



## JEFFERSON COUNTY DEPARTMENT OF HEALTH

401 14<sup>th</sup> Street South, Birmingham, AL 35233  
(205) 930-1961/Fax (205) 930-1060

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**Hazel Collins**  
**Purchasing Agent**

**January 6, 2020**  
**RFP #20-01-06**  
**REQUEST FOR PROPOSAL**

Sealed proposals for **Media Services**, will be received by the Purchasing Agent, Jefferson County Department of Health, General Service Annex, 401 14<sup>th</sup> Street South, Birmingham, AL 35233, until 10:30 a.m., Friday, January 24, 2020, at which time and place they will be publicly opened and read.

Bidders wishing to bid can download the complete solicitation including the specifications and bid forms via the internet at [www.jcdh.org](http://www.jcdh.org) (go to the **ABOUT** header and click on **BIDS**), or by visiting the Purchasing Office at the address shown above, or by calling (205) 930-1961, fax (205) 930-1060 and requesting a copy be mailed to you. Any addenda will be available on the internet. Bidder is responsible for checking for addenda until bid opening date. Addenda will be mailed only to those bidders who were provided a copy in person or by mail.

All proposals must be submitted on Bid Form in a sealed envelope indicating **"SEALED BID – RFP #20-01-06 Media Services"** with opening date and bid number printed on outside of envelope.

All bidders **must** complete and return the notarized State of Alabama disclosure form included in the bid package and the Addendum to Bid Agreement Contract; and **must** provide a copy of their E-verify certificate with the assigned number from the U.S. Department of Homeland Security and all other documents listed in the enclosure.

**It is required for any contract/purchase exceeding \$10,000.00 that the bidder submit with their bid either certified check, a cashier's check or a bid bond payable to the Jefferson County Department of Health in the amount of \$500.00. In order for any bid award to be considered that exceeds \$10,000, it must be accompanied by an acceptable bid bond or check. Bid bonds will be returned to all unsuccessful bidders after the formal award is made and to the successful bidder after acceptance of the award. Should the successful bidder fail to accept the award and fail to sign required contract documents the bid bond or check shall be forfeited.**

No bid may be withdrawn for a period of sixty (60) days after the date of the bid opening. Jefferson County Department of Health is exempt from all sales tax. This statement in no way is to be construed as relieving a seller or contractor from paying any tax assessed to it.

Jefferson County Department of Health (JCDH) expressly reserves the right to reject any or all proposals, or parts of proposals and to make the award as proposed or per line item on the merit and/or feature of method and quality, delivery, and service availability as the best interest of the JCDH appears.

JCDH reserves the right to require documentation that each bidder is an established business and is abiding by the ordinances, regulations, and laws of their community and the State of Alabama. If you are required by any regulatory agency to maintain professional license or certification to provide any product and/or service solicited under this Request for Proposal (RFP), the JCDH reserves the right to require documentation of current license and/or certification before considering and awarding the bid.

**COMMUNICATION DURING BID EVALUATION**

There shall be no communication after bid opening and during the evaluation period between any bidder and the JCDH division or employee requisitioning the good or service to be procured. Prohibited communication may be grounds to disallow a bid proposal. Any communication, written, oral, or electronic between the bidder and JCDH must come solely through the Division of Purchasing Buyer administering the RFP.

**QUESTION/INQUIRY**

Telephone inquiries with questions regarding clarification of all specifications of the RFP will not be accepted. Prior to bid opening, all questions concerning the bid product and/or service specifications must be e-mailed to Glenda Smith at [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Question/Inquiry in the e-mail subject.

**LETTER OF NOTIFICATION**

All bidders of this RFP are requested to reply via email to Notification of Intent indicating that they intend to submit a proposal. Only those bidders submitting the Notification of Intent will be advised of any clarifications, addendum, and answers to inquiries and/or questions pertaining to this RFP. The email of Notification of Intent must be emailed to [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Notification of Intent in the e-mail subject.

**PROJECTED SCHEDULE OF EVENTS**

JCDH reserves the right to adjust the following schedule of events where needed to benefit JCDH:

Announcement of RFP	January 6, 2020
Deadline for Bidder’s Questions	January 14, 2020 at 4:00 pm CST
Deadline for Notification of Intent	January 14, 2020 at 4:00 pm CST
Deadline for Bidder’s Answers	January 17, 2020 at 4:00 pm CST
RFP due Date & Public Opening	January 24, 2020 at 10:30 am CST

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Hazel Collins, Purchasing Agent

HC/gs

BN: 01-10-20

Enclosures

## REQUEST FOR PROPOSAL

### **STATEMENT OF PURPOSE**

JCDH is seeking a qualified firm to support our public health interventions through a geo-targeted ad campaign to help raise awareness of various public health issues including sexually transmitted infections, HIV prevention medications, influenza, hepatitis A, and any other issues of public health concern. Said platform should be able to deliver JCDH-branded content to customizable groups of people living within the borders of Jefferson County to their mobile and other computing devices. The company should: 1) have capacity to aid in ad creation, 2) have the capacity to provide a modular platform by which media campaigns can be changed out with relative ease in a relatively short period of time (days not weeks), and 3) should be able to provide regular and frequent (no less frequently than monthly) metrics reports on the number of impressions made by said campaigns. The successful bidder will be notified of award via JCDH's Notice of Award Letter.

### **JCDH'S EXPECTATIONS**

It is the intent of the JCDH to award a contract or contracts, wherein the responsible firm(s) will meet the JCDH'S expectations for the duration of the contractual agreement. **The firm(s) must provide documentation that they have the experience, expertise and personnel to handle all aspects of this contract as deemed necessary by JCDH.**

### **BACKGROUND**

JCDH located in Birmingham, Alabama serves a population of about 660,000. JCDH serves the most populous county in the state through providing primary and limited specialty care and public health services. The mission of JCDH is to prevent disease, assure access to quality health care, promote a healthy lifestyle and environment, and protect against public health threats.

### **AWARD**

JCDH may award this contract to the lowest and responsible bidder who best meets the terms and conditions of this bid. The evaluation criteria listed in the proposal shall include, but not limited to, the scope of work defined in the RFP. JCDH may require an interview before the RFP is awarded. JCDH reserves the right to use the interview process as a factor in the award. JCDH shall evaluate and make the award on the proposal that is determined to be in the best interest of JCDH.

### **CONTRACT TERMS**

JCDH is seeking a contract term for the Scope of Work not to exceed three years. The contract will become effective upon bid award and signing of a contract approved by the Jefferson County Board of Health.

### **TERMINATION**

The contract may be terminated by JCDH with a thirty (30) day written notice of cancellation to the other party regardless of reason. Any violation of the contract shall constitute a breach and default. Such termination shall not relieve the contractor of any liability to JCDH for damages sustained by virtue of a breach by the contractor.

**PRICE**

Prices submitted in the bid/RFP proposal will remain firm for the entire duration of the contract period. Price is to include all related fees. Invoice(s) must be itemized and billed on a monthly basis.

Payments will be based on invoices documenting time required (if billed on an hourly basis) for tasks performed under the agreement. Invoices will be reviewed and approved by JCDH staff before being submitted to Accounts Payable Department for payment.

**FREIGHT**

Prices must include transportation services as specified and JCDH will pay no additional fees.

**TAX**

JCDH is exempt from all sales tax. The successful bidder shall be responsible for any tax that may be levied or assessed by reason of the contract. The contract does not authorize contractor to act as JCDH’s purchasing agent.

**BUDGET SUMMARY**

A budget has not been established for this expense. The compensation section RFP response will be a determining factor in facilitating the fund amount request within the JCDH.

**PRE-PAY**

No pre-payments will be made prior to delivery of goods or services rendered.

**PROPOSAL EVALUATION CRITERIA**

The scoring methodology will consist of factors weighted in accordance with its importance to JCDH. However, the following factors will include, but not limited to these items when making a final recommendation. JCDH may require an interview before the RFP is awarded. JCDH reserves the right to use the interview process as a factor in the award. JCDH shall evaluate and make the award on the proposal that is determined to be in the best interest of JCDH.

Description Criteria	Total Points
1. Bidder’s qualifications and experience	25
2. Bidder’s similar projects completed within the past 3 years	25
3. Three (3) references of past clients of similar type of work	25
4. Cost effectiveness	25

**INTERPRETATIONS**

No modification, deviation, substitution or other such changes will be made without JCDH’S prior written approval. The JCDH reserves the right to reject any or all proposals submitted and to make the award in the best interest of JCDH.

**INCURRING COSTS**

The JCDH will not be liable for any costs incurred in preparing bid responses or interviews related to this RFP process.

**ADDITIONS TO CONTRACT**

Jefferson County Department of Health has attempted to list all components related to RFP for “**Media Services**” that will be required during the term of the contract. However, JCDH reserves the right to purchase additional services as needed from the successful bidder as it relates to this scope of work for this Media Services project.

**INSURANCE**

Bidder shall furnish to the JCDH upon execution of the contract, a certificate of insurance as evidence of adequate professional and comprehensive general liability coverage insuring contractor, the Jefferson County Board of Health and JCDH servants and employees as additional insured.

RFP proposals will be rejected if there is reason to believe that collusion exists among the bidders. No participants in such collusion will be considered in future proposals for the same work.

Bidder must have all necessary business licenses as required by the State of Alabama and Jefferson County. All items must conform strictly to the specifications and shall be subjected to evaluation. In the event that any item is deemed unacceptable or not in conformity with the specifications, such items will be rejected, and items of proper quality as set forth in these specifications shall be furnished in place thereof at the expense of the successful bidder.

Failure to deliver as specified and in accordance with the RFP submitted, including promised delivery, will constitute sufficient grounds for cancelation of the award and contract at the option of JCDH.

Use of specific names and numbers is not intended to restrict the bidding of any seller and/or manufacturer, but is solely for the purpose of indicating the type, size and quality, material, service, or equipment considered best adapted to the JCDH’s intended use.

No bidder shall be allowed to offer more than one proposal for the said project. If said bidder should submit more than one proposal for the said project described therein those proposals shall be rejected.

**TABLE OF CONTENTS**

A table of contents should be provided and allow for easy access to all proposal components.

**NUMBER OF PROPOSALS**

One (1) signed original proposal and two (2) copies submitted with proposal package. Proposals shall be prepared in accordance with the Proposal Format in the following section. Proposals not complying with this format may be considered non-responsive and may be removed from consideration.

**PROPOSALS**

Proposals should be structured in such a way to address the ability to answer all objectives of the RFP in the order as listed in the scope of work sections of the RFP.

**GUARANTEE**

Bidder certifies by bidding that he is fully aware of the conditions of service and purpose for which item(s) included in this RFP are to be purchased, and that their offering will meet these requirements of service and purpose to the satisfaction of the JCDH.

- **SCOPE OF WORK** -

The JCDH scope of work is listed within this section. Please respond, in a narrative format, to all applicable requirements. The Bidder may reference or attach additional materials or documentation with the submission.

- 1. General Requirement(s)** – The media services must allow for the following general requirements:
  - 1.1 Ability to aid in creation of JCDH-branded content
  - 1.2 Ability to provide a modular platform by which media campaigns can be changed out with relative ease in a relatively short period of time (days not weeks)
  - 1.3 ) Ability to provide regular and frequent (no less frequently than monthly) metrics reports on the number of impressions made by said campaigns.
  
- 2. Submission Requirements (s)** - Bidder’s proposal provide the following:
  - 2.1 Cover letter
  - 2.2 Describe in detail the company’s experience and qualification.
  - 2.3 Bidder must explain in detail the similar media service projects completed within the last three-year period.
  
- 3. Compensation Amount** – Provide a detailed price breakdown. Price is to include all related fees. Payments will be based on invoices. Invoices will be reviewed and approved by JCDH staff before being submitted to Accounts Payable Department for payment.
  
- 4. Reference(s):** Bidder must furnish a minimum of three (3) references. References will be accepted only from companies that provide similar type of scope of work as requested herein. Please list the company’s name, address, contact name and phone number.

**BID FORM-FOR RFP #20-01-06**  
**DUE: Friday, January 24, 2020**  
**TIME: 10:30 a.m.**

Hazel Collins  
Purchasing Agent  
Jefferson County Department of Health  
General Services Annex Building  
401 14<sup>th</sup> Street South  
Birmingham, AL 35233

Submitted below is my firm bid for specified services in accordance with your RFP #20-01-06.

**ATTACH THIS SHEET AS COVER SHEET TO YOUR PROPOSAL**

**PRICING CATEGORY**

<b>DESCRIPTION</b>	<b>MONTHLY RATE</b>
Media Services as specified	

**SECTION 1B: OPTIONS:** Price each item separately other options may be added as needed.

**DESCRIPTION:**

**PRICE**

a. \_\_\_\_\_

\$ \_\_\_\_\_

b. \_\_\_\_\_

\$ \_\_\_\_\_

**Attach additional itemized cost/explanation sheets to this cover sheet as specified in the scope of work, Section 3: Compensation Amount.**

**Name of Company** \_\_\_\_\_

**Please enclose your business card with your bid.**

*Bidder acknowledges receipt of \_\_\_\_\_ addenda. This page must be returned with bid.  
(addenda numbers)*

\_\_\_\_\_  
Date of Bid

\_\_\_\_\_  
Name (print legibly or type)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
City            State            Zip

\_\_\_\_\_  
Tax ID Number

\_\_\_\_\_  
Post Office Box (Zip if different from street address)

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Terms of Payment

\_\_\_\_\_  
Delivery Date

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Alabama Law (Section 41-4-116, Code of Alabama 1975) provides that every bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama, or leases for use in Alabama, are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama.

**BY SUBMITTING THIS BID, THE BIDDER IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA ACT NO. 2006-557, THEY ARE NOT BARRED FROM BIDDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-116, AND ACKNOWLEDGE THAT THE AWARING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**