



City of Meriden, Connecticut Purchasing Department

Request for Proposals

For

RFP024-71

Media/Marketing Contractor – Immunization Education Background

Meriden, CT

Proposals Due: June 26, 2024 @ 11:30 AM

Purchasing Department

142 East Main Street, Room 210

Meriden, CT 06450

(203) 630-4115

LEGAL NOTICE
THE CITY OF MERIDEN IS ACCEPTING SEALED PROPOSALS FOR
RFP024-71 Media/Marketing Contractor – Immunization Education Background
FOR: City of Meriden,

Request for Proposals shall be submitted in the manner specified to the Purchasing Department, 142 East Main Street, Room 210, Meriden, CT 06450-8022 until the close of business 11:30 A.M. on June 26, 2024.

The City will be accepting sealed Request for Proposals, which are to be submitted in five (5) complete sets,(1) original and (4) copies, **please submit one complete copy of your bid on a flash drive** together with the general information on the firm, the firm's brochure, along with a resume of key personnel who will be responsible for the daily activities in the various fields of expertise required to accomplish the project. Solicitations can be downloaded at <http://www.meridenct.gov/business/bids-rfps/>) or <https://webprocure.proactiscloud.com>.

The City of Meriden Department of Health and Human Services Department is seeking proposals from professional outreach Contractors with an agency to develop, implement, evaluate and promote an immunization educational outreach program.

The successful firm shall have extensive, successful experience in providing such services to municipalities in Connecticut.

The successful firm shall ensure that any appropriate licenses or certifications required by the State of Connecticut are maintained during the duration of service.

The firm must meet all municipal, state and federal affirmative action and equal employment opportunity practices.

Minority owned firms are invited to submit their qualifications independently or as a joint venture with other consultants for the entire assignment.

Additionally, all interested firms shall submit a detailed statement indicating the organizational structure under which the firm proposes to conduct business. Proposed sub-consultants, sub-contractors, joint ventures, etc. should be clearly identified. The relationship of any "parent" firm with any of the parties concerned must be clearly defined.

Request for Proposals received after the date and time specified shall not be considered and shall be returned unopened.

The City of Meriden reserves the right to reject any or all Requests for Proposals and to accept any or all Request for Proposals, if it is deemed to be in the best interest of the City of Meriden.

Rawle Dummett
Purchasing Officer
City of Meriden
Dated: May 29, 2024

CITY OF MERIDEN, CONNECTICUT

Media/Marketing Contractor – Immunization Education Background

INTRODUCTION

The City of Meriden Department of Health and Human Services Department is seeking proposals from professional media/marketing agency to develop, implement, and evaluate an immunization (vaccine) educational outreach program to promote vaccine confidence and address vaccine hesitancy.

BACKGROUND AND INTENT

The City of Meriden, Department of Health and Human Services, has received a grant from the Connecticut Department of Public Health (CT DPH) to conduct activities under Center for Disease Control (CDC) Immunization and Vaccines for Children COVID-19 funding. The Department has set aside funding to work with a media/marketing agency to develop, implement, and evaluate an immunization (vaccine) educational outreach program to promote vaccine confidence and address vaccine hesitancy. The target population is parents/guardians/caretakers of children age 0 to 5 in Meriden, and the vaccines of target are those on the CDC immunization recommendation schedule for children age 0 to 5. The second target population is medical providers who provide routine vaccines to children age 0 to 5. The agency will work closely with Department staff throughout the project. The Department has completed a rapid community assessment which shall contribute to the messaging and materials used during outreach.

SCOPE OF SERVICE

The Media/Marketing Contractor should have demonstrated experience working with local health departments or districts in Connecticut on vaccine confidence projects with a health equity lens. The Contractor must be based in Connecticut.

- Work closely with the Director of Health and Human Services and Public Health Educator to understand the scope and purpose of the project.
- Be able to produce bilingual (English/Spanish) materials (posters, flyers, and graphics) pre-tested with the primary targeted community.
- Utilize targeted emails and banner ads to promote the importance of staying up-to-date on vaccinations. Other methods to effectively reach the target population(s) will be considered.
- Create a Public Service Announcement (PSA), in English and Spanish, promoting the importance of staying up-to-date on vaccinations.
- All materials created will need to include a grant-required statement noting the funding source.
Provide metrics/reports on the reach of efforts.

The grant ends June 30, 2025. All projects should be completed and reports delivered to the Department by this date.

PROPOSAL SUBMISSION INSTRUCTIONS

Proposals should be submitted in a sealed envelope marked “**RFP024-71 MediaMarketing Contractor-Immunization Education**”to the Purchasing Office at the Meriden City Hall, Room 210, 142 East Main Street, Meriden, CT 06450, no later than **11:30 A.M., June 26, 2024**.

One (1) original and four (4) copies of sealed proposals **please submit one complete copy of your bid on a flash drive** must be received in the Purchasing Office by the date and time noted above. The City will reject proposals received after the date and time noted above. The City will not accept submissions by e-mail or fax. Proposers are solely responsible for ensuring timely delivery.

Proposals are considered valid, and may not be withdrawn, cancelled or modified, for sixty (60) days after the opening date, to give the City sufficient time to review the proposals, investigate the proposers’ qualifications, secure any required municipal approvals, and execute a binding contract with the successful proposer.

Proposal Requirements

- a. Firm Name
- b. Permanent main office address
- c. Date firm organized
- d. Legal Form of ownership. If a corporation, indicate where incorporated.
- e. How many years have you been engaged in services you provide under your present name?
- f. Names, titles, reporting relationships, background and experience of the principal members of your organization, including officers.

Fee Schedule

The final fee structure and associated expenses will be negotiated with the successful firm or individual. Include hourly fee with an estimated total number of hours and any reimbursable expenses with a description and estimated cost of each.

References

Each proposer should list the name and contact information of three (3) references from municipalities that the City may contact. Connecticut municipalities are preferred.

QUALIFICATIONS

Experience, Expertise and Capabilities

Summary of Relevant Experience. A listing of projects that the proposer has completed within the last three (3) years of a similar nature to those included in the Scope of Services in this RFP must be provided. Indicate any recruitment experience for Connecticut Municipalities.

Statement of Qualifications and Work Plan

Describe your firm's qualifications, experience and capabilities as they pertain to each of the areas of qualifications listed, as well as those of the personnel to be assigned to this project.

- a. Work Plan. Describe the approach that would be generally followed in undertaking these tasks. Include a sample of any recruitment brochures or pamphlets that your company uses.
- b. Services Expected of the City. Identify the nature and scope of the services that would be generally required of the City in undertaking these projects.

EVALUATION AND SELECTION

An evaluation committee selected by the City Council shall evaluate the proposals based upon the following factors:

- a. Particular capability to perform the services required.
- b. Experienced staff available to perform the services required, including each Proposer's recent, current and projected workloads.
- c. Performance history
- d. Approach and philosophy used in providing services
- e. Fees or cost
- f. References

The City reserves the right to interview one or more firms submitting proposals prior to making a final decision to award a contract. The city will award the contract to the responsible proposer whose proposal the City determines to be the most advantageous to the City based upon the evaluation process and the evaluation factors and the outcome of negotiations, as described above.

INTERVIEWS

The CITY will be conducting interviews (if necessary) for this project in July 2011. Firms will be notified of an interview time shortly after submittals are reviewed. While we realize this is short notice, it is the City's goal to have a new City Manager as soon as possible.

QUESTIONS AND AMENDMENTS

No interpretation of the meaning of the Request for Proposal will be made to any proposer orally. Every request for such interpretation should be in writing, e-mailed to meridenpurchasing@meridenct.gov, and to be given consideration must be received at least seven (7) days prior to the date fixed for the opening of proposals. Any and all such interpretations and any supplementary instructions will be in the form of written addenda to the specifications which, if issued, will be posted on the City of Meriden website under Bids, RFPs and Legal Notices, not later than three (3) days prior to the date fixed for the opening of proposals, failure of any proposer to receive such addenda or interpretation shall not relieve any proposer from any obligations under their proposals as submitted.

Each proposer is responsible for checking the website to determine if the City has issued any addenda and, if so, to complete its proposal in accordance with the RFP as modified by the addenda.

Proposers are prohibited from contacting any other City employee, officer or official concerning this RFP. A proposer's failure to comply with this requirement may result in disqualification.

ADDITIONAL INFORMATION

The City/MPS reserves the right, either before or after the opening of proposals, to ask any proposer to clarify its proposal or to submit additional information that the City in its sole discretion deems desirable.

COSTS FOR PREPARING PROPOSAL

Each proposer's costs incurred in developing its proposal are its sole responsibility, and the City shall have no liability for such costs.

OWNERSHIP OF PROPOSALS

All proposals submitted become the City's property and will not be returned to proposers.

FREEDOM OF INFORMATION ACT

All information submitted in a proposal or in response to a request for additional information is subject to disclosure under the Connecticut Freedom of Information. Proposers are encouraged **not** to include in their proposals any information which is proprietary a trade secret or otherwise confidential. All materials associated with this procurement process are subject to the terms of state laws defining freedom of information and privacy, and all rules, regulations and interpretations resulting from those laws.

PRESUMPTION OF PROPOSER'S FULL KNOWLEDGE

Each proposer is responsible for having read and understood each document in this RFP and any addenda issued by the City. A proposer's failure to have reviewed all information that is part of or applicable to this RFP, including but not only any addenda posted on the City's website, shall in no way relieve it from any aspect of its proposal or the obligations related thereto.

Each proposer is deemed to be familiar with and is required to comply with all federal, state and local laws, regulations, ordinances, codes and orders that in any manner relate to this RFP or the performance of the work described herein.

By submitting a proposal, each proposer represents that it has thoroughly examined and become familiar with the scope of work outlined in this RFP, and it is capable of performing the work to achieve the City's objectives. If applicable, each proposer shall visit the site, examine the areas and thoroughly familiarize itself with all conditions of the property before preparing its proposal.

TAX EXEMPTIONS

The City is exempt from the payment of federal excise taxes and Connecticut sales tax and use taxes. Such taxes must not be included in prices.

AWARD CRITERIA & SELECTION

The City reserves the right to correct, after proposer verification, any mistake in a proposal that is a clerical error, such as a price extension, decimal point error, etc. If any error exists in an extension of prices, the unit price shall prevail.

The City reserves the right to accept all or any part of a proposal, reject all proposals, and waive any informalities or non-material deficiencies in a proposal. The City also reserves the right, if applicable, to award the purchase of individual items under this RFP to any combination of separate proposals or proposers. The City will accept the proposal that, all things considered, the City determines is in the best interests. Although price will be an important factor, it will not be the only basis for award. Due consideration may also be given to a proposer's experience, references, service, ability to respond promptly to requests, past performance, and other criteria relevant to the City's interests, including compliance with the procedural requirements stated in this RFP.

The City will not award the proposal to any business that or person who is in arrears or in default to the City with regard to any tax, debt, contract, security or any other obligation.

ATTACHMENTS

Standard Professional Services Agreement (includes insurance requirements)

ATTACHMENT

"A"

AGREEMENT FOR PROFESSIONAL SERVICES

This Agreement, made on this _____ day of _____ 2024, by and between the City of Meriden, hereinafter referred to as the "City" and _____ hereinafter referred to as the "Consultant".

WITNESSETH:

WHEREAS, the City of Meriden requires professional consultant services, and;

WHEREAS, the Consultant represents that he/she has the requisite experience to perform said services. NOW, THEREFORE, the City and the Consultant, for considerations hereinafter set forth agree as follows:

1. Work shall comply with the scope of work and schedule as noted in Attachment A.
2. The cost for services provided are as set forth in Attachments A and shall constitute the entire basis for payment for the work specified, including all incidental work, all labor, materials, equipment, and all other costs necessary to fulfill the requisites of this service.

3. **Designation of Gender:**

All words used herein in the singular shall extend to and include the plural. All words used in the plural number shall extend to and include the singular. All words used in any gender shall extend to and include all genders.

4. **Miscellaneous Requirements:**

- 4.1 The Consultant shall be responsible for the work and presentation to the City and others.
- 4.2 The Consultant shall be required to attend meetings and give reports to the City, or others, at the place and time directed by the City.
- 4.3 The Consultant shall consult with the City's staff to ascertain the requirements of the project and inform himself as to specific conditions that might affect his completing the work or the hours or season of its execution, such as use of adjacent areas, interruptions to operations, and any other information as required.
- 4.4 The Consultant covenants and agrees that he shall perform his services under this contract in accordance with the standards and practices of her profession.
- 4.5 Should the Consultant require the services of a sub-consultant at any time during the term of this contract, their names and qualifications shall be submitted to the City for approval. This approval, in no way, obligates the City to be responsible for payment.

4.6 Should the Consultant encounter difficulties beyond their control that may delay the completion of the project or any part thereof, the City is to be immediately notified in writing. This notification shall document the specific reasons for the delay and any attempts the firm has made to overcome such delays. A significant backlog of work, changes in staff, or other similar reasons, will

not be considered as acceptable reasons for granting any extension necessary to preclude a breach of contractual obligations. The City shall be the sole judge of the validity of any time extension, and if it is found that the firm has not diligently pursued and documented all available methods to overcome the delay, no extension of time shall be granted. Payment for any overtime work required to overcome any possible delays shall not be made by the City, unless it is determined to be in the best interest of the City.

5. **Fee and Payment:**

The cost for services provided for in this project are set forth in the Attachment A and shall constitute the entire basis for payment for the work specified including all incidental work, all labor, materials, equipment, studies, preparing the report, outside services, reviewing existing data, meetings, transportation, overhead, clerical personnel, and any and all other costs necessary to fulfill the requirements of this service. The Consultant has provided a breakdown of the lump sum cost which includes all items of work and incidental activities so partial payments for completed elements of the work may be provided. Billing will be made monthly in accordance with the work completed, subject to the approval of the City. Payment will be made not less than thirty (30) days after receipt of the approved invoice.

6. **Change Order:**

The City is to be notified, in writing, for any requests of time extension, compensation for proposed additional work, etc. Such requests will be reviewed by the City, and if it is in the best interest of the City and the City then approves such request, a Change Order will be issued by the City. Unless there are unforeseen conditions, the contract will not be increased.

7. **Indemnification:**

To the extent permitted by law, the Consultant shall at all times indemnify and save harmless the City and its officers, agents and employees on account of any claims, damages, losses, litigation, expenses, counsel fees, and compensation arising out of any claims, damages, personal injuries, property losses and/or economic damages sustained by or alleged to have been sustained by any person or entity, to the extent caused by the negligent acts, errors or omissions of the Consultant, its agents, employees, or subcontractors in connection with the Project, and/or under this Agreement.

To the extent permitted by law, the City shall at all times indemnify and save harmless the Consultant, and its officers, agents and employees on account of any claims, damages, losses, litigation, expenses, counsel fees and compensation arising out of any claims, damages, personal injuries, property losses and/or economic damages sustained by or alleged to have been sustained by any person or entity to the extent caused by the negligent acts, errors or omissions of the City, its agents, employees, or subcontractors in connection with the Project, and/or under this Agreement.

8. **Insurance:**

The Consultant shall provide and maintain a Certificate of Insurance indicating proof of Professional Liability (and/or Errors and Omissions Coverage), Loss of Valuable Papers and other required insurance as noted below, and is hereby made a part of this Agreement.

All insurance coverage shall be provided by the Consultant at no additional expense to the City. The scope and limits of insurance coverage specified are the minimum requirements and shall in no way limit or exclude the City from additional limits and coverage's provided under the Consultant's policies.

The Consultant shall be responsible for maintaining the stated insurance coverage in force for the life

of the contract with insurance carriers licensed and authorized to underwrite such insurance in the State of Connecticut.

The type and limits of insurance coverage shall not be less than the type and limits designated herein, and the Consultant agrees that the coverage or the acceptance by the City of certificates of insurance indicating the type and limits of insurance shall in no way limit the liability of the Consultant to any such type and limits of insurance coverage.

The insurance coverage hereinafter afforded by the Consultant shall be primary insurance, except when stated to apply in excess or contingent upon the absence of other insurance. The amount and type of insurance shall not be reduced by the existence of other insurance held by the City.

The Consultant shall provide coverage's that are not impaired or the aggregate is not impaired by any other risk, past or present, and the limits required, shall be fully available to the City of Meriden or restored if depleted below the required levels during the course of the contract and/or any extensions thereto.

The Consultant shall not commence work under the terms of this contract until he has obtained the liability insurance coverage required by this article and has filed Certificates of insurance on same with the City, and the City has approved the Certificates of Insurance and the represented coverage.

Each Certificate of Insurance shall include the following minimum pertinent information:

- * Name of Insurance Carrier writing policy
- * Name of Insured
- * Address of Named Insured
- * Description of coverage (Workers' Compensation certificates should evidence the state(s) of operation including Connecticut)
- * Policy Periods (effective and expiration dates)
- * Limits of Liability
- * Brief description of operations performed and the property covered
- * Name and address of certificate holder
- * Authorized agents name and address
- * Date and signature of the issuing agent (original only)
- * All General Liability additional names insured endorsements

Each insurance policy (with the exception of Workers' Compensation and Professional Liability) shall contain an endorsement including the City of Meriden as an Additional Insured. The Consultant shall provide notification to the City in the event of any material change, modification, cancellation or non-renewal of insurance coverage. During the course of execution of the work, whenever there is a lapse in the insurance requirements as stated herein, through cancellation, expiration, failure to renew or any other cause, the City shall order the cessation of all Consultation activities until such time as the insurance requirements are complied with.

Insurance Requirements:

- a. The Consultant shall procure and maintain for the life of the contract \$1,000,000.00 occurrence/\$2,000,000.00 aggregate limit **COMMERCIAL GENERAL LIABILITY COVERAGE**, written on an occurrence basis and minimally arranged to include the following coverage:
 - I. Premises/Operations
 - II. Products - Completed operations
 - III. Underground, explosion, and collapse hazard
 - IV. Contractual liability
 - V. Independent contractors

- b. The Consultant shall procure and maintain for the life of the contract \$1,000,000.00 BI/PD combined single **limit BUSINESS AUTOMOBILE LIABILITY COVERAGE**, written on an occurrence basis and minimally arranged to include the following coverage:
 - I. Non-owned automobile
 - II. Liability and Physical damage
 - III. All owned (private passenger and other than private passenger)
 - IV. Any automobile
 - V. All scheduled automobiles

- c. The Consultant shall procure and maintain for the life of the contract, State of Connecticut Statutory **WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY COVERAGE**, designed to indemnify all the Engineer's employees in the event of occupational injury and/or disease.
\$500,000.00 each accident
\$500,000.00 disease policy limit
\$500,000.00 each employee disease

- d. The Consultant shall procure and maintain for the life of the contract **PROFESSIONAL LIABILITY, MALPRACTICE, OR ERRORS AND OMISSION COVERAGE** protecting the Consultant against wrongful acts and liability arising from professional services. A \$2,000,000.00 single limit per claim and a \$2,000,000.00 aggregate per policy period shall be afforded by this coverage. The coverage shall be written on an occurrence form or may be written on a claims made basis.

9. **Termination:**

The City or the Consultant shall have the right, without cause, to terminate this Agreement within Thirty (30) days following written notification to the other party to that effect by Certified Mail or Personal delivery by agent, and upon the expiration of said thirty-day period, this Agreement shall be null and void and all rights established herein shall end and terminate. It shall not be necessary for either party to state a reason for such termination. If this Agreement is terminated, the Consultant shall be paid for the services performed to the termination notice date, including reimbursable expenses then due as mutually determined between the City and the Consultant.

10. **Standard of Care:**

The Consultant will perform the services described in this Agreement and in any work release documents or change orders which are issued under this Agreement and signed by both parties. In performing the services, the Consultant will exercise the degree of care and skill ordinarily exercised by reputable companies performing the same or similar services at the same time in the same geographic area. The Consultant will not have any obligation to perform services not expressly described in this Agreement or in work release documents or change orders signed by the Consultant.

CITY OF MERIDEN

CONSULTANT

Emily E. Holland, City Manager, Ag.
Duly Authorized

Duly Authorized

DATE

DATE

CITY OF MERIDEN, CONNECTICUT

INSURANCE REQUIREMENTS

Contractor shall agree to maintain in force at all times during the contract the following minimum coverages and shall name the City of Meriden as an **Additional Insured on a primary and non-contributory basis** to all policies except Workers Compensation and Professional Liability. All policies should also include a Waiver of Subrogation. Umbrella/Excess shall state that it follows form over General Liability, Auto Liability and Workers Compensation. Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum AM Best's rating of "A-"-VIII. In addition, all Carriers are subject to approval by the City of Meriden.

		(Minimum Limits)
General Liability	Each Occurrence	\$1,000,000
	General Aggregate	\$2,000,000
	Products/Completed Operations Aggregate	\$2,000,000
Auto Liability	Combined Single Limit	
	Each Accident	\$1,000,000
Umbrella (Excess Liability)	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000
Workers' Compensation and Employers' Liability	WC Statutory Limits	
	EL Each Accident	\$1,000,000
	EL Disease Each Employee	\$1,000,000
	EL Disease Policy Limit	\$1,000,000
Errors & Omissions	Each Occurrence	\$1,000,000

Original, completed Certificates of Insurance must be presented to the City of Meriden prior to contract issuance. Contractor agrees to provide replacement/renewal certificates at least 60 days prior to the expiration date of the policies.

1. Minority owned business? _____ yes _____ no
2. Years organized. _____
3. Is your company a corporation _____ yes _____ no
If yes where incorporated? _____
4. How many years have you been engaged in business under your present firm name? _____
5. Former Firm Name (if any) _____
6. List total number of Personnel _____
7. Is any principal of your firm an employee or public official of the City of Meriden, or an immediate family member of an employee or public official of the City of Meriden? (Definition of immediate family includes: an individual's spouse, fiancé or fiancée; the parent, brother or sister of such individual or spouse; and the child of such individual or the spouse of such child.)
_____ yes _____ no
8. List Vehicles and Equipment that you will use to perform this work: (show age of vehicles and equipment, sizes, capacities, etc.)

_____ NA _____

9. List the work to be performed by Subcontractors and summarize the dollar value of each subcontract.

10. List the name and address of the more important contracts recently completed by you, starting the approximate gross cost for each, and the month and year completed:

11. General character of work performed by you _____

12. Have you ever failed to complete any contract awarded to you? If so, where and why?

13. Have you ever defaulted on a contract? If so where and why?

14. Have you ever filed bankruptcy: _____ Please explain: _____

15. Will you, upon request, furnish any information that may be required by the City of Meriden? _____
16. The undersigned hereby authorizes and request any person, firm or cooperation to furnish any information requested by the City of Meriden, in verification of the recitals comprising this Statement of Bidder's Qualifications.

Dated this _____ day of _____, 20____
 day month year

 Name of Bidder

 Title

State of _____
 County of _____

_____ being duly sworn deposes and says that they are
 Name _____ of _____
 title _____ name of organization
 and that the answers to the forgoing question and all statement therein contained are true and correct

Subscribed and sworn to before me
 this _____ day of _____ 20____
 day month year

 Notary Public signature

My commission expires _____