



Juvenile Welfare Board

Investing in children. Strengthening our community.

**EARLY CHILDHOOD
PUBLIC AWARENESS CAMPAIGN RFP
PRE-PROPOSAL CONFERENCE
OCTOBER 22, 2021**

AGENDA

- Welcome and Introductions
- Scope of Work
- Service Agreement Terms and Conditions
- RFP Timeline and Award and Agreement
- Proposal Submission, Proposal Format, Cost Proposal, and Evaluation
- Important Points and Information
- Questions and Answers

OVERVIEW

- Successful Proposer will work collaboratively with JWB to develop, refine, and launch an Early Childhood Public Awareness Campaign (“Campaign”).
- Campaign will reach parents, family members, and other caregivers of infants and toddlers, ages birth to three, with the following:
 - ❖ Unified Messaging
 - ❖ Branded Visuals
 - ❖ Marketing/Media Strategies

OVERVIEW

The Campaign goal, aligned with the JWB FY21 – FY25 Strategic Plan, is to help ensure children achieve critical development milestones and that practical applications of early childhood education principles are understandable, known, and applied.

BACKGROUND

- In September 2020, the JWB Board adopted a Five-Year Strategic Plan featuring new key result area for Early Childhood Development to reflect the critical importance of holistic development of children ages birth to three.
- Strategy 1.3 calls for JWB to launch a campaign targeting Pinellas County parents and caregivers of children ages birth to three, helping to ensure children achieve critical development milestones and that practical applications of early childhood education principles are understandable, known, and applied.
- Initial research included discovery sessions with 0-3 Think Tank, environmental scans of similar campaigns, and a Thematic Analysis.

TARGET AUDIENCES

The Campaign will focus on adults who are raising or caring for Pinellas County children, ages birth to three, with the following target audiences:

- ❖ Parents, especially young parents and fathers
- ❖ Caregivers, especially grandparents
- ❖ Informal caregivers
- ❖ Diverse populations, including but not limited to African-American, Hispanic/Latinx, English as a second language, and families of lower socio-economic status

QUALIFICATIONS

Proposer Has Demonstrated Experience:

- ❖ Working with governmental, nonprofit, or human services organizations on campaigns or other relevant projects.
- ❖ Conducting, analyzing, and interpreting market research, both primary and secondary research to create effective messaging and visuals to targeted audiences in various demographic groups.

QUALIFICATIONS

Proposer Has Demonstrated Knowledge and Experience:

- ❖ Developing and launching websites/microsites.
- ❖ Developing and implementing successful media/marketing strategies, to include digital, offline, paid, and earned strategies.

QUALIFICATIONS

Proposer Has:

- ❖ Demonstrated success in developing and launching public service campaigns similar in scope, scale, and complexity.
- ❖ Demonstrated ability to meet deadlines with high-quality products and materials.
- ❖ Seasoned project team with staff assigned to the project who have demonstrated knowledge and experience to execute the objectives and deliverables.

OBJECTIVES, DELIVERABLES & TIMELINE

The Campaign will strive to create awareness in parents and caregivers to children, ages birth to three, of the importance of early brain development and critical developmental milestones, and how to promote healthy interactions between the parent/caregiver and child in the first three years of life, taking advantage of everyday opportunities to educate and build baby's brain.

OBJECTIVES, DELIVERABLES & TIMELINE

Campaign will span a four-year period to align with the JWB Strategic Plan: FY21 – FY25.

Campaign's year-one budget is \$125,000 for FY22 (October 1, 2021-September 30, 2022). This budget includes Campaign development, covered under the RFP's Scope of Work, and Campaign launch which may include, but is not limited to, media buys, collaterals, and parent/caregiver education toolkits.

Incremental increases to Campaign budget in future years is anticipated, as we expand reach and capacity, and implement the success measurement plan.

OBJECTIVES, DELIVERABLES & TIMELINE

OBJECTIVE #1. Project Kick-Off Phase: Refine and finalize the project work plan which includes the communications plan, concept testing plan, success measurement plan, and project schedule.

- ❖ **DELIVERABLE #1.1.** Final project work plan, including the communications plan, concept testing plan, success measurement, Approved by JWB (Document).

OBJECTIVES, DELIVERABLES & TIMELINE

OBJECTIVE #2. Idea Creation & Creative Concept Phase: Develop and finalize ideas and creative concepts for unified messaging and branded visuals for the Campaign.

❖ **DELIVERABLE #2.1.** Early Childhood Public Awareness Campaign creative concept report Approved by JWB (Document).

OBJECTIVE #3. Creative Concept Testing Phase. Test concepts for unified messaging and branded visuals for Campaign effectiveness with target audiences.

❖ **DELIVERABLE #3.1.** Concept testing report Approved by JWB (Document).

OBJECTIVES, DELIVERABLES & TIMELINE

OBJECTIVE #4. Campaign Development Phase. Conceptualize, develop, refine, and produce unified messaging and branded visuals for the Campaign, and related toolkits, collaterals, microsite, and cost effective media/marketing plan.

- ❖ **DELIVERABLE #4.1.** Final Approved Campaign to include key messaging and branded visuals (Document)
- ❖ **DELIVERABLE #4.2.** Presentation of Campaign to JWB Board at Monthly Meeting on July 14, 2022 (PPT Presentation, Talking Points, and Concept Boards)
- ❖ **DELIVERABLE #4.3.** Campaign Guide/Toolkit for Partners Approved by JWB (Document)

OBJECTIVES, DELIVERABLES & TIMELINE

- ❖ DELIVERABLE #4.4. Develop and launch Campaign microsite Approved by JWB (microsite URL)
- ❖ DELIVERABLE #4.5. Develop parent/caregiver education toolkits and other collaterals Approved by JWB. (Artwork files)
- ❖ DELIVERABLE #4.6. Develop a cost-effective media/marketing plan Approved by JWB. (Document and/or artwork files).

OBJECTIVE #5. Campaign Launch Phase. Launch and promote the Early Childhood Public Awareness Campaign.

- ❖ DELIVERABLE #5.1. Campaign launch plan Approved by JWB (Document)

ADDITIONAL SERVICES

Additional services may be requested of the successful Proposer after the Campaign launch (initial agreement term) to refine, enhance and/or add new work products to the Campaign (i.e. collaterals, PSAs, media buys, etc.), and to collaborate with JWB on implementing the success measurement plan. As part of the RFP, Proposers are asked to include an hourly rate for this work in subsequent years.

ANTICIPATE CAMPAIGN TIMELINE

Proposers are required to submit a project schedule with estimated dates/milestones, as part of their project work plan, for activities outlined in the RFP's Scope of Work, and should consider the following:

- ❖ JWB anticipates contracting with the successful firm on February 17, 2022 and launching the Early Childhood Public Awareness Campaign in late August 2022.
- ❖ The successful firm and JWB Project Lead will present the Campaign to the JWB Board at their monthly meeting on July 14, 2022.

SERVICE AGREEMENT TERMS AND CONDITIONS

- The successful Proposer will be required to execute the attached Services Agreement provided in Attachment 1.
- Proposer is advised that exceptions to any of the terms contained in Attachment 1 must be identified in its response to the RFP.
- Absence of Proposer's exceptions to the contractual terms or any portion thereof shall be deemed an acceptance of the same.

SERVICE AGREEMENT TERMS AND CONDITIONS

- Proposer's desire to take exception to a term will not disqualify it from consideration for award. Exceptions may be considered in the selection process, and may be included in the final contract between JWB and the Proposer.
- The Cost Proposal (Form 2) shall be in a form that can be incorporated into the resulting Agreement as the Fee Schedule.

FORM 5-SERVICE AGREEMENT TERMS AND CONDITIONS

FORM 5 - SERVICE AGREEMENT TERMS & CONDITIONS COMPLIANCE CHECKLIST

Proposers are to mark the Comply, Exception, or Not Comply column for each Minimal Term and Condition in Attachment 1. *Comply* indicates the Proposer understands and agrees to comply fully. *Exceptions* must be fully explained below.

#	Title	Comply	Exception	Not Comply
I	Purpose			
II	Staff			
III	Services			
IV	Payment Terms			
V	Rates for Additional Professional Services			
VI	Method of Payment			
VII	Termination			
VIII-1	Intellectual Property			
VIII-2	Acceptance and Rejection			
1	Agreement Revisions			
2	Governing Law/Venue/Dispute Resolution			
3	Waiver			
4	Communications			
5	Assignments and Subcontracts			
6	Confidential Information			
7	Public Records			
8	Return of Funds			
9	Special Situations and Incidents			
10	Compliance with all applicable laws			
11	Conflict of Interest			
12	Public Entity Crimes			
13	Certification that Contractor is legally able to contract with JWB			
14	Insurance, Public Liability, Bodily Injury, and Property Damage			
15	Indemnification			
16	Verify			

For all items marked as "Exception", Proposer must list the Exception by number and title and fully explain the exception below:

The undersigned declares that they have read and responded above to all of the Service Agreement terms and conditions. The undersigned also acknowledges that for JWB to consider any exceptions whatsoever to its terms, it must be marked off and explained on the response to the RFP. JWB will, in its sole discretion consider the exceptions but reserves the right to reject all exceptions. Exceptions raised after the submission of the response to the RFP will not be considered by JWB.

AUTHORIZED SIGNATURE: _____ DATE: _____

PRINT NAME/TITLE: _____

INSURANCE

- Insurance requirements can be found in Attachment 1.
- Certificate of Insurance must be provided within 10 days of formal contract.

RFP Timeline

- 10/15/21: RFP Released
- 10/22/21: Optional Pre-Proposal Conference
- 10/26/21: Deadline for Receipt of Questions by Noon
- 10/28/21: Written Responses to Questions Released
- 11/30/21: Proposal Submission Due Date **by Noon**
- 01/06/22: Evaluation Committee Meeting
- 01/21/22: Presentations by Top Proposers
- 01/21/22: Evaluation Committee Meeting
- 02/10/22: Board Action to Award
- 02/10/22: Announce Intent to Award
- 02/17/22 or After: Execute Agreement

Award and Agreement

- The successful Proposer will be required to execute the Service Agreement.
- The agreement will remain valid for a period of six (6) months (“Initial Term”) with three (3) optional one-year renewals for possible Additional Services.

PROPOSAL SUBMISSION

Proposals Must:

- ❖ Be signed by the authorized company officer;
- ❖ Use the required format
- ❖ must be sent by email at rfp@jwbpinellas.org which must include “Early Childhood Public Awareness Campaign RFP – [Proposer’s Name]” in the subject line, where [Proposer’s Name] represents the Proposer’s organization’s name.
- ❖ Received on or before **Noon on November 30, 2021.** Late submissions will not be considered.

PROPOSAL SUBMISSION

Other Important Submission Information:

- ❖ The maximum email size JWB can receive is 10MB.
- ❖ If the submission email, including any attachments, is greater than 10MB, please send multiple separate emails which are less than the 10MB maximum.
- ❖ It is the responsibility of the Proposer to ensure that the Proposal is received by JWB on time at the right location. JWB will reply to confirm receipt of all Proposals.
- ❖ JWB is not responsible if technical difficulties are encountered during the submission process on submission due date.

PROPOSAL FORMAT

The following documents must be emailed to JWB as attachments with the naming and electronic file formats shown below:

1. Early Childhood Public Awareness Campaign RFP – Proposal [Proposer’s Name].pdf

Format

Signed Addenda, if issued

Form 1 – Proposal Signature Form (signed)

Narrative Response

- Attach resume or LinkedIn profile of key personnel

- Attach draft of Statement of Work

Form 3 - Non-Collusion Affidavit (signed and notarized)

Form 4 – References

Form 5 - Contract Terms & Conditions Compliance Checklist

Form 6 - IRS W-9

2. Early Childhood Public Awareness Campaign RFP –Form 2- Cost Proposal [Proposer’s Name].xlsx

COST PROPOSAL

- Proposers must complete and submit in the original, unaltered format.
- Scope of Work is a phased approach based on each Objective and must provide the total price of completing all of the Objectives of this project.
- Proposer must provide firm and fixed pricing. The quoted price is to be the price for all resources by the Proposer both anticipated and unanticipated.
- Payments will be made based upon JWB's acceptance of deliverables.

COST PROPOSAL

- Proposers are not responsible for the actual purchase costs of any type of media materials and those will not be included in the contract award amount.
- Additional Services: JWB will pay the successful Proposer an hourly rate for work done over/above the Scope of Work Deliverables of the Campaign.
 - ❖ This may occur within the six (6) month contractual period, or in any of the three (3) optional one-year renewal periods, for reasons that include but are not limited to: Campaign refinement, enhancing or refining of collaterals, and/or addition of new work products aligned with the Campaign's media/marketing plan.

COST PROPOSAL

- Value Added Services: JWB may consider a range of options, amenities and enhancement features (“Value-Added Services”) offered by a Proposer when awarding the Agreement.
 - ❖ It shall be within JWB’s sole discretion whether the added value offered in respect thereof justifies any additional expenditure.
 - ❖ For Value Added Services to be considered, they must be included in Form 2-Cost Proposal in the appropriate section.

FATAL CRITERIA

- The Proposal is received by the due date and time of **by NOON on 11/30/2021;**
- The Proposal Signature Form is signed by an authorized company officer;
- Proposer must not be on the convicted vendor list found at:
https://www.dms.myflorida.com/business_operations/state_purchasing/vendor_information/convicted_suspended_discriminatory_complaints_vendor_lists/convicted_vendor_list

FATAL CRITERIA

- Proposer must not be on the scrutinized companies list found at:
<https://www.sbafla.com/fsb/FundsWeManage/FRSPensionPlan/GlobalGovernanceMandates.aspx>

ROUND 1: EVALUATION

<u>Evaluation Criteria</u>	<u>Points</u>
Firm Qualifications and Experience	35%
Understanding, Approach, and Project Work Plan	35%
Key Project Personnel	20%
<u>Reasonableness of Cost</u>	<u>10%</u>
Total Potential Points	100%

An additional five (5) points are available for Proposers who submit Form 5 with no exceptions taken, and includes signature from the Proposer's authorized signer. While additional or modified terms and conditions may be necessary depending on the responses to the RFP, any exceptions or conflicts must be stated explicitly.

ROUND 2: EVALUATION

The Top Proposers in the Round 2 Evaluation will be invited to make a ninety (90) minute presentation, to include:

- Introduction of key staff to be assigned to the project, firm qualifications, and experience of key personnel
- Understanding of the Campaign scope of work; proposed approach to create, implement, and launch the Campaign; and a proposed project work plan which includes a communications plan, concept testing plan, success measurement plan, and project schedule
- Up to three (3) similar campaigns the firm has created similar in scope, scale, and complexity to the project; include approach, timeline, target audiences, success metrics, and lessons learned
- Explanation of costs
- Questions and answers

ROUND 2: EVALUATION

Financial Resources

Proposers selected for short-listing in the evaluation shall be required to provide documentation of their financial stability for providing services and meeting other financial obligations. Such documentation shall include a copy of the company's most recent financial statements, tax return or a Dunn & Bradstreet Report (D & B).

ROUND 2: EVALUATION

At the conclusion of the round two activities, the top Proposers will be evaluated against the following criteria with the total possible points shown for each, which will be combined with their Round 1 scores:

<u>Evaluation Criteria</u>	<u>Points</u>
Approach, Similar Campaigns, Qualifications, and Experience	15%
Presentation and Responses to Questions	10%
Reference Checks and Financial Stability	5%
<u>Reasonableness of Cost</u>	5%
Total Potential Points	35%

IMPORTANT POINTS

- All communication must be through Lorrayne Hayes.
- Ensure that you read and respond to all questions and requirements of the RFP.
- Be thorough and make sure that all expenses are accounted for in your Cost Proposal.
- Attachment 2-Proposal Checklist provided in RFP to assist Proposers.

Information can be found on
our website

www.jwbpinellas.org

Any changes in meeting
date/time and written
responses to questions will be
posted on the website

Please direct all
communication concerning
this solicitation to:

Lorrayne Hayes

lhayes@jwbpinellas.org

727-453-5654

Questions and Answers