

## REQUEST FOR PROPOSALS (RFP)

Greater Columbia Accountable Community of Health (GCACH) is inviting qualified consultants/firms to submit a proposal for the Cope, Calm, & Care Resilience Campaign. As a population health organization, GCACH is closely monitoring the behaviors of the population to anticipate their health-related needs. Since the pandemic the number of people experiencing anxiety and depression has skyrocketed. The successful consultant will:

- Work with GCACH staff and Behavioral Health (BH) consultants to identify appropriate messaging that effectively reaches our target audiences
- Develop advertising to creatively portray the messaging as identified by GCACH staff and BH consultants
- Develop a media mix that optimizes campaign reach and messaging frequency across the GCACH nine (9) county region
- Develop a logo for the campaign
- Assimilate the previously created written materials into a resource toolkit
- Develop a webpage for the campaign

### RFP Deadline

Completed proposals must be received, via email, to [dhalo@gcach.org](mailto:dhalo@gcach.org), no later than 4 p.m. on **November 4, 2020**.

### Primary GCACH Contacts

Questions regarding this RFP, contracting parameters, GCACH mission, scope of current work and organizational capabilities should be addressed to Diane Halo, Project Manager, [dhalo@gcach.org](mailto:dhalo@gcach.org). Verbal responses to any inquiry do not supersede information in this document and are not binding on either party.

### Ownership of Materials

All information provided by GCACH, either in this RFP or in subsequent verbal or written communications, shall be considered business sensitive and for express use in the preparation of this proposal.

All proposals submitted shall become the property of GCACH. They will be received and held in confidence by the organization.

All data collected and all resulting reports and publications prepared by the successful bidder will be the exclusive property of GCACH.

## About GCACH

GCACH is one of nine Accountable Communities of Health in the state whose responsibility is to improve health and health equity. As ACHs better align resources and activities, they support wellness and a system that delivers care for the whole person.



Washington State's vision is to create healthier communities and a more sustainable health care system by:

- Building healthier communities through a collaborative regional approach.
- Ensuring health care focuses on the whole person.
- Improving how we pay for services.

## PROPOSAL REQUIREMENTS

GCACH requires proposals to comply with all requirements listed below. Proposals that fail to comply may be rejected without consideration. GCACH will only accept electronic proposals received by the indicated deadline.

- 1. Required Qualifications:** This information is not scored during evaluation but complete information is required to be considered.
  - a. Legal name, website address, street address and mailing address (if different)
  - b. Name, position title, phone number, and email address of primary point of contact for this project
  - c. A valid UBI with the State of Washington
  - d. A valid EIN with the Internal Revenue Service
  - e. A disclosure if your firm has ever been disqualified from performing professional services on any state of Washington or federal contract within the past ten (10) years. If no previous disqualification, please provide such a statement. If disqualification exists, please state the reason for such disqualification, name of the agency, date, and the name of the contact person at such agency and their telephone number.
  
- 2. Planning Experience**
  - a. Describe the experience of your firm or the proposed project team for this proposal, within the last 3-5 years, in business planning and/or strategy within the healthcare industry.
  - b. Describe experience in business planning and/or strategy with a non-profit organization.
  - c. Describe a minimum of three (3) recently completed projects that are representative of your expertise in completing work similar to that requested in this RFP. Include a narrative of any unusual problems overcome or novel approaches employed on these projects.
  - d. Provide a list of the clients for whom your firm has performed similar work in the last five (5) years. Provide references and contact information for at least two (2) clients. GCACH will contact references for the firms selected as finalists and will notify your firm prior to contacting your firm's listed references.
  
- 3. Technical Expertise**
  - a. Provide names and resume summaries of key personnel who will support the requested services and indicate the specific area of expertise of each key individual(s) relative to the completion of this project.
  - b. Provide a proposed project organizational chart showing reporting relationships for staff members and/or subcontracted professionals who will be working on the project.

#### 4. **Project Approach:**

The selected firm will be the recipient of the funding will work with GCACH on this campaign. The Community Resilience Campaign seeks to build resilience at the community level. The Campaign will include the model below:

The recipient will work with GCACH consultation, including the creative process, media placement, messaging, and concept crafting for all platforms.

The campaign will be in English and Spanish and launched through multi-media channels such as:

- Radio
- Television
- Social/digital media
- Billboards
- Bus wraps (where applicable)
- Posters
- Written Materials/Mailers/Postcards
- Others

Guiding Principles for the Media Consultant:

- The media consultant must have no less than five (5) years managing campaigns.
- The media consultant must utilize multiple channels to send the message in English and Spanish.
- The media consultant must work with GCACH staff and BH consultants to identify appropriate messaging that effectively reaches our target audiences
- The media consultant will develop advertising to creatively portray the messaging as identified by GCACH staff and BH consultants
- The media consultant will develop a media mix that optimizes campaign reach and messaging frequency across the GCACH 9 county region
- The media consultant will develop a logo for the campaign
- The media consultant will assimilate the written materials into a resource toolkit
- The media consultant will develop a webpage for the campaign

#### 5. **Budget**

All respondents shall include with their proposal a comprehensive rate including all discipline titles and corresponding hourly rates that would be used for this project. A detailed budget must cover all professional and legal services and administrative costs, including all fees, postage, printing, travel, accommodations, meals, and taxes

## PROFESSIONAL SERVICE SELECTION PROCEDURE

GCACH will use the following guidelines in the selection of a consultant for the requested services:

1. The selection will constitute an objective and impartial procedure in which all interested firms are evaluated against the same criteria.
2. The criteria used in evaluating prospective consultants shall relate to the competence and qualifications of the individual or organization being considered so that the individuals or organization selected as consultants shall constitute the best qualified of those considered in the sole judgment of GCACH.

### PROCEDURE

1. **Notice:** GCACH shall publish in a newspaper of statewide and/or local circulation an announcement inviting all interested firms to indicate their interest in providing professional services to GCACH. The announcement will also be available through the GCACH website, social media, its Board of Directors and will also be provided upon request.
2. **Liability:** GCACH will not be liable nor reimburse any applicant for the costs they incur to prepare their proposals.
3. **Review:** All proposals meeting the requirements specified in this document and submitted by the stated deadline will be reviewed and scored by GCACH. Evaluation criteria are as follows:
  - a. Relevant Experience and Technical Qualifications – 40%
    - Planning Experience:
      - Client List and Client References (5%)
      - Equivalent Projects and Services (15%)
    - Technical Expertise:
      - Key Personnel Qualifications and Relevant Experience (20%)
  - b. Project Approach – 40%
    - The degree to which the vision and goals in this RFP are met (10%)
    - The quality of the proposed project approach and methodology (30%)
  - c. Budget –20%

Completeness and cost effectiveness relative to activities outlined in the proposal and feasibility of the timeline
4. **Selection:** GCACH will choose the consultant deemed to be the most highly qualified to provide the required services. GCACH reserves the right to accept or reject any or all proposals and to select the firm that best meets the needs of the organization. GCACH is not obligated to award the contract based on price alone or any other single factor. In the event no proposal meets the qualifications, or

other obstacles arise, GCACH reserves the right to cancel the RFP.

5. **Award of Contract:** GCACH will hold a conference call with the selected bidder to discuss goals, objectives, timeline and any concerns. The schedule and budget will be confirmed
6. **Project Start:** GCACH and the contractor will arrange the first virtual meeting Project Team within one week of the award of contract.