



Mental Health/Disability Services of the East Central Region

REQUEST FOR PROPOSAL (RFP)

Marketing

Deborah L. Seymour-Guard

855 S. Dubuque St. Ste 202B

Iowa City, Iowa 52240

Phone: 319-688-5810

dseymour-guard@ecriowa.us

RFP Purpose.

The purpose of the RFP is to solicit bids for someone to organize and handle the marketing aspects for Mental Health/Disability Services of the East Central Region (ECR), including but not limited to website management, social media management, eNews, graphic design, newsletters, and the marketing program analytics.

Duration of Contract.

The ECR anticipates executing a two-year contract with the option of an additional two years to ensure program consistency.

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| Procurement Timetable |
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There are no exceptions to any deadlines for the bidder, however, MHDS of the ECR reserves the right to change the dates. Times are provided in Central Time.

| Event | Date |
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| ECR Issues RFP Notice to Targeted Small Business Website | September 3, 2019 |
| RFP posted on ECR website; notice to social media | September 3, 2019 |
| Bidder Letter of Intent to Bid and Written Questions Due by | September 12, 2019 3:00 p.m. |
| ECR Responses to Questions Issued By | September 18, 2019 |
| Bidder Proposals and any Amendments to Proposals Due By | October 4, 2019 3:00 p.m. |
| ECR Announces Apparent Successful Bidder/Notice of Intent to Award | October 24, 2019 |
| Contract Negotiations and Execution of the Contract Completed | November 1, 2019 |
| Anticipated Start Date for the Provision of Services | November 1, 2019 |

Project Scope and Specifications

- Manage ECR website: www.ecriowa.us including updates, agendas, minutes, and events calendar
- Forward and respond to all website messages
- Post on Social Media (Facebook and Twitter)
- Add photos from ECR counties to be included in social media posts
- Publish eNews and manage mailing list
- Update graphic design
- Publish ECR newsletter/magazine
- Share social media, publication, and website analytics

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| Basic Information about the RFP Process |
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Project Manager Contact

The sole point of contact regarding the RFP from the date of issuance until selection of the successful bidder is:

Deborah L. Seymour-Guard, Financial Coordinator

MHDS of the ECR-Johnson County Office

855 S. Dubuque St. Ste 202B

Iowa City, IA 52240

Phone: 319-688-9747

dseymour-guard@ecriowa.us

Restriction on Communication.

From the issue date of this RFP until announcement of the successful bidder, the bidder may contact only the Project Manager regarding this RFP. The bidder shall not contact any other employee concerning this RFP. The Project Manager will respond only to questions regarding the bidding/procurement process.

Intent to Bid.

MHDS of the ECR requests that bidders provide their intent to bid to the above listed contact by the date and time in the Procurement Timetable. Electronic mail is the preferred delivery method. The intent to bid should include the bidder's name, contact person, mailing address, electronic mail address, fax number, telephone number, and a statement of intent to submit a bid in response to this RFP. Though it is not mandatory that ECR receive an intent to bid, ECR will only respond to questions about the RFP that have been submitted by bidders who have expressed their intent to bid. The ECR may cancel an RFP for lack of interest based on the number of letters of intent to bid received.

Questions, Requests for Clarification, and Suggested Changes

Bidders who have provided their intent to bid on this RFP are invited to submit written questions, requests for clarifications, and/or suggestions for changes to the specifications of this RFP (hereafter "Questions") by the due date and time provided in the Procurement Timetable. Bidders are not permitted to include assumptions in their Bid Proposals. Instead, bidders shall address any perceived

ambiguity regarding this RFP through the question and answer process. If the Questions pertain to a specific section of the RFP, the page number must be referenced. ECR prefers to receive Questions by electronic mail. The bidder may wish to request confirmation of receipt from the Issuing Officer to ensure delivery.

Written responses to questions will be posted at <https://ecriowa.org/news/> by the date provided in the Procurement Timetable.

ECR assumes no responsibility for verbal representations made by officers or employees unless such representation is confirmed in writing and incorporated into the RFP. In addition, ECR's written responses to Questions will not be considered part of the RFP. If the ECR decides to change the RFP, ECR will issue an amendment.

Submission of Bid Proposal

The Bid Proposal shall be received by the Project Manager by the time and date specified in the Procurement Timetable. ECR will not waive this mandatory requirement. Any Bid Proposal received after this deadline will be rejected and will not be evaluated.

Bidders mailing Bid Proposals shall allow ample mail delivery time to ensure timely receipt of their Bid Proposals. It is the bidder's responsibility to ensure that the Bid Proposal is received prior to the deadline. Postmarking or submission to a courier by the due date shall not substitute for actual receipt of the Bid Proposal by ECR.

Amendment to the RFP and Bid Proposal

ECR reserves the right to amend or provide clarifications to the RFP at any time. Amendments will be posted to the ECR's website at <https://ecriowa.org/news/>. If the amendment occurs after the closing date for receipt of Bid Proposals, ECR may, in its sole discretion, allow bidders to amend their Bid Proposals.

If the bidder amends their Bid Proposal, the amendment shall be in writing and signed by the bidder. It is a mandatory requirement that the Issuing Officer shall receive any amendments by the deadline for submitting Bid Proposals. However, if the RFP is amended after receipt of proposals, any bid amendment must be received by the deadline set by the ECR.

Withdrawal of Bid Proposal

The bidder may withdraw its Bid Proposal prior to the closing date for receipt of Bid Proposals by submitting a written request to withdraw to the Project Manager.

Costs of Preparing the Bid Proposal

The costs of preparation and delivery of the Bid Proposal are solely the responsibility of the bidder.

Rejection of Bid Proposals

ECR reserves the right to reject and or all Bid Proposals, in whole and in part, and to cancel this RFP at any time prior to the execution of a written contract. Issuance of this RFP in no way constitutes a commitment by the ECR to enter into a contract.

Review of Bid Proposals

Only bidders that have met the mandatory requirements and are not subject to disqualification will be considered for award of a contract.

| PROPOSAL SUBMISSION FORMAT | |
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| Summary of Bidder Background | <ul style="list-style-type: none"> • Bidder's Name(s) • Bidder's Address • Bidder's Contact Information (and preferred method of communication) • Legal Form of Bidder(s) (e.g. sole proprietor, partnership, corporation) • Date Bidder's Company Formed • Description of Bidder's company in terms of size, range and types of services offered • Evidence of legal authority to conduct business in Iowa (e.g. business license number) • Evidence of established track record for providing the services/deliverable that are the subject of this RFP |
| Financial Information | <ul style="list-style-type: none"> • State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code. • State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body. |

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| Proposed Outcome | <ul style="list-style-type: none"> • Summary of timeline and work to be completed |
| Cost Proposal Summary and Breakdown | <ul style="list-style-type: none"> • A detailed list of any and all expected costs or expenses related to the proposed project. • Summary and explanation of any other contributing expenses to the total cost. • Brief summary of the total cost of the proposal. |
| Insurance | <ul style="list-style-type: none"> • Proof of any liability or other insurance with regard to staff or project. |
| References | <ul style="list-style-type: none"> • Provide a minimum of two (2) references |

Bidder agrees that MH/DS of the East Central Region may contact all submitted references to obtain any and all information regarding Bidder'