



REQUEST FOR PROPOSALS
for the
Development and Implementation of a County Based Public Education
Campaign to Address Prevention of Opioid Use Disorder and Opioid
Overdose
for
Seneca County

Submitted by

Seneca County
Office of the County Manager

Submittal Deadline: Monday November 7, 2022,

LEGAL NOTICE

Please take notice that Seneca County is requesting proposals for development and implementation of a county based public education campaign to address prevention of opioid use disorder and opioid overdose to further the goals and objectives of the Opioid Settlement Finding through the New York State Attorney General's Office.

Proposals should be secured in a sealed envelope with the notation "PROPOSAL: OPIOID EDUCATION CAMPAIGN". One original and five complete copies are required to be delivered to the County. Please also include Attachment A (one copy) in a separate envelope within the main proposal envelope with the notation "COST ESTIMATES".

Proposals will be accepted at the Office of the County Manager, c/o C. Mitchell Rowe, 1 DiPronio Dr., Waterloo, NY 13165 until Monday November 7, 2022, at 2:00 pm.

All proposers must comply with the provisions of the General Municipal Law and all other applicable laws. The County reserves the right to reject any or all proposals.

Information in relation to this Request for Proposals (RFP) may be examined at the Office of the County Manager, located at 1 DiPronio Dr., Waterloo, NY 13165 during regular business hours.

Proposers are advised not to rely on next day mail services. Proposals must be received in the Office of the County Manager before the above specified date and time. Proposals delivered via e-mail will not be accepted.

The County reserves the right to request an interview of the proposer(s) prior to award. All questions of sufficiency of the proposal shall be decided upon by the Seneca County Board of Supervisors herein.

The contact person for obtaining the above documentation and to answer questions is:

C. Mitchell Rowe
County Manager
Seneca County
1 DiPronio Drive
Waterloo, NY 13165

All proposers that have informed the County of their interest in submitting will receive answers to all questions received by the County by October 31, 2022. The identification of the asker will be kept confidential.

INSTRUCTIONS TO PROPOSERS

The proposer hereby agrees to the provisions of Section 103-a of the General Municipal Law which requires that upon the refusal of a person, when called before a grand jury to testify concerning any transaction or contract had with the state, any political subdivision thereof, a public authority or with any public department, agency or official of the state or of any political subdivision thereof or of a public authority, to sign a waiver of immunity against subsequent criminal prosecution or to answer any relevant questions concerning such transaction or contract,

- (a) such person, any firm, partnership, or corporation of which he/she is a member, partner, director, or officer shall be disqualified from thereafter selling to or submitting proposals to or receiving awards from or entering into any contracts with any municipal corporation or any public department, agency or official thereof, for goods, work, or services, for a period of five years after such refusal, and

- (b) any and all contracts made with any municipal corporation or any public department, agency or official thereof, since the effective date of this law, by such person, and by any firm, partnership, or corporation of which he/she is a member, partner, director or officer may be cancelled or terminated by the municipal corporation without incurring any penalty or damages on account of such cancellation or termination, but any monies owing by the municipal corporation for goods delivered or work done prior to the cancellation or termination shall be paid.

The contractor or proposer to whom a contract shall be let, granted, or awarded is prohibited from assigning, transferring, conveying, subletting, or otherwise disposing of the same or of his/her right, title or interest therein or his/her power to execute such contract, to any other person or corporation, except as provided in Section 103 of the General Municipal Law.

The contractor or proposer to whom a contract shall be let, granted, or awarded shall comply with all rules and regulations of the Americans with Disabilities Act (ADA).

ERRORS

In the case of a unilateral proposal mistake, by error, by a proposer, on any proposal, legislation allows the proposer to withdraw the proposal after showing that:

- a) the mistake was known to the Purchasing Agent PRIOR to the awarding of the contract, or within three (3) days after the proposal opening/receipt, whichever period is shorter;
- b) the price proposed was based on an error of such magnitude that enforcement would be unconscionable;
- c) the proposal was submitted in good faith and the proposer submits credible evidence that the mistake was a clerical error rather than a judgmental error;
- d) the error was due to an unintentional substantial mathematical error, or unintentional omission of a substantial quantity of work, labor material, or services, made directly in the compilation of the proposal. (Which error or omission can be shown by objective evidence drawn from certain listed documents); and
- e) it is possible to put the County in "status quo ante".

THE SOLE REMEDY FOR SUCH MISTAKE IS WITHDRAWAL OF THE PROPOSAL AND THE RETURN OF ANY SECURITY. ANY AMENDMENT OR REFORMATION OF THE PROPOSAL IS EXPRESSLY PROHIBITED.

I. INTRODUCTION

The purpose of this request for proposal (RFP) is to obtain proposals from qualified agencies, companies, or other individuals or entities interested in developing, implementing, and monitoring an initial comprehensive public education campaign to address opioid abuse and overdose prevention in Seneca County. Additional secondary and tertiary goals being general substance abuse prevention and education about how to access other county resources and services to support social determinants of health related to opioid use.

Send all questions in writing, by regular mail or e-mail to the Office of the County Manager at the following address:

Office of the County Manager
Seneca County
1 DiPronio Drive
Waterloo, NY 13165
Office (315) 539-1705
avavra@co.seneca.ny.us

II. GENERAL INFORMATION

Project Overview and Objectives: The primary objective of this project is to increase knowledge and awareness among the targeted populations within the general public about opioid use and prevention, particularly in the following areas:

- Increase awareness about the dangers and addictive properties of opioids, including prescription medications.
- Reduce opioid use related hospitalization and death by opioid use or overdose.
- Reduce community stigma toward opioid use disorder (OUD)
- Increase knowledge of treatment options and locations.

The overarching communications strategy should be focused on informed messaging to target audiences with an emphasis on and attention to the overall program objectives stated above, as well as with each targeted audience-focused initiative.

The RFP constitutes only an invitation to make a proposal to Seneca County. The County may, at its discretion, implement the following rights and conditions as set forth in the RFP. All respondents to the RFP shall accept and agree to the following conditions.

1. The Seneca County Board of Supervisors and Seneca County staff will assist in the evaluation and selection of a consultant.
2. All costs in relationship to the preparation of the RFP (evaluation, selection, negotiations, etc.) are the responsibility of the offeror.

3. The County has the right to select the proposer who best satisfies the interests of the County and is most responsive to the RFP. Selection may not necessarily be based on price or any other single factor. In addition, depending on the nature and quality of the proposals submitted, *Seneca County reserves the right to select more than one of the submitted proposals and to select proposals in whole or in part.* Proposals will be evaluated by County Manager and county staff which may include communications, behavioral health, healthcare, and/or public health professionals. A recommendation will be made to the Seneca County Board of Supervisors who will make any final decision.
4. Applicants will be notified by Wednesday December 14, 2022, if they have or have not been awarded funding for this project.
5. The Seneca County Board of Supervisors reserves the right to reject any or all proposals. The RFP does not obligate the County to procure or contract for any services whatsoever.
6. All proposals become the property of the County and will not be returned.
7. The County will reject and return unopened, any proposals not received by the deadline date and time or may extend the deadline date for submission of proposals and modify schedule dates.

III. SCOPE OF WORK

1. Seneca County seeks a professional organization, business, or other entity with experience in development of public education campaigns and with particular expertise and/or experience with campaigns focused on substance abuse prevention. It is expected that the campaign would utilize social media as well as traditional communications channels.
2. Scope of work would include the following:
 - a. Strategy Development
 - b. Campaign Development and Launch and Implementation
 - c. Reporting and Sustainability Planning which must include quantitative methods and metrics of assessing the effectiveness of the campaign developed within the proposal.
 - d. Estimated costs and expenses both in program development and implementation.
 - e. Final report including evaluation of project and results utilizing the metrics developed within the program.
3. It is expected that the successful offeror will develop new messaging to meet the objectives of the program with coordinated messaging and timing of outreach and general advertising with Seneca County Mental Health Services and related Addiction Treatment and Prevention Office, and other partner initiatives. Further they would develop a paid and/or unpaid social media campaign to include a strategy and plan, implementation, optimizations, analytics reporting, in compliance with existing Seneca County social media policy.

IV. SCALE OF PROPOSAL/AWARD:

Anticipated total available funding for the opioid project period is \$50,000.00.

V. PROPOSAL CONTENT

Proposal should be prepared as simply as possible and provide straightforward, concise description of the organization's capabilities to satisfy the requirements of this RFP.

Organizational Information:

Provide an agency profile, indicating background, experience, and core competencies.

Provide 2-3 examples of past marketing campaigns that exhibit the organization's experience in planning, executing, and evaluating successful health related awareness campaigns. *Up to three letters of support from previous partners, collaborators, and/or clients (optional, but will be awarded bonus points during scoring process).*

Identify the staff members that will be assigned to this project, their titles and what their roles will be on this project.

List any subcontractors and what their roles will be.

Describe the organization's approach to working with multiple stakeholders with competing priorities.

Describe the proposed planning and implementation of the campaign, including but not limited to media to be used, target audience and rationale for selection of target audience, and culturally appropriate messaging.

Describe the anticipated reach, both number of people and specific populations, of this project, including how you will reach individuals within Seneca County, and if you foresee any benefits to areas and population immediately surrounding Seneca County.

List any partners you will work collaboratively with on this project, their key roles and/or responsibilities and describe how you will work with these partners.

Provide a timeline, with specific milestones and goals, for this project.

Describe your process for gathering information and content needed for the project. Describe how this project will lead to long-term increased awareness of opioids.

Estimated budget to produce required deliverables, including evaluation. Please include a line-item budget as well as a narrative.

Describe how you will know the project has been impactful, including expected outcomes, key indicators, and goals.

VI. SCHEDULE OF SERVICES

The entire package must be completed within 12 months of the effective date of the signing of the contract between the consultant and the County. The proposal shall include anticipated time frames for each alternative with a realistic approach to implementation of such plan.

VII. SUBMISSION OF PROPOSALS AND SELECTION PROCESS

General

Proposers must provide all required information as outlined on Form A — Checklist. The County reserves the right to add or delete specific items from the final award or to negotiate modifications to specific items prior to such award. Submit one original and 20 copies.

1. All proposals shall be sealed and clearly marked and identified as: “Proposal: OPIOID EDUCATION PLAN”. Proposals will be accepted at the Office of the County Manager, c/o C. Mitchell Rowe, 1 DiPronio Dr., Waterloo, NY 13165 until 2:00pm on Monday November 7, 2022.
2. Proposers are advised not to rely on next day mail services. ALL proposals **must** be in the Office of the County Manager no later than the above specified date and time. Proposals sent via e-mail will not be accepted.
3. The proposer is responsible for any and all expenses if the County requests an interview of the proposer.
4. All proposals submitted shall be valid for a period of 120 days from the date of opening. Work shall commence immediately upon the signing of the contract.
5. All proposers must comply with the provisions of the General Municipal Law and all other applicable laws. The County reserves the right to reject any and all proposals.

Selection Process

Proposals will be evaluated by the Seneca County Board of Supervisors and Seneca County Staff as noted under Section II.

The selection will be based upon the following criteria (with value of each criteria shown):

- the proposer’s conformance to the request for proposals (0-10 pts)
- the proposer’s ability to complete this plan in the allocated time (0-10 pts)
- the proposer’s ability to show their understanding of the project (0-20 pts)
- the qualifications of resources of the firm and staff, including experience with similar projects (0-20 pts)
- preliminary cost information, based on a per task and composite basis found in Attachment A (0-20 pts)
- record of performance and references (0-20 pts)
- Verified letters of support (0-10 pts)

Proposers may be asked to make a presentation before the County Board of Supervisors as part of the final selection. The Board of Supervisors will then vote to award a contract. The County retains the right to reject any or all proposals and to negotiate final contract terms with any selected consultant. Final award of a contract is at the discretion of the Seneca County Board of Supervisors.

The following is the time frame anticipated for the selection process:

RFP Distributed	10/14/2022
Proposals Due	Monday November 7, 2022 at 2:00pm
Possible Interview(s)	Dates TBD
Estimated Final Selection	December 14, 2022

ATTACHMENT A

Outline of Program Design and Implementation.

- TASK 1- Strategy Development
Task 1 Cost Estimate _____
- TASK 2- Campaign Development and Launch and Implementation
Task 2 Cost Estimate _____
- TASK 3- Reporting and Sustainability Planning which must include quantitative methods and metrics of assessing the effectiveness of the campaign developed within the proposal.
Task 3 Cost Estimate _____
- TASK 4- Estimated costs and expenses both in A) program development and B) implementation.
Task 4(A Cost Estimate _____
Task 4(B Cost Estimate _____
- TASK 5- Final report including evaluation of project and results utilizing the metrics developed within the program.
Task 5 Cost Estimate _____

TOTAL COST ESTIMATE IF ALL TASKS ARE DONE BY CONSULTANT:

\$ _____

FORM A — CHECKLIST

**Answer
Yes or No**

- 1. I have read ALL of the instructions and specifications. _____

- 2. I have filled in ALL blank spaces and supplied one original and 5 copies of the proposal, as well as one separated copy of Attachment A. _____

- 3. I have furnished all required information.
 - Form A - Checklist _____
 - Form B – Proposal Form _____
 - Form C – Non-Collusion Certification _____

- 4. I have signed Forms A, B and C. _____

- 5. I am an officer of the company. _____

- 6. I have the express authority to obligate my company under the laws of the State of New York. _____

- 7. I am returning the original proposal sheet. _____

- 8. I have made copies for my record. _____

- 9. References _____

(Name)

(Address)

(Contact Number)

(Link to Plan PDF if not attached)

(Name)

(Address)

(Contact Number)

(Link to Plan PDF if not attached)

10. Exceptions/substitutions: (explain, or attach sheets as necessary)

11. If successful, the "Insurance Requirements Certificate," from an insurance company licensed to do business by New York State, will be provided within ten working days after notification of the award. (If applicable)

SIGNATURE:

DATE:

NAME: (TYPE OR PRINT)

TITLE:

TELEPHONE NO:

FAX NO:

E-MAIL ADDRESS:

END OF SECTION-FORM A

FORM B — PROPOSAL FORM

TO: OFFICE OF THE COUNTY MANAGER
SENECA COUNTY
1 DIPRONIO DRIVE
WATERLOO, NY 13165

The undersigned, having a principal place of business as indicated below, and being responsible for the same, agrees to furnish to Seneca County the services listed at the price(s) herein stated, in accordance with the specifications annexed to the proposal.

- Please sign and attach the Non-Collusion Certification to the proposal.
- All proposals must be firm for 120 days
- Delivery to be within the time specified herein, after receipt of notification of award.
- The County reserves the right to reject any or all proposals.

I, _____, doing business as, _____,
(Owner's name) (Business Name)

and located at _____, in the _____ of _____
(Business Street Address) (City, Town, Village) (Municipality)

and the state of New York do hereby submit this proposal, County Based Public Education Campaign to Address Prevention of Opioid Use Disorder and Opioid Overdose for Seneca County, and in the agreement with the scope of work as described in the request for proposal. I hereby understand that the County of Seneca reserves the right to reject any or all proposals.

By: Name _____
Signature _____
Company _____
Title _____

END OF SECTION-FORM B

FORM C — NON-COLLUSION CERTIFICATION

By submission of this proposal, each proposer and each person signing on behalf of any proposer certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief:

1. The prices in this proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition as to any matter relating to such prices with any other proposer or with any other competitor;
2. Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the proposer and will not knowingly be disclosed by the proposer prior to opening, directly or indirectly, to any other proposer or competitor; and
3. No attempt has been made or will be made by the proposer to induce any other person, partnership, or corporation to submit or not submit a proposal for the purpose of restricting competition.

Proposer Company/Entity:

By:

Name / Title

END OF SECTION-FORM C