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MEMORANDUM

DATE: JULY 2, 2018

TO: NORTHEAST FLORIDA REGIONAL EXECUTIVE COMMITTEE

THRU: PERSONNEL, BUDGET & FINANCE POLICY COMMITTEE

FROM: BETH PAYNE, EMERGENCY PREPAREDNESS DIRECTOR 

RE: MARKETING FIRM SELECTION FOR THE HEALTHCARE COALITIONS IN REGION 3

The Northeast Florida Regional Council released a Request for Proposals (attached) in mid-June to solicit a marketing firm for the three (3) Healthcare Coalitions (HCC) in Region 3; Northeast Florida HCC, North Central Florida HCC and CHAMP (Marion County). The marketing firm will focus on member outreach and recruitment and brand awareness.

In total, the Council received six (6) responses. The proposal review committee included two Council staff members. Proposals were received from, in alphabetic order:

- Bayshore Marketing Group
- Blueprint Creative Group
- Broadbased
- Designer at Large
- Evok Advertising
- The Weinback Group

The committee unanimously chose Blueprint Creative Group as being the most responsive and qualified for the project. Bayshore Marketing Group ranked second.

Recommendation

Authorize the CEO to negotiate and execute a contract with Blueprint Creative Group, not to exceed \$54,500. Should those negotiations fail, the CEO is authorized to negotiate and execute a contract with Bayshore Marketing Group in the amount of \$60,000.

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NORTHEAST FLORIDA REGIONAL COUNCIL

REQUEST FOR PROPOSALS

FOR

MARKETING FIRM

General Information

A. Purpose

This Request for Proposal (RFP) is to obtain the services of a Marketing Firm that can assist the three healthcare coalitions in Region 3 – Northeast Florida Healthcare Coalition, North Central Florida Healthcare Coalition and the Coalition for Health and Medical Preparedness (CHAMP).

B. Description of Entity

Healthcare Coalitions have been defined as “a collaborative network of healthcare organizations and their respective public and private sector response partners that serve as a multi-agency coordinating group to assist with preparedness, response, recovery, and mitigation activities related to healthcare organization disaster operations.”

The development and sustainment of Healthcare Coalitions (HCC) is a federal initiative and a requirement of the Hospital Preparedness Program (HPP) Cooperative Agreement funded by the Assistant Secretary for Preparedness and Response (ASPR). The purpose of HCCs is to ensure that local providers and other healthcare partners plan collaboratively for the risks facing the healthcare community and identify available local resources.

Each of the three Coalitions represents different geographic areas, but all are made up of multi-discipline, multi-jurisdictional partners. These include public, private and governmental agencies that are a part of the overall healthcare system in the six county region. Disciplines include, but are not limited to: Health Providers, Medical First Responders, Public Health officials, Emergency Management, to name a few.

The Northeast Florida Healthcare Coalition was formed in 2013 and includes Nassau, Duval, Baker, Clay, Flagler and St. Johns Counties. The North Central Florida Healthcare Coalition includes Alachua, Bradford, Union, Gilchrist, Columbia, Hamilton, Suwannee, Lafayette, Dixie, Levy and Putnam counties. CHAMP represents Marion County.

C. Terms of Agreement

It is expected that the contract shall be a one year fixed price contract, with the option of extending for one additional year. The cost for the optional periods will be negotiated at renewal.

The contract shall begin July 15, 2018 and end on June 30, 2019.

D. Instructions on Proposal Submission

1) Closing Submission Date

Proposals must be submitted **no later than 3:00 p.m. on June 27, 2018.**

2) Inquiries

In order to ensure consistent responses and to ensure consistent and correct information to all interested parties, potential respondents must submit all questions and requests for clarification in writing to dstarling@nefrc.org. All questions and answers will be posted at www.nefrc.org. No questions will be accepted after 4:00 p.m. on June 20, 2018.

Except for as provided above and for current business, during the bidding process, all prospective proposers are hereby prohibited from contacting any member of the Northeast Florida Regional Council's Board of Directors or employees in any respect during the solicitation and evaluation period. The violation of this rule shall result in the automatic disqualification of any response to a bid solicitation submitted by the violator.

3) Conditions of Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Marketing Firm and will not be reimbursed by the Council.

E. Instructions to Prospective Bidders

Your proposal should be addressed as follows:

Northeast Florida Regional Council
100 Festival Park Avenue
Jacksonville, FL 32202
Attention: Donna Starling

It is important that the Marketing Firm's proposal be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

SEALED PROPOSAL
For Marketing Services

Late proposals will not be considered.

F. Applicable Laws and Regulations

The selected marketing firm shall comply with all federal, state and local laws, rules and regulations which may apply.

G. Right to Reject

The Council reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon the factors described in this RFP. The Council may request additional information from any proposer.

H. Small and/or Minority-Owned Businesses

Efforts will be made by the Council to utilize small businesses and minority-owned businesses.

A Marketing Firm qualifies as a small business firm if it meets the definition of “small business” as established by the Small Business Administration (13 CFR 121.3-8).

I. Notification of Award

It is expected that a decision selecting the successful Marketing Firm will be made within two months of the closing date for the receipt of proposals.

Scope of Services

The services requested are for planning, research, contact and engagement to increase awareness of each Coalition and to increase membership in the targeted sections for membership. Potential Members include:

- Hospitals
- Long Term Care
- Emergency Management/Public Safety agencies
- Law Enforcement
- Fire/Rescue / EMS
- Dialysis Centers
- AmSurg Facilities
- Home Healthcare
- Public Health Agencies
- Trauma Programs
- Private Practice Doctors
- Hospice Facilities
- Pharmacy’s
- Medical Examiners
- Durable Medical Equipment Providers
- Dialysis Centers
- Other related healthcare facilities

Additionally, provide services related to:

- consultation and feedback on increasing brand awareness,
- creative and innovative ideas to reach new members,

- develop methods and products to increase the visibility of the Coalition and its mission to the public at large, and
- provide approaches to educate members on services provided by the Coalition and benefits to membership.

It is expected that available resources are used in the most conservative way to reach the most targeted individuals, facilities, and organizations for increased awareness of coalition initiatives and increase coalition membership across the three coalitions. Additionally, individual coalitions may have additional expectations of the selected marketing firm and will be decided by each Coalition Board on those needs.

Price

The proposed price should be submitted separately. Include information indicating how the price was determined. For example, the Firm should indicate the estimated number of hours by staff level, hourly rates, and total cost by staff level. Any out-of-pocket expenses should be indicated. **The pricing information should be given in a separate sealed envelope.**

Public Entity Crimes Certification

In accordance with Florida Statutes section 287.133(3) (a), the Auditing Firm will complete and return as part of the RFP the Public Entity Crimes Certification form.

Drug-Free Workplace Certification

In accordance with Florida Statutes section 287.087, the Marketing Firm will complete and return as part of the RFP the Drug-Free Workplace Certification form.

Technical Qualifications

The Marketing Firm, in its proposal, shall, as a minimum, include the following:

A. Prior Experience

The Firm should describe its prior experience including the names, addresses, contact persons, and telephone numbers of prior clients. Experience should include the following categories:

- 1) Prior experience with healthcare entities, including Healthcare Coalitions.
- 2) Prior experience in increasing the membership of an organization.

B. Organization, Size, and Structure

- 1) The Marketing Firm should describe its organization, size and structure. Indicate, if appropriate, if the firm is a small or minority-owned business.

- 2) State whether the firm is local, regional, or national. Provide the location of the office from which the work is to be performed.

C. Staff Qualifications

The Marketing Firm should describe the qualifications of staff to be assigned to the contract. Descriptions should include:

- 1) Team make-up.
- 2) Prior experience of the individual team members.

D. Firm Contact

The Firm will identify the person who will serve as the contact with the Council, along with the person's email address and telephone number.

Proposal Evaluation

A. Submission of Proposals

All proposals shall include three copies of the Firm's technical qualifications, pricing information (in a separately sealed envelope), the Drug-Free Workplace form, and the Public Entity Crimes form.

B. Nonresponsive Proposals

The Council reserves the right to waive any immaterial inconsistencies in a proposal which might otherwise appear to make said proposal nonresponsive. Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

- 1) The proposal is not received timely in accordance with the terms of this RFP.
- 2) The proposal does not include the all required documentation.

C. Evaluation Process

Evaluation of each proposal will be based on the following criteria:

<u>Factors</u>	<u>Point Range</u>
1) Prior experience	
a. Prior experience with healthcare clients	0-10
b. Prior experience with similar clients within the State of Florida	0-10
c. Prior experience in increasing membership & proven outreach strategies	0-10
2) Organization, size, and structure of Marketing Firm.	
a. Number of staff to be assigned to the tasks to be performed	0-5
b. Minority/small business	0-5
3) Qualifications of staff to be assigned to the tasks to be performed. This will be determined from resumes submitted. Education, position in firm, years and types of experience, etc. will be considered.	
a. Team makeup	0-10
b. Relevant experience of team members	0-10
4) Price	<u>0-15</u>

MAXIMUM POINTS: 75

D. Review Process

The Council may, at its discretion, request presentations by or meeting with any or all Firms, to clarify or negotiate modifications of the Firm's proposals.

However, the Council reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Firm can propose.

The Council contemplates award of the contract to the responsible Marketing Firm with the highest total points.