

REQUEST FOR PROPOSAL

Tri-County Health Department
Communities Putting Prevention to Work
Initiative
cppw@tchd.org

DATE RELEASED: December 10, 2011

RFP Title: **Communities Putting Prevention to Work: Healthy Eating,
Physical Activity Initiative**

RFP Number: **CPPW2011**

Due Date: **December 23, 2011**

Contact: cppw@tchd.org

Proposals are to be submitted electronically to:
--

cppw@tchd.org

**SUBMITTERS MUST COMPLETE AND INCLUDE THIS INFORMATION
IN THE BODY OF YOUR EMAIL.**

**Your completion of this page and submission of a proposal constitute agreement with
subsequent contracting requirements and with conditions of participation in the CPPW grant.**

Agency/Institution Name	
Address	City/State/Zip Code
E-mail	Authorized Representative / Title (Please Print Name and Title)
Phone	Fax
Federal Taxpayer ID Number	

TCHD-CPPW2011

**Tri-County Health Department
Communities Putting Prevention to Work**

**Mass Media Campaign
December 10, 2011**

Request for Proposal (RFP)

RFP Overview

In March 2010, Tri-County Health Department (TCHD) received funds from the Centers for Disease Control and Prevention (CDC) for the Communities Putting Prevention to Work (CPPW) Initiative. This initiative is part of the American Recovery and Reinvestment Act of 2009 (ARRA), also known as federal stimulus funds. The CPPW Initiative focuses on increasing healthy eating and physical activity.

The goal of TCHD's CPPW Initiative is to increase opportunities for residents of Adams, Arapahoe, and Douglas Counties to make healthy choices related to food and physical activity by making sustainable policy, systems, and environmental changes in schools and communities.

Purpose of the Request for Proposal

The purpose of this RFP is to recruit an experienced media broker (Contractor) who can with TCHD develop an effective media plan; purchase media at the competitive rates in both English and Spanish language; track performance and deliver accountability. The campaign is tentatively scheduled to run from January 15, 2012 – February 18, 2012.

Eligibility

1. Must have current relationships with all major Denver-metro media outlets, including TV, radio, print, online, outdoor, mobile and Spanish-language.
2. Knowledge of the media placement and media mix that result in the greatest reach.
3. Must know how to engage target audiences that are demographically diverse in Adams, Arapahoe and Douglas counties.

Contractor Expectations

The applicant that receives CPPW funds (Contractor) must be able to conduct the work described in this RFP and have the fiscal and contracting capacity to manage a CPPW award. Contractor must establish and maintain accounting and administrative controls to effectively manage this grant award. Requirements include financial stability, fiscal solvency, separate reporting of CPPW funds, and staff to oversee the scope of work and comply with the contract.

Contract Amount

The award may vary in size, up to the maximum award of \$400,000. This includes both the contractor fees and the funds to purchase the media for the campaign. Contractor fees cannot consume more than 10% of this campaign budget.

Project Preparation Instructions

All applicants must submit a proposal that addresses the stated goals and criteria in this Request for Proposal. Please follow the following format for the proposal.

Section I

1. Cover Sheet

Complete and submit in the body of your email the Cover Sheet Form on page 4 of this RFP. In lieu of a written signature, this form will be considered the official signature. Please see that the email is sent by the person authorized to approve the final contract for this project.

2. Organizational Description

Include the history of the Contractor, and indicate how this project is currently consistent with their professional expertise. Describe your administrative structure and staff capacity to effectively implement the project/service for the CPPW grant. Include key relationships with other media agencies and any other that would demonstrate support of this proposed project. What distinguishes you from other media brokers in the Denver area?

3. Project Description

Please include all information below in the order listed and with headings

- Identify the overall goal of the media plan, in terms of reach and exposure.
- Identify several measurable objectives toward reaching that goal.
- Why do you think your proposal will be effective?
- Describe your anticipated media mix recommendation.
- Explain the approach you will take to leveraging dollars to generate the greatest amount of earned media. Give two examples of your greatest successes in this area.
- What are the anticipated challenges of completing this project?
- What constitutes success in your proposed media plan and how will you measure it?

4. Evaluation of the Project

Describe how media reach and exposure will be documented and tracked.

5. Program Work Plan

Using the template below, provide a work plan outlining the activities to be carried out to implement the proposed program.

Objective	Activity	Activity Description	Person(s) Responsible	Estimated Completion Date

--	--	--	--	--

Section II:

Financial Information

- The acceptable use of CPPW funds includes, but is not limited to: personnel, office operations, materials, and community outreach.
- CPPW funds cannot be used for new construction or renovation, lobbying, political or religious purposes.
- All applicants must verify in writing that CPPW funds will be accounted for separately throughout the grant period.
- Payment will be made upon receipt of a monthly invoice.
- Staff benefits may not exceed 25% of staff salaries
- Agency indirect costs may not exceed 10%.
- If any services are subcontracted out, indirect cost does not apply.
- Submit the full proposal by email to cppw@tchd.org by December 23, 2011.

Review Criteria

Proposals will be reviewed and evaluated on the basis of the following criteria:

- Completeness of the proposal
- Demonstrated understanding of the project
- Ability to leverage media dollars for greatest earned media
- Ability to deliver high reach and exposure targets.

Duration of Contract

The duration of the contract will be for the time period from the date of execution to March 18, 2012. Tri-County Health Department may terminate the contract at any time prior to March 18, 2012, if, in TCHD’s judgment, the awardee becomes unable to carry out the goals of the agreement.

Reporting Requirements

The grantee must submit an invoice by the 10th of each month which details work done. These invoices must summarize contacts, media opportunities and media purchased. Tri-County Health Department maintains the right to withhold payments or withdraw support if reporting requirements are not met in a timely fashion.

Project Timeline

- | | |
|--------------------------|---------------------------------|
| December 10, 2011 | RFP released |
| December 23, 2011 | Proposals due to TCHD |
| January 6, 2011 | Contract award announced |

**Tri-County Health Department
CPPW RFP
Media Campaign
Project Cover Sheet**

Name of Contractor:

Address:

Phone number:

Fax number:

Contact person:

Email address:

Total amount of grant request:

Project time period:

Name of authorized officer (please print)

Signature of authorized officer

Title

**Tri-county Health Department
CPPW RFP
Program Funding Period**

Contractor name: _____

Budget Category	Support	Applicant Support	Total
PERSONNEL (job titles)			
Fringe benefits (limited to 30% of total salary)			
Subtotal Personnel			
OPERATIONS (list line items)			
TOTAL BUDGET			