



Sullivan County Purchasing Department

Request For Proposals

RFP #11724072 (KD) -

Website Development and Public Health Promotion/Awareness Campaign for Sullivan County Health Department

Formal submittals must be received by
2:00 p.m., on September 19, 2023

Submit Proposals to:
Sullivan County Purchasing Department
Kristinia Davis, Purchasing Agent
3411 Hwy 126, Suite 201
Blountville, TN 37617

REQUEST FOR PROPOSALS

Sealed Request for Proposals for the following will be received by the Sullivan County Purchasing Agent until 2:00 P.M., Eastern Time, **September 19, 2023**. The names of the responding firms will be publicly announced and recorded by the Sullivan County Purchasing Agent. All proposals will be considered for award or rejection at a later date.

PROJECT: WEBSITE DEVELOPMENT AND PUBLIC HEALTH PROMOTION/AWARENESS CAMPAIGN FOR THE SULLIVAN COUNTY HEALTH DEPARTMENT

Documents for the above referenced items are available on the Sullivan County's Vendor Registry website at

<https://vrapp.vendorregistry.com/Vendor/Selection/SubscriptionSelection?buyerSource=sullivan-county-tn-vendor-registration>. All questions regarding this request must be submitted via email to Kristinia Davis, Purchasing Agent at kris.davis@sullivancountyttn.gov, no later than **September 12, 2023**, by 2:00 p.m. EST. All questions will be answered in an addendum issued on **September 14, 2023**, by end of business day.

Funding for this purchase is being provided by the Epidemiology and Laboratory Capacity (ELC) Grant, which are federal funds administered by the State of Tennessee.

By submission of a signed submittal, the submitter certifies total compliance with Title VI and Title VII of the Civil Rights Act of 1964, as amended, and all regulations promulgated thereunder. Qualified Disadvantaged Business Enterprises (DBEs) are encouraged to submit.

No submitted proposals may be withdrawn for a period of one hundred twenty (120) days after the scheduled closing time of the receipt of submittals. All submittals shall be signed, sealed, and addressed to the Sullivan County Purchasing Agent, 3411 Hwy 126, Suite 201, Blountville, Tennessee 37617 and marked "RFP #11724072 (KD) Website Development and Public Health Promotion/Awareness Campaign for the Sullivan County Health Department". Three (3) sets of proposals must be submitted with an additional electronic copy submitted on a USB drive. Sullivan County reserves the right to accept or reject any or all bids received, to waive any informalities in bidding and to readvertise.

PUB 1T: 08/30/2023

PURPOSE

The Offices of the Sullivan County Purchasing Agent on behalf of the Sullivan County Health Department is soliciting proposals from interested and qualified companies to provide the following services:

Project 1: Development and implementation of a new Sullivan County Health Department website.

Project 2: Development and implementation of a Public Health Promotion and Awareness Campaign.

Sullivan County will review all complete proposals received by the deadline. As required by law, Sullivan County Purchasing and the Sullivan County Health Department will review the proposals and select the vendor that best meet the requirements. The selection process will be based on the selection committees review of the proposals received to determine which proposal best meets the project scope, experience, delivery, responsiveness during the project and budget feasibility.

Any cost incurred in preparation of Request for Proposals, attendance to meetings and/or Demonstrations will solely be the responsibility of the interested vendor.

By submission of a response to the Request for Proposal, the firm certifies total compliance with TITLE VI and TITLE VII of the Civil Rights Act of 1964, as amended, and all regulations promulgated thereunder.

Any agreement resulting from this Request for Proposal process shall be governed by all federal, state, and local laws.

BACKGROUND/ DEMOGRAPHICS

a. Sullivan County, Tennessee

Sullivan County, Tennessee is located in the hills of Northeast Tennessee. Sullivan County, Tennessee is part of the Kingsport-Bristol, TN, Bristol-VA Metropolitan Statistical Area, and a component of the Tri-Cities region. Population of Sullivan County was 158,348 in 2019. Sullivan County is the second-oldest county in the State of Tennessee.

b. Sullivan County Health Department

The Sullivan County Health Department serves a population of 156,535 with a workforce of 85 and is one of six state metropolitan health departments and is located in Northeast Tennessee. It serves the communities of Kingsport, Bristol, Bluff City, and Piney Flats within the confines of Sullivan County.

The Regional Health Departments current Blountville location opened in 1994 and the Kingsport location was moved to the corner of Wilcox and Sullivan Street in 2006. A third small facility houses the epidemiology and Emergency Preparedness departments. Although Sullivan County Regional Health Department is not a primary care facility, it offers both therapeutic and preventive services through a goal-oriented structure of community health programs. Products and services are provided in settings ranging from the clinical environment to public forums and are divided into clinical and population-based services.

WEBSITE - PROJECT OVERVIEW

The purpose of this RFP is to seek a qualified company to develop a well-rounded, fast-paced website to help the public seek assistance, programs and services offered, and learn about the importance of public health. The website will be showcased on all of the Health Department's social media including Facebook, Instagram, Twitter, and YouTube. The website aims to educate and improve awareness about the Sullivan County Regional Health Department.

PUBLIC HEALTH PROMOTION/AWARENESS CAMPAIGN – PROJECT OVERVIEW

To develop a public health promotion/awareness campaign for increasing awareness about the importance of public health and the programs that are offered to the citizens of Sullivan County and surrounding areas. The campaign will be run across multiple media channels including TV, radio, print media, and social media. The campaign aims to educate and improve awareness about the Sullivan County Regional Health Department.

GENERAL TERMS AND CONDITIONS

1. All proposals shall be submitted sealed, plainly marked “**RFP#11724072 (KD) WEBSITE DEVELOPMENT AND PUBLIC HEALTH PROMOTION/AWARENESS CAMPAIGN FOR THE SULLIVAN COUNTY HEALTH DEPARTMENT**” to the Sullivan County Purchasing Department at the following address:

Sullivan County Purchasing
3411 Hwy 126, Suite 201
Blountville, TN 37617

2. **Questions:** Prospective proposers will have an opportunity to submit questions regarding this Request for Proposal (RFP). Questions must be submitted via email to Kristinia Davis, Purchasing Agent via kris.davis@sullivancountyttn.gov, no later than **Tuesday, September 12, 2023, by 2:00 pm EST**. Responses to the questions will be issued as an addendum and will be posted on **September 14, 2023**, by the end of the business day on the Sullivan County Vendor Registry site through the following link <https://vrapp.vendorregistry.com/Vendor/Selection/SubscriptionSelection?buyerSource=sullivan-county-tn-vendor-registration>. In no case will verbal communication override written communications or documentation.

3. **Acceptance of Proposal:** Request for proposals and amendments thereto, if received by the Sullivan County Purchasing Department after the date and time specified for opening, will not be considered. It will be the responsibility of the Proposer to see that their proposal is received by the Sullivan County Purchasing Department by the specified time and date. There will be no exceptions!! Date of postmark will not be considered. Facsimile or electronic proposals will not be accepted. Changes shown on the outside of an envelope or package will not be acceptable.
4. **Award or Rejection:** Sullivan County reserves the right to award by project or total proposal; to reject any and/or all proposals in whole or in part, and to waive any informality if it is determined to be in the best interest of Sullivan County.
5. **Signature:** All proposals must be signed by an authorized, responsible officer or employee having the authority to enter into contracts. Obligations assumed by such signature must be fulfilled. The original proposal, which has been signed, shall be considered the official copy of the RFP by Sullivan County.
6. **No Contact Policy:** From the period beginning on the date of the issuance of the Request for Proposal any contact initiated by a proposer with any Sullivan County Representative concerning this proposal is strictly prohibited, unless such contact is made with the Purchasing Department Representative listed herein or with said Representative's authorization. Any unauthorized contact may cause the disqualification of the proposer from this Purchasing Transaction.
7. **County Protest Policy:** Any protest to a bid award by Sullivan County shall be submitted in writing to the Purchasing Agent with a copy to the Sullivan County Mayor and delivered not later than seven (7) calendar days from the date of the county's award decision. Such protest must include a protest bond in the amount of \$350 (cashier's check payable to the Sullivan County Trustee or Cash) submitted to the Purchasing Agent before the County will consider the protest. This protest bond will serve as a guarantee by the protester of the validity and accuracy of the protest. If the protest is denied by the County Mayor, the bond will be retained to cover costs associated with the protest. The steps for dispute resolution may include:
 - A meeting with the Purchasing Agent, the requisitioning department's manager, and representatives from the disputing party to discuss and resolve the complaint.
 - Information from the aforementioned meeting will be forwarded to the County Attorney for review.
 - A written decision letter stating the reasons for the decision will be prepared by the Purchasing Agent and submitted in writing to the protestor and all parties involved.
 - Purchases will not be allowed under this procurement until a final decision is rendered.
 - In the event that purchases must be made before a final decision is rendered, the emergency purchase procedure will be used.
8. **Conflict of Interest:** Proposer, by submitting the enclosed Compliance Affidavit with the submittal, is certifying that no gratuity of any kind and no part of the total contract amount provided herein shall be paid directly or indirectly to any officer or employee of Sullivan County as wages, compensations, or gifts in exchange for acting as officer,

agent, employee, subcontractor, or consultant to Proposer in connection with any goods provided or work contemplated or performed relative to the agreement. A breach of ethical standards could result in civil or criminal sanction and/or debarment or suspension from being a supplier, Proposer, or subcontractor under County contracts.

9. **Non-Collusion:** Vendors, by submitting the enclosed Compliance Affidavit, certify that the enclosed proposal is not the result of, or affected by, any unlawful act of collusion with any other person or company engaged in the same line of business or commerce, or any other fraudulent act punishable under Tennessee or United States Law. In addition, Sullivan County reserves the right to disqualify any submittal, before or after opening, upon evidence of collusion with the intent to defraud or any other such illegal practices conducted by any responding firm. Any remedies in the firm's response, including agreement, license agreement, terms, conditions, literature, etc. that may be considered an agreement to waive the legal rights of the citizens of Sullivan County shall be considered cause for rejection. In the County's sole judgment, failure to properly identify a conflict of interest may result in disqualification of a proposer or subsequent termination of the contract. During the performance of this contract, the Proposer agrees to provide a drug free workplace.
10. **Indemnification:** The vendor shall guarantee and certify by submitting a response to this solicitation that if successful, they shall indemnify and defend the county against any and all claims or legal actions arising as a result of their performance of the contract, whether or not such claims relate to damages or alleged damages sustained by physical injury to Proposers personnel, subcontractors, County employees or other persons, or against any lawsuits arising from alleged or actual patent infringements, and shall hold the County, its various departments, employees, and any and all persons or entities acting on its behalf harmless from the same.
11. **Force Majeure:** In the event that the performance of any obligation under this contract, by either party, is prevented due to acts of God, exchange controls, export or import controls, government restriction, wars, hostilities, blockades, civil disturbances, revolutions, strikes, terrorist attacks, lockouts, pandemics, epidemics, plague, outbreaks of infectious disease, including but not limited to COVID-19, any other public health crisis, including stay at home orders, group size restrictions, travel restrictions, or employee restrictions, issued by the Governor or a public health authority, such as Sullivan County Regional Health Department, or recommendation of the Center for Disease Control or the National Institutes of Health to limit the spread of COVID-19, or any other cause beyond the reasonable control of a party, such party will not be responsible to the other party for failure or delay in performance of its obligations under this Contract. Each party will promptly notify the other party of such Force Majeure condition and make good faith efforts to ensure goods or services are provided as per the contract. However, if Force Majeure conditions occur and both parties mutually agree, this contract may be cancelled. If cancelled, neither party will be considered in breach of contract. If funds have been paid for products or services that have not been received, the vendor will send the County a refund within thirty (30) days of the cancellation.

12. **Iran Divestment:** Pursuant to the Iran Divestment Act Tenn. Code Ann. § 12-12-106 requires the State of Tennessee Chief Purchasing Officer to publish, using creditable information freely available to the public, a list of persons it determines engage in investment activities in Iran, as described in §12-12-106. Inclusion on this list makes a person ineligible to contract with Sullivan County; if a person ceases its engagement in investment activities in Iran, it may be removed from the list. The State of Tennessee list is available here:
<http://tennessee.gov/generalservices/article/Public-Information-Library> By submitting the enclosed compliance affidavit, each vendor and each person signing on behalf of any vendor certifies, and in the case of a joint bid/quote/proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each vendor is not on the list created pursuant to § 12-12-106.
13. **Non-Boycott of Israel:**
Concerning the Non-Boycott of Israel Act (TCA 12-4-1 et seq.), by submission of this bid/quote/proposal, each supplier and each person signing on behalf of any supplier certifies, and in the case of joint bid/quote/proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each supplier is not boycotting Israel pursuant to § 12-4-1 and will not during the term of any award. Note: Applicable only to contracts of \$250,000 or more and to suppliers with 10 or more employees.
14. **Eligibility:** The vendor is eligible for employment on public contracts because no convictions or guilty pleas or pleas of nolo contendere to violations of the Sherman Anti-Trust Act, mail fraud or state criminal violations with an award from the State of Tennessee or any political subdivision thereof have occurred.
15. **Title VI & VII of The Civil Rights Act:** It is the policy of Sullivan County Government that all its services and activities be administered in conformance with the requirements of Title VI & VII. By submission of the RFQ, the responding firm certifies compliance with Title VI and Title VII of the Civil Rights of 1964, as amended, and all regulations promulgated thereof.
16. **Taxes:** Sullivan County is exempt from sales tax. Certificates of tax exemption will be provided to the selected firm, upon request.
17. **Rejection of Proposals:** Sullivan County shall reject any proposal that is determined to be non-responsive. Sullivan County reserves the right to reject the proposal of any Proposer who previously failed to perform adequately for Sullivan County or any other governmental agency.
18. **Mistake in Proposals:** Proposers have the right to request withdrawal of their proposals from consideration due to error by giving notice not later than forty-eight (48) hours after qualification proposals are opened.

19. **Addenda:** In the event that it becomes necessary to revise any part of this RFP, written addenda will be issued. All addenda will be numbered in sequence, dated as of the date of issue, and sent via fax or email to all prospective proposers. The proposer shall acknowledge receipt of each addendum by signing in the space provided on the issued addendum and by submitting all addenda with their proposal.
20. **Disclosure:** Proposals will not be publicly opened; only the names of the responding firms will be publicly announced and recorded by the Sullivan County Purchasing Agent. RFP submittals will become the property of Sullivan County and will remain confidential until the selection processes have been concluded. During the selection processes, Sullivan County shall hold the contents of all correspondence, agenda, memoranda, discussions, or any other medium which could disclose any aspect of the firm's proficiency in strict confidence, sharing only with the panel responsible for evaluating the qualifications. Upon conclusion of the selection process, all documents pertinent to the RFP submittals will constitute public records and will be subject to public inspection under Tennessee law.
21. **Proposal:** One (1) original, three (6) additional copies and one (1) electronic copy submitted on a USB drive are due no later than the date indicated as the closing date and time of this RFP.
22. **Waiving of Informalities:** Sullivan County reserves the right to waive minor informalities or technicalities in the proposal when it is in the best interest of Sullivan County.
23. **Related Costs:** Sullivan County is not responsible for any costs incurred by any vendor pursuant to the Request for Qualifications. The proposer shall be responsible for all costs incurred in connection with the preparation and submission of its proposal.
24. **Insurance Requirements:** Public and Professional Liability - Proposer shall fully indemnify, defend and save harmless Sullivan County, from and against damages, liabilities, expenses, compensations, claims, demands, suits or judgments of sums of money, including but not limited to court costs and reasonable counsel fees, to any party for loss of life or injury or damage to persons or property to the extent caused by, any negligent act, error, omission, of Proposer, its agents, servants, or employees while engaged upon or in connection with the Services required or performed by Proposer. These provisions shall survive the termination or expiration of this Agreement.

Insurance - Prior to beginning these Services, Proposer shall, at Proposer's expense, obtain, keep in force during the term of this Agreement the following minimum amounts of insurance:

- a. General Liability - occurrence basis bodily injury, personal injury and property damage - \$1,000,000 per occurrence and \$2,000,000 aggregate;
- b. Automobile liability - owner, hired, and non-owned bodily injury and property damage - \$1,000,000 combined single limit per occurrence;
- c. Workmen's compensation with statutory limits and employer's liability insurance with minimum limits of \$500,000, to provide for the payment of employees of Proposer employed on or in connection with the work and/or to their

dependents, of worker's compensation benefits, including when required, occupational disease benefits in accordance with the U. S.

Longshoremen's and Harbor Worker's Compensation Act and the Jones Act. With the prior approval of Sullivan County, Proposer may substitute different types of coverage for those specified as long as the total amount of required protection is not reduced.

- d. Professional Liability – Errors and Omissions \$1,000,000 per occurrence and aggregate.

Sullivan County shall be named as additional insured on the certificates of insurance (General Liability and Automobile Liability) for such policies, and a certified copy of such certificates shall be provided to Sullivan County by Proposer prior to the start of Services. Proposer shall provide Sullivan County, upon its request, a certified copy of any insurance policy required by this Agreement. Any failure or non-coverage by such policy or the limit of any such insurance shall not limit the liability of Proposer to Sullivan County. The policy, or policies, shall contain a provision that such policy or policies may not be cancelled without thirty (30) days prior written notice of such cancellation to Sullivan County. Insurance required hereunder shall be companies reasonably acceptable to Sullivan County.

25. **Primary Insurance and Waiver of Subrogation:** Contractor (and its insurers) shall be primarily liable for the defense and payment of any claims as a result of, in conjunction with, or arising out of the performance of the Work. Contractor waives all of its subrogation rights against Owner, and any and all of its insurers in any such claims.
26. **Compliance with all Laws:** Proposer is assumed to be familiar with and agrees to observe and comply with all federal, state, and local laws, statutes, ordinances, and regulations, in any manner affecting the provision of goods and/or services, and all instructions and prohibitive orders issued regarding this work and shall obtain all necessary permits.
27. **Governing Law:** All contracts or purchase orders issued for this award will be governed by the laws of the State of Tennessee. Arbitration is not permitted and if a dispute arises between the parties concerning any aspect of the contract and/or purchase order and it cannot be resolved by mutual agreement, any party may resort to resolution of the dispute by litigation in the state or federal courts for Sullivan County Tennessee. The parties waive their right to jury trial. Mandatory and exclusive venue and jurisdiction for any disputes shall be in state or federal courts Sullivan County Tennessee.
28. **Breach of Contract:** A party shall be deemed to have breached the contract if any of the following occurs:
 - a. Failure to provide products or services that conform to the contract requirements.
 - b. Failure to maintain/submit any report require hereunder.
 - c. Failure to perform in full or in part any of the other conditions of the contract.
 - d. Violation of any warranty.

29. **Contract Termination for Cause:** If the Proposer fails to properly perform its obligations under this contract in a timely or proper manner, or if the Proposer violates any terms of this contract, the county shall have the right to terminate the contract and withhold payments in excess of fair compensation for completed services. In the event the contract is terminated for due cause by the county, the county shall have the option of awarding the contract to the next proposer or proposing again.
30. **Contract Termination for Convenience:** The County may, by written notice to the Proposer, terminate this contract without cause for any reason. Said termination shall not be deemed a Breach of Contract by the County. The County must give notice of termination to the vendor at least thirty (30) days prior to the effective date of termination. The Proposer shall be entitled to receive compensation for satisfactory, authorized service completed as of the termination date, but in no event shall the County be liable to the Proposer for compensation for any service which has not been rendered. Upon such termination, the vendor shall have no right to any actual general, special, incidental, consequential, or any other damages whatsoever of any description or amount.
31. **Licenses:** The Proposer must be a licensed professional as required by the State of Tennessee for any services in this contract requiring such licensure. Additionally, all sub-contractors employed by the prime Proposer for the performance of the services requested in this RFP must be licensed as professional service firms in the State of Tennessee if said sub-contractors will perform services that are considered professional in nature.
32. **No Benefit for Third Parties:** The services to be performed by the Proposer pursuant to the Agreement with the County are intended solely for the benefit of the County, and no benefit is conferred hereby, nor is any contractual relationship established herewith, upon or with any person or entity not a party to the agreement. No such person or entity shall be entitled to rely on the Proposer's performance of its services hereunder, no right to assert a claim against the County or the Proposer, its officers, employees, agents, or Proposers shall accrue to the Proposer or to any subcontractors, independently retained professional consultant, supplier, fabricator, manufacturer, lender, tenant, insurer, surety, or any other third party as a result of this agreement or the performance or non-performance of the Proposer's services hereunder.
33. **Access to Third Party Contract Records:** All Proposers are required to retain all books, records, and other documents relative to the agreement for three (3) years after final payment and all other pending matters are closed. Proposers must agree that the County, State Agency, Comptroller General or any other Governmental entity may have full access to review any books, documents, papers, and records that directly pertain to all negotiated contracts. If an investigation or audit is in progress, records shall be maintained until the matter is closed.
34. **Non-Reliance of Parties:** Parties explicitly agree that they have not relied upon any earlier or outside representations other than what has been included in the Agreement. Furthermore, neither party has been induced to enter into this Agreement by anything other than the specific written terms set forth herein.

35. **ADA Compliance:** With regard to the services performed under this Agreement, Proposer will comply with all applicable requirements of the Americans with Disabilities Act, 42 U.S.C. §12101, et seq., (“ADA”). Proposer agrees that it will defend, indemnify, and hold the County harmless against any and all claims, demands, suits or causes of action which arise out of any negligent and/or intentional act or omission by the Proposer, its employees, agents or representatives which violates the ADA. Proposer agrees that the County will not be responsible for any costs or expenses arising from Proposer’s failure to comply with the ADA.

REGULATION COMPLIANCE:

- All contracts awarded in excess of \$10,000.00 by grantees and their contractors or sub-grantees shall comply with Executive Order 11246, entitled “Equal Employment Opportunity,” as amended by Executive Order 11375, and supplemented by the Department of Labor regulations (41CFR, Part 60).
- All contracts over \$100,000.00 will require compliance with the Clean Air Act issued under Section 306 of the Clean Water Act. Executive Order 11738 and Environmental Protection Agency regulations.
- Bidders must comply with mandatory standards and policies related to energy efficiency which are contained in the State Energy Conservation plan issued in compliance with the Energy Policy and Conservation Act (PL 94-163, 89 Stat. 871).
- Positive efforts will be made to involve minority and small businesses.
- A Certificate of Lobbying must be signed for all contracts over \$100,000.
- A Certificate of Debarment/ Suspension must be signed for contracts over \$25,000.
- All contracts awarded under this procurement cover patent rights with respect to any discovery or invention which arises or is developed in the course of or under this contract.
- All property or services furnished must comply with all applicable Federal, State, and Local laws, codes and regulations.
- Contract terms must comply with the standards established in USDA regulations, 3016.34 and 3019.36 concerning USDA rights to copyrighted materials, patent rights, rights in data and contract responsibility to report discoveries and inventions are required.
- Termination of Contract – Failure on the part of the contractor to comply with the provisions of this contract may result contract termination. If a contract is to be terminated, the procedure outlined below shall be followed:
Step 1: Issue warning letter and outline violation and length of time to correct problem.
Step 2: Issue letter of intent to cancel contract, if problem is not resolved by given date.
Step 3: Issue letter to cancel contract.
- Vendor Performance – If a product is not specified, the following termination procedures and the basis for any settlement for all procurement over \$10,000.00 will take place:
 - All items will be inspected upon arrival at the health department. If any articles are found to be defective or otherwise not in conformity with the specification, the Health Department shall have the right to reject items. It will be the responsibility of the vendor to defray any cost involved in the delivery and return of rejected articles.
 - Failure to deliver within the time specified, or within a reasonable time, or failure to make replacements of a rejected item immediately will constitute authority to purchase on open market to replace the item rejected or not delivered. On all, such

purchases, the Contractor agrees promptly to reimburse health department for excess costs caused by such purchase. The vendor shall not be entitled to complain that the substitute product could have been purchased at a lower price.

- The contractor shall not assign, sell or subcontract in whole or in part, its right or obligations under this agreement without prior written consent of Sullivan County Health Department. Any attempted assignment or sales of the contract without said consent shall be void and of no effect.

Any one or a combination of penalties for failure to perform listed as follows may be used:

- Cost Adjustment
- Termination of Contract
- Non-renewal of Contract
- Suspension of submitting proposals for at least one year
- Legal action and civil penalties
- Criminal Action

PROJECT TIMETABLE

The following project timetable should be used as a working guide for planning purposes. Sullivan County Health Department reserves the right to adjust this timetable as required during the course of the RFP process.

Event	Date
RFP Issued	August 30, 2023
Written Questions Due	September 12, 2023
Addendum Issued	September 14, 2023
Proposal Deadline	September 19, 2023
Evaluation of Proposals (Committee)	September 20-25, 2023
Complete Selection and Execute Contract	September 29, 2023
Implementation	TBD

***Please provide a schedule for implementation for each project.**

SCOPE OF WORK

a. Website

The website needs to target individuals living in Sullivan County and surrounding areas, regardless of age, gender, or ethnicity. The website will offer multiple choices such as:

- Programs and Services offered at Sullivan County Regional Health Department
- Community Resources
- Ways to contact the Health Department

❖ **Website must:**

- Continuously be up to date – websites are continuously evolving.
- Be easy to read on mobile devices, iPads/handheld devices, and monitors.
- Be able to spread information fast and efficiently.
- Be quick, accessible, and easy to navigate.
- Clearly state who we are, what we are, what we do, and what our mission, vision, and values are.
- Increase community awareness.
- Be user-friendly.
- Increase patient encounters.
- Help to improve Public Health Education.
- Be in compliance with ADA requirements.

❖ **Frontend expectations:**

- First-party monitoring and observability
- Push to deploy.
- Automatic previews.
- Collaborative Experience Reliability (99.99% guaranteed uptime).
- Best-in-class performance.
- Longevity.

❖ Webpage runs smoothly and looks clean.

❖ Information on the website is easily readable and can be found easily.

❖ Collaborative Content Creation - The website will be developed through the cooperation of the Sullivan County Health Department and the vendor and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.

❖ Skilled Team – Vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project manager.

❖ Hosting: set up SCRHD Hosting Accounts, & Server Configuration.

❖ Testing: unit tests, integration testing, user testing, ADA compliance.

❖ Site should be presented before going live for revisions.

❖ Easy integration with the backend.

❖ Have key employees trained on the new website.

❖ Employee portal on the website but hidden from the public eye.

❖ Have social media “recent posts” visible.

❖ Have other social media linked at the bottom.

❖ Logo on the bottom.

❖ A calendar with “Save the Dates” visible.

❖ Tabs on the main page that can lead to different programs and services, community resources, about the Health Department, forms, contact information, and a search bar to search for specific things on the website.

❖ **IT/Backend:**

- Website should be fast and easy to build new content.
- Needs to be the same theme throughout the website.
- Be able to expand user bases rapidly if there is a pandemic or emergency.
- Would need more backend bandwidth to handle increased traffic in case of an emergency.

- Website building platform should be able to produce good analytics on the fly and load faster than the current website.

b. Public Health Promotion/Awareness Campaign

The campaign will target individuals living in Sullivan County, regardless of age, gender, or ethnicity. The campaign will focus on the following key health topics:

- Services offered at Sullivan County Regional Health Department
 - Types or programs offered.
 - Targeted population demographics
- ❖ The campaign will be launched across the following media channels:
- Local TV channels; WCYB, WJHL & other outlets
 - Local radio stations
 - Print media “Times News and Bristol Herald Courier”
 - Social media platforms such Facebook, Instagram, Twitter, and YouTube.
- ❖ The selected vendor will be responsible for the following deliverables:
- A comprehensive media plan outlining the advertising strategy across all media channels.
 - Creative concepts and designs for advertising campaigns across all media channels.
 - Media buying and placement across all media channels.
 - Performance tracking and reporting for advertising campaigns across all media channels.
- ❖ The project is expected to be completed within a period of three (3) months, with the following timeline:
- Month 1: Media planning & creative concept development.
 - Month 2: Media buying and placement, and advertising campaign launch.
 - Month 3: Performance tracking and reporting.
- ❖ The proposer must provide a detailed budget breakdown, including the costs of media buying and placement, creative concept development, content creation, and performance tracking.
- ❖ Proposal submission:
- Interested proposers must submit a proposal outlining their experience, qualifications, and capabilities in delivering similar public health or health-related campaigns across multiple medical channels. The proposal shall include a detailed media plan, creative concepts and designs, and a budget breakdown.

The proposer must implement testing procedures to ensure that the website meets the requirements explained in the RFP.

RFP PROCESS AND INSTRUCTIONS

Proposals will be received by the Sullivan County Purchasing Agent until 2:00 P.M., Eastern Time on **September 19, 2023**, at which time it will be publicly opened at the Sullivan County Courthouse, 3411 Hwy 126, Suite 201, Blountville, Tennessee 37617.

The Sealed Proposal shall be signed by an authorized representative and the sealed envelope addressed as follows:

**Sullivan County Purchasing Department
Attn: Kristinia Davis, Purchasing Agent
3411 Hwy 126, Suite 201
Blountville, Tennessee 37617
"RFP #11724072(KD) Website Development and Public Health
Promotion/Awareness Campaign for the Sullivan County Health Department"**

Three (3) hard copies and (1) electronic Copy on USB Drive (One (1) original hard copy, Two (2) additional hard copies, (1) electronic copy on USB) is required.

Proposals, modifications, or corrections received after the scheduled closing time of the receipt of Proposals will not be considered. Sullivan County Purchasing Department is not responsible for delays in delivery by mail, courier, etc.

Proposal may not be withdrawn for a period of one hundred twenty (120) days after the scheduled closing time of the receipt of Proposals.

No oral interpretation will be made to any Proposer as to the meaning of the Proposal Specifications or any part thereof. It is the intent of Sullivan County Purchasing Department to issue one (1) addendum, if necessary. Written request for clarification and/or interpretation must be submitted in writing via email no later than **September 12, 2023**, by 2:00 p.m. EST and addendum will be issued on **September 14, 2023**, by the end of the business day, and will be available online at <https://vrapp.vendorregistry.com/Vendor/Selection/SubscriptionSelection?buyerSource=sullivan-county-tn-vendor-registration>.

Written requests shall be submitted to **Kristinia Davis, Purchasing Agent** by email at kris.davis@sullivancountytn.gov. It shall be the Proposer's responsibility to make inquiry as to the addenda issued. Any and all addenda shall become part of the specifications and all Proposers shall be bound by such addenda, whether or not received by Proposer.

PROPOSAL FORMAT AND CONTENT

Submissions should be complete, organized, and comply with the following conditions:

- a. Follow the submission format as scores will reflect the submitted format.
- b. Provide the submission in a letter-size binder approximately 10" x 11 ½" x 1 ½" deep or less.

- c. Information should be bound in a compact manner for long-term storage.
- d. Limit Proposal to a total of 20 pages or less.
- e. Under project references, clearly state the name of the firm who performed the references work. If work was performed under the employment of another firm, indicate so by naming that firm. Provide a description of the specific work performed by the firm or individual referencing each project.

Binder Information

- a. Proposal Checklist Form should be placed in the Front of the Binder
- b. Tabs (1 through 6) include the following information:

Tab 1: Cover Page

Tab 2: Company Proposal Executive Summary

Tab 3: Company Information / Qualifications

Tab 4: Client References for Similar Work Performed

Tab 5: Project Implementation Plan and Team

Tab 6: General and Technical Checklist

Tab 7: Forms

Tab 8: Supplemental Information –Optional

A detail of what is to be included in each tab is included in this Request for Proposals on the following pages.

Tab 1: Cover Page

The cover page contains the name of the proposer, at minimum, should be the first sheet of the proposal. Table of contents may be provided but is not required.

Tab 2: Company Proposal - Executive Summary

Provide a description (overview) of your company's proposal to meet the requirements of the RFP. Limit the Summary to two (2) single- spaced typewritten pages.

Tab 3: Company Information / Qualifications

Provide information pertaining to your company, your companies' abilities, and capabilities to successfully provide the website, campaign and implementation services required by Sullivan County Department Health Department. Provide answers for the following:

- Company Name:
- Business Address:
- Telephone/fax number:
- Contact Name /email address:
- Company History/ When was the company founded?
- What is the full nature of your business?
- How many employees does your company have in the following areas:
 - Program Development
 - Technical Support and Training
 - Administration / Management
 - Sales
 - Customer Service

Tab 4: Client References for Similar Work Performed

Proposal must include at least three references, indicating sites, comparable to ours and in as close proximity, as possible, at which the proposed system (list modules) has recently been implemented. Include the following information:

- Client Name:
- Name of individual we may contact for information.
- Contact information for individual (i.e., email, etc.)

At our discretion and convenience, representatives of the health department may contact sites of vendor’s implementation to evaluate the experiences of others utilizing the proposed system and being serviced by the proposing vendor.

Reference information must be provided. Failure to provide complete an accurate client information, as specified here, may result in disqualification of your proposal.

Tab 5: Project Implementation Plan and Team

Describe in detail how the Website and Promotion/Awareness Campaign will be implemented. Include:

- The proposed approach to developing the website and Public Health Promotion/Awareness Campaign?
- A project plan identifying all implementation tasks to be performed, timetables/ timelines, and projected milestones.
- A project organization chart and documentation clearly defining all roles and responsibilities of all vendor staff as well as roles, responsibilities, and expectations of Sullivan County Regional Health Department staff.

Tab 6: Forms – Certification Regarding Debarment & Suspension, Certification Regarding Lobbying, Sullivan County Compliance Affidavit, Vendor Information Form, Cost Proposal Form

Tab 7: Supplementary Information - Optional

Any vendor supplementary information for consideration is to be included under this tab.

EVALUATION CRITERIA

The selection committee will evaluate each Proposal on a variety of quantitative and qualitative criteria. This document is a Request for Proposal in that the Health Department is seeking a solution not a bid/quote for the lowest price. As such, the lowest price proposal will not guarantee an award. As such, upon receipt of submissions, the selection committee will review to determine whether the submission is acceptable or non-acceptable based on the criteria outlined below:

- Quality and Creativity of proposed website design, media plan and creative concepts: **30 points**
- Delivery of project within the proposed timeline: **20 points**
- Company experience in developing websites and delivering similar public health or health-related campaigns across multiple media channels: **20 points**
- Availability and responsiveness for the duration of the project: **20 points**
- Cost Proposal: **10 points**

SELECTION PROCESS

The selection process will be completed in a one-step evaluation process.

First Step:

The selection committee will evaluate the responses to the RFP by using a scoring system based on the information that was requested be included in the RFP.

Final Selection:

Final selection will be made based upon the RFP evaluations.

CONTACT/COMMUNICATION ON RFP PROCESS AND SELECTION

Any written questions concerning this Request for Proposals must be submitted to:

Kristinia Davis
Purchasing Agent
Sullivan County Purchasing Department
kris.davis@sullivancountytn.gov

Any oral communication shall be considered unofficial and non-binding with regard to this RFP. The Purchasing Agent must receive all written comments, including questions and requests for clarification, no later than the deadline listed in this RFP.

FORMS

Certification Regarding Debarment and Suspension

I, _____, by affixing my signature hereto, under penalty of perjury, hereby certify that, except as noted below, that my principals and I are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any government agency.

Where the subcontractor, lower-tier subcontractor or supplier is unable to certify to any of the statements in this certification because it currently violates or has previously violated the above conditions of the certification, such subcontractor, lower-tier subcontractor or supplier shall provide description of each instance of violation and attach an explanation to this Document.

The subcontractor, lower-tier subcontractor or supplier declares the following exceptions to the above representations: (If there are exceptions to this Certification, insert the exceptions in the space provided below.)

Exceptions will not necessarily result in denial of award of the Contract but will be considered in determining Proposers responsibility. For each exception noted above, indicate below to whom it applies, name of the government entity and dates of action:

<u>Exception</u>	<u>Person</u>	<u>Government Entity</u>	<u>Dates Inclusive</u>
_____	_____	_____	_____
_____	_____	_____	_____

Name of Firm, Corporation, Partnership or Joint Venture

Name and Title of Authorized Representative

Signature of Proposer or Authorized Representative

Date

NOTICE: Providing false information may result in criminal prosecution or administrative sanctions.

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents of all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.:

Organization: _____

Street Address: _____

City, State, Zip: _____

CERTIFIED BY: (type or print)

TITLE:

(signature)

(date)

SULLIVAN COUNTY COMPLIANCE AFFIDAVIT

THIS COMPLIANCE AFFIDAVIT MUST BE SIGNED, NOTARIZED AND INCLUDED WITH ALL BIDS – FAILURE TO INCLUDE THIS FORM WITH THE BID SUBMITTED SHALL DISQUALIFY THE BID FROM BEING CONSIDERED.

VENDOR: _____

CONFLICT OF INTEREST:

1. No Board Member or officer of the County or other person whose duty it is to vote for, let out, overlook or in any manner superintend any of the work for the County has a direct interest in the award of the vendor providing goods or services.
2. No employee, officer or agent of the grantee or sub-grantee will participate in selection, or in the award or administration of an award supported by Federal funds if a conflict of interest, real or apparent, would be involved. Such a conflict would arise when the employee, officer or agent, any member of their immediate family, his or her partner, or an organization, which employs, or is about to employ, any of the above, has a financial or other interest in the firm selected for award.
3. The grantees or sub-grantees officers, employees or agents will neither solicit nor accept gratuities, favors or anything of monetary value from vendors, potential vendors, or parties to sub-agreements.
4. By submission of this form, the vendor is certifying that no conflicts of interest exist.
5. Do you or any officer/owners/part-owners/stakeholders/employees of this company have any relative(s) (relatives include spouse, children, stepchildren or any to whom you are related by blood or marriage) that are currently employed by Sullivan County, Tennessee, including the Sullivan County Department of Education or serve on the Sullivan County Commission or the Sullivan County Department of Education?
_____ Yes _____ No

If you answered yes, please state the name and relationship of the employee or member of the Sullivan County Commission or the Sullivan County Department of Education.

6. Are you or any officers/owners/part-owners/stakeholders/employees of this company also employees of Sullivan County, Tennessee, including the Sullivan County Department of Education or serve on the Sullivan County Commission or the Sullivan County Department of Education? _____ Yes _____ No

If you answered yes, please state the name of the employee or board member

DRUG FREE WORKPLACE REQUIREMENTS:

7. Private employers with five or more employees desiring to contract for construction services attest that they have a drug free workplace program in effect in accordance with TCA 50-9-112.

ELIGIBILITY:

8. The vendor is eligible for employment on public contracts because no convictions or guilty pleas or pleas of nolo contendere to violations of the Sherman Anti-Trust Act, mail fraud or state criminal violations with an award from the State of Tennessee or any political subdivision thereof have occurred.

GENERAL:

9. Vendor fully understands the preparation and contents of the attached offer and of all pertinent circumstances respecting such offer.
10. Such offer is genuine and is not a collusive or sham offer.

IRAN DIVESTMENT ACT:

11. Concerning the Iran Divestment Act (TCA 12-12-101 et seq.), by submission of this bid/quote/proposal, each vendor and each person signing on behalf of any vendor certifies, and in the case of a joint bid/quote/proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each vendor is not on the list created pursuant to § 12-12-106.

NON-COLLUSION:

12. Neither the said vendor nor any of its officers, partners, owners, agents, representatives, employees or parties interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other responder, firm, or person to submit a collusive or sham offer in connection with the award or agreement for which the attached offer has been submitted or to refrain from making an offer in connection with such award or agreement ,or collusion or communication or conference with any other firm, or, to fix any overhead, profit, or cost element of the offer price or the offer price of any other firm, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against Sullivan County or any person interested in the proposed award or agreement.
13. The price or prices quoted in the attached offer are fair, proper and not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the firm or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

BACKGROUND CHECK REQUIREMENT FOR SCHOOL SYSTEM SUPPLIERS:

14. In submitting this bid/quote/proposal, you are certifying that you are aware of the requirements imposed by TCA § 49-5-413 (d) to conduct criminal background checks through the Tennessee Bureau of Investigation and the Federal Bureau of Investigation on yourself and any of your employees who may come in direct contact with students or who may come on or about school property anytime students are present. You are further certifying that at no time will you ever permit any individual who has committed a sexual offense or who is a registered sex offender to come in direct contact with children or to come on or about school property while students are present.

NON-BOYCOTT OF ISRAEL AFFIDAVIT

15. Concerning the Non-Boycott of Israel Act (TCA 12-4-1 et seq.), by submission of this bid/quote/proposal, each supplier and each person signing on behalf of any supplier certifies, and in the case of a joint bid/quote/proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each supplier is not boycotting Israel pursuant to § 12-4-1 and will not during the term of any award.
Note: Applicable only to contracts of \$250,000 or more and to suppliers with 10 or more employees.

The undersigned hereby acknowledges and verifies that the response submitted to this solicitation is in full compliance with the applicable laws/listed requirements.

SIGNED BY: _____

PRINTED NAME: _____

TITLE: _____

SUBSCRIBED AND SWORN TO BEFORE ME THIS DATE: _____

BY (NOTARY PUBLIC): _____

MY COMMISSION EXPIRES ON: _____

VENDOR INFORMATION SHEET

(Please fill out completely)

By completing and signing this form you certify that you are an authorized representative of the company for which you are submitting a bid/proposal and that you have the authority to legally bind your company. Further, by completing and signing this form you certify that you agree to all the terms and conditions of this bid/proposal.

1. Vendor Name: _____

2. Address _____

City _____ State _____ Zip Code _____

3. Contact Person (Please Print) _____

4. Telephone Number _____ Fax Number _____

5. Vendor's e-mail address _____

6. Authorizing Signature _____

7. Title of Person Signing Bid _____

8. If addenda were issued, please acknowledge the receipt of: (please write "yes" if you received one)

Addendum 1 _____ Addendum 2 _____ Addendum 3 _____

REQUEST FOR PROPOSAL
COST PROPOSAL FORM

PROPOSER SIGNATURE:		
PRINTED NAME & TITLE		
DATE:		
PROPOSER LEGALENTITY NAME:		
Project I - Website	Proposed Cost	
General: <ul style="list-style-type: none"> • Meetings & regular check-ins with Sullivan County Health Department 		One-time fee
Design: <ul style="list-style-type: none"> • Research • Journey mapping • Content Strategy & Creation • UI Design • Design Systems • Wireframing • Prototyping • Revisions 		One-time fee
Development & Implementation:		One-time fee
Testing: <ul style="list-style-type: none"> • Include bringing in testers to test product 		One-time fee
Monthly Hosting Fee:		
ADA Compliance Fee:		
Training/Support:		
Any Additional Fees:		
TOTAL COST		

REQUEST FOR PROPOSAL
COST PROPOSAL FORM

Project II – Public Health Promotion/Awareness Campaign	Proposed Cost	
Design & Development of Campaign Concept:		
Development Media Plan: <ul style="list-style-type: none"> • Outlining advertising strategy across all media channels 		
Cost of Media Buying and Placement: <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • YouTube • TV-WCYB, WJHL & other outlets • Local Radio Stations • Print: Times News & Bristol Herald Courier 		
Develop Performance Tracking & Reporting for campaign across all media channels		
TOTAL COST		