

BIDDERS COMPANY NAME

# Request for Proposal #6316

## Web-based Youth Substance Abuse Prevention Counter-Advertising Campaign

Prepared By:

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

Anne Strieter  
Senior Buyer  
(734) 222-6760





## 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 # 6316

November 3, 2006

Washtenaw County Purchasing Division on behalf of the Board of Commissioners, are currently making a Request for Proposal (RFP) Web-based Youth Substance Abuse Prevention Counter-Advertising Campaign to consider our 2006-2007 funding. This funding is targeted for use as an integral part of a WCHO substance abuse prevention grant, which was awarded to Washtenaw County Public Health for the period of October 1, 2006 through September 30, 2008.

Eligible bidders: Advertising, public relations and marketing firms with experience in substance abuse prevention, youth and community-directed media and web campaign development and innovative website development and maintenance.

**Sealed Proposals:** Vendor 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 Tuesday, November 21, 2006 at 3:00 pm**

This submission shall include the entire Request for Proposal document and any amendments if issued. Proposals received after the above-cited time will be considered a late quote and will not be accepted.

- Please direct purchasing and procedural questions regarding this RFP, to **Anne Strieter** at (734) 222-6760 or [strietera@ewashtenaw.org](mailto:strietera@ewashtenaw.org)
- Please direct specific technical questions regarding this RFP to **Sharon Sheldon** at (734) 544-6781 [sheldonsp@ewashtenaw.org](mailto:sheldonsp@ewashtenaw.org).

Thank you for your interest.

## I. PROPOSAL

**Definitions:**

“**County**” is Washtenaw County in Michigan.  
“**Bidder**” is 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.

### A. Purpose of the Request for Proposals

Washtenaw County Public Health, on behalf of the Board of Commissioners, are currently making a Request for Proposal (RFP) to consider our 2006-2007 funding. This funding is targeted for use as an integral part of a WCHO substance abuse prevention grant, which was awarded to Washtenaw County Public Health for the period of October 1, 2006 through September 30, 2008.

Eligible bidders: Advertising, public relations and marketing firms with experience in substance abuse prevention, youth and community-directed media and web campaign development and innovative website development and maintenance.

Term of Bid: This funding is targeted for use as an integral part of the WCHO Substance Abuse Prevention Program (COBO and State) which was awarded to Washtenaw County Public Health for the period of October 1, 2006 through September 30, 2008. The total amount awarded is \$22,500.

### B. Background

For the last three years (2003-2006), Washtenaw County Public Health has utilized State Incentive Grant funding from the Michigan Office of Drug Control Policy to plan, implement and evaluate a youth-directed substance abuse prevention counter-advertising and education campaign, based on the results of youth focus groups held in 2003 in both Washtenaw and Livingston counties. The campaign developed is called Reality Check and the website created to deliver substance abuse prevention education is [www.myrealitycheck.org](http://www.myrealitycheck.org).

The funding awarded to Washtenaw County Public Health from the WCHO allows continuation of this popular youth-directed substance abuse prevention campaign, as well as continued expansion of the campaign directed toward parents, school and community leaders, and businesses in the target communities serving (Ypsilanti, Willow Run and Milan) in Washtenaw County and Howell and Pinckney in Livingston County.

## **RFP 6316 Web-based Youth Substance Abuse Prevention Counter-Advertising Campaign**

The funds awarded to the successful applicant will be used to work with Washtenaw County Public Health to refine and continue development/monitoring/maintenance of the Reality Check website, market the website to increasing numbers of youth ages 12-14 in both school and community settings, publicize the website and Reality Check to the overall community via media and public relations and report on relevant web data to the project team. A key factor in selecting a vendor is their previous success in developing a web site that is cool to kids and encourages them to use it over time.

The expected impact on the target audiences and the general community in Washtenaw and Livingston Counties is:

- Expand recognition and use of the Reality Check logo and website to youth and adults
- Increase youth understanding of media literacy principles as it relates to substance abuse prevention efforts
- Increase participation of high school youth in web-based mentoring for primary target audience (youth ages 12-14)
- Increase parent, community and business support for community-based substance abuse prevention efforts including Reality Check

### **TIMELINE**

November 21, 2006	RFP's due by 3:00 pm to Purchasing Department
November-December, 2006	Review of written proposals; interviews with agencies Scoring 80+ on written proposals

## **C. Review Criteria**

Proposals should be no more 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. See Vendor information below for specific attachments to be included with the 5-page proposal.

The proposals will be reviewed and evaluated on the following criteria (a total of 100 points between written proposal and in-person interview for agencies scoring more than 80 points on written proposal):

### Written proposal: 80 points total

1. Must contain all of the materials described in section “Vendor Information” – 5 points.
2. Experience in related service provision and delivery. Provide specific examples of related service provision. Include credentials of agency staff that will be assigned to this project. Why is this the best organization to provide this service? – 15 points.
3. Describe prospective data collection capabilities (website surveys, polls, etc) – 10 points.
4. Describe the overall program activities that will directly advance the expected program impact. Describe how quality/quantity of activities are commensurate with funds requested – 20 points.
5. Demonstrated experience in measuring project outcomes; provide specific examples of how this has been done and what has been achieved – 20 points.
6. Provides a complete and realistic budget showing a direct relationship to the programs and services proposed for funding – 10 points.

### Interview questions: 20 points total

1. What specific experience have you had in working on youth oriented projects? (5 points)
2. How do you know you’ve reached your target audience in other projects you’ve done? How have you measured success? (5 points)
3. How will you get input from youth for new concepts related to this project? (5 points)
4. Presentation style (5 points)

## D. Terms and Conditions

- 1) 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 Bidder'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 bid fully on the basis of any response made to a proposal.
- 2) The county reserves the right to reject any and all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms, or conditions of any bid determined by the County to be in the best interest of the County even though it is not the lowest bid.
- 3) An official authorized to bind the provider to its provisions for at least a period of 90 days must sign proposals. Failure of the successful bidder to accept the obligation of the bid may result in the cancellation of any award.
- 4) In the event it becomes necessary to revise any part of the RFP, an addendum will be provided. Deadlines for submission of the RFPs may be adjusted to allow for revisions.
- 5) Proposals should be prepared simply and economically providing a straightforward, concise description of the vendor'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. Double sided paper is preferred.
- 6) Complete applications must be received by the Purchasing Department by **Tuesday, November 21, 2006 at 3:00 pm. Late or incomplete proposals will not be accepted!** Proposals received after the deadline will not be reviewed or considered for funding.
- 7) Acceptance of a proposal does not constitute an agreement and does not obligate the County to award funds.

**RFP 6316 Web-based Youth Substance Abuse Prevention Counter-Advertising Campaign**

- 8) All costs of proposal preparation are the responsibility of the applicant. Washtenaw County shall not, in any event, be liable for pre-contractual expenses incurred by the bidder in the preparation and/or submission of the proposal. The applicant shall not include any such expense as part of the budget in the proposal.
- 9) Submission of a proposal shall constitute acknowledgement and acceptance of all terms and conditions contained in this RFP.

<b>III. PROPOSAL SPECIFICATIONS</b>
-------------------------------------

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 (within body of proposal or attachment). **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/email information. **Attach as Addenda B.**
  
- C. Project budget **Attach as Addenda C.**

#### **IV. STANDARD PROVISIONS FOR COUNTY CONTRACTS**

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

##### ARTICLE III - REPORTING OF CONTRACTOR

Section 1 - The Contractor is to report to 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 Contractor must be dated and bear the Contractor'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 Contractor's activities during the term of this contract.

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

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

##### ARTICLE IV - TERM

This contract begins on January 1, 2007 and ends on September 30, 2008.

##### ARTICLE V - PERSONNEL

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

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

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

Section 4 - The parties agree that all work done under this contract shall be completed in the United States and that none of the work will be partially or fully completed by either an offshore subcontractor or offshore business interest either owned or affiliated with the contractor. For purposes of this contract, the term, "offshore" refers to any area outside the contiguous United States, Alaska or Hawaii.

**ARTICLE VI - INDEMNIFICATION AGREEMENT**

The contractor 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 Contractor'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 contractor, any sub-contractor, or any employee, agent or representative of the contractor or any sub-contractor.

**ARTICLE VII - INSURANCE REQUIREMENTS**

The Contractor 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.

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. Contractor shall be responsible to Washtenaw County or insurance companies insuring Washtenaw County for all costs resulting from both financially unsound insurance companies selected by Contractor and their inadequate insurance coverage. Contractor 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 Contractor 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 Contractor expires or is canceled during the term of the contract, services and related payments will be suspended. Contractor shall furnish the County Administrator's Office with certification of insurance evidencing such coverage and endorsements at least ten (10) working days prior to 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 Contractor 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 CONTRACTOR AND COUNTY**

The Contractor promises that it has no interest which would conflict with the performance of services required by this contract. The Contractor 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 Contractor promises that it has not employed or retained any company or person, other than bona fide employees working solely for the Contractor, 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 Contractor, 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 Contractor.

**ARTICLE XI - EQUAL EMPLOYMENT OPPORTUNITY**

The Contractor 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 Contractor 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 Contractor 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 Contractor, 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.

**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 \$9.87 per hour with benefits or \$11.58 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 May 1, 2007 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 - EQUAL ACCESS**

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

**ARTICLE XIV - 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 Contractor. During the performance of the services, the Contractor 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 Contractor must reference the project sponsorship by the County. Any publication of the information or results must be co-authored by the County.

**ARTICLE XV - ASSIGNS AND SUCCESSORS**

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

**ARTICLE XVI - 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 XVII - PAYROLL TAXES**

The Contractor 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 OF SERVICES**

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

**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.

**V. PRICE SHEET**

1. Cost per hour for services \$ \_\_\_\_\_

2. Total budget proposed \$ \_\_\_\_\_

