



IMPERIAL COUNTY

Local Health Authority Commission

December 9, 2019

REQUEST FOR PROPOSAL No. 20-0006

**BRANDING AND MARKETING OF IMPERIAL COUNTY COLLECTIVE
EFFORTS**

SUBMISSIONS DUE BY January 31, 2019; 2:00p.m. PST

Recipient Location:

**COUNTY OF IMPERIAL
PURCHASING DEPARTMENT**

1125 MAIN STREET

EL CENTRO, CALIFORNIA 92243

ATTN: DEBBIE WRAY, PURCHASING AGENT

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PROPOSAL REQUEST

The Local Health Authority Commission (LHA Commission) requests proposals from professional consultants with experience in project management, research, marketing, and creative design as it relates to development of brands and marketing plans related to health initiatives. The LHA Commission, the Imperial County Community Health Improvement Partnership, and other local stakeholders have been working to improve wellness in Imperial County. As a collective, we are working to assure the alignment of different organizations' and collaboratives' efforts to minimize unnecessary redundancies and maximize health improvement impacts. This aligned work, currently referred to as "Collective Efforts", support multiple health improvement initiatives throughout Imperial County.

The LHA Commission requests that the selected Consultant complete four main deliverables:

1. Develop the LHA Commission's brand and brand implementation plan for staff;
2. Develop the Community Health Improvement Partnership's brand and brand implementation plan for staff;
3. Develop a unifying community brand for the Collective Efforts; and
4. Develop and implement a kick-off marketing campaign for the community brand of the Collective Efforts.

The overall goal of these deliverables will be to enhance community knowledge of the LHA, the Community Health Improvement Partnership, and the Collective Efforts. Subsequently, we also desire that these brands and associated marketing will motivate residents and other stakeholder to become engaged in these local groups and/or collective efforts.

BACKGROUND

LHA Commission

The Local Health Authority Commission is an independent body established in 2014 pursuant to the County of Imperial Codified Ordinances Chapter 8.03 under the statutory authority of Welfare and Institutions Codes section 14087.38. The LHA Commission consists of thirteen voting members that represent different sectors of the health system, the public, Medi-Cal beneficiaries, local government, and businesses. The LHA Commission is committed to working with community residents and stakeholders in both the public and private sectors to:

- Advance opportunities for improved health and access to comprehensive health care services;
- Promote the long-term viability of safety net providers;
- Increase prevention, education, and early intervention services; and
- Partner with Medi-Cal managed care plans to monitor and improve the healthcare system.

The LHA Commission currently funds and supports multiple health initiatives in Imperial County designed to improve health through systems changes and capacity building.

Community Health Improvement Partnership

The Community Health Improvement Partnership (Community Partnership) was established in 2015. Its primary focus is to carry out a Community Health Improvement Plan (CHIP), which its stakeholder participants developed after completing a comprehensive Community Health Assessment (CHA). The Community Partnership brings together a variety of sectors from across the county and is meant to be a table for anyone interested in improving the health of residents.

The Community Partnership has a leadership body called the Steering Council which helps to set the agenda for Community Partnership meetings and ensure accountability of all partners coming together to carry out the CHIP. Insights from the CHA allowed for the identification of three priority areas in Imperial County:

1. Healthy Eating, Active Living
2. Community Prevention Linked with High Quality Healthcare
3. Healthy and Safe Communities and Living Environment.

Though the current CHIP outlines priority for a five-year period (2017-2021), it is a living document, meaning that it will continue to be revisited, revised, and built upon as needed to assure progress in the priority areas. It is the hope of everyone involved in the Community Partnership that interested stakeholders, community members, and all others will identify with the CHA/CHIP's findings and support the action steps and direction proposed for our community.

Collective Efforts

As the Local Health Authority and the Community Partnership have evolved, alignment of their efforts has been guided by principles of Collective Impact: Common Agenda, Shared Measurement, Mutually-Reinforcing Activities, Continuous Communication and Backbone Support. Collective Impact is a concept that allows us to work together and leverage each other's resources to improve health in Imperial County through systems change.

As a means of reinforcing alignment, the LHA Commission adopted the CHA-CHIP as a guiding tool for where to focus work through its own Strategic Plan. The LHA Commission also maintains communication with the Community Partnership through their Steering Council. Together, the efforts of multiple community stakeholders, the LHA Commission and the Community Partnership is what we have come to call "Collective Efforts."

Current Branding

The LHA Commission has a logo and a website that is publicly available, but not fully developed. The LHA Commission has taken time to mature and establish its role as a multisector, independent organization, therefore, it has not widely publicized its purpose or developed a branding strategy. To date, no brand exploration or marketing has been done for the Community Partnership. However, partners have identified that the solidification of these components is a critical next step to moving CHIP work forward.

The relationship between the LHA Commission, the Community Partnership, and how they reinforce each other is still solidifying and can sometimes be challenging for partners, let alone

the public, to understand. Different graphics have been developed at various times to try and explain the relationship. However, in discussing the relationship, it seems as though partners all agree that the alignment of work should be branded as “a movement” that resonates with and unifies the community.

SCOPE OF PROJECT AND DELIVERABLES

The Consultant will lead all three components (A-C) of the Branding and Marketing Initiative detailed below. There are similar deliverables for multiple groups within Component A and Component B. Any differences in the expectations will be denoted by numbering and bold-faced font.

Component A: Brands

The Consultant shall advise and work with the LHA Commission, the Community Partnership, and the Branding and Marketing Ad Hoc Committee to develop separate brands for (1) the LHA Commission, (2) the Community Partnership, and (3) the Collective Efforts.

The Consultant will develop the three brands and provide the information and tools necessary that, in the experience of the Consultant, will set solid foundations for the successful implementation of these brands. This may include: defining the brands’ audience, solidifying the brands’ key attributes, and creating images and other design content.

Component A - Minimum Process Expectations

- Engage with stakeholder groups above to (1) educate them about the elements of a brand and marketing, and (2) discuss desired objectives and target audiences for brands of the LHA, the Community Partnership, and the Collective Efforts.
- Develop a consensus among each stakeholder group on desired brands.

Component A - Minimum Deliverable Expectations

The Consultant will provide a respective brand for **(1) the LHA Commission, (2) the Community Partnership; and (3) the Collective Efforts**. Each respective brand must contain images, taglines, letterheads, and other creative content. This shall include, but not be limited to:

- Rights to files and images created through the project process.
- Recommended positioning of logo and brand guidelines.
- A portfolio of opportunities and challenges related to the branding and marketing of each entity (LHA, Community Partnership, and Collective Efforts).
- Presentation and manuals of the proposed brand identity.

Component B: Brand Implementation Plans

The Consultant will develop brand implementation plans for each of the three brands developed in Component A. The three brand implementation plans must include, but are not limited to, recommendations for the following:

- Ongoing promotion of the brand and maintenance of brand integrity.

- Recommendations of potential marketing campaigns for the brand.
- Implementation procedures and recommendations of best suited channels for the newly developed brand.
- Evaluation measures and methods to ensure ongoing evaluation of the brand's effectiveness.

Component B - Minimum Process Expectations

- Engage with staff of the LHA and the Community Partnership to discuss current working constraints related to software, staff time, etc. to provide parameters for feasibility of recommendations.

Component B - Minimum Deliverable Expectations

Three Brand Implementation Plans with:

- a. Detailed implementation schedule based upon available research.
- b. Implementation procedures with matrix for brand identity applications and brand identity maintenance plan including manuals, voice, and context.
- c. Recommendations of potential marketing campaign concepts.
- d. Evaluation measures and methods for brand evaluation.
- e. Estimate costs/budget associated with the implementation process.

Component C: Kick-Off Marketing Campaign for Collective Efforts

The Consultant will develop a kick-off marketing campaign **only** for the newly-developed Collective Efforts brand. The Consultant must work with the Branding and Marketing Ad Hoc Committee to develop and implement the marketing campaign. The kick-off marketing campaign will set the foundation for continued execution of the Collective Efforts' implementation plan.

Component C - Minimum Process Expectations

- Identify the key elements of the Collective Efforts and analyze existing creative elements such as tag lines and creative designs.
- Conduct analysis of competitor marketing strategies and measures that will be used to determine the success of the branding effort.

Component C - Minimum Deliverable Expectations

Consultant will develop and launch the Collective Efforts brand kick-off marketing campaign. The campaign will be supported by delivery of the following reports to the Branding and Marketing Ad Hoc Marketing Committee:

- Qualitative and quantitative analyses of current image and positioning.
- Analysis of research-based criteria for evaluation including, but not limited to:
 - Social media use;
 - Website and other digital distribution; and
 - Print and traditional media.

- Final written report with status of the elements listed in the Branding and Marketing Initiative.

ELIGIBILITY

The Consultant should specialize in project management, research, marketing, and creative design as it relates to development of brands and marketing plans. To be eligible to respond to the RFP, the Consultant must demonstrate the ability to develop appropriate target personas, produce innovative designs, tailor products and strategies, and implement effective branding and marketing campaigns for a variety of clients.

PROPOSED SCHEDULE OF EVENTS

Release Date for RFP	December 9, 2019
Last Day for Written Questions	January 3, 2019
Last Day for County Response to Written Questions	January 17, 2020
Responses Due Date and Time	January 31, 2020 by 2:00p.m. PST

SUBMISSION INSTRUCTIONS

The Applicant must submit one (1) original and one (1) copy of the Proposal by 2:00 p.m., Pacific Standard Time on January 31, 2020. A Thumb Drive or other electronic storage device containing the Proposal and attachments in Microsoft Word or PDF format shall accompany each Proposal. Any submission received after the deadline will not be considered. Applicants mailing their submissions must allow sufficient time for delivery of their submission by the time and date specified. All submissions must be packaged in a sealed envelope and clearly marked on the outside with the Applicant's name and address and the following information:

**Request for Proposal
Branding and Marketing of Imperial County Collective Efforts
County of Imperial RFP No. 20-0006**

PROPOSAL CONTENT REQUIREMENTS

All proposals must include the following information and be organized as described below. Documents should be submitted on 8.5" by 11" paper and bound securely. Proposals should be prepared simply and economically and provide a straightforward, concise description of the Consultant's company, qualifications, proposed methodology and capabilities to satisfy the requirements of this RFP.

Proposals should letter and number responses exactly as questions are presented herein. Interested consultants are invited to submit proposals that contain the following:

1. Introduction

- a. Provide a brief description of your firm's structure and capabilities.

2. Background and Experience of Company

- a. List all services provided in-house and services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
- b. References: Supply at least three (3) references that have used your professional services for a similar project. Include scope of work, a primary contact name, address, and a contact phone number.
- c. Include a portfolio of work that is related to the scope of project.

3. Personnel/Professional Qualifications

- a. Introduce your proposed project team, including consultants. Provide resumes of all personnel assigned to the project including specific experience that each team member would contribute to the project. Identify and define their individual roles.

4. Implementation Design/Approach

- a. Describe in detail your approach and process for brand development that will meet, or exceed, the process and deliverable expectations.
- b. Identify any additional information, tools, or requirements that, in your experience, brand development and implementation initiatives need to achieve success.
- c. Provide case studies of your firm providing similar services to organizations that are located in communities with similar demographics. These case studies should include a brief description of the brand identity services provided and a discussion of the outcome.

5. Project Schedule

- a. Submit a detailed schedule with your proposal for the project which includes critical milestones, assuming a start date of April 6, 2020.

6. Proposed Compensation

- a. Provide a detailed fee proposal which outlines the specific activities that will be performed during the brand process.

PUBLIC INFORMATION NOTIFICATION

The Commission considers all materials, information, communications, and correspondence in any form from the Respondents to this RFP to be non-proprietary and non-confidential and, therefore, subject to public disclosure pursuant to the California Public Records Act after a contract is awarded. Applicants are informed that the Commission will abide by all statutes, court rulings, and opinions concerning the disclosure of RFP information. Should any part or section be considered by the Applicant to be “proprietary” or “confidential” in nature, each page or section should be designated as “proprietary” or “confidential.” Applicants should be prepared to fully justify these exclusions should it be required.

SELECTION AND AWARD PROCESS

Scoring and Selection

The purpose of the RFP response is to demonstrate the qualifications, competence, capability, and capacity to meet the LHA Commission's needs. An evaluation committee will review the submissions and rank each based on the evaluation criteria specified below. The LHA Commission may require additional information after the review of the initial information received. Interviews may be scheduled. The LHA Commission reserves the right to reject any and all submittals and does not guarantee a contract will be awarded. All costs associated with the preparation of the submissions, site visits, presentations, and any other costs are the responsibility of the submitters. Responding to this RFP constitutes understanding and agreement to the methods of evaluation and selection.

Proposal Evaluation

Evaluation of submitted proposals may consider but shall not be limited to the following review criteria:

Qualifications – 25 points

- Experience of the Consultant with this particular type of project as described in the scope of services.
- Experience of the Consultant in communities with demographics and/or challenges similar to those faced in Imperial County.

Implementation Design/Approach – 30 points

- Consultant demonstrates a unique and effective strategy for implementation and the design is clearly outlined

Team proposed for this project and current capacity to accomplish work – 15 points

- Incorporation a strong team structure able to handle the task.

Reference from other clients – 10 points

- Quality of work and compliance with performance schedules.

Cost reasonableness – 20 points

Right to Reject Submissions and Negotiate Contract Terms and Procurement Cancellation

The LHA Commission reserves the right to reject any and all submissions. The LHA Commission reserves the right to negotiate the terms of the contract, including the reimbursement, with the selected Consultant prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring Applicant, County of Imperial may negotiate a contract with the next highest scoring Applicant and so on until an agreement is reached. The County may, in its discretion, cancel this procurement process at any time up to the formal approval and execution of the Agreement.