

# REQUEST FOR PROPOSAL

## CITY OF FARGO

### I. PURPOSE OF REQUEST

The City of Fargo is requesting proposals for promotion of tobacco prevention topics including but not limited to e-cigarettes/vaping, cessation, smoke-free multi-unit housing, cost of tobacco and purchase age to target audiences. The proposer should be skilled in mass communication principles and techniques with the ability to develop educational materials to reach specific target audiences for a period beginning September 3, 2019 through June 30, 2020. All detailed information is outlined in the following Request for Proposal (RFP).

### II. HISTORY OF THE PROJECT

Fargo Cass Public Health received grant funds from the North Dakota Department of Health through funds allocated from the North Dakota Legislature to be used for tobacco prevention, control, and cessation activities. Funding for such activities are a result of the Master Settlement Agreement (MSA) and are to be used for residents of Cass County and the State of North Dakota. Fargo Cass Public Health has received funding because of the MSA since 2001.

### III. INSTRUCTIONS TO PROPOSER

- A. All proposals and any questions should be sent to:  
Melissa Markegard  
Tobacco Prevention Coordinator  
1240 25<sup>th</sup> Street South  
Fargo, ND 58103-2367  
Phone: 701.476.4083  
Email: [MMarkegard@FargoND.gov](mailto:MMarkegard@FargoND.gov)
- B. All proposals must be presented to the Fargo Cass Public Health Tobacco Prevention Committee by 3:00 pm on August 9, 2019 (1240 25<sup>th</sup> Street South, Fargo, ND 58103). Three copies of the proposal are required.
- C. Fargo Cass Public Health Tobacco Prevention Committee will review, score, and approve all proposals.
- D. The City of Fargo reserves the right to reject all submittals.

### IV. FUNDING AVAILABLE

The total amount of funding available is \$95,000. Funding may be spread across multiple proposals. Funding amounts awarded may be adjusted as determined by the Fargo Cass Public Health Tobacco Prevention Committee. Funding provided must be utilized in media serving the residents of Cass County. The strategies identified for funding are:

- A. Reducing tobacco-related disparities in special populations (American Indians, behavioral health, low socioeconomic status, and Lesbian, Gay, Bisexual, Transgender) through tobacco cessation-related activities

- B. Preventing the initiation of tobacco use, including e-cigarettes and other vaping devices among youth and young adults.
- C. Eliminating exposure to secondhand smoke.
- D. Promoting quitting among youth and adults.

The successful proposer will be expected to:

- A. Develop ads and campaigns which could include television, radio, online strategies and print materials.
- B. Prepare a detailed media/promotion plan to reach the target audiences.
- C. Develop media messages.
- D. Select and purchase media time.
- E. Coordinate and work with Fargo Cass Public Health a media campaign.
- F. Propose additional duties that will substantially improve the results of the project.
- G. Include strategies to maximize dollars.

The contractor will be required to provide the following deliverables:

- A. Develop ads and campaigns which could include television, radio, online strategies and print materials.
- B. For the period, a paid and earned media plan outlining media channels, placement, reach and frequency for all mass media.
- C. A projection of the value of matched advertising.
- D. Appropriate media ads for target audiences.
- E. Educational materials to reach specified target populations.
- F. Earned media releases.
- G. Monthly invoices outlining work accomplished.

## V. TIMETABLE

The City of Fargo will use the following timetable, which should result in a proposal being awarded in August 2019.

Immediately	- Proposals available
August 9, 2019	- Due date for written proposal
August 12-14, 2019	- Review of proposals by committee
August 15-16, 2019	- Notification sent, contract awarded
September 3, 2019	- Campaign implementation begins
The first Monday of each month	- Monthly report due
June 14, 2020	- Campaign completed – final report due

## VI. SELECTION CRITERIA

- A. The City of Fargo intends to award contracts to entities whose proposal fulfills each of the below selection criteria and best meets the program needs. Written proposals shall contain all items listed in the selection criteria and will be weighed equally against one another based on the following grading system. The maximum number of points per category is noted after each item below:
  - i. Understanding the Project: **(Maximum points: 5).**
  - ii. Methodology Used for the Project: **(Maximum points: 25).**
  - iii. Management Plan for the Project: **(Maximum points: 25).**

- iv. Experience and Qualifications: **(Maximum points: 25)**.
- v. References: **(Maximum points: 10)**.
- vi. Proposal Amount: **(Maximum points: 10)**.

- B. The Fargo Cass Public Health Tobacco Prevention Committee (TPC) will evaluate each proposal on criteria listed below. The TPC will determine which proposals would best meet the identified strategies.

## **VII. PROPOSAL INSTRUCTIONS**

### **Proposal Format and Content**

Fargo Cass Public Health discourages overly lengthy and costly proposals; however, in order for Fargo Cass Public Health to evaluate proposals fairly and completely, proposers must follow the format set out in this RFP and provide all information requested. Proposals must be 12 pages or less. All sections of the RFP are to be completed.

#### **Introduction**

Proposals must include the complete name and address of proposer's firm and the name, mailing address, and telephone number of the person Fargo Cass Public Health should contact regarding the proposal.

Proposals must confirm that the proposer will comply with all provisions in this RFP. The proposal must disclose any instances where the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict (e.g. employed by the State of North Dakota).

Proposals must be signed by a company officer empowered to bind the company. A proposer's failure to include these items in the proposals may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

#### **Understanding of the Project**

Proposer must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project, deliverables, project schedule, and contract terms and conditions. Proposers must also identify any pertinent issues and potential problems related to the project.

#### **Methodology Used for the Project**

Proposers must provide comprehensive narrative statements that set out the methodology it intends to employ. Proposers must illustrate how the methodology will serve to accomplish the work and provide the deliverables described in the scope of work within Fargo Cass Public Health's project schedule.

#### **Management Plan for the Project**

Proposers must provide comprehensive narrative statements that set out the management plan it intends to follow and illustrate how the plan will serve to accomplish the work and furnish the deliverables described in the scope of work within Fargo Cass Public Health's project schedule. Proposers must provide a narrative or organizational chart that describes the organization of the project team. The organizational chart must illustrate the lines of authority, designate the individual responsible and accountable for

the completion of each component and deliverable of the RFP, and indicate where the work will be performed.

### **Experience and Qualifications**

Proposers must describe the experience of their firm in completing similar projects. Additionally, Proposers must provide information specific to the personnel assigned to accomplish the work called for in this RFP. Proposers must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract and provide the following information about each person listed:

- (a) title;
- (b) experience
- (c) description of the type of work the individual will perform; and
- (d) the number of estimated hours for each individual named above.

### **References**

Proposers must provide a minimum of **two letters** of reference, which include names and phone numbers for similar projects the Proposer's firm has completed. Fargo Cass Public Health reserves the right to contact any references provided by the proposer. Proposers are invited to provide letters of reference from previous clients.

### **Cost Proposal**

Cost proposals must include an itemized list of all direct and indirect costs associated with the performance of the contract, such as total number of hours at various hourly rates, direct expenses, payroll, supplies, overhead assigned to each person working on the project, percentage of each person's time devoted to the project, and profit.

All costs associated with the contract must be stated in U.S. currency. Any commodities being imported must be identified, and the price must include any applicable customs, brokerage agency fees, and duties.

Proposers should describe any discounts terms for prompt payment. Discounts for prompt payment will not be considered in evaluating cost.

Proposers must complete a cost proposal and include a detailed worksheet to indicate how costs were determined along with a justification of these costs.

### **Required Enclosures**

Proposers must provide all documents, samples, or other information specifically required in this RFP such as:

- Two Letters of Reference
- Detailed budget – including a detailed worksheet to indicate how costs were determined along with a justification of these costs.