



County of Cheshire Request for Proposals MONADNOCK REGION SYSTEM OF CARE MARKETING & COMMUNICATION PLAN

The County of Cheshire is requesting a detailed proposal from qualified consultants to create and implement a strategic marketing and communications plan for the Monadnock Region System of Care, an integrated system of social services for children and youth with serious emotional and behavioral health issues through a family-driven and youth-guided process. Sustainability is a major component of the plan, as a little more than a year remains in the grant that funds this project.

Submissions and Timeline

1. RFP Release date: July 22, 2019.
2. To receive RFP addendums, bidder questions and answers, and any available additional documents to assist in preparing the proposals, please submit intent to apply notice by email containing the bidders name and email address to the Monadnock Region System of Care Project Director Dennis Calcutt at dcalcutt@co.cheshire.nh.us no later than 12:00pm on Friday, August 9, 2019. An intent to apply notice is not required to apply to the RFP.
3. Questions must be submitted in writing via email to the grants manager dcalcutt@co.cheshire.nh.us no later than 12:00pm on Friday, August 9, 2019. Responses will be made available to all bidders at the same by email and posted on the county website within 2 business days (Wednesday, August 14, 2019).
4. Project proposals are due by 12:00pm on Friday, August 16, 2019. Proposals should be sent via any reliable delivery method to the Cheshire County Grants Manager, 12 Court Street, Keene, NH 03431 or via email sbansley@co.cheshire.nh.us. Bidders may confirm receipt of proposals by directly contacting the grants manager at 603-355-3023.
5. Interviews of bidders will be schedule for the week of Monday, August 26, 2019.
6. The estimated date for selection of contract awardee is Friday, September 13, 2019.
7. The estimated start date for contract is Monday, September 30, 2019.
8. Submit 1 electronic file of the proposal in a single PDF file.

Scope of Work and Technical Requirements

1. Contractor will need to develop a strategic marketing and communications plan that achieves the following:

- a. Tell a story of the development of the Monadnock Region System of Care. Share with the public the successes and challenges the practice has encountered and how the work will be sustained.
 - b. Articulate the definition of a family-driven approach. Communicate that this practice gives families an equal voice.
 - c. Raise awareness of existing barriers to care.
 - d. Distill complex information to a diverse set of stakeholders, including children, youth, families, schools, service providers, and general public.
 - e. Create logo, marketing materials, messaging, and website content incorporating content already created.
 - f. Provide a cost breakdown of labor, materials, and supplies to implement the proposed plan. The budget limit for implementation to be provided after this contract is awarded.
2. Winning bidder will be considered for implementation of plan.
 3. Project proposals must include ability to complete the strategic marketing and communications plan by January 31, 2020.
 4. Contractor will supply all equipment, materials, and labor necessary to complete the project/program.
 5. All warranty and guarantee coverage for the project work will be presented in writing.
 6. Contractor will complete and submit in a timely manner all documentation required by grant funders of the project/program.

Proposal Requirements

1. **Organizational Description:** Provide a description of your business's history, staffing, and lines of work related to the scope of work in this RFP. Lack of relevant experience on the part of the bidder may be grounds for disqualification.
2. **Approach:** Describe how your firm will approach this project in terms of preparation, research, work organization, communication with the County, and assurances that the work will minimize disruption and result in a high-quality product/service and meet the specifications listed under Scope of Work and Technical Requirements. Provide details of proposed procedures and how the work required will be accomplished.
3. **County Responsibilities:** Indicate what your expectations are for the County to ensure a successful project.
4. **Schedule:** Indicate how long the project will take to complete and confirm that you are able to meet the project deadline. Provide a schedule with anticipated milestones from the execution of a contract through final completion of the project.
5. **Warranties/guarantees:** Describe warranties and/or guarantees offered for the work, materials, and/or services.

6. Price Proposal: Provide a fixed all-inclusive price needed to complete the plan according to the scope of services described above. The bidder may provide an additional separate price for an alternate approach if the bidder feels that there is a better solution that can be offered. If a project budget or price limitation is available for this RFP, it is listed as item 1 under the Award section.
7. References: Provide a description and references for three (3) comparable projects your firm has undertaken over the past three (3) years. Reference information shall include names, addresses, telephone numbers, email addresses, dates and brief description of the work performed for individuals, organizations, or companies that will provide testimony to the work to be performed and/or services or products delivered.
8. Example Work/Portfolio: Provide one or more examples of work similar to the scope of work in this RFP.

Eligibility Requirements

1. Be registered as a licensed business.
2. Have requisite certifications, licenses, degrees, diplomas, etc. required to legally and ethically perform work.
3. Not be debarred, suspended, or otherwise restricted from receiving federal funds.
4. Able to meet deadline or delivery date.

Selection Criteria

1. Number of years of experience in marketing field with experience in mental/emotional/behavioral health.
2. Demonstrated commitment to this effort.
3. Demonstrated commitment to be a partner in the process.
4. Quality and relevancy of sample work.
5. Quality and relevancy of references (provide at least three).
6. Strong understanding of social media landscape, ability to effectively leverage the internet and various media channels.
7. Level of detail provided in proposal and budget.
8. Level of innovation and creativity of proposal.

Vendors whose offer meets the minimum requirements specified above will be proposed for evaluation and selected on the basis of the lowest price.

General Conditions and Requirements

These general requirements are intended to further describe the project and highlight critical details. In no event shall any lack of detail in this document be construed to undermine the requirement for a quality historic restoration.

1. All work shall be in compliance with all applicable federal, state, and local laws, codes, rules, and regulations.

2. Approval and award of a contract is contingent upon the continued availability of funding to accomplish the project.
3. All submittals shall be in an electronic PDF or compatible file, in 12 point font and in sentence case.
4. All bids shall be submitted in conformance with the specifications, conditions, scope of work, schedule of work, general specifications, and any detailed specifications that are considered as minimum standards, and all requested information must be supplied. Failure to comply will be reflected in the evaluation of the bids.
5. Bidder is expected to carefully examine the proposed scope of work, specifications, special provisions, and contract forms before submitting a bid. Failure to do so will not relieve a successful bidder of his obligation to furnish all equipment and labor necessary to carry out the provisions of this contract. The submission of a bid shall be considered prima facie evidence that the bidder has made such examination of the proposed scope of work, plans, bid, etc., and is familiar with the conditions to be encountered in performing the work and/or services or products delivered.

Award or Contract Amount

1. Project Budget/Price Limitation: The County has been awarded a grant with a **\$25,000** budget to subcontract this Project. This is the maximum amount budgeted for this project and does not imply that the full budget is needed to complete this project with quality. Price proposals must include justification for the proposed price. Payment schedule to be confirmed with successful bidder.
2. Type of contract: firm fixed price.
3. Before making its award or issuing a contract, the County shall consider the project proposal, work, and/or services or products delivered that best serves the needs and financial interests of the County. The County reserves the right to reject any or all bids, to award any bids, to waive as an informality any irregularities on bids received, and to omit any item or items as it may deem to be in the best interest of the County.
4. The County's assessment of the lowest responsible bidder, in addition to price, includes the education or training, experience, skill, ability, and capacity of the bidder to perform the services. We consider the character, reputation, judgment, and experience of the bidder and how bidders perform in interviews and in response to inquiries. Hence, some aspects of the bidder reviews are objective and some are subjective.
5. In all cases, the decision of the County shall be final and not subject to review or appeal.
6. All bids submitted shall be held firm and not withdrawn for ninety (90) days from bid opening.

Insurance

The successful bidder must submit a current certificate of insurance from a company licensed to issue such insurance in the State of New Hampshire at the time a contract is

executed. Insurance shall be maintained during the life of the contract (excess or umbrella coverage may satisfy requirements). Insurance shall not be altered or cancelled except with 10 days written notice to the County. The County shall be named as an additional insured on each insurance policy. Insurance certificates must show the type, amount, class of operations covered, effective dates and dates of expiration of policies.

Subcontractors

All subcontractors used by the successful bidder must be disclosed in the proposal and approved by the County. Please list any subcontractors that you intend to use on this project, their scope of work, and the amount that is included in the bid to cover their work. Any subcontractors used by the successful bidder must comply with all of the requirements of the bid and contract requirements as contained herein. Satisfactory proof or compliance of the specifications of the bid and contract requirements must be furnished to the County prior to any sub-contractor performing any work under the awarded contract.