

Central District Health
RFQ # PIO-20
Request for Quotes for Marketing and Advertising

1. PURPOSE

Central District Health is requesting quotes for marketing and advertising, as further detailed below.

The contact for this RFQ is:

Connie Clark-Schuur, Central District Health
208-327-8513
ccschuur@cdh.idaho.gov

2. BACKGROUND

Central District Health (CDH) is a local health district serving Ada, Boise, Elmore and Valley Counties through a host of programs and services that work to make communities safer and healthier places to live, play and work. The agency has undergone a facility remodel to integrate and expand its clinic and family services, is focusing on expanding its scope of services to offer primary care that is high quality, low-cost, and accessible. The agency also engages in traditional public health services such as issuance of septic permits, restaurant inspections, emergency preparedness, to name a few. Additionally, the agency completed a refresh of its brand using a consultant to elevate and deepen its Brand Platform, which includes new agency values, a brand promise and brand personality. The agency's established Marketing and Advertising budget range for this project is \$20,000-\$30,000.

3. OBJECTIVE

The objective of this RFQ is to seek and retain a qualified advertising/creative agency or individual to develop the CDH marketing and advertising plan and assist through one year of implementation. The results of these efforts will increase awareness of CDH programs and services throughout the four counties served by CDH and increase the agency's clinic client base. Strategies include:

- Identification of key target audiences and tactics for each
- Increase CDH brand awareness as a low-cost, high quality, accessible healthcare provider
- Support a comprehensive brand strategy to strengthen our presence in the counties we serve
- Community outreach
- Communication campaigns

4. TIMELINE

Questions regarding this RFP must be submitted to the contact listed in paragraph #1 above by **November 22, 2019 at 5:00 p.m. MT** to ccshuur@cdhd.idaho.gov. Questions will be answered by **November 26, 2019 at 5:00 p.m. MT**.

Quotes are Due **by Friday, December 6 at 5:00 p.m. MT**.

Parties interested in responding must submit their proposals via mail, email, or in person to the contact person listed above by **Friday, December 6 at 5:00 p.m. MT**. Please see list of Required Submittal Items below.

5. SCOPE OF WORK

The scope of work includes two major components: Marketing/Advertising and Public Relations. Plan, develop, execute, and track results for CDH marketing and advertising using the CDH Brand Platform.

A. Marketing and Advertising

- Help identify and develop recommendations for a Marketing and Advertising Plan that supports the objectives set forth by CDH.
- Create coordinated advertising campaigns (print, broadcast, digital, online, email, etc.) to include a written plan, including objectives, audience description, strategies, tactics, budgets and measurement.
- Creative strategy and design (collaterals, reports, advertising and visual display, broadcast or social media materials).
- Concept development, including quality graphic design.
- Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral.
- Media planning and buying: media planning and buying negotiations, client meetings, phone calls and correspondence related to specific media plans/buys.

B. Public Relations

Build messaging that can be used in various channels including earned media, social media and paid traditional media to target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to the website.

- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services.
- Develop a concrete social media strategy using tools like: Facebook, Twitter, LinkedIn and Instagram.
- Develop and pitch storylines and press releases, fact sheets and industry highlights to the media.
- Support communication efforts (i.e. blog posts, monthly eNewsletters, etc.) as needed.
- Develop and maintain targeted media lists (local, trade, national and international).
- Share the CDH goals, aspirations and available programs with the four counties in our District.

6. PERIOD OF AGREEMENT

Award will be made to the responsive responsible vendor with the highest total score per the Evaluation Criteria referenced among RFQ attachments. The term of the resulting contract will be for a period of one (1) year with the possibility of an extension. This agreement is expected to commence on December 16, 2019 and end December 15, 2020, unless an extension is approved.

7. RESPONSE REQUIREMENTS

- A. All proposals received by the date and time listed in paragraph 4 will be considered by Central District Health's selection team using the Evaluation Criteria (see List of Attachments below)
- B. Following the list of Required Submittal Items (below), submit your information and quote via e-mail, mail, hand-deliver/courier to the CDH contact listed on page 1 prior to the deadline established above.

Quotes must be accompanied by a signed State of Idaho Signature Page (*attached*).

Winning bidder must agree to the State of Idaho [Standard Terms and Conditions](#).

Quotes must include all **Required Submittal Items** (*see below*).

List of Attachments	Required Submittal Items
Exhibit A – Budget Sheet – for submittal Exhibit B – Qualifications & Action Plan – for submittal Exhibit C – State of Idaho Signature Page – for submittal Exhibit D – Commercial References Evaluation Criteria - reference Central District Health Brand Report – reference	Exhibit A – Budget Sheet Exhibit B – Qualifications & Action Plan Exhibit C – State of Idaho Signature Page Exhibit D – Commercial References

Exhibit A

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Budget Sheet

A Budget Sheet, titled Exhibit A: Budget Sheet" must be submitted with your Required Submittal Items. Provide a comprehensive budget page detailing the projected costs for presumed creative services and paid advertising/marketing efforts per the Scope of Work objectives stated, and total project budget range of \$20,000-\$30,000. Include in this budget the planned compensation to your agency as a separate item. This must include any fully burdened-costs to your agency.

Optional: If awarded the contract, will you meet the time line for delivery of **December 16, 2019 and end December 15, 2020?** (Unless an alternate timeframe is decided upon.)

YES____ *NO____

*A 'NO' response may disqualify you from consideration for award. If a longer delivery time is required, please provide an explanation:

Company Name: _____

Contact Name/Phone: _____

Contact E-mail: _____

Exhibit B

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Qualifications & Action Plan

Items to Include:

1. Name of person or agency, business address and phone number, and contact name and information.
2. List of all primary services offered by the agency excluding those that are subcontracted.
3. List of any possible subcontractors and what services they may be used for to perform related to this project.
4. Describe the company's services, qualifications and ability to manage the Central District Health marketing and advertising account. Particularly note experience and expertise in the creative and strategic use of paid media. Include any experience in promoting public health programs.
5. A project narrative that describes your/ agency's overall approach, including strategies for accomplishing outlined Scope of Work components. Include any relevant previous work samples or narratives.
6. Information on what metrics you/agency would use to measure the success of advertising/marketing implementation efforts.
7. Provide any additional comments or information relevant to your proposal that has not already been included in your responses to the preceding questions.

APPENDIX C – SIGNATURE PAGE

**Central District Health
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Mail your quotation package to: Central District Health
Attn: Connie Clark-Schuur
707 N. Armstrong Pl.
Boise, ID 83704

or
Email your quotation package to: Connie Clark-Schuur
ccschuur@cdhd.idaho.gov

This RFQ response is submitted in accordance with all documents and provisions of the specified RFQ Title provided below. By my signature I accept the terms, conditions and requirements contained in the solicitation, including, but not limited to, the STATE OF IDAHO STANDARD CONTRACT TERMS AND CONDITIONS and the SOLICITATION INSTRUCTIONS TO VENDORS in effect at the time this RFQ was issued, as incorporated by reference into this solicitation; as well as any SPECIAL TERMS AND CONDITIONS incorporated in the solicitation documents (e.g. Software, Telecommunications, Banking, etc.). As the undersigned, I certify I am authorized to sign and submit this response for the named Vendor. I further acknowledge I am responsible for reviewing and acknowledging any addendums that have been issued for this solicitation.

RFQ Title: _____

VENDOR (Company Name) _____

ADDRESS _____

CITY, ST, ZIP _____

PHONE: _____ FAX: _____ FEIN: _____

E-Mail: _____

Signature

Date

Printed Name

Title

RETURN THIS SIGNATURE PAGE WITH YOUR QUOTE

APPENDIX D – COMMERCIAL REFERENCES

**Central District Health
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(Include references for services similar to that specified in the Scope of Work)

Company: _____

Contact: _____

Company: _____

Contact: _____

Company: _____

Contact: _____

RETURN THIS REFERENCE PAGE WITH YOUR QUOTE

APPENDIX E – EVALUATION CRITERIA

**Central District Health
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(Reference Only)

Mandatory Submission Requirements Met – Pass/Fail

Services/Qualifications – 100

Approach/Strategies for Accomplishing Scope of Work - 200

Relevant Work Samples - 100

Agency has proven knowledge of Idaho media markets - 50

Agency has past experience in marketing/advertising/public awareness campaigns for public health – 50

Total 500 Points