

**Sonoma County Department of Health Services
Prevention and Planning Division
490 Mendocino Ave, Suite 202
Santa Rosa CA 95401
(707) 565-6680**



REQUEST FOR PROPOSALS

**Healthy Eating Active Living (HEAL)
Community Health Initiative**

Graphic Designer

DATE ISSUED:

October 9, 2009

DEADLINE FOR SUBMISSIONS:

November 2, 2009 by 3:00 pm

CONTACT PERSON:

**Anthony Taylor
HEAL Coordinator
ataylor1@sonoma-county.org**

PHONE:

707-565-6624

Graphic Designer Contractor(s) Healthy Eating, Active Living (HEAL)

Section 1: Introduction

This Request for Proposal (RFP) outlines the information necessary to understand the Contractor selection process and the required documentation necessary for the submission of proposals. This is a competitive RFP.

A. Purpose of Request for Proposal

The County of Sonoma Department of Health Services is soliciting proposals from graphic designers to work with the Healthy Eating Active Living-Community Health Initiative (HEAL) to design the following: social marketing materials, logos and promotional materials, and training manuals. Consultants may submit a proposal for one area of this project or for all areas of this project.

B. HEAL Background

In January 2006, the Community Activity and Nutrition Coalition (CAN-C) was selected as one of three community collaboratives to receive a HEAL grant from Kaiser Permanente, Northern California Region. The goal of the initiative is to reduce disparities in obesity, and associated preventable diseases in southeast and southwest Santa Rosa, by improving food and physical activity environments for children and adults through environmental, systems and policy change. A nine-month planning process was conducted during the project's first phase, followed by four years of implementation and evaluation activities, which began January 2007.

In 2006, the CAN-C Steering Committee conducted the HEAL planning process by creating working groups for each HEAL sector (Healthcare, Schools, Worksites, and Neighborhoods). Representatives from community based organization, health clinics, local businesses, schools, neighborhood residents, and others attended the sessions. At the end of the community planning process, representatives from all four sectors gave input on the final objectives. The outcome was the development of a Community Action Plan (CAP) and the following priority outcomes for 2007-2010:

1. Increase opportunities in the community for safe, accessible physical activity and recreation options through:
 - a) Infrastructure enhancements
 - b) Park and public green space enhancements
 - c) Improved access to physical activity opportunities
2. Increase purchase points or distribution points for fresh fruits and vegetables in the community.

In January 2007, representatives from the four HEAL Sectors began participating in workgroups that developed projects to implement the CAP. The projects are approved by the HEAL steering committee (HILT) to ensure that they are consistent with the HEAL plan and program

guidelines. HEAL projects address a variety of environmental, systems, and policy issues within the four sectors.

For more information about CAN-C or the HEAL initiative, please visit on our websites:

- CAN-C: www.sonoma-county.org/health/prev/canc.htm
- HEAL: www.sonoma-county.org/health/prev/heal.htm

C. Project Description

The Contractor(s) will assist HEAL staff in developing marketing and training tools for the following projects: Smart Meal, Healthy Food Outlet, Worksite Wellness, and a Social Marketing Campaign.

Smart Meal Program: The Smart Meal Program was developed to help customers identify healthy menu options, promote an increase in the consumption of fresh fruits and vegetables, and combat the rise of obesity and other related chronic diseases, such as diabetes and heart disease. Smart Meal establishes nutrition requirements specifically designed for restaurant meals (including delis). Restaurants showcase those entrees that are lower in fat, calories, and sodium and include components such as grains, fruits, and vegetables by highlighting them with the Smart Meal Seal. Promotional materials and publicity will educate consumers about what the Smart Meal Seal signifies when seen on a menu. *This will be accomplished, in part, through the development of a business toolkit.*

Health Food Outlet Project: The Healthy Food Outlet Project was created to help food outlets (grocery stores, supermarkets, and corner stores) provide customers with healthy food options while at the same time helping stores to increase customer loyalty and store profits. The project was designed by HEAL to establish a standard store quality threshold based on the availability and quality of fresh produce, healthy and unhealthy food, and advertising in stores. Promotional materials and publicity will educate consumers about what a Healthy Food Outlet recognition signifies. *This will be accomplished, in part, through the development of a project logo, promotional materials (i.e. promotional brochure, window clings, recognition banners), and a business toolkit.*

Worksite Wellness Project: The Worksite Wellness Project seeks to provide Sonoma County businesses with the resources needed to develop wellness policies and programs that will benefit their employees. Efforts are currently under way to develop a countywide program that will include the following components: promotional efforts, free resources, low-cost technical assistance, return on investment reporting, and a recognition program. *This will be accomplished, in part, through the development of a project logo and promotional materials (i.e. promotional brochure).*

Social Marketing (Community Engagement) Campaign: The HEAL Community Engagement Campaign seeks to create behavior change among low-income Latina mothers with children, ages 0-11, who live in south Santa Rosa. The behavior change sought includes the institutionalization of weekly healthy family meals and family physical activity time. *This will be accomplished, in part, through the development and strategic placement of promotional pieces,*

including, but not limited to, advertisements, a planning calendar, and a community resource guide.

D. Funding Guidelines

The Department of Health Services seeks, through this RFP, to identify a qualified Consultant(s) to support community engagement and project development in these HEAL projects in 2010. Limited funds have been identified to support initial contracts in 2010 up to the amount of \$15,000 (social marketing, \$6,000; logos and promotional materials, \$5,000; and training manuals \$4,000). Additional funding for the contractor(s) selected for this project may be available to augment the contract(s) in 2010 and potentially for 2011-2013, contingent on securing additional funding and satisfactory performance.

E. Proposal Submittal.

Proposers must mail or deliver in person one (1) signed original and three (3) copies of the signed proposal by 3:00 PM November 2, 2009. Faxed or e-mailed applications will not be accepted. Applications submitted after 3:00 PM on November 2, 2009 will not be accepted. Staple each copy in the upper left-hand corner. Do not place an original or copies in binders. Proposals are due on or before **November 2, 2009 at 3:00 PM** and shall be submitted to:

**Anthony Taylor
County of Sonoma Department of Health Services
Prevention and Planning Division
490 Mendocino Ave, Suite 202
Santa Rosa, CA 95401**

F. Written Questions

All questions regarding the content of this RFP must be submitted by e-mail, and must be received by the date indicated in the Key Action Dates table identified in Section H.

Submit questions via e-mail to: ATAYLOR1@SONOMA-COUNTY.ORG

When the County has completed its review of the questions, all of the questions and answers will be made available on the Department of Health Services, HEAL website at <http://www.sonoma-county.org/health/prev/heal.htm>.

G. Finalist Interviews

If it is determined that finalist interviews are necessary they will be held on November 9, 2009.

H. RFP Process and Key Action Dates

This RFP outlines the information necessary to understand the Contractor(s) selection process and the required documentation necessary for the submission of proposals. The services

required are delineated in the Scope of Services. The procurement of these services will proceed as follows:

1. Proposals are reviewed and evaluated by members of a Contractor Selection Committee
2. Interviews may be scheduled for finalists (November 9)
3. References are checked on selected finalists
4. Notice of intent to award
5. Contract provisions and project work plan finalized
6. Contract approved and executed

<u>Date</u>	<u>Event</u>
October 9, 2009	Release Request for Proposals (RFPs)
October 16, 2009	Proposers' Written Questions Deadline
October 20, 2009	Responses to Questions
November 2, 2009	Proposals Due
November 6, 2009*	Proposals Evaluated
November 9, 2009*	Interviews Conducted if Necessary
November 16, 2009*	Notice of Intent to Award
February 2010*	Project Start Date

** estimated timeline*

I. Desired Qualifications

The County of Sonoma Department of Health Services Prevention and Planning Division requests proposals from organizations or individuals with demonstrated experience and/or capacity to implement the Scope of Services described in Section J below.

It is desired that the successful vendor(s) will possess the following qualifications:

1. Experience in designing materials for social marketing, health promotion, or related behavior change initiatives.
2. Demonstrated ability to design social marketing or health promotion materials that effectively engage people across cultures.
3. Experience in the design of logos, promotional materials, and training manuals.
4. Demonstrated ability to understand, communicate with, effectively interact and build consensus with people of various professional disciplines and cultural backgrounds.
5. Prior demonstrated success in working with multi-disciplinary groups to develop collaborative projects.
6. Experience in convening and facilitating focus groups to test marketing materials and synthesizing input from diverse participants.
7. Staff with written and oral fluency in Spanish and English.
8. Skilled staff with substantive experience in areas described in this RFP.

Also desired is:

- Familiarity with south Santa Rosa community.
- Knowledge and experience working with Spanish-speaking populations.
- Staff who can conduct simultaneous Spanish/English interpretation.

J. Scope of Services

Contractor(s) will be required to:

- Develop logos for the Worksite Wellness and Healthy Food Outlet projects.*
- Develop business toolkits for the Smart Meal and Healthy Food Outlet projects, using previously developed content.*
- Develop promotional materials for the Healthy Food Outlet and Worksite Wellness projects, including, but not limited to, promotional brochures, window cling, and hanging banners.*
- Develop promotional pieces for the social marketing campaign, including, but not limited to, advertisements, a planning calendar, and a community resource guide.
- Conduct community focus groups in English and/or Spanish to pretest all materials described in Section J of this RFP.
- Work with the County designated printer to provide the necessary file formats for printing all materials described in Section J of this RFP.
- Attend HEAL team meetings and/or conference calls as needed.
- Provide a summary of graphics standards (fonts, colors, logos) upon completion.
- Provide electronic versions of all developed media for print and web to the Department of Health Services staff upon completion.

** Must be print and web ready. Web ready materials must be developed in compliance with the County of Sonoma's web accessibility standards (www.sonoma-county.org/standards/access/general.asp).*

***Note: all work projects prepared or in connection with this project shall be the property of the County of Sonoma*

Section 2: Content of Proposal

K. Proposal Instructions

Contractor(s) may submit a proposal for any or all of the project components described in this RFP (social marketing, logos and promotional materials, training manuals). Proposals must include:

- A cover letter
- Use 12 point font on 8.5 x 11 paper, with minimum 1 inch margins
- Resumes of key staff who will work on this project
- A portfolio (electronic or hard copy) of past work as it pertains to the projects described in this RFP
- Contact information for clients for three recently completed projects that required similar experience and skills set
- A budget, including hourly rates for contractor(s) and other personnel, if applicable
- The name, title and organizational affiliation (if applicable) of the individual authorized to bind agreement (contract) with the County of Sonoma
- Responses to the application questions below

- Other information the candidate believes is pertinent to this proposal, not to exceed the equivalent of two 8 1/2 x 11 pages

L. Proposal Questions

Consultants who submit a proposal to develop the logos and promotional materials and/or training manuals must only complete questions 1, 3 and 4. Consultants who submit proposals to develop the social marketing materials or all areas of this project must complete questions 1-4. There is a one page limit per question unless otherwise specified.

1. What specific professional experience and/or training qualify you to serve as a graphic designer on this project? Please describe your experience working with multi-disciplinary groups to develop collaborative projects and conducting focus groups.
2. Provide two (2) specific examples of social marketing/behavior change campaigns that you have designed and/or implemented. Be sure to specify your experience, if any, with community health improvement programs or projects.
3. Provide two (2) specific examples of graphic design projects you have worked on where you had to engage people across cultures and professional disciplines in order to develop project materials. What were the major challenges you encountered and how did you overcome these challenges?
4. What are the major challenges you would expect to encounter in completing the projects outlined in this RFP? How would you propose to overcome these challenges?

M. General Information

1. Rights and Regulations

Sonoma County reserves the right to accept any proposal and to negotiate an agreement with any proposer. The successful proposer will be required to comply with all applicable equal opportunity laws and regulations.

Sonoma County reserves the right to reject any or all proposals, or to waive any defect or irregularity in a proposal. The County further reserves the right to award the agreement to the proposer or proposers that, in the County's judgment, best serves the needs of Sonoma County.

All Proposers submit their proposals to the County with the understanding that the recommended selection of the review committee is final and subject only to review and final approval by the Board of Supervisors.

Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. Once the selections are made, all proposals shall be deemed public record. In the event that a proposer desires to claim

portions of its proposal exempt from disclosure, it is incumbent upon the proposer to clearly identify those portions with the word “Confidential” printed on the top right hand corner of the page. The County will consider a proposer’s request for exemptions from disclosure; however, the County will make a decision based upon applicable laws. An assertion by a proposer that the entire proposal, or large portions, is exempt from disclosure will not be honored.

2. Precontractual Expenses

The County shall not be liable for any precontractual expenses incurred by the proposer or selected contractor or contractors. The County shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

3. Alternatives

If proposers take exception or make alterations to any requirement of the RFP, alternatives must be submitted as separate proposals and so noted on the cover of the proposal. The County reserves the right to consider such alternative proposals, and to award an agreement based thereon if it is determined to be in the County’s best interest and such proposal satisfies all minimum qualifications specified in the RFP. Proposers must indicate in the cover letter that the proposal offers an alternative to the RFP.

4. Lobbying

Any party submitting a proposal or a party representing a proposer shall not influence or attempt to influence any member of the selection committee, any member of the Board of Supervisors, or any employee of the County of Sonoma, with regard to the acceptance of a proposal. Any party attempting to influence the RFP process through ex-parte contact may be subject to rejection of their proposal.

N. Selection Process

Proposals will be reviewed by a selection committee and will be evaluated using the following criteria (note that there is no value or ranking implied in the order of this list):

1. Demonstrated ability to perform the services described.
2. Experience and expertise in the various areas stated in this RFP.
3. Quality of contractor’s work as verified by references.
4. Demonstrated history providing similar services to comparable entities.
5. Cost – a budget that shows the ability to provide services as indicated in the Scope of Services.
6. Completeness of Proposal.
7. The County may evaluate any information from any source it deems relevant to the evaluation.
8. False, incomplete, or unresponsive statements in a proposal may be sufficient cause for its rejection

O. Duration

All proposals will remain in effect and legally binding for at least ninety (90) days.

P. Cancellation of Intent to Award

Time is of the essence in awarding the agreements. The County reserves the right to cancel any intent to award and proceed with the award to other contractors if any selected contractor has not signed the agreement within three weeks after the notification of intent of award.

Q. Protest

Any and all protests must comply with the timelines and procedures set forth in the County of Sonoma Purchasing Department's protest and appeals procedure. For a copy of this procedure, please contact the Purchasing Department at (707) 565-2433.

R. Web Site References

- CAN-C: www.sonoma-county.org/health/prev/canc.htm
- HEAL: www.sonoma-county.org/health/prev/heal.htm