

BIDDERS COMPANY NAME

REQUEST FOR PROPOSAL

#6104

YOUTH CAN CHANGE COMMUNITY NORMS

Prepared by:

Washtenaw County
Purchasing Division
Administration Building
P.O. Box 8645
220 N. Main B-35
Ann Arbor, MI 48107

Anne Strieter, C.P.M.
Senior Buyer





**WASHTENAW COUNTY
FINANCE DEPARTMENT**

Purchasing Division

P.O. Box 8645, 220 N. Main, Ann Arbor, MI 48107-8645
Phone (734) 222-6760, Fax (734) 222-6764

REQUEST FOR PROPOSAL # 6104

September 11, 2003

Washtenaw County Purchasing Division on behalf of the Washtenaw County Public Health is issuing a proposal for Youth Can Change Community Norms. The period of the proposal will be from October 1, 2003 through September 3, 2004.

Sealed Proposals: Contractor will deliver one (1) original and six (6) copies to the following address:

**Washtenaw County
Administration Building
Purchasing Division
220 N. Main St. Room B-35
P.O. Box 8645
Ann Arbor, MI 48107**

by 10:30 a.m., Friday, September 26, 2003

Proposals received after the above cited time will be considered a late bid and are not acceptable unless waived by the Purchasing Manager.

- Please use the attached self-addressed label or the envelope should be clearly marked "**SEALED RFP # 6104**".
- Please direct purchasing and procedural questions regarding this RFP to Anne Strieter C.P.M. at 734-222-6760 or email strietera@ewashtenaw.org
- Please direct technical questions regarding this RFP to Sharon Sheldon at Public Health (734) 544-6781 or email sheldonsp@ewashtenaw.org

Thank you for your interest.

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I. PROPOSAL SPECIFICATIONS

Definitions:	"County"	is Washtenaw County in Michigan.
	"Bidder"	an individual or business submitting a bid to Washtenaw County.
	"Contractor"	One who contracts to perform work or furnish materials in accordance with a contract.

Purpose of Proposal:

Washtenaw County Public Health, on behalf of the Board of Commissioners, are currently making a Request for Proposal (RFP) to consider for 2003-04 funding. This funding is targeted for use as an integral part of an MDCH State Incentive Grant through the Office of Drug Control Policy, which was awarded to Washtenaw County Public Health for the period of Oct 1, 2003 through September 30, 2004.

Eligible Bidders: Advertising, public relations and marketing firms with experience in working with youth, community-directed media campaign development and conducting focus groups.

Term of Bid: This funding is targeted for use as an integral part of an MDCH State Incentive Grant through the Office of Drug Control Policy, which was awarded to Washtenaw County Public Health for the period of Oct 1, 2003 through September 30, 2004. The total amount to be awarded is \$50,000.00.

Background:

For many years, alcohol and tobacco advertisements have targeted the youth market with savvy television commercials, billboards and magazine ads containing messages and images portraying use as the community norm, trying to convince youth that "everybody is doing it", and so should you to be hip, cool, sexy, popular and accepted. In the process, alcohol and tobacco industries are creating lifelong customers at the expense of the future health of our youth.

Alcohol, tobacco and other drug (ATOD) use is often glorified in films, songs, music videos and television shows. Many studies have found that smoking cigarettes can be a gateway drug to alcohol and other drug use. A study conducted by CNN found that 56% of students in grades 5-12 say that alcohol advertising encourages them to drink.

Unfortunately, the "coolness" of substance use is becoming pervasive among Michigan teens. 25% of Michigan 12th graders reported having favorable attitudes to substance use. This problem is seen locally in both Washtenaw and Livingston counties, which are a part of a bi-county Substance Abuse Coordinating Agency through the State's Office of Drug Control Policy. Livingston County, in response to their 2001 Community Health Data Book, held a series of focus groups with youth, adults and professionals who work with youth. High school students in these focus groups talked about the perception that marijuana is not dangerous, that drugs help youth escape from feelings of depression and loneliness and that smoking, drinking and taking drugs are fun things to do.

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In Washtenaw and Livingston counties, a large number of middle and high school students engage in ATOD use. Students feel they are receiving a mixed message from the community regarding ATOD use. In addition, perceived availability of drugs in the community also encourages use.

The funds awarded to the successful applicant will be used to work with Washtenaw County Public Health to plan and implement focus groups in Washtenaw and Livingston counties and use the results of the focus groups to work with youth, ages 12 to 17, to develop a counter-advertising campaign, with the overall objective of changing community norms on youth ATOD use. It is estimated that 240 youth will participate in 24 focus groups (16 groups in Washtenaw County and 8 groups in Livingston County).

Specific program outcomes and expected impacts are delineated below:

Short term outcomes:

- Increase the proportion of young people who have seen messages about not smoking, drinking or using other drugs
- Increase the proportion of young people who believe people can get addicted to tobacco, alcohol or other drugs
- Increase the proportion of young people who have participated in media literacy training

The expected impact on the target population, youth and the community-at-large, in Washtenaw and Livingston counties is:

- A decrease in adolescents' positive attitude toward ATOD use
- Delayed average age of first use of ATOD
- Increase in the # of youth who have never tried ATOD
- Increase in community interaction around the ATOD issue
- Increase and generalization in adolescents' ability recognize and analyze media messages (media literacy)

TIMELINE

September 26, 2003	RFP's due by 10:30 am to Purchasing Dept.
September 29 – Oct. 17, 2003	Review of written proposals; interviews with Agencies scoring 80+ on written proposals.
October 20 – 24, 2003	Committee review to finalize recommendations to County Administrator
October or November	Tentative date for final Board of Commissioner action

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RFP Review Criteria

Proposals should be no longer than 5 double spaced pages, font size no smaller than 12 pt font and margins no less than 1" in which Review Criteria 2-4 should be specifically answered. Vendor information and budget pages should be included in the Attachments section.

The proposals will be reviewed and evaluated on the following criteria (a total of 100 pts):

1. Must contain all of the materials described in section "Vendor Information" - 5 pts.
2. Experience in related service provision and delivery. Provide specific examples of related service provision. Include credentials of agency staff assigned to this project. Why is this the best organization to provide this service? – 35 pts.
3. Describes overall program activities that will directly advance the program outcomes. Quality/quantity of activities are consistent with funds requested. – 30 pts.
4. Demonstrated experience in measuring project outcomes – 20 pts.
5. Provides a complete and realistic budget showing a direct relationship to the programs and services proposed for funding. – 10 pts.
- 6.

Proposal Terms:

A. Washtenaw County reserves the right to reject any and all proposals received as a result of this RFP. If a proposal is selected it will be the most advantageous regarding price, quality of service, the Contractor's qualifications and capabilities to provide the specified service, and other factors which Washtenaw County may consider. The County does not intend to award a contract fully on the basis of any response made to the proposal; the County reserves the right to consider proposals for modifications at any time before a contract would be awarded, and negotiations would be undertaken with that contractor whose proposal is deemed to best meet the County's specifications and needs.

B. Proposals must be signed by an official authorized to bind the Contractor to its provisions for at least a period of 60 days. Failure of the successful bidder to accept the obligation of the contract may result in the cancellation of any award. See Section III "Standard Provisions For Contracts" pgs. 3-9, for Washtenaw County Contract requirements.

C. In the event it becomes necessary to revise any part of the RFP, addenda will be provided. Deadlines for submission of RFP's may be adjusted to allow for revisions. The entire proposal document with any amendments should be returned in **triplicate**. To be considered, original proposal and two copies must be at the County Purchasing Office on or before the date and time specified.

D. Proposals should be prepared simply and economically providing a straight-forward, concise description of the contractor's ability to meet the requirements of the RFP. Proposals shall be written in ink or typewritten. No erasures are permitted. Mistakes may be crossed out and corrected and must be initialed in ink by the person **signing** the proposal.

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E. The price quotations stated in the bidder's proposal will not be subject to any price increase from the date on which the proposal is opened at the County Purchasing Office to the mutually agreed to date of contract.

II. VENDOR INFORMATION

The proposal should include all the following information:

- A. Contractor's Qualifications, years in business, experience in providing the level and type of service specified in the proposal.
(Attach as Addenda A)

- B. At least two (2) references of agency work covering similar services listed in the proposal with a focus on community-based and/or non-profit projects. Include company name, contact name and phone number.
(Attach as Addenda B)

III. STANDARD PROVISIONS FOR CONTRACTS

If a contract is awarded, the selected vendor will be required to adhere to a set of general contract provisions that will become a part of any formal agreement. These provisions are general principles that apply to all contractors of service to Washtenaw County such as the following:

ARTICLE III - REPORTING OF CONSULTANT

Section 1 - The Consultant is to report to the Public Health Department and will cooperate and confer with him/her as necessary to insure satisfactory work progress.

Section 2 - All reports, estimates, memoranda and documents submitted by the Consultant must be dated and bear the Consultant's name.

Section 3 - All reports made in connection with these services are subject to review and final approval by the County Administrator.

Section 4 - The County may review and inspect the Consultant's activities during the term of this contract.

Section 5 - When applicable, the Consultant will submit a final, written report to the County Administrator.

Section 6 - After reasonable notice to the Consultant, the County may review any of the Consultant's internal records, reports, or insurance policies.

ARTICLE IV - TERM

This contract begins on October 1, 2003 and ends on September 30, 2004.

ARTICLE V- PERSONNEL

Section 1 - The Consultant will provide the required services and will not subcontract or assign the services without the County's written approval.

Section 2 - The Consultant will not hire any County employee for any of the required services without the County's written approval.

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Section 3 - The parties agree that the Consultant is neither an employee nor an agent of the County for any purpose.

ARTICLE VI - INDEMNIFICATION AGREEMENT

The Consultant will protect, defend and indemnify Washtenaw County, its officers, agents, servants, volunteers and employees from any and all liabilities, claims, liens, fines, demands and costs, including legal fees, of whatsoever kind and nature which may result in injury or death to any persons, including the Consultant's own employees, and for loss or damage to any property, including property owned or in the care, custody or control of Washtenaw County in connection with or in any way incident to or arising out of the occupancy, use, service, operations, performance or non-performance of work in connection with this contract resulting in whole or in part from negligent acts or omissions of Consultant, any sub-Consultant, or any employee, agent or representative of the Consultant or any sub-Consultant.

ARTICLE VII- INSURANCE REQUIREMENTS

The Consultant will maintain at its own expense during the term of this Contract, the following insurance:

1. Workers' Compensation Insurance with Michigan statutory limits and Employers Liability Insurance with a minimum limit of \$100,000 each accident for any employee.
2. Comprehensive/Commercial General Liability Insurance with a combined single limit of \$1,000,000 each occurrence for bodily injury and property damage. The County shall be added as "additional insured" on general liability policy with respect to the services provided under this contract.
3. Automobile Liability Insurance covering all owned, hired and nonowned vehicles with Personal Protection Insurance and Property Protection Insurance to comply with the provisions of the Michigan No Fault Insurance Law, including residual liability insurance with a minimum combined single limit of \$1,000,000 each accident for bodily injury and property damage.
4. Professional Liability coverage with a minimum limit of \$1,000,000 each occurrence. The County shall be added as "additional insured" on Professional liability policy with respect to the services provided under this contract.

Insurance companies, named insureds and policy forms shall be subject to the approval of the Washtenaw County Administrator. Such approval shall not be unreasonably withheld. Insurance policies shall not contain endorsements or policy conditions which reduce coverage provided to Washtenaw County. Consultant shall be responsible to Washtenaw County or insurance companies insuring Washtenaw County for all costs resulting from both financially unsound insurance companies selected by Consultant and their inadequate insurance coverage. Consultant shall furnish the Washtenaw County Administrator with satisfactory certificates of insurance or a certified copy of the policy, if requested by the County Administrator.

No payments will be made to the Consultant until the current certificates of insurance have been received and approved by the Administrator. If the insurance as evidenced by the certificates furnished by the Consultant expires or is canceled during the term of the contract, services and related payments will be suspended. Consultant shall furnish the County Administrator's Office with certification of insurance evidencing such coverage and endorsements at least ten (10) working days prior to

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commencement of services under this contract. Certificates shall be addressed to the County Administrator, P.O. Box 8645, Ann Arbor, MI, 48107, and shall provide for 30 day written notice to the Certificate holder of cancellation of coverage.

ARTICLE VIII - COMPLIANCE WITH LAWS AND REGULATIONS

The Consultant will comply with all federal, state and local regulations, including but not limited to all applicable OSHA/MIOSHA requirements and the Americans with Disabilities Act.

ARTICLE IX- INTEREST OF CONSULTANT AND COUNTY

The Consultant promises that it has no interest which would conflict with the performance of services required by this contract. The Consultant also promises that, in the performance of this contract, no officer, agent, employee of the County of Washtenaw, or member of its governing bodies, may participate in any decision relating to this contract which affects his/her personal interest or the interest of any corporation, partnership or association in which he/she is directly or indirectly interested or has any personal or pecuniary interest. However, this paragraph does not apply if there has been compliance with the provisions of Section 3 of Act No. 317 of the Public Acts of 1968 and/or Section 30 of Act No. 156 of Public Acts of 1851, as amended by Act No. 51 of the Public Acts of 1978, whichever is applicable.

ARTICLE X- CONTINGENT FEES

The Consultant promises that it has not employed or retained any company or person, other than bona fide employees working solely for the Consultant, to solicit or secure this contract, and that it has not paid or agreed to pay any company or person, other than bona fide employees working solely for the Consultant, any fee, commission, percentage, brokerage fee, gifts or any other consideration contingent upon or resulting from the award or making of this contract. For breach of this promise, the County may cancel this contract without liability or, at its discretion, deduct the full amount of the fee, commission, percentage, brokerage fee, gift or contingent fee from the compensation due the Consultant.

ARTICLE XI - EQUAL EMPLOYMENT OPPORTUNITY

The Consultant will not discriminate against any employee or applicant for employment because of race, creed, color, sex, sexual orientation, national origin, physical handicap, age, height, weight, marital status, veteran status, religion and political belief (except as it relates to a bona fide occupational qualification reasonably necessary to the normal operation of the business).

The Consultant will take affirmative action to eliminate discrimination based on sex, race, or a handicap in the hiring of applicant and the treatment of employees. Affirmative action will include, but not be limited to: Employment; upgrading, demotion or transfer; recruitment advertisement; layoff or termination; rates of pay or other forms of compensation; selection for training, including apprenticeship.

The Consultant agrees to post notices containing this policy against discrimination in conspicuous places available to applicants for employment and employees. All solicitations or advertisements for employees, placed by or on the behalf of the Consultant, will state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, sexual orientation, national origin, physical handicap, age, height, weight, marital status, veteran status, religion and political belief.

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ARTICLE XII - LIVING WAGE

The parties understand that the County has enacted a Living Wage Ordinance that requires covered vendors who execute a service or professional service contract with the County to pay their employees under that contract, a minimum of either \$9.09 per hour with benefits or \$10.66 per hour without benefits. Contractor agrees to comply with this Ordinance in paying its employees. Contractor understands and agrees that an adjustment of the living wage amounts, based upon the Health and Human Services poverty guidelines, will be made on or before April 30, 2003 and annually thereafter which amount shall be automatically incorporated into this contract. County agrees to give Contractor thirty (30) days written notice of such change. Contractor agrees to post a notice containing the County's Living Wage requirements at a location at its place of business accessed by its employees

ARTICLE XIII - ASSIGNS AND SUCCESSORS

This contract is binding on the County and the Consultant, their successors and assigns. Neither the County nor the Consultant will assign or transfer its interest in this contract without the written consent of the other.

ARTICLE XIV - TERMINATION OF CONTRACT

Section 1 - Termination without cause. Either party may terminate the contract by giving thirty (30) days written notice to the other party.

ARTICLE XV - EQUAL ACCESS

The Consultant shall provide the services set forth in paragraph I without discrimination on the basis of race, color, religion, national origin, sex, sexual orientation, marital status, physical handicap, or age.

ARTICLE XVI - OWNERSHIP OF DOCUMENTS AND PUBLICATION

All documents developed as a result of this contract will be freely available to the public. None may be copyrighted by the Consultant. During the performance of the services, the Consultant will be responsible for any loss of or damage to the documents while they are in its possession and must restore the loss or damage at its expense. Any use of the information and results of this contract by the Consultant must reference the project sponsorship by the County. Any publication of the information or results must be co-authored by the County.

ARTICLE XVII - PAYROLL TAXES

The Consultant is responsible for all applicable state and federal social security benefits and unemployment taxes and agrees to indemnify and protect the County against such liability

ARTICLE XVIII - PRACTICE AND ETHICS

The parties will conform to the code of ethics of their respective national professional associations.

ARTICLE XIX - CHANGES IN SCOPE OR SCHEDULE OR SERVICES

Changes mutually agreed upon by the County and the Consultant, will be incorporated into this contract by written amendments signed by both parties.

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ARTICLE XX - CHOICE OF LAW AND FORUM

This contract is to be interpreted by the laws of Michigan. The parties agree that the proper forum for litigation arising out of this contract is in Washtenaw County, Michigan.

ARTICLE XXI - EXTENT OF CONTRACT

This contract represents the entire agreement between the parties and supersedes all prior representations, negotiations or agreements whether written or oral.

IV. TERMS AND CONDITIONS

Award: Washtenaw County reserves the right to reject any and all proposals received as a result of this RFP. If a proposal is selected it will be the most advantageous regarding price (See "Low Bid" following), quality of service, the Contractors' qualifications and capabilities to provide the specified service, and other factors which the County may consider. The County does not intend to award a contract fully on the basis of any response made to the proposal; the County reserves the right to consider proposals for modifications at any time before a contract would be awarded, and negotiations would be undertaken with that contractor whose proposal is deemed to best meet the County's specifications and needs.

Low Bid: The proposal will be determined not just being low bidder but with a criteria point scale listed on page 2. Washtenaw County reserves the right to reject low bids, to waive irregularities and/or informalities in any bid, and to make the award in a manner deemed in the best interest of Washtenaw County.

Term of Contract: The term of the contract will be from October 1, 2003 through September 30, 2004.

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Cost and Budget Sheet

List each expenditure:

Personnel costs (salary and fringe benefits) _____

Supplies _____

Focus Group Development and Implementation _____

Media Campaign Development: _____

 Message Development and Pretesting _____

Media Placement _____

Other Expenses: _____

Total Cost Needed to do Program: _____

Please provide a short narrative for costs included in each expenditure category here or on a separate sheet.

SIGNATURE SHEET

Signature _____	Company Name _____
Print Name _____	Company Address _____
Title _____	City _____ St. _____ Zip _____
Telephone # _____	Fax # _____
Federal Tax ID # _____	URL/Email Address _____

The above individual is authorized to sign on behalf of company submitting the proposal.