



## INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852M916

Issue Date: March 7, 2019  
Title: Social Marketing Initiatives, Messaging, and Media  
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From July 1, 2019 through June 30, 2020, with four additional options to renew, in whole or in part, at the sole discretion of the Board of Trustees of the VFHY.
- Anticipated amount of awards: Not to exceed \$3,500,000 (initial period of contract).
- This is an online proposal process. No hard copy proposals will be accepted.
- Online proposals are due and must be uploaded by **11:59 pm, Eastern Standard Time, April 17, 2019**, to be considered. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. *Be aware that technical assistance is not available after 5:00 p.m.* No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Daniel Saggese, Director of Marketing at (804) 225-3624 or [dsaggese@vfhy.org](mailto:dsaggese@vfhy.org).
- Note: This Public Body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.
- **Late proposals will not be accepted. Proposals will be accepted until 11:59 p.m., April 17, 2019.**
- All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section 2.2-4342 (F) of the *Code of Virginia*, in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The

proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. A bidder, offeror, or contractor shall not designate as trade secrets or proprietary information (a) an entire bid, proposal, or prequalification application; (b) any portion of a bid, proposal, or prequalification application that does not contain trade secrets or proprietary information; or (c) line item prices or total bid, proposal, or prequalification application prices. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

## **I. PURPOSE**

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract or contracts through competitive negotiations for the purchase of the continued implementation of youth tobacco-use prevention and obesity prevention campaigns/initiatives by the Virginia Foundation for Healthy Youth (also referred to herein as the Purchasing Agency). This could include, but not be limited to: developing, producing, and delivering prevention messaging, and the use of all appropriate mediums to communicate those messages. This solicitation is using *Best Value* procurement procedures.

VFHY uses best practices from the Centers for Disease Control & Prevention (CDC), numerous social norms change models, and marketing segmentation strategies to inform our advertising and marketing approach. These tools have demonstrated the importance of identifying at-risk and underserved populations, and that the frequency of a behavior decreases when that behavior becomes less acceptable and less desirable. The successful candidate(s) will be expected to use best practices while continuing to build upon the strengths and strategies of VFHY's long-running prevention media and messaging campaigns. Please visit the Marketing section of [vfhy.org](http://vfhy.org) for more info.

## **II. BACKGROUND**

The Virginia Foundation for Healthy Youth was established by the Virginia General Assembly to lead statewide efforts to reduce and prevent youth tobacco use and childhood obesity. In 1999, the Virginia General Assembly created the Virginia Foundation for Healthy Youth (VFHY) to distribute monies from the Virginia Tobacco Settlement Fund for the purpose of restricting the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors, and enforcement of laws restricting the distribution of tobacco products to minors. Because of the Foundation's great success at reducing youth tobacco use and helping youth in Virginia learn to make positive, healthy lifestyle choices, the Virginia General Assembly voted unanimously in 2009 to rename the Virginia Tobacco Settlement Foundation (VTSF) as the Virginia Foundation for Healthy Youth, adding childhood obesity prevention and reduction to our mission.

## **III. STATEMENT OF NEEDS**

The VFHY is seeking agency or agencies for continued implementation of the VFHY's current social marketing campaigns/initiatives. A total of up to \$3,500,000 is available.

## **IV. EVALUATION AND AWARD CRITERIA**

All proposals will be reviewed and evaluated by a Review Panel comprised of members of the VFHY Board of Trustees Marketing Committee and other experts in the field of tobacco use prevention, childhood obesity prevention, and social marketing. "Best Value" concepts will be used for the evaluation and award. "Best Value" means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body's needs. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panel will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be "best value."

A. Evaluation Criteria: Proposals will be evaluated by VFHY using the following adjectival rating method:

Acceptable:

Offeror's proposal demonstrates an acceptable understanding of goals and objectives of the procurement. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror's proposal demonstrates a fair understanding of the goals and objectives of the procurement. Weaknesses have been found that may outweigh strengths that exist. Weaknesses may be difficult to correct.

Unacceptable:

Offeror's proposal fails to demonstrate an understanding of the goals and objectives of the procurement. The proposal has one or more significant weaknesses that will be very difficult to correct or are not correctable.

The following areas of the proposal will be evaluated by reviewers for completeness, clarity and understanding:

A. Responses to questions/statements:

1. Strategy and Vision of VFHY Social Marketing Campaigns
2. Focused Experience
3. Capacity of Agency
4. Client Management/Agency Structure
5. Other Branding Efforts
6. Budget

B. Work Samples

C. Letters of reference

B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers' individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the VFHY. This provides an opportunity for

the Offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted.

- D. Media Buy Samples: Offerors who submit a proposal in response to this RFP may be required to provide a sample media buy based on the proposed target audience for the VFHY's marketing efforts.

## ONLINE PROPOSAL INSTRUCTIONS

### General Requirements:

- **Read the entire online RFP, VFHY Terms and Conditions, and Proposal Instructions before completing a proposal.**
- To complete the application online, go to:  
<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2> or connect directly from the VFHY website, [www.vfhy.org](http://www.vfhy.org), under the “Funding Opportunities” tab.
- VFHY Terms and Conditions/Required Statements must also be downloaded, read and attested to in the online proposal.
- All sections must be completed. All questions must be answered to ensure a complete proposal. Non-responsive proposals may not be forwarded for review.

## Specific Requirements:

- A. Proposals should include responses to the following questions and statements:
1. Strategy and Vision of VFHY Social Marketing Campaigns
    - a. What do you envision as the major components of your plan for the campaigns of the VFHY? Plan should contain one tobacco use prevention initiative and one initiative focused on promoting nutrition and/or physical activity.
    - b. Please include the segments of Virginia population your plan will reach, and all the mediums utilized.
    - c. Explain how behavior change will be a component of the campaign objectives
  2. Focused Experience
    - a. Provide your experience in creating and producing youth-focused social marketing campaigns, messages, materials, etc. Provide relevant examples and descriptions including: Rational, Collaboration, Methods, Audience Segments, Strategies, and Outcomes.
    - b. Discuss examples of your experience implementing a marketing campaign that helped to influence policy/systems/environment
    - c. What is your experience working with a government entity? List examples.
    - d. Provide examples of your experience in collaborating with outside agencies, other than subcontractors, to finish a project for a client.
  3. Capacity of Agency
    - a. Include the agency history, annual billings, number of clients, and number of staff.
    - b. Describe your experience conducting a statewide campaign using a variety of mediums.
    - d. What is your capacity for purchasing both traditional, non-traditional, and new media, and your ability to leverage buying power?
    - e. Do you consider using outside vendors for a typical project? Describe your process for identifying and managing subcontracts, and how your agency typically holds a subcontractor accountable for a project.
  4. Client Management/Agency Structure
    - a. What is your business model to manage client accounts?
    - b. Are there any accounts on which the Offeror works that may be in conflict with the VFHY's mission?
    - c. What are the qualifications of the staff that will be involved in managing the account? (Please include resumes and/or position descriptions in the appendix)
    - d. How does the media buying team participate in the strategic development process?
    - e. Describe your agency's methods related to estimating, invoicing, and reconciliation of accounts.
    - f. What are the qualifications of current staff that will be assigned to these accounting duties? (Please include resumes and/or position descriptions in the appendix)
    - g. List your attorney of record and provide a description of their expertise as it relates to this proposal.
    - h. Is the agency SWaM Initial Certified (Small, Woman and Minority-owned Businesses) by the Department of Minority Business Enterprises (DMBE)?

5. Other Branding Efforts
  - a. In your opinion, what are the most effective current brands marketed today? Why?
  - b. Which tobacco use prevention brand(s) and obesity prevention brand(s) do you most admire?
  
6. Budget
  - a. Provide a line item budget. This should align with your proposed plan from 1a and 1b.
  - b. Provide a brief narrative justification for line items, as well as methods used to calculate each line item.

B. A minimum of three (3) samples of previous work. Samples most relevant to the VFHY's mission are preferred.

C. A minimum of three (3) letters of reference. One shall be from a past client for whom you have done creative/production/media work.

D. Appendix – Terms and Conditions, Job Descriptions

Terms and Conditions/Required Statements: Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

### **Directions for File Conversion and Document Uploading**

Several documents must be uploaded with each online proposal.

- Normal document files that are formatted in Microsoft Word, Microsoft Excel or PDF format can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.
- Only one file can be uploaded per field.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online.