



**FISCAL SERVICES DEPARTMENT
PURCHASING DIVISION**

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SOLICITATION

Solicitation Type	Request for Proposal (RFP)
Solicitation Number	4561
Description	Marketing Services: Campaign for Dangers of Driving While Under the Influence
Date of Issuance	11/24/2021
Inquiries Deadline Date & Time (local)	12/15/2021, 2 PM
Due Date & Time (local)	12/22/2021, 2 PM
Pre-Submission Conference	Yes: Non-Mandatory Teleconference (attendance recommended & pre-registration required)
Conference Date & Time (local)	12/14/2021 9:00 AM
Buyer Name	Gault

INTRODUCTION

The Kent County Purchasing Division is soliciting proposals for the development and implementation of a public awareness campaign for the Kent County Health Department (KCHD). The campaign's focus will be messages related to the dangers of driving while under the influence of substances including marijuana.

While acknowledging marijuana, alcohol, and prescription opioids can be obtained and used legally, the KCHD is concerned about the health and safety of those who use these substances as it relates to driving under the influence.

The budget for the project, including message design and implementation, is set not to exceed \$40,000. The budget for the project, including message design, focus groups, and implementation. The campaign should be completed by September 30, 2022.

Experience in the topic of substance use disorder (SUD) is preferred but not required; previous involvement in creating SUD messages will be beneficial.

Materials developed will need to include the logos of the KCHD and, the funding agency, Lakeshore Regional Entity (LRE).

SCOPE

The KCHD is seeking a firm to develop and implement a multi-faceted public messaging campaign for Kent County residents related to the dangers of driving while under the influence of substances including marijuana.

The campaign will run throughout Kent County and should be applicable to all residents. Some specific priority populations include but are not limited to:

- Young adults aged between 18-24 years;
- Individuals with less than a high school education;
- Individual earning an income between \$20,000 and \$34,999;
- Males all groups who report the highest use of marijuana in Kent County.

The campaign will respect the fact marijuana, alcohol, and prescription opioids can be obtained and used legally, and that it was Michigan residents who voted to legalize marijuana use in the state yet should educate residents about the dangers of driving while under the influence of any of these substances.

Further study information about the topic may be located in Exhibit A. Research information, if furnished, is for general reference only and should be verified by Respondents.

The KCHD desires marketing content/artwork that would be appropriate for all types of digital/social media platforms as well as billboards, Johnny ads, bus ads, etc.. Additional proposed innovative marketing methods shall also be considered.

The KCHD project manager reserves the right to participate in the creation of messages. All messages must be reviewed and approved by the KCHD's internal review committee, the funding agency, and the State of Michigan before campaign implementation.

Ongoing Related Marketing Campaigns

The Health Department already has an established messaging campaign called *About Last Night* that focuses on the prevention of binge drinking in the 21- to 34-year-old population, and a messaging campaign to educate the 15- to 24-year-old population on the general risks of misusing or abusing prescription opioids. This information is for reference only and is not expected to be included in the current RFP request.

Project Deliverables

Prior to final message design, a minimum of two (2) focus groups will be conducted online and/or in person to gather feedback on the proposed creative concept and gain additional insight into messaging and campaign strategies that would appeal to the priority populations.

The Health Department acknowledges it will be difficult to conduct an extensive campaign this fiscal year due to the limited amount of funding available and the need for message development; nevertheless, the Health Department prefers to 'soft launch' the message in 2022 and evaluate the reaction to determine if any revisions need to be made.

The plan should include recommended delivery methods, length of time each method would be utilized, and approximate number of images seen/people reached for each method. If social media methods are utilized, weekly updates on the metrics should be submitted throughout the duration of the campaign.

The proposal should also contain an implementation plan for the campaign messages designed.

All content should be English.

COVID-19

All persons providing goods and/or services to Kent County shall comply with all applicable local, State and Federal laws, rules, and regulations specifically including, but not limited to, lawful Emergency Orders.

The [Kent County Standard Submission Terms](#) posted on the Bid Opportunities page of the Kent County Purchasing Division website are incorporated by reference into the solicitation.

PRE-SUBMISSION TELECONFERENCE

A pre-submission conference is scheduled for this request. **Conference registration located [here](#). Registration closes ½ hour prior to the conference scheduled date and time. Attendees should join the conference a minimum of five (5) minutes before the conference is scheduled to commence.**

The purpose of the conference is to provide equal opportunity to seek clarifications regarding this opportunity. Failure to attend pre-submission conference may result in rejection of non-attendee inquiries. Each Respondent will be given the opportunity to ask questions and is responsible for taking their own meeting notes. **One person from the Respondent should be designated to ask questions when prompted by the meeting host for teleconference meetings.** All additional attendees should remain muted. Attendees must fully review all solicitation documents and correspondence prior to the conference. Attendee shall be an employee or authorized reseller of the Respondent with requisite knowledge, skills, and abilities to participate.

Meeting attendees assume all possible risk including technical issues associated with teleconferencing and deem the County and its service provider harmless and without fault regardless of the reason. Attendees may not screenshot or record any part of the meeting including the audio.

Attendees requiring special services are asked to provide their requirements to the Kent County Purchasing Division at least forty-eight (48) hours in advance to allow for accommodations.

REQUEST FOR PROPOSAL SUBMISSION

Complete submissions must be received in the Kent County Purchasing Division no later than the due date/time specified by the designated clock (local time). Late, faxed, or emailed responses will NOT be considered.

The health and safety of the community is a top priority; therefore, Kent County Purchasing Division is shifting all Solicitations to electronic response only until further notice. Responses may be submitted electronically by selecting the "Submit Online" icon on the Bid Opportunities page of the Kent County Purchasing Division's website. Respondent must include a complete proposal as one (1) non-password protected PDF document, unless otherwise designated by Kent County.

The time required to upload a submission may vary. Respondent assumes all risks associated with electronic submission (including all possible technical issues) and deems the County and its service provider harmless and without fault regardless the reason. Successful electronic submissions are confirmed via Respondent's email. Respondent shall view the link in the confirmation email to determine accuracy prior to due date/time.

Submissions must be in the format outlined below:

Executive Summary – One (1) page maximum

Summarize the Respondent's strong points and how experience, particularly with similar responsibilities, will benefit the stakeholders.

Business Organization – One (1) page maximum

State the full names, addresses, phone numbers, emails, and websites of any parties and their prospective roles. State whether Respondent is authorized to do business in the State of Michigan.

Recommendation – Ten (10) pages maximum

Provide a recommendation focusing on the technical specification. Emphasis on clarity and detail is an important consideration in the evaluation process. Sales and Marketing material will not be used to determine the award and is not desired.

Timeline & Expectations – Two (2) pages maximum

Provide a timeline to efficiently and effectively implement the recommendation with emphasis on key deliverables and milestones. Disclose necessary County resources, staffing and/or identify other requirements to implement each phase of the recommendation.

Pricing Methodology – Two (2) pages maximum

KCHC has a not-to-exceed budget of \$40,000. We desire a Respondent that efficiently and effectively prepares a marketing campaign so that monies remaining from this budget may be repurposed elsewhere. Provide a detailed pricing methodology for an all-inclusive, implemented recommendation including payment terms, unit costs, billable costs and all other expenses.

Project Staffing – One (1) page maximum plus resumes

Provide a chart with the staff committed to the recommendation. Show lines of authority and provide a brief role description with responsibilities as they relate to the recommendation. Include only relevant resumes.

References – One (1) page maximum

Provide three (3) relevant references, preferably for projects of similar scope and complexity. Include the organization, contact person, current telephone number, email address, description and dates of service and total cost. References shall not include any current/past Kent County employees.

Page number maximums are strongly recommended but not compulsorily disqualifying. Kent County is not liable for cost incurred prior to award. A submission shall constitute an irrevocable offer for a period of sixty (60) days from the due date/time. In the event the notification of award is not made within sixty (60) days from the due date/time, the Respondent may withdraw or provide a written extension of their submission.

Submissions may only be withdrawn by written request if the request is received before the due date/time. Withdrawals subsequent to opening shall be subject to [Kent County Fiscal Policy – Centralized Purchasing 5\(i\)\(2\)](#).

NO BID

Please provide [feedback](#) if you are electing not to participate in this solicitation.

STUDY INFORMATION

The dangers of drinking and driving are well documented, but less has been said about how the use of prescription opioids or marijuana affects one's ability to drive. In the past few years, several groups have conducted research on marijuana use and driving and what follows are some key elements learned.

In 2017, the Glengariff Group conducted four focus groups for the Michigan Office of Highway Safety Planning and Brogan & Partners to collect information on drugged driving campaigns. A total of 39 males, aged 18-35, participated. Each respondent was screened for having used stimulants, pain killers or marijuana (legally or prescribed) in the past year, and 24 of 39 respondents had used multiple variations of these drugs in the past year. Key points taken from those conversations included:

- 97% of respondents said it was dangerous to drive after taking pain killers but only 7% said it was dangerous to drive after using marijuana
- 92% of respondents said pain killers were the most dangerous drug when it came to drugged driving, but NO respondents said marijuana was the most dangerous
- Respondents did not believe marijuana use and driving were a dangerous combination
- Respondents believed using marijuana edibles and dabs led to less personal control than smoking marijuana when it came to impacting driving ability
- Respondents agreed that alcohol was a far greater risk in general than marijuana
- Effective messages were blunt, graphic, and got to the point of consequences; ads viewed as 'corny' or trying 'too hard' to deliver a message were immediately dismissed
- If marijuana use is singled out in any way, marijuana consumers immediately dismiss the message as propaganda; the most effective messages to reach marijuana consumers couple marijuana use with other drugs or alcohol or simply refer to all drugs
- Any use of green lettering was considered an attack on marijuana

Marijuana use and perceptions of risk and harm are closely related. As marijuana use has become more socially and culturally accepted and the number of medical and adult-use provisioning centers has increased, the perception of harm has begun to decrease which is leading to increased use. Also, as the perception of harm and negative consequences of marijuana use have decreased, marijuana-impaired driving has started to increase.

National data from the 2018 Governors Highway Safety Association report revealed the public's lack of knowledge of the risks associated with marijuana use and driving. Two thirds of drivers surveyed believed that driving after drinking is a greater problem than driving after using marijuana. Fifty-six percent said that driving after drinking is more common and increases crash risk more than driving after using marijuana. The report also cited research done in Colorado and Washington with regular marijuana consumers nearly all of whom believed that marijuana didn't impair their driving and some also believed it improved their driving.

Michigan law prohibits a driver from operating a motor vehicle while intoxicated. A person can be “under the influence” in three ways per the law. These categories are alcoholic liquor, a controlled substance, or an intoxicating substance (or any combination of these three categories).

Driving after using substances including marijuana is a reality. A 2019 study conducted by researchers from the University of Michigan Addiction Center surveyed 790 Michigan adults who were seeking medical marijuana recertification or a new certification for chronic pain in 2014 and 2015. When asked about their driving habits for the past six months, 56% admitted to driving within two hours of using marijuana; 51% said they drove while a “little high” and 21% reported driving while “very high”.

However, the National Institute of Drug Abuse reports that marijuana use affects skills required for safe driving, such as judgment, coordination, and reaction times and makes it hard to judge distances and react to signals and sounds on the road. Polysubstance use – using marijuana along with alcohol or another drug – compounds the risk of a vehicle crash more than the drugs being used alone.

According to the 2020 Kent County Community Health Needs Assessment, 16.1% of adults reported using marijuana in the past 30 days. Highest use was seen in people 18-24 years of age, those with less than a high school education, those making between \$20,000 and \$34,999, and males. When asked about alcohol use, 16% of Kent County residents reported binge drinking (four or more drinks on any occasion for women and five or more for men). The groups with the highest alcohol use were between the ages of 35 and 44, males, and those earning between \$35,000 and \$74,999.

Using substances, including marijuana, is not limited to a specific time of year. The purpose of the campaign is to engage consumers with well-designed and relevant messages that are applicable at any time of the year.