 Required Reporting**

The Department requires periodic reporting of compliance with proposed action plan, provision of services, and incurred expenses by resulting contractors. Successful applicants will be awarded a contract to be managed within an Electronic Grant Management system within [www.iodaGrants.gov](http://www.iodaGrants.gov). The required reports and related information will be submitted within the Grant Tracking system. The reports and submission requirements are subject to change at the sole discretion of the Department.

Anticipated reports (progress and data) include:

- Monthly progress reports. These reports will include
  - Services and activities with cost amount
    - Including not but not limited to paid advertising, production, costs, other subcontractor costs, total expenditures, etc.
    - Reach, media impressions, and related digital media analytics.
    - Added or bonus value acquired
- Annual Report. This report will detail the year's activities, costs, reach, and bonus value.
- Claim reimbursement with support documentation.

## **2.06 Performance Measures**

The Department anticipates the following performance measures to be included in a successful applicant's contract.

Reimbursement under the contract will be based upon the Contractor's successful performance in meeting the program's campaign requirements and Department- approved deliverables. All deliverables must meet the Department approval prior to payment of the reimbursement. Failure

to provide deliverables meeting the Department satisfaction will result in non-payment of corresponding deliverable.



## **SECTION 3 -- APPLICATION CONTENT**

In compliance with the minimum requirements and scope outlined in Section 2 – Description of Work and Services, applicants must complete each form listed below from within IowaGrants for this Funding Opportunity.

### **3.01 Application Instructions**

Each user will complete the registration process, only if not already registered. Follow the steps outlined in the ‘New User Registration Instructions for IowaGrants.gov’ as posted under the Attachment section of the Funding Opportunity. New Users should allow at least a few days for the registration to be processed.

Refer to Section 1.06 (D) for instructions on Application Creation.

Note: IowaGrants will permit multiple users within the Applicant Organization to register and begin creation of an application for each funding opportunity.

The applicant is responsible for ensuring **only one entire application is completed and submitted for the same service area** (refer to Sections 1.04, 1.06, and 1.14) in response to this RFP.

For general instructions on completing applications in IowaGrants, as well as how to copy previously created applications, refer to the ‘the Department Application Instruction Guidance’ as posted under the Attachment section of the Funding Opportunity.

- Submitted applications must meet all minimum and eligibility requirements outlined in this RFP.
- Promotional materials or other items not required by this RFP will not be considered during the review process.
- Any information or materials not required to be submitted as an attachment by this RFP application will not be considered in the review process.

Upon starting an application, the first screen that appears is the General Information Form. This is where the applicant will title their application and identify the Organization they are representing. The registered applicant must be representing an eligible entity (refer to section 1.03). After clicking ‘Save’; the applicant can re-open and edit this form to add other users registered with the represented organization in IowaGrants.gov as ‘Additional Contacts’.

The saved **General Information** Form appears as the first form in your application.

### 3.02 Application Forms:

Applicants must complete each application form listed below following the instructions here and within the Electronic Grant Management System at [www.lowagrants.gov](http://www.lowagrants.gov). Each required field of each Application Form must be completed or the system will not allow the form to be saved. Once an application form is completed, the applicant must mark it as complete. All forms must be marked as complete or IowaGrants will not permit the application to be submitted. Follow the instructions for each section and field within the form in IowaGrants. A summary of each Form's contents is listed below.

**Cover Sheet - General Information:** This form requires the applicant to identify the Authorized Official, the Fiscal Contact, and additional required information.

**Business Organization:** This form requires information about the applicant organization, including legal name, address, alternate mailing address for warrant/payments, business structure, history, table of organization, any pending or threatened litigation or investigation which may affect the Applicant's ability to perform the required services (refer to RFP Section 1.23), as well as identification of the applicant's accounting firm and reporting any irregularities discovered in any of the accounts maintained by the applicant (refer to RFP Section 1.24), and disclosure of history of contract default or terminations.

**Application Certification and Conditions:** This form provides for the certification and assurance of the Applicant's intent and commitment to provide the services included in the application if an award is issued. This form will also identify the individual designated as the Grantee Contact with full responsibility for assignment of individuals to a resulting grant site (if applicable) in IowaGrants. Optional sections of this form include a section for the request for confidentiality in compliance with section 1.28 of this RFP and upload field for transmittal letters and other applicable communications.

The Certification and Conditions Form is **required** to be completed, electronically signed and dated by the Executive Director (ED) or Chief Executive Officer (CEO) of the applicant.

- o Iowa Code Section 554D.103 defines an electronic signature as "an electronic sound, symbol, or process, attached to or logically associated with a contract or other record and executed or adopted by a person with the intent to sign the record." An applicant may insert an electronically scanned signature, a digital signature, or a typed name, symbol, etc. in compliance with this definition for the electronic signature.

An applicant's submission of an application indicates the applicant's agreement to conduct this transaction by electronic means.

**Background and Demonstrated Experience:** This form requires information about the applicant organization background, demonstrated experience in provision of services, and established community partnerships. Applicants shall include relevant information about their background and experience that has prepared them for the work as described in this RFP.

Applicant must describe their ability to:

- work towards the goals of the Objectives listed in Section 2.02
- show ability to complete the Service Elements listed in Section 2.02
- create messages as it relates to the populations served by the Department (i.e. language translation, digital accessibility, etc.)
- provide access to digital marketing analytics and create needed reports with relevant analytics
- outline marketing strategies that were used to ensure priority populations are effectively reached and engaged.

**Personnel:** This form requires specific information about the project personnel related to providing the services described in this RFP. Specifically applicants will identify the title/position, name, role and responsibilities, experience and education, and credential or license # as applicable for each person with time dedicated to this project.

At a minimum, applicants must identify the following personnel:

- Company president
- Head of finance
- Account management
- Data/analytics management
- Single Point of Contact

**Work Samples and Demonstrated Costs:** This form requires the applicant to upload **five** samples of past work and the total costs and details of the costs associated with each specific sample.

Samples should show experience in health-related issues, cultural competency, and using multiple types of advertising placement. One provided sample of past work must be associated with an agency identified as a Reference in the References form. Samples can not be associated with the Department.

**Marketing and Advertising Work Plan Form:** This form requires the applicant to identify the details for implementing the work and services as described in this RFP. Applicants shall demonstrate within their work plan their capability to implement the requirements as described in section 2. Applicant needs to address how they plan to complete:

- Objectives
- Service Element Categories
  - Planning and Strategy
  - Content Development, Marketing and Measurement
  - Media Buying
  - Creative Services
  - Digital Marketing
  - Campaign Budgets/Costs/Pricing

**Marketing and Advertising References:** This form requires the applicant to supply two references who can attest to the quality of work provided.

One of the references must be associated with campaign materials submitted with the Capacity Detail form. References can not be associated with the Department.

**IDPH Subcontract Plan:** This form requires specific information about the applicant's proposed plan for subcontracts. Applicant shall identify if subcontracts are proposed, and if so, the applicant shall include the scope of work of subcontracted services; anticipated amount for each proposed subcontract; the name, contact information, experience of subcontractor (if known at the time of application); and the delivery area(s) to be served through the subcontract.

**Minority Impact Statement:** This form collects information about the potential impact of the project's proposed programs or policies on minority groups.

## **SECTION 4 – APPLICATION REVIEW PROCESS AND CRITERIA**

### **4.01 Overview of Review Process**

Review/evaluation of applications submitted under this RFP will be conducted in three phases.

Phase I -- Technical Review: The first phase will involve a preliminary review by the Department staff of an applicant's compliance with the mandatory requirements, such as eligibility and application content for submitted applications. Applications which fail to satisfy technical requirements or application content may be eliminated from the application review. These applications may be rejected. The Department will notify the applicant of a rejection that occurs during Phase I of the review process. The Department reserves the right to waive minor variances at the sole discretion of the Department.

Phase II – Review Committee: Applications determined to be compliant with technical requirements and application content will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the Department. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate applications in accordance with a point system. Each committee member will review the applications and the evaluation criteria outlined in this chapter and assign a point total for each criterion. If an applicant is requested to make an oral presentation of the application pursuant to RFP Section 1.15, the committee members may consider the oral presentation of the applicant in determining the points awarded.

The total score awarded by each committee member will be averaged to arrive at the final score for each application and the applications will then be ranked based on the average of the evaluation scores. The Department staff may solicit additional input and recommendations from the review committee(s).

In the event competitive applications receive an equal number of points, a second review may be conducted utilizing the same scoring process. In the event a second review is conducted, the respective program's division director will designate two management employees and one non-management employee to conduct a second review.

Phase III -- Department Review and Award: The third phase will be a final review. The Department will consider the submitted applications and the review committee's scores and recommendations.

The Department may also consider geographical distribution, budget information, any information received pursuant to Sections 1.19 - 1.24 of the RFP, and any other information received pursuant to the procurement process. The Department reserves the right not to award the contract to the applicant with the highest point average.

## 4.02 Scoring of Applications

A maximum of 75 points may be awarded to each application. A minimum average score of 45 or greater is required for the application to be considered for funding. Applications scoring less than the minimum average score will be rejected.

Accepted applications will be evaluated based on the following criteria:

- A. All parts of each section are included and addressed.
- B. Descriptions and details are clear, organized and understandable.
- C. Descriptions are responsive to the intent of the RFP objectives.
- D. The overall ability of the applicant, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as budget, project management plan and availability of staff.

Points will be assigned for each item listed as follows:

- 5 Applicant's application or capability is exceptional and exceeds expectations for this criterion.
- 4 Applicant's application or capability is superior and slightly exceeds expectations for this criterion.
- 3 Applicant's application or capability is satisfactory and meets expectations for this criterion.
- 2 Applicant's application or capability is unsatisfactory and contains numerous deficiencies for this criterion.
- 1 Applicant's application or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each application section are as follows:

<b>Application Form</b>	<b>Weight</b>	<b>Potential Maximum Score</b>
Cover Sheet- General Information	N/A - Required	N/A
Business Organization	N/A - Required	N/A
Application Certification and Conditions	N/A - Required	N/A
Marketing and Advertising References	N/A - Required	N/A
Background and Demonstrated Experience	4	20
Personnel	2	10
Work Samples and Demonstrated Costs	4	20
Marketing and Advertising Work Plan	5	25
IDPH Subcontract Plan	N/A - Required	N/A
Minority Impact Statement	N/A- Required	N/A
<b>Total Maximum Points:</b>		<b>75</b>

## **SECTION 5 – CONTRACT**

### **5.01 Conditions**

Any contract awarded by the Department shall include specific contract provisions and the Iowa Department of Public Health General Conditions Effective July 1, 2019 as posted on the Department's website under Funding Opportunities. Refer to the Attachments section on the Funding Opportunity page for the Draft Contract Template. The Draft Contract Template included is for reference only and is subject to change at the sole discretion of the Department.

The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the application. If the contract exceeds \$500,000, or if the contract together with other contracts awarded to the Contractor by the Department exceeds \$500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

### **5.02 Incorporation of Documents**

The RFP, any amendments and written responses to applicant questions, and the application submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and application unless the contract specifically directs otherwise.

### **5.03 Order of Priority**

In the event of a conflict between the contract, the RFP and the application, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Application.

### **5.04 Contractual Payments**

The Department provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one month's value of the contractual amount may be provided by the Department. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> months of service.



If applicant is not a current contractor with the Department, a completed current and accurate W-9 form will be requested by the Department upon award of a contract. The Department shall not provide any reimbursement of expenses until the W-9 is received and accepted.

#### **5.05 Early Contract Termination**

If a contract awarded by the Department pursuant to this RFP is terminated by either party prior to the end of the project period for any reason, the Department may procure services for the remainder of the contract period or project period by (1) awarding the contract to a contractor from the same or a contiguous service area; (2) awarding the contract to another entity deemed appropriate by the Department, or (3) issuing an RFP. An Applicant's submission of an application to this RFP constitutes mutual agreement among the Department and the Applicant/Contractor pursuant to 641 IAC 176.3 that the Department has sole discretion in procuring such services.

## **SECTION 6 – ATTACHMENTS**

The following reference documents are posted separately under the Attachment section of this Funding Opportunity.

- A- FY23 RFP 58823009 IDPH Marketing and Advertising
- B- New User Registration Instructions for IowaGrants.gov
- C- IDPH Application Instruction Guidance
- D- FY23 RFP 58823009 IDPH Marketing and Advertising Draft Contract
- E- FY23 RFP 58823009 IDPH Marketing and Advertising Draft Score Tool

## **SECTION 7 – LINKS**

The following reference documents are available by clicking on the link provided in the website Links section of this Funding Opportunity.

1. IDPH General Conditions

<http://idph.iowa.gov/finance/funding-opportunities/general-conditions>

2. Public Records and Requests for Confidential Treatment of Application Information

Chapter 22: <https://ipib.iowa.gov/chapter-22-text-version>