



*Serving Jefferson County Since 1917*

Hazel L. Collins

Purchasing Agent

## JEFFERSON COUNTY DEPARTMENT OF HEALTH

1400 6<sup>th</sup> Avenue South, Birmingham, AL 35233

(205) 930-1961/Fax (205) 930-1060

February 6, 2024

RFP #24-02-02

### REQUEST FOR PROPOSAL

Sealed proposals for **Media Services**, will be received by the Purchasing Agent, Jefferson County Department of Health, General Service Annex, 401 14<sup>th</sup> Street South, Birmingham, AL 35233, until 10:00 a.m., Tuesday, February 27, 2024, at which time and place they will be publicly opened and read.

Bidders wishing to bid can download the complete solicitation including the specifications and bid forms via the internet at [www.jcdh.org](http://www.jcdh.org) (go to the **ABOUT** header and click on **BIDS**), or by visiting the Purchasing Office at the address shown above, or by calling (205) 930-1961, fax (205) 930-1060 and requesting a copy be mailed to you. Any addenda will be available on the internet. Bidder is responsible for checking for addenda until bid opening date. Addenda will be mailed only to those vendors who were provided a copy in person or by mail. **Proposers are strongly encouraged to read the entire solicitation.**

All proposals must be submitted on Bid Form in a sealed envelope indicating **"SEALED BID – RFP# 24-02-02, Media Services"** with opening date and bid number printed on outside of envelope.

All bidders **must** complete and return the notarized State of Alabama disclosure form included in the bid package and the Addendum to Bid Agreement Contract; and **must** provide a copy of their E-verify certificate with the assigned number from the U.S. Department of Homeland Security, W-9 Form, and Beason-Hammon Alabama Taxpayer and Citizen Protection Act Supplemental Form and all other documents listed in the enclosure.

It is **required** for any contract/purchase exceeding \$10,000.00 that the bidder submits with their bid either certified check, a cashier's check or a bid bond payable to the Jefferson County Department of Health in the amount of \$500.00. In order for any bid award to be considered that exceeds \$10,000, it must be accompanied by an acceptable bid bond or check. Bid bonds will be returned to all unsuccessful bidders after the formal award is made and to the successful bidder after acceptance of the award. Should the successful bidder fail to accept the award, the bid bond or check shall be forfeited.

No bid may be withdrawn for a period of sixty (60) days after the date of the bid opening. Jefferson County Department of Health is exempt from all tax. This statement in no way is to be construed as relieving a seller or contractor from paying any tax assessed to him as a seller or contractor.

Jefferson County Department of Health (JCDH) expressly reserves the right to reject any or all proposals, or parts of proposals and to make the award all or none or per line item on the merit and/or feature of method and quality, delivery, and service availability as the best interest of the Jefferson County Department of Health appears.

Jefferson County Department of Health reserves the right to require documentation that each bidder is an established business and is abiding by the ordinances, regulations, and laws of their community and the State of Alabama. If you are required by any regulatory agency to maintain a professional license or

certification to provide any product and/or service solicited under this Request for Proposal (RFP), the JCDH reserves the right to require documentation of current license and/or certification before considering and awarding the bid.

#### **COMMUNICATION DURING BID EVALUATION**

There shall be no communication during the evaluation period between any vendor and JCDH agency requisitioning the good or service to be procured. Any communications, written, oral, or electronic between the vendor and the requisition agency must come through the Division of Purchasing Buyer administering the RFP.

#### **QUESTION/INQUIRY**

Telephone inquiries with questions regarding clarification of all specifications of the RFP will not be accepted. All questions concerning the bid product and/or service specifications must be e-mailed to Hazel Collins at [hazel.collins@jcdh.org](mailto:hazel.collins@jcdh.org) and Glenda Smith at [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Question/Inquiry in the e-mail subject.

#### **LETTER OF NOTIFICATION**

All bidders of this RFP are requested to reply via email to notification of Intent indicating that they intend to submit a proposal. Only those bidders submitting the Notification of Intent will be advised of any clarifications, addendum, and answers to inquiries and/or questions pertaining to this RFP. The email of Notification of Intent can be emailed to [hazel.collins@jcdh.org](mailto:hazel.collins@jcdh.org) and [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Notification of Intent in the e-mail subject.

#### **PROJECTED SCHEDULE OF EVENTS**

Jefferson County Department of Health reserves the right to adjust the following schedule of events where needed to benefit the County

Announcement of RFP	February 6, 2024
Deadline for Bidder's Questions	February 16, 2024 at 4:00 pm CST
Deadline for Notification of Intent	February 16, 2024 at 4:00 pm CST
Deadline for Bidder's Answers	February 20, 2024 at 4:00 pm CST
RFP due Date & Public Opening	February 27, 2024 at 10:00 am CST

***Hazel L. Collins***  
Hazel L. Collins, CPP, CPPM  
Purchasing Agent

HC/gs

AM: 02-10-24

Enclosures

## REQUEST FOR PROPOSAL

### **STATEMENT OF PURPOSE**

The Jefferson County Department of Health is currently soliciting sealed RFPs for a Marketing/Public Relation Consultant to develop strategy and messaging communication for (i) targeted outreach, increase the general community awareness of JCDH Title X Family Planning services and locations, medical mobile unit, and access for males and teens, (ii) digital messaging and purchase of digital media, (iii) serve as a liaison with news media and others to help build relationships and raise awareness of JCDH's brand and services. The successful bidder will be notified of RFP award via the Jefferson County Department of Health's Notice of Award letter and the approved Standard Addendum to Bid Agreement Contract.

Funding will be allocated under the grant to initiate a digital education campaign to increase community awareness of available services, location of clinic sites, and to conduct targeted outreach and education among high need populations. A marketing firm will be contracted to develop and produce educational, informational, and culturally appropriate content designed for the target audience.

This project is supported by the Office of the Population Affairs (OPA) of the U.S. Department of Health and Human Services as part of a financial assistance award totaling \$1,619,891.00 with \$1,499,315.00 (92%) funded by OPA/OASH/HHS and \$120,576.00 (8%) funded by the Jefferson County Department of Health (JCDH). The contents are those of the authors and do not necessarily represent the official views of, nor an endorsement, by the Office of Population Affairs/OASH/HHS or the U.S. Government. Additionally, the contents as presented should not be construed as an endorsement by the Office of Population Affairs, or the U.S. Government. For more information, please visit the Office of Population Affairs website.

### **JCDH'S EXPECTATIONS**

It is the intent of the JCDH to award a contract or contracts, wherein the responsible firm(s) will meet the JCDH'S expectations for the duration of the contractual agreement. **The firm(s) must provide documentation that they have the experience, expertise, and personnel to handle all aspects of this contract as deemed necessary by JCDH.**

No Proposal will be considered unless the Proposer, whether resident or non-resident of Alabama, is qualified to submit a proposal. The Jefferson County Department of Health reserves the right to reject any and all Proposals and to waive any formalities in the solicitation process, and to be the final authority in any conflict.

### **BIDDER CONTACTS**

Successful firm will be the only contract. Proposals will not be accepted from vendors that sub-contract their work.

### **ABOUT JCDH**

The Jefferson County Department of Health (JCDH) located in Birmingham, Alabama serves a population of about 660,000 residents. JCDH serves the most populous county in the state through providing primary and limited specialty care and core public health services to county residents. The mission of the Department is to prevent disease, assure access to quality health care, promote a healthy lifestyle and environment, and protect against public health threats.

### **AWARD**

Jefferson County Department of Health (JCDH) will develop an evaluation team to evaluate this RFP by a scoring methodology. The evaluation criteria listed in the proposal shall include; but not limited to, the scope of work defined in the RFP. JCDH shall evaluate and make the award on the proposal that is determined to be in the best interest of Jefferson County Department of Health (JCDH).

### **CONTRACT TERMS**

The bid will be valid for a period of a **one (1) year term**. Successful bidder will be notified of ITB award via JCDH's Notice of Award letter and the approved Standard Addendum to Bid Agreement Contract. **Please note that this project requires completion of the work by March 31, 2024, due to grant requirements.**

### **TERMINATION**

The bid may be terminated by JCDH with a thirty (30) day written notice of cancelation to the other party regardless of reason. Any violation of this agreement shall constitute a breach and default of this agreement. Such termination shall not relieve the contractor of any liability to JCDH for damages sustained by virtue of a breach by the contractor.

### **PRICE**

Price will remain firm for the entire duration of the bid period. Price is to include **all** related fees. **Invoice(s) must be itemized and billed after delivery/completion.**

### **FREIGHT**

Price includes transportation, fuel, handling, service, freight charges and deliveries as specified and JCDH will pay no additional fees.

### **TAX**

Jefferson County Department of Health is exempt from all tax. However, bidder shall be responsible for any tax that may be levied or assessed by reason of this transaction.

### **PRE-PAY**

No pre-payments will be made prior.

### **ADDITIONS TO CONTRACT**

The County has attempted to list all components related to RFP for "**Media Services**" solution that will be required during the term of the contract. However, JCDH reserves the right to purchase additional services as needed from the successful bidder as it relates to this scope of work for this said project.

### **PROPOSAL EVALUATION CRITERIA**

The scoring methodology will consist of factors weighted in accordance with its importance to JCDH. However, the following factors will include but not limited to these items when making a final recommendation.

<b>Criteria</b>	<b>Description</b>	<b>Maximum Score</b>
Functional*	This criterion considers the ability of the proposed solution to meet JCDH's service request as specified. Overall meets requirements/qualifications.	<b>35</b>
Approach*	This criterion considers the Proposer's understanding of the scope of work and the quality and clarity of the Proposer's written methodology and description of the proposed approach to accomplish the work. Description of the project team, including roles and responsibilities.	<b>25</b>
Experience*	This criterion considers the Proposer's experience in providing the services solicited by this RFP as set forth in the Proposer's response and as learned from references.	<b>20</b>
Cost*	This criterion considers the price of the solution solicited by this RFP. Proposers will be evaluated on their pricing scheme as well as on their price in comparison to the other proposers that meets all requirements and specifications requirements as listed.	<b>20</b>
<b>TOTAL</b>	<b>Maximum score</b>	<b>100</b>

### **INTERPRETATIONS**

No modification, deviation, substitution, or other such changes will be made without Owner's prior written approval. The Jefferson County Department of Health reserves the right to reject any or all proposals submitted and to make the award in the best interest of the Health Department.

### **INSURANCE**

Bidder shall furnish to the Board upon execution of this Agreement, a certificate of insurance as evidence of adequate professional and public liability insurance insuring vendor, the Board and Board's agents, servants, and employees as additional insured.

RFP proposals will be rejected if there is reason to believe that collusion exists among the bidders. No participants in such collusion will be considered in future proposals for the same work.

Bidder must have all necessary business licenses as required by the State of Alabama and Jefferson County. All items must conform strictly to the specifications and shall be subjected to evaluation upon acceptance. In the event that any item is deemed unacceptable or not in conformity with the specifications, items will be rejected, and items of proper quality as set forth in these specifications shall be furnished in place thereof at the expense of the successful bidder.

Use of specific names and numbers is not intended to restrict the bidding of any seller and/or manufacturer but is solely for the purpose of indicating the type, size and quality, material, service, or equipment considered best adapted to the JCDH's intended use.

Bidder will furnish a minimum of three (3) references. References will be accepted only from companies that provide similar type of scope of work as requested herein.

No bidder shall be allowed to offer more than one proposal for the said project. If said bidder should submit more than one proposal for the said project described therein those proposals shall be rejected.

#### **INCURRING COSTS**

The Jefferson County Department of Health will not be liable for any costs incurred in preparing bid responses.

#### **TABLE OF CONTENTS**

A table of contents should be provided and allow for easy access to all proposal components.

#### **NUMBER OF PROPOSALS**

One (1) signed original AND two (2) copies submitted with proposal package. Proposals shall be prepared in accordance with the Proposal Format in the "How to Apply" section. Proposals not complying with this format may be considered non-responsive and may be removed from consideration on this basis.

#### **PROPOSALS**

Proposals should be structured in such a way to address the ability to answer all objectives of the **Media Services**.

#### **APPLICABLE LAW**

A contract entered into as a result of this proposal shall be governed and interpreted under the laws of the State of Alabama. The contract shall be on a standard JCDH form as modified for this particular transaction. As JCDH is a public agency, its standard contract contains provisions required by Alabama law and regulations. Those provisions include, but are not limited to, the following topics.

Alabama Law (Section 41-4-142, Code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama, or leases for use in Alabama, are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama. **BY SUBMITTING THIS PROPOSAL, THE FIRM IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM SUBMITTING PROPOSALS OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-142, AND ACKNOWLEDGE THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**

Alabama Law (Section 31-13-9(k), Code of Alabama 1975) provides the following language must be included in every public contract bid in Alabama: "By signing the Agreement and this Addendum, the Board and the Contractor affirm, for the duration of this Agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue

to employ an unauthorized alien within the State of Alabama. Furthermore, any Contracting Party found to be in violation of this provision shall be deemed in breach of this Agreement and shall be responsible for all damages resulting therefrom.” In addition, any Contractor that employs one or more employees in the State of Alabama must provide evidence of their participation in the federal E-Verify program.

Acceptance of standard JCDH contract terms and execution of the contract are essential elements of the award. Failure to enter into the contract will result in forfeiture of the award. A copy of the form “Addendum to Bid/Agreement” may be obtained upon request from the Purchasing Agent.

**GUARANTEE**

Bidder certifies by bidding that he is fully aware of the conditions of service and purpose for which item(s) included in this RFP are to be purchased, and that their offering will meet these requirements of service and purpose to the satisfaction of the Jefferson County Department of Health and its Agent.

### **SCOPE OF WORK/REQUIREMENTS**

The Jefferson County Department of Health is currently soliciting sealed RFPs for a Marketing/Public Relation Consultant to develop strategy and messaging communication for (i) targeted outreach, increase the general community awareness of JCDH Title X Family Planning services and locations, medical mobile unit, and access for males and teens, (ii) digital messaging and purchase of digital media to help build relationships and raise awareness of JCDH's brand and services. The bidder's scope of work shall include but not be limited to the following tasks:

1. The successful bidder must provide creative campaign development and execution.
2. The successful bidder must provide/coordinate media strategies.
3. The successful bidder must provide a modular platform by which media campaigns can be changed out with relative ease in a relatively short period of time (days not weeks).
4. The successful bidder must provide regular and frequent (no less frequently than monthly) metrics reports on the number of impressions made by said campaigns.
5. The successful bidder must have a comprehensive marketing campaign to include, but not limited to, radio, TV, digital and signs.

### **DELIVERABLES**

1. The successful firm will work closely with JCDH project team to receive information about Family Planning services and the vision for the creative materials.
2. The successful firm will produce first draft of creative materials for JCDH staff review by March 15, 2024.
3. The successful firm receive feedback and produce the final version of creative materials by March 29, 2024.

### **HOW TO APPLY**

Please respond, in a narrative format, to all the following requirements. The Bidder may reference or attach additional materials or documentation with your bid response.

1. Submission Requirements(s) - Bidder's proposal provide the following:
  - 2.1 Cover letter
  - 2.2 A summary of relevant experience and qualification.
  - 2.3 Your approach to achieving the requirements within the scope of work.
  - 2.3 Bidder must explain in detail a similar media service projects completed within the last three-year period.
2. Compensation Amount – Provide a detailed price breakdown. Price is to include all related fees. Payments will be based on invoices. Invoices will be reviewed and approved by JCDH staff before being submitted to Accounts Payable Department for payment.
3. Reference(s): Bidder must furnish a minimum of three (3) references. References: Provide three references who can provide insights into your relevant previous experience and work. Please list the company's name, address, contact name and number. The reference sheet is listed on page 10



**BID FORM FOR RFP #24-02-02**  
**DUE: Tuesday, February 27, 2024**  
**TIME: 10:00 a.m.**

Hazel Collins  
Purchasing Agent  
Jefferson County Department of Health  
General Service Annex  
401 14<sup>th</sup> Street South  
Birmingham, AL 35233

Submitted below is my firm bid for as specified in accordance with your RFP #24-02-02.  
**ATTACH THIS SHEET AS COVER SHEET TO YOUR PROPOSAL**

**SECTION I: PRICING CATEGORY**

DESCRIPTION	TOTAL PRICE
Media Services Solution to include total price as specified	

THE FOLLOWING ARE REQUIRED WITH THE BID FORM SUBMISSION:  
Provide a detailed estimated budget, inclusive of all fees to equal the total price listed above.

Name of Company \_\_\_\_\_

**REFERENCES**

Bidder will list a minimum of three (3) references. References will be accepted only from companies that provide a similar type of scope of work as requested herein.

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

---

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

---

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

**Name of Company** \_\_\_\_\_

**Please enclose your business card with your bid.**

*Bidder acknowledges receipt of \_\_\_\_\_ addenda. This page must be returned with bid.*  
*(addenda numbers)*

\_\_\_\_\_  
Date of Bid

\_\_\_\_\_  
Name (print legibly or type)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
City                      State                      Zip

\_\_\_\_\_  
Tax ID Number

\_\_\_\_\_  
Post Office Box (Zip if different from street address)

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Terms of Payment

\_\_\_\_\_  
Delivery Date

---

Alabama Law (Section 41-4-142, Code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama, or leases for use in Alabama, are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama.

**BY SUBMITTING THIS BID, THE BIDDER IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM BIDDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-142, AND ACKNOWLEDGE THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**