**REQUEST FOR QUOTE: 20-127**

**For**

**SOCIAL MEDIA MARKETING CAMPAIGN**

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| **RFQ ISSUE DATE:** | **September 14, 2020** |
| **PRE-QUOTE MEETING** | **None** |
| **QUESTIONS DUE:** | All questions regarding this request should be submitted via email to: [beckyschaffstein@elpasoco.com](mailto:beckyschaffstein@elpasoco.com) by **September 16**, **2020 at 1:00 PM (MT)** |
| **QUOTES DUE:** | **1:00 PM (MT), Tuesday, September 22, 2020** |
| **RETURN QUOTES TO:** | Email to Becky Schaffstein, CPPB, Procurement Specialist, Contracts & Procurement Division, at [beckyschaffstein@elpasoco.com](mailto:beckyschaffstein@elpasoco.com) |

1. **INTRODUCTION**

El Paso County Public Health (County) is seeking best-value quotes for Public Health from qualified and experienced firms to provide social media marketing development and ad placement related to communicating to the age groups (18-29-year old) most contributing to new cases of COVID-19. The content must:

* Communicate the prevention measures required to limit the spread of the disease.
* Motivate viewers to treat the disease seriously.
* Be easily shareable on various platforms.

The Project is being funded by the CARES Act.

**Time is of the essence.** Work shall only begin upon issue of Notice to Proceed by the El Paso County Contracts & Procurement Division and as directed by the County Project Manager. **The entire Scope of Work must be completed and invoiced by the selected contractor on or before the 1st of December 2020. Notice to Proceed to be issued by end-September 2020.**

1. **SCOPE OF WORK**

A. All services and materials shall be provided per the requirements. Work would include developing and implementing a marketing plan to communicate the above information to different populations on various social media platforms as your firm recommends. The selected firm must provide social media ad placement and design expertise and blend their experience with the knowledge and requirements of Public Health. Initial draft plans need to be submitted for review 2 weeks or soon after notification of selection.

This will include coordinating and placing any paid advertising, developing the marketing materials and any other content associated with your marketing plan, and tracking success metrics for an after-action briefing.

All materials and any other content associated with the marketing plan must be reviewed and approved by the County project presentative prior to ad placement.

**B. THE CARES ACT:**

The CARES (Coronavirus Aid, Relief, and Economic Security) Act established the Coronavirus Relief Fund and appropriated funding to the fund for State and Local Government Relief. The County received a direct allocation of federal funds from the CARES Act Relief Fund in order to cover necessary expenditures incurred due to the public health emergency with respect to the Coronavirus (COVID-19). Under the CARES Act, the federal funds may only be used to cover costs that are necessary economic recovery expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19); and were incurred no earlier than March 1, 2020.

1. **RFQ PROCESS AND SELECTION**

**A. PRE-BID MEETING**

**None.**

**B. INQUIRIES**

Any questions related to this RFQ should be emailed to Becky Schaffstein, CPPB, Procurement Specialist, [beckyschaffstein@elpasoco.com](mailto:beckyschaffstein@elpasoco.com) by **1:00 PM, September 16, 2020**. Written responses to those questions may be answered in a standard email or in a formal Addendum to the RFQ that will be delivered via email.

The above referenced individual is the only representative of El Paso County with authority to provide any information, clarification, or interpretation regarding the plans, specifications, and any other contract documents or requirements. Do not contact any other individual regarding this RFQ.

1. **QUOTE FORM**

Quotes must include the price breakdown for design time, ad time, marketing materials, etc. An authorized representative of the bidder shall sign the quote. Failure to submit all information requested may result in the County requiring prompt submission of missing information.

D. QUOTE SUBMISSION

Quotes shall be submitted via email only and received in the El Paso County Contracts and Procurement Office **no later than 1:00 PM, Tuesday, September 22, 2020,** to Becky Schaffstein, CPPB, Procurement Specialist, at [beckyschaffstein@elpasoco.com.](mailto:beckyschaffstein@elpasoco.com.) Quotes must be clearly identified as **“RFQ No. 20-127 Social Media Campaign”.**

**Quotes should include the following information:**

1. The name, address, email address and telephone number of the Proposer.
2. The date of the quote.
3. A statement that the quote is valid for sixty (60) days after the deadline for submission of quotes.
4. The name, title, email address and telephone number of the person(s) to be contacted for clarification questions regarding this RFQ.
5. Acknowledge receipt of any and all addendums to this RFQ.
6. The signature of a person authorized to contractually obligate the Proposer.
7. Proposed scope of services to be rendered, including a high-level idea of your marketing plan or approach to this project.
8. Price.
9. Warranty, if applicable
10. Background and Related Experience.
11. Any exceptions to the Supplemental Terms and Conditions to Purchase Order

The County may reject quotes that are substantially incomplete or lack key information. Issuance of this RFQ and receipt of responses does not commit the County to make an award. The County reserves the right to postpone opening, to accept or reject any or all quotes or portions of quotes received in response to this RFQ, to request clarifications, or to cancel all or part of this RFQ.

If the Bidder does not agree with any terms or conditions of the solicitation and award documents, the Bidder must present its exceptions with its bid. If no concerns are expressed by the Bidder, the County shall consider that all terms and conditions shall control. El Paso County reserves the right to reject quotes based upon exceptions to the solicitation terms and conditions.

**E. BEST-VALUE QUOTE EVALUATION CRITERIA**

Quotes will be evaluated for best-value award. The following criteria (not listed in order of priority) will be considered when evaluating each quote. The County reserves the right to consider other factors not named here in making its decision.

**1**. Completeness of the quote.

**2**. Ability of the contractor to meet or exceed the Project requirements.

**3**. Background and experience of the contractor.

**4,** Work Plan and Schedule.

**5.** Quoted price.

**G. CONTRACT AWARD**

Issuance of this RFQ and receipt of quotes does not commit the County to award a purchase order or contract. The County reserves the right to postpone opening, to accept or reject any or all bids received in response to this IFB, to award a contract to one (1) or more bidders, or to cancel all or part of this RFQ.

Any contract awarded between El Paso County and the selected contractor will consist of the following:

* 1. The resulting El Paso County Purchase Order.
  2. This RFQ document, attachments and any addendums.
  3. The submitted Quote.
  4. Supplemental Terms and Conditions to the Purchase Order.
  5. Original Certificates of Insurance.
  6. CARES Act attachments (5)

**H. TERM OF CONTRACT**

The term of the contract will be from date of award through 1 December 2020.

1. **INSURANCE**

The successful contractor will be required to provide original certificates for Professional Liability, Comprehensive General Liability, Automobile Liability, any specialized liability required by the nature of the work, prior to commencing work, at its own expense, **naming El Paso County as additional insured**, along with an original Workers’ Compensation certificate, both with a thirty (30) day cancellation notice, and maintain such coverage for the duration of the proposal award/contract.

**I. ATTACHMENTS**

1. Supplemental Terms and Conditions to Purchase Order
2. CARES Act Provisions
3. Appendix II to 2 CFR 200
4. Exhibit J-Additional Federal Requirements
5. Exhibit K-FFATA Supplemental Federal Provisions
6. Exhibit M-Uniform Guidance for Federal Awards

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| **EL PASO COUNTY RESERVES THE RIGHT TO ACCEPT OR REJECT ANY QUOTES BASED ON BIDDER’S ABILITY TO MEET OR EXCEED MINIMUM SPECIFICATIONS, FUNCTIONALITY, PRICE, DISCOUNTS, QUALITY, DELIVERY, QUANTITY OR AVAILABILITY OF MATERIALS, LEAD TIME, INSTALLATION, QUALIFICATIONS, EXPERIENCE, REFERENCES, MANPOWER, EQUIPMENT, INSURANCE, SCHEDULING, OR CAPABILITY OF BIDDERS TO PROVIDE OR PERFORM THE REQUIREMENTS, AND ACCEPT THE QUOTE(S) THAT IS DEEMED TO BE IN THE BEST INTEREST OF EL PASO COUNTY.** |

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| **Becky Schaffstein** |
| **Becky Schaffstein, CPPB**  **Procurement Specialist** |