



REQUEST FOR PROPOSALS
FOR
COVID-19 MEDIA SERVICES
SNHD-22RFP001

JULY 22, 2021

280 S. DECATUR BLVD.
LAS VEGAS, NEVADA 89107

TABLE OF CONTENTS

I.	INTRODUCTION	
A.	Purpose.....	1
B.	Entity Information.....	1
C.	Anticipated Contract Term and Funding	1
D.	Ethics in Procurement.....	1
E.	Conflict of Interest	1
II.	SCOPE OF SERVICES	2
A.	Project Description	2
B.	Project Tasks.....	2
C.	Project Activities.....	2
D.	Project Deliverables.....	3
III.	TIMETABLE & PROVISIONS	
A.	Timetable	4
B.	Authorized Contact.....	4
C.	Questions	4
D.	Deadline to Submit Proposals.....	4
E.	Proposal Submission.....	4
F.	Late Proposals.....	4
IV.	REQUIREMENTS	
A.	Proposer Requirements	4
B.	Proposal Requirements	4
1.	Cover Letter.....	5
2.	Project Understanding	5
3.	Project Methodology	5
4.	Project Media Plan	5
5.	Experience and Qualifications.....	5
6.	Portfolio Samples	5
7.	Cost Proposal.....	6
8.	Exceptions	6
C.	Proposer Representations.....	6
D.	General Conditions	6
V.	EVALUATION & SELECTION	
A.	Evaluation Criteria.....	8
B.	Clarification, Site Visits, Interviews and Presentations.....	9
C.	Selection	9

ATTACHMENTS

Attachment A - Proposal Form

Attachment B - Cost Proposal Form

SECTION I: INTRODUCTION

A. Purpose:

The Southern Nevada Health District's ("Health District") Office of Communications ("OOC") is requesting proposals from qualified media contractors to develop and disseminate culturally and linguistically responsive COVID-19 prevention communications targeted to populations at higher risk and medically underserved through various media channels ("Project").

B. Entity Information:

The Health District was created in 1962 when the State Legislature combined the health departments of the county and several adjoining cities. The Health District is one of the largest local public health organizations in the United States, serving more than 2.2 million residents and safeguarding the public health of more than 42 million visitors to Las Vegas annually.

The mission of the Health District is, "To assess, protect, and promote the health, the environment, and the well-being of Southern Nevada communities, residents, and visitors."

The Health District is governed by the Southern Nevada District Board of Health ("Board"). The Board is vested with jurisdiction over all public health matters within Clark County, Nevada.

C. Anticipated Contract Term and Funding:

1. A two-year contract term is anticipated subject to the availability of funding.
2. Any resulting contracts will be subject to the availability of funding and shall be terminated immediately if funding budgeted for this Request for Proposals (RFP) or any resulting contract is withdrawn, limited, or impaired.

D. Ethics in Procurement:

It is unlawful for any Proposer to offer, or any employee of the Health District or his/her immediate family to solicit or accept a gratuity in connection with the solicitation, award, or administration of any contract or purchase order issued by the Health District.

E. Conflict of Interest:

Proposals must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of the Health District or the appropriate Advisory Board may have in the proposing organization or the proposed Project.

SECTION II: SCOPE OF SERVICES

A. Project Description

1. Coronavirus disease 2019 (COVID-19) has disproportionately affected populations at higher risk and that are medically underserved, including racial and ethnic minority groups, that are at higher risk of exposure, infection, hospitalization, and mortality, and also have disproportionate rates of chronic diseases that increase the severity of COVID-19 infection and that might experience barriers to accessing testing, treatment, or vaccination against the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), which causes COVID-19.
2. To reduce the burden of COVID-19 among populations disproportionately affected, it is imperative to:
 - a) Develop culturally and linguistically responsive COVID-19 prevention communications written in plain language and in formats and languages suitable for diverse audiences, including people with disabilities and limited English proficiency, and disseminate those communications through various channels (e.g., local media, local or community newspapers, radio, television, trusted communications agents);
 - b) Address and dispel, as necessary, misinformation and barriers to mitigation practices due to mistrust; and
 - c) Identify and establish collaborations with critical partners who are affiliated with and provide services to populations that are underserved and at higher risk for COVID-19 to disseminate scientifically accurate, culturally, and linguistically responsive information, and facilitate access to health-related services.
3. Communication/media campaigns and outreach programs for African American, Hispanic, Asian American, Pacific Islander, or other racial and ethnic minority groups that may be identified during the duration of the Project will be implemented.

B. Project Tasks

Implement communication/media campaigns as well as outreach programs/sponsorships for organizations serving African American, Hispanic, Asian American, Pacific Islander, and other racial and ethnic minority groups that may be identified during the duration of the Project to advance health equity and address social determinants of health as they relate to COVID-19 health disparities among populations at higher risk and that are medically underserved.

C. Project Activities

1. The selected contractor will act as the Health District's authorized purchasing agent and media buy firm for media advertising and production services on behalf of the OOC.
2. The selected contractor will secure the best possible return on Health District's investment.
3. The selected contractor will furnish a proposed advertising spend plan for each campaign, inclusive of all components, prior to ads placement. No media placement will be confirmed prior to Health District's written approval of the spend plan.

4. The selected contractor will work with OOC staff to develop art and copy platforms as well as update existing Health District creative messaging and branding concepts. OOC staff will approve all art and copy platforms prior to placement.
5. The selected contractor will provide the following services:
 - a) Target demographic research and analysis
 - b) Media planning
 - c) Media negotiation
 - d) Media placement
 - e) Media monitoring to ensure quality
 - f) Web content and social media development
 - g) Web content and social media management
 - h) Web content and social media placement
 - i) Web content and social media monitoring to ensure quality
 - j) Ad production services as appropriate that may include:
 - i. Radio production
 - ii. Television production
 - iii. Billboard production
 - iv. Script writing
 - v. Print production/direct mailings
 - k) Special event management
 - l) Post campaign evaluation
 - m) Public relations representation
 - n) Secure sponsorships for media campaigns and outreach activities
 - o) Development and placement of Spanish language and additional culturally appropriate media

D. Project Deliverables

The selected contractor will be expected to complete the following activities/deliverables:

1. Media plan
2. Spend plans for each campaign
3. Summary and documentation of all expenditures
4. Monthly summary of all activities including reach and frequency statistics
5. Compilation of information/data for reports, as requested.

SECTION III: TIMETABLE AND PROVISIONS

A. Timetable:

RFP Issuance.....	July 22, 2021
Deadline to Submit Questions	August 2, 2021
Deadline to Disseminate Questions and Answers	August 5, 2021
Deadline to Submit Proposals.....	August 19, 2021
Evaluation Completed/Award Notification	August 2021
Board of Health Consent to Award.....	September-October 2021
Contract Start Date.....	October 2021

B. Authorized Contact:

All questions about this RFP from RFP Issuance to Award Notification shall be directed to the Authorized Contact, **Kevin Bratcher** at procurement@snhd.org. No other person has the authority to respond to questions about this RFP, unless expressly authorized by the Authorized Contact. **Proposers who do not adhere to this requirement may be disqualified.**

C. Questions:

Written questions about this RFP must be submitted via email to procurement@snhd.org by **12:00 PM PDT on August 2, 2021**. All written questions and answers will be posted to the [Health District Public Notices](#) website by **4:00 PM PDT on August 5, 2021**.

D. Deadline to Submit Proposals:

Proposals are due by **12:00 PM PDT on August 19, 2021**.

E. Proposal Submission:

Email one (1) Adobe PDF document with the subject “SNHD-22RFP001 COVID-19 Media Services” to procurement@snhd.org. Mailed, hand-carried or faxed proposals will not be accepted.

F. Late Proposals:

Proposals submitted after **12:00 PM PDT on August 19, 2021** will be rejected as late.

SECTION IV: REQUIREMENTS

A. Proposer Requirements:

To be eligible to submit a proposal, Proposer must have:

1. A minimum of three (3) years of experience in the past five (5) years creating:
 - a) Communications/messaging with the goal of educating and/or directing public opinion;
 - b) Communications/messaging for populations that are at risk and underserved; and
 - c) Media/messaging for various media channels including print, radio, television, and online.
2. A valid Nevada business license (enter number on Attachment A - Proposal Form).
3. An active D-U-N-S number (enter number on Attachment A - Proposal Form).

B. Proposal Requirements:

To be eligible for evaluation, a proposal must include:

1. Cover Letter

A cover letter containing the RFP number, subject and issue date; Proposer's name, address, telephone number, email address, and website, if available; and a concise statement of interest emphasizing why Proposer should be considered most qualified. Proposer shall complete and submit Attachment A - Proposal Form.

2. Project Understanding

A description of Proposer's understanding of the Project purpose, scope and deliverables, including pertinent issues and potential problems.

3. Project Methodology

A description of Proposer's methodology including timeline and distribution/allocation of work and illustration of how its methodology will accomplish the scope of services.

4. Project Media Plan

A description of Proposer's media plan including how its plan will accomplish the scope of services.

5. Experience and Qualifications

- a) A description of how Proposer meets the Proposer Requirements per Section IV.A.
- b) A description of the proposed Project team and a team member roster that identifies lines of authority. Provide each team member's title, resume including specifically related work experience and the tasks and deliverables for which he/she will be responsible.
- c) Three (3) examples of media/messaging showcasing Proposer's range of abilities created in the past five (5) years.
- d) At least three (3) letters of reference from past clients highlighting Proposer's ability to cost effectively place media that reaches applicable target audiences.

6. Portfolio Samples

Proposer must provide portfolio samples that illustrate creative strength across a variety of materials and channels, an understanding of social marketing and the development of media products/placements that invoke behavioral change, and a capacity to perform varied work for a single campaign. Preference will be given to portfolio samples that depict campaigns similar to the RFP scope of services.

7. Cost Proposal

Complete Attachment B - Cost Proposal Form.

8. Exceptions

State exceptions to any RFP specifications or requirements and propose alternatives if applicable. The Health District reserves the right to accept or reject any proposed alternative.

C. Proposer Representations:

Proposer is expected to examine all RFP documents including addenda as applicable. Failure to do so will be at Proposer's risk. By submitting a proposal, Proposer represents that:

1. Proposer has read and understands the RFP documents and asserts that its proposal is made in accordance therewith.
2. Proposer acknowledges receipt of addenda via Attachment A - Proposal Form.
3. Proposer shall comply with all applicable federal, state and local laws whether explicitly stated, including the Federal Civil Rights Act of 1964, the Equal Employment Opportunity Act, and the Disabilities Act of 1990, and regulations issued pursuant to those acts.
4. Proposer certifies its proposal was derived independently and without collusion.

D. General Conditions:

1. Interpretation or Correction of Solicitation Documents:

- a) Proposer shall promptly notify the Authorized Contact in writing of any ambiguity, inconsistency or error, which it may discover in the solicitation documents and/or to request clarification or interpretation of the solicitation documents by the Deadline to Submit Questions, except as related to addenda issued after this date.
- b) Changes to this RFP will be only by written addenda issued by the Authorized Contact or designee. Addenda will be posted to the [Health District Public Notices](#) website. Proposer shall be responsible for ensuring that its proposal reflects all addenda.
- c) Protests based on omissions or errors in the solicitation documents or on solicitation content will be disallowed if not made known as specified herein.

2. Responsive Proposal:

A responsive proposal is one that conforms in all material respects to the RFP. The Health District reserves the right to waive any technicality, irregularity or informality in determining a proposal's responsiveness.

3. Rejection and Cancellation:

The Health District reserves the right to reject any proposal that does not conform to the RFP requirements and to reissue or cancel this RFP for any reason.

4. Modification or Withdrawal of Proposal:

Proposer may modify or withdraw its proposal by submitting a written request to the Authorized Contact prior to the Deadline to Submit Proposals.

5. Proposal Costs:

The Health District will not reimburse Proposer for any costs incurred to prepare or submit a proposal.

6. No Guaranteed Contract:

This RFP neither creates an offer to contract nor commits the Health District to award a contract.

7. Limited Contract:

The Health District reserves the right to contract for less than all the services specified herein.

8. Exclusivity:

Nothing in this RFP or any resulting contract precludes the Health District from obtaining services like those specified herein from other sources.

9. Public Records:

The Health District is subject to the Nevada Public Records Act. Pursuant to NRS 239.010, et seq., documents provided to the Health District are presumed to be public records open to inspection and copying by any person. Proposals must contain sufficient information to be evaluated without reference to any confidential or proprietary information. Any proposal marked "confidential" or "proprietary," or that contains materials so marked, may be returned to Proposer and/or not considered for award. The Health District will produce documents provided by any Proposer, even if marked "confidential" or "proprietary," pursuant to a public records request in compliance with state laws and mandates. The Health District will not be liable for disclosure of any Proposer's documents or information provided to the Health District.

SECTION V: EVALUATION & SELECTION

Proposals submitted by the Deadline to Submit Proposals will be reviewed for responsiveness to the RFP requirements. Nonresponsive proposals will be rejected. Responsive proposals will be evaluated per the following Evaluation Criteria. The Health District reserves the right to consider any other factors when evaluating proposals and Proposers if doing so is in the Health District's best interests.

A. Evaluation Criteria:

1. Project Understanding (Maximum Points: 15)

- a) How well has Proposer illustrated its understanding of the Project purpose and scope?
- b) How well has Proposer illustrated its understanding of the required deliverables?
- c) How well has Proposer identified pertinent issues and potential problems of the Project?

2. Project Methodology (Maximum Points: 15)

- a) How comprehensive is the proposed methodology and does it depict a logical approach to fulfilling the RFP scope of services?
- b) Is the proposed timeline achievable and indicative of quality work produced efficiently?
- c) Is the distribution of work feasible and is work allocated to appropriate staff levels?

3. Project Media Plan (Maximum Points: 25)

- a) How comprehensive is the proposed media plan and does it depict a logical approach to fulfilling the RFP scope of services?
- b) Does Proposer's media plan indicate a reasonable quantity of quality work?
- c) Is the distribution of work feasible and is work allocated to appropriate staff levels?

4. Experience and Qualifications (Maximum Points: 15)

- a) Do Project team members have experience on similar projects?
- b) How well has Proposer demonstrated its experience in completing similar projects on time and within budget?
- c) How well has Proposer demonstrated its experience creating communications/messaging with the goal of educating and/or directing public opinion?
- d) How well has Proposer demonstrated its experience creating communications/messaging for populations that are at risk and underserved?
- e) How well has Proposer demonstrated its experience creating media/messaging for various media channels?

5. Portfolio Samples (Maximum Points: 20)

- a) Do the portfolio samples illustrate work similar to the RFP scope of services?
- b) How well do the portfolio samples illustrate creative strength across a variety of materials and channels?
- c) How well do the portfolio samples illustrate an understanding of social marketing and the development of media products/placements that invoke behavioral change?
- d) How well do the portfolio samples illustrate a capacity to do varied work for a single campaign?

6. Cost Proposal (Maximum Points: 10)

B. Clarification, Site Visits, Interviews, and Presentations:

1. The Health District reserves the right, as it deems necessary or appropriate, to contact Proposers to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Proposers make presentations.
2. The Health District reserves the right to base its decision solely on written proposals, irrespective of any other interactions with Proposers as referenced in paragraph B.1.

C. Selection:

1. The proposal selected for award, if any, will be the proposal that is most beneficial regarding Proposer's experience, qualifications and capabilities and cost, and/or that best meets the Health District's needs.
2. If the Health District is unable to finalize a satisfactory contract with the selected Proposer within a reasonable time, the Health District shall formally terminate discussions with the selected Proposer and, at its sole discretion, begin discussions with another Proposer or cancel and reissue the RFP.
3. Awards/contracts will be presented to the Board for consent.

**Attachment A
Proposal Form**

The undersigned, as an authorized representative of the company named below, acknowledges that he/she has examined this Request for Proposals including any related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment and services necessary to comply with the specifications, terms and conditions set forth herein.

Company Name: _____

Signature: _____ Date: _____

Printed Name and Title: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Email: _____

Federal Tax ID Number: _____

Business License Number: _____

D-U-N-S Number: _____

Does the proposal include exceptions to any RFP specifications/requirements? Yes No

Any exception and the proposed alternative must be clearly stated in the proposal.

The signer of this form acknowledges receipt of the following RFP addenda:

Addendum No. _____ Issue Date _____

Or, no RFP addenda were issued/received. Signed Date _____

Attachment B
Cost Proposal Form

Total Proposed Cost must include all anticipated expenses, including scheduling, communication, implementation and documentation. No additional costs may be billed to the contract without prior approval by the Health District via a contract amendment. Enter your proposed cost for each category as indicated below.

<u>CATEGORY</u>	<u>COST</u>
Project Management	\$ _____
Coordination/Meetings	\$ _____
Research/Writing/Creating/Production	\$ _____
Media Placement Commission	\$ _____
TOTAL PROPOSED COST	\$ _____