



- Provide a description of past completed projects that clearly demonstrate the Contractor's ability to complete projects of similar scope, size, and purpose, and in a timely manner, while staying within budget requirements.
- Ability to listen to and take direction from Public Health personnel to provide clarity for the plan.
- Qualifications and experience of Contractor's internal staff directly involved with this project; this will include identification of sub-contractors and their staff that are assigned to the project.
- Cost proposal (see below)

1. Cost Proposal.

Cost proposals shall be accurate, complete, and well documented. The cost proposal shall include a general recommendation for suggested media placements and cost for all elements such as, but not limited to, direct labor, labor overhead, material, other direct costs including travel, sales general & administrative, media buys, and profit incorporated into a fully costed rate.

Budget for this Advertising Campaign is \$86,000.00; this includes all campaign purchases and contractor profit percentages.

For purposes of estimating, the expected start date of this effort is March 14, 2022 with a performance period extending through December 31, 2022. It is fully understood that this campaign will be built with a mutually agreeable multi-phased approach.

Proposals must be addressed as follows:

Public Health – Dayton & Montgomery County

Attn: Paul Clark

117 South Main Street

Dayton, Ohio 45422

RE: RFPpc010322 2022 HIV Advertising Awareness Campaign

Hand delivered or courier delivered proposals must be in a sealed box or envelope with the information listed above clearly marked on the outside of the package.

Proposals are due and must be received to the office cited above no later than **1:00 p.m. Eastern Saving Time, January 31, 2022**. Bidders may submit proposals by electronic mail addressed to: [pclark@phdmc.org](mailto:pclark@phdmc.org), in the Subject line please enter RFPpc010322 2022 HIV Awareness Advertising Campaign.

All potential bidders are requested to acknowledge receipt of this Request for Proposal along with their positive or negative intent to submit a proposal within seven (7) days after receiving this Request for Proposal.

**A virtual pre –bid meeting will be held on January 12, 2022 at 1:00 pm to answer questions regarding this RFP.**

Any communications regarding this request for proposal must be directed only to Paul Clark. Failure to comply with this restriction on communications may be cause for elimination of any bidder from consideration for award.

### Section 3 Compliance

Bidder must comply with all applicable federal, state and local laws, rules and regulations, and applicable program certification and/or accreditation standards.

### Section 4 Audits

The books, records, documents, and accounting procedures and practices of the bidder relevant to this contract shall be subject to examination by appropriate local and state agencies.

### Section 5 Subcontractors

As previously indicated, Subcontractors used to fulfill any portion of the responsibilities outlined in this RFP are required to be identified by the bidder, along with their qualifications and licenses. Describe in detail the exact role the subcontractor is to play within this agreement. Public Health reserves the sole right to approve or reject any/all proposed subcontractors.

### Section 6 Employees

Public Health will reserve the right to request the removal of any bidder(s) employees from the performance of this contract if in the judgment of Public Health, such removal shall be necessary in order to protect the interests of Public Health.

### Section 7 Amendments

The Contract shall not be varied except by an instrument in writing properly executed subsequently to the execution of the Contract by both parties.

### Section 8 Contract Term

The contract term will be from the date of the contract commencement until contract completion or December 31, 2022. Bidder will work diligently to complete entire project and specifications as quickly as possible. Due to funding requirements, there will be **NO** contract extensions.

## Section 9 Contract Assignment

The bidder will not, during the terms of this contract, or any renewal or extensions thereof, sell, assign, transfer, or subcontract any part thereof without prior written consent of Public Health; and should the bidder become insolvent, or if proceedings in bankruptcy shall be instituted by or against the bidder, the remaining or unexpired portion of the contract shall, at the election of Public Health, be terminated.

## Section 10 Contract Termination

Public Health may terminate with or without cause the Contract by giving the bidder (or subcontractor) not less than fourteen (14) calendar days written notice of the intention to terminate as of the specified date. If the contract is terminated by Public Health for any reason, it is the obligation of the bidder that the bidder must continue operation of the service until the date specified. In the event of such a cancellation, the bidder shall be entitled to payment, determined on a pro-rated basis, for work or services satisfactorily performed.

## Section 11 Contract Specifications

Bidder must fully complete requirements as listed in RFP and Statement of Work documents. If bidder takes exception to any provision of this RFP, these exceptions must be clearly identified by Section in the bidder's response to this RFP and bidder's proposed alternative must also be provided in the response. Bidder may not take a "blanket exemption" to this entire RFP. If any bidder takes a "blanket exemption" to this RFP or does not provide any alternative language, then the bidder's proposal may be disqualified from further consideration. Public Health reserves the right to disallow any exceptions to this RFP.

## Section 12 Compensation and Fees

Public Health has budgeted \$86,000.00 for this advertising campaign. Public Health reserves the right to award this advertising campaign to multiple bidders if the situation arises. Successful bidder will provide an invoice for the project work as approved project milestones are completed.

## Section 13 Additional Bidder Qualifications and Evaluation Criteria

Bidder will provide information regarding its organization or self and experience in delivering similar professional advertising campaign in multiple markets of different sized populations and services as outlined in these bid requirements. Bidder must be able to document prior familiarity with Public Health and public agencies associated operations; and any previous experience working with public agencies advertising campaigns.

#### Section 14 MBE/WBE/DBE/Hub Zone/Veteran Owned/8(a)

Public Health- Dayton & Montgomery County is committed to ensuring that certified minority owned business enterprises (MBE); women-owned business enterprises (WBE); disadvantaged business enterprises (DBE); Hub Zone businesses; Veteran Owned Businesses; and U.S. Small Business Administration 8(a) certified businesses are afforded equal opportunities to compete for and participate in doing business with Public Health-Dayton & Montgomery County. Please send copies of all current certifications as part of your response for this RFP.

#### Section 15 Bid Evaluation

All bid proposals will be evaluated against two factors in descending order of importance:

- (I) Technical
- (II) Cost
  - i. Campaign related
  - ii. Agency profit

Final selection of successful offers will be made upon the basis of an integrated assessment of the technical and cost areas, compliance with Section 1 and the Scope of Work, and the overall benefit and cost to Public Health.

The evaluation team will consist of officials and staff from Region 9.

#### Section 16 RFP is Not an Offer

Neither this RFP document nor any subsequent discussions between bidder and Public Health-Dayton & Montgomery County shall give rise to any commitment on the part of Public Health-Dayton & Montgomery County or confer any rights on the proposer unless and until a contract is fully executed by all parties. The contract and subsequent purchasing documentation will represent the entire agreement between the parties and will supersede all prior negotiations, representations, or agreements, alleged or made between the parties. Public Health-Dayton & Montgomery County shall assume no liability for any costs incurred by the proposer or for payment of any services under the terms of the contract until the successful proposer is notified that the contract and subsequent purchasing documentation has been accepted and approved by Public Health-Dayton & Montgomery County, and Montgomery County, Ohio auditors.

## Attachment “A”

### Scope of Work

The chosen bidder will be responsible for creating messages for the topics outlined below. This is to include creating the campaign theme and all relevant ad materials.

Advertising Awareness Campaign must include the following messaging themes.

#### **Message Themes:**

**What is PrEP** – If you have unprotected sex, and you are HIV negative and want to stay negative use Prep?

You may benefit from PrEP if you - don't always use a condom, had, or currently have a sexually transmitted infection (STI), have sexual partner(s) who do not know their HIV status, have sex in a geographic area or sexual network where HIV is prevalent you or your partners inject drugs, you or your sex partners engage in sex work (which includes exchanging sex for drugs and money).

*Desired outcome:* Drive appointments to the Public Health Clinic and PrEP providers in the region.

*Demographics:* People from all walks of life including people of color, all races, all sexual orientations, and gender identities.

**Undetectable equals untransmittable (U= U)** – People living with HIV who have suppressed their viral load to an undetectable viral load for at least six months and take antiviral therapy (ART) medications as prescribed, do not transmit HIV to sex partners.

*Desired outcome:* Individual with HIV should seek medical treatment from a healthcare provider (Not Public Health).

*Demographics:* All people living with HIV

*Measurement Criteria:* Reduction in overall Community viral load

**Know Your Status** – get tested, get treatment if HIV positive

*Desired outcome:* Increase number of people getting tested by Region 9 HIV Counseling, Testing and Referral (CTR) sites during 2022 by 10%

*Demographics:* All people 13 years-64 years living in Region 9. You should get tested if you answer yes to one of the following questions:

- Are you a man who has had sex with another man?
- Have you had sex—anal or vaginal—with an HIV-positive partner?
- Have you had more than one sex partner?

- Have you injected drugs and shared needles or works (for example, water or cotton) with others?
- Have you exchanged sex for drugs or money?
- Have you been diagnosed with, or sought treatment for, another sexually transmitted disease?
- Have you been diagnosed with or treated for hepatitis or tuberculosis (TB)?
- Have you had sex with someone who could answer "yes" to any of the above questions or someone whose sexual history you don't know?

*Measurement Criteria: Count the number of encounters for the year*

### **Syphilis**

Pregnant Women – Encourage pregnant women to be tested three (3) times for syphilis during their prenatal appointment.

Yearly Testing – For sexually active individuals.

Men who have sex with men – For sexually active men who have sex with men, *pregnant women, and women of child-bearing age*

*Desired outcome: At risk individuals should seek medical care.*

*Demographics: Anyone 18 years-65 years, women of child-bearing age 20 years-35 years, MSM and Persons who inject drugs and their partners*

*Measurement Criteria: Difficult to measure*

**Syringe Services** – CarePoint provides a one-to-one exchange program and linkage to drug treatment facilities. Provide Narcan kits; FREE HIV, Hepatitis C, Syphilis, and Pregnancy testing; safer sex kits; Medicaid enrollment; and information on wound care and problem gambling.

*Desired outcome: Increase by 10% the number of CarePoint encounters in Montgomery, Clark, and Greene Counties.*

*Demographics: Persons who inject drugs and their partners*

*Measurement Criteria: Count the number of encounters for the year*

### **HIV Stigma** - Service/Message description

*Desired outcome: 50% of people surveyed indicate that they are not stigmatized.*

*Demographics: All adults*

*Measurement Criteria: Survey of individuals visiting Public Health's STD Clinic, Region 9 CTR sites and Reproductive Health Clinics.*

**Condom Use** – Promote condom use. Increase awareness of condom benefits and normalize condom use.

*Desired outcome: Increase condom usage and knowledge by 10%*

*Demographics: Anyone who is sexually active*

*Measurement Criteria: Did you use a condom in Survey of individuals visiting Region 9 Public Health STI Clinics and Region 9 CTR sites and Reproductive Clinics.*

## 2022 HIV Advertising Awareness Campaign

### Bidder Question Response

January 18, 2022

#### Can companies from Outside the USA apply for this project?

Companies that are registered as vendors with Montgomery County, Ohio and are registered by the State of Ohio to do business in Ohio can submit a proposal to this bid.

#### If we are Outside the USA, do we need to come over there for meetings?

While virtual meeting are acceptable, there may be issues with different time zones and meeting times with the bidder and potential media contractors that could slow down process and the campaign. This would ultimately be decided by the selection committee.

#### Can tasks be performed outside of the USA? Do you have an instate and/or local preference/requirement?

Preference would be that funding be spent with suppliers within Region 9 wherever possible.

#### Can proposals be submitted via email?

Proposals may be submitted by email, please follow the instructions in the RFP. Extremely large sized proposals will be held up by our firewall protection so please be mindful of that if you will use this method of sending your bid.

#### Is there an incumbent agency providing this service now, and how satisfied are you of their results?

There is no incumbent agency for this program at this time. Small campaigns have been done locally but nothing has ever been done regionwide like this.

#### How many vendors will be awarded?

The preference is for one vendor, but given the geographical size of region 9, the selection team may pick additional vendors if needed.

#### Is the awarded vendor required to be on site?

Virtual meetings and conference calls are acceptable means of communications again because of the regional aspect of this program. But there may be times when the ability to speak directly with us is required.

#### Are these federal, state or local funds in origin?

The funding for this Campaign is being provided through the Ohio Department of Health.



The cover letter references “non-discrimination and equal opportunity provisions” but none or included in the PDF and we were not able to locate them on the PHDMC.org site would you please provide these specifications and any other standards contract terms for our review?

A sample contract is included with this response. This is to be used for reference as the language may change based on the accept bid or change requirements received from ODH.

Is there an existing campaign anywhere in the country that your team likes?

This campaign is not being modeled of any other existing specific campaign. After the agency is chosen, we will be open to their suggestions based on the scope of work requirements.

That’s a big market, a long time, a small budget for the many messages you have in your statement of Work. Can you tell us what you really want people to respond to, is this a sexual health campaign, is it about IV drug users, is it primarily about HIV?

We understand that the dollar amount allocated for this project is very limited; however, we are receiving funding from external sources and we need to follow their guidelines and are unable to increase the amount. With that in mind we will discuss, with the chosen agency, how to maximize the funds that are available to purchase the media mix, that will allow us to educate the public about what actions they can take to reduce the spread of STDs ad HIV.

Does this have to have the Public Health-Dayton & Montgomery County logo on it, since we are looking at 6 counties?

All the logos should be present on the website landing page. Depending upon the type of media chosen, for example radio, all agencies would not need to be mentioned during the spot. In that scenario, we could/would give the web address that directs the listener to the webpage.

What is the outcome that you want, is it easily measurable, what does success look like to you?

As mentioned in the proposal, measurement will vary based on certain criteria. For example, in some instances a client survey will be used, while in other instances data such as the number of clients visiting STD clinics will be measured.

Will the successful bidder be responsible for conducting the surveys at public health clinics as described in the measurement criteria?

The information will be supplied to the vendor by the various county clinics.

Will CarePoint data be made available at no cost to the vendor.

Carepoint data will be provided at no cost to the vendor.

The review team is made up of Healthcare professionals, social work professionals, and Public Health professionals that are from the various agencies in Region 9 that are or interact daily with the members of the populations that we are trying to reach with this campaign.