



**ADMINISTRATION & FINANCE
PURCHASING DIVISION
CITY OF WORCESTER, MA
455 MAIN STREET
ROOM 201, CITY HALL
WORCESTER, MA 01608
(508) 799-1220**



**Christopher J. Gagliastro, MCPPO
Purchasing Agent**

**RFP NO. 6621-W6
ISSUANCE DATE: 8/18/2016**

BUYER: Christopher J. Gagliastro

**AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
REQUEST FOR PROPOSALS
NOTICE TO PROPOSERS**

RFP TITLE: Marketing Services / Department of Public Health

REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION

General Conditions

All proposals are subject to the terms, conditions and specifications herein set forth:

- 1. Scope: Provide marketing services as per the attached requirements and specifications of the City of Worcester Department of Public Health.**
2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of N/A must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.
3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: 22, 23, 27, 30, 34
4. A performance bond in the amount of N/A will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages.

Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division and are to be in duplicate. No changes will be considered or any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.

Any inquiries related to technical or contractual matters must be submitted in writing to:

**Christopher J. Gagliastro
Purchasing Director
City of Worcester, City Hall
455 Main Street, Room 201
Worcester, MA 01608
gagliastroc@worcesterma.gov**

5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).
6. The following meanings are attached to the defined words when used in this RFP.
 - a) The word "City" means The City of Worcester, Massachusetts.
 - b) The word "Proposer" means the person, firm or corporation submitting proposal on these specifications or any part thereof.
 - c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.
 - d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.
7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B, and shall remain confidential until the time specified in c.30B section 6 (d).
8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.
9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.
10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in

hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color, religious creed, national origin, sex, age or ancestry.

11. The City reserves the right to accept or reject any or all of the proposals submitted and waive informalities and technicalities.
12. The City will review and analyze each proposal, and reserve the right to interview selected proposers. The City shall select the proposer, which in the City's opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.
13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.
14. The Contract Agreement will be drafted by the City's Law Department in compliance with the terms of the RFP, and may incorporate the terms of this RFP and of the proposal selected.
15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.
16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.
17. A vendor conference will be held as follows: N/A
18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.
19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker's Compensation in the following types and amounts:
 - A) PUBLIC LIABILITY INSURANCE - Contractor to supply the City of Worcester with certificates of insurance covering public liability in an amount not less than \$1,000,000.00 to any one person, and not less than \$ 1,000,000.00 on account of one accident.

B) PROPERTY DAMAGE INSURANCE - Contractor to supply the City with certificates of insurance covering property damage in an amount not less than \$1,000,000.00 for damages on account of any one accident, and not less than \$ 2,000,000.00 on account of all accidents.

C) COMPENSATION INSURANCE - The Contractor shall furnish the City with certificates showing that all its employees shall be connected with the management operations are protected under worker's compensation insurance policies.

20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.
21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.
22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to pre-designated City of Worcester departments.
23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.
24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.
25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.
26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.
27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.

28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.
29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.
30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.
31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, set-offs, or counter-claims which would have been available to the City against the vendor in the absence of such assignment.
32. None of the services to be provided by the vendor pursuant to the contract shall be subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.
33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor,

and/or its subcontractors, performs as expected and promised by the Vendor.

35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.
36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.
37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

- 1) Withholding of payments due vendor under the contract until vendor complies.
- 2) Termination or suspension of the contract.

SUBMISSION OF PROPOSALS

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the evaluation requirements before considering costs. Therefore, no reference to pricing may be made in the proposal of evaluation considerations.

A sealed package containing **the original and 2 copies** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Marketing Services / DPH - Evaluation Response

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 6621-W6

A sealed package containing **the original and 2 copies** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Marketing Services / DPH - Costs

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 6621-W6

Cost proposal pages are located at end of specifications

Proposals must be delivered no later than Wednesday, September 7, 2016 at 10:00 AM LOCAL TIME. Late submissions will be rejected, regardless of circumstances. The City of Worcester is not responsible for submittals not properly marked.

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.

RFP EVALUATION

39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.
40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by the use of four rating categories as set forth by M.G.L. Chapter 30B:

- 1) **HIGHLY ADVANTAGEOUS** - Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.
- 2) **ADVANTAGEOUS** - Vendor's submittal meets the stated requirements without risk or disadvantage.
- 3) **NOT ADVANTAGEOUS** - Vendor's submittal contains some risk or disadvantage but is not unacceptable.
- 4) **UNACCEPTABLE** - Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the cost proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and cost proposals received.

(3) If a Corporation

Full Legal Name: _____

State of Incorporation: _____ Qualified in Massachusetts? Yes _____ No _____

Principal Place of Business _____

Street

P.O. Box

City/Town

State

Zip

Email: _____

Telephone No. _____

Place of Business in Massachusetts _____

Street

P.O. Box

City/Town

State

Zip

Telephone No. _____

GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY

Full Legal Name of Surety Company _____

State of Incorporation _____ Admitted in Massachusetts ? Yes _____ No _____

Principal Place of Business _____

Street

P.O. Box

City/Town

State

Zip

Place of Business in Massachusetts _____

Street

P.O. Box

City/Town

State

Zip

Telephone No. _____

NOTE:

The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to \$1,000.00 or more.

E.I. Number of bidder _____

This number is regularly used by companies when filing their "EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.

AUTHORIZED SIGNATURE OF BIDDER

TITLE

DATE

UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10, THE FOLLOWING CERTIFICATION MUST BE PROVIDED:

Section 10. A person submitting a bid or a proposal for the procurement or disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals."

(Please Print)

Name of Person Signing Bid

Signature of Person Signing Bid

Company

No award will be made without vendor certification of the above.

Marketing Services – Division of Public Health

RFP #: 6621-W6

The Worcester Division of Public Health is looking to secure a vendor to provide marketing and website development services for the Region 2 Health and Medical Coordinating Coalition (HMCC). The City expects the successful vendor to work closely with the Division of Public Health and representatives from the HMCC. It is anticipated that multiple on-site planning and review sessions and meetings will be necessary throughout the duration of the project.

Funded by: HMCC grant, dependent on funding availability

Terms: Contract ends June 30, 2017.

Scope of Services:

The vendor shall create a brand for the Region 2 Health and Medical Coordinating Coalition (HMCC), including a color scheme, logo, new name, and slogan.

The vendor shall develop and implement a marketing plan for the HMCC, including the design, printing, and mailing of up to one thousand informational pamphlets.

The vendor shall create two supplemental presentation packets to be used by the HMCC. These may include a PowerPoint presentation and display pieces.

The vendor shall create, and assist representatives from the City's Division of Public Health (DPH) in maintaining, a website that consists of no more than fifty pages. The website shall be hosted on an existing server and under a domain name owned by the City of Worcester Division of Public Health.

The vendor shall ensure that the website is designed by a member or members of the vendor's professional design staff. The final version will incorporate elements that effectively represent the brand and image desired by the City's Division of Public Health through a collaborative development process.

The vendor shall ensure that website navigation is consistent and user-friendly, with information grouped and presented in a logical manner that is understandable to users on all levels, including those with limited computer knowledge, physical, sensory or cognitive impairments and the elderly.

The vendor shall ensure that the website design meets World Wide Web Consortium (W3C) compliance and functions consistently across all major browsers, including MS Internet Explorer, Mozilla Firefox, Google Chrome and Apple Safari.

The vendor shall be familiar with Section 508 of the Rehabilitation Act and the Web Content Accessibility Guidelines (WCAG 2.0), and should implement these into the website design and layout to the highest degree possible.

The vendor shall create a website design that is responsive, flexible, and navigable and accommodates viewers using all major mobile devices, including but not limited to:

- Tablets: iPad, Samsung Tablet, MS Surface
- Smartphones: iPhone, Android, Windows Mobile Phones, Blackberry

The vendor shall ensure that the website design includes social media integration for Facebook, Twitter and YouTube, preferably in a custom and non-widget manner.

The vendor shall provide unlimited technical assistance for matters related to the website throughout the contract period. Additionally, the vendor shall provide training to representatives from the City's Division of Public Health and access to updating and maintaining the website. Updating and maintenance of the website should not require extensive technical knowledge on the part of City staff.

The vendor shall have the ability to travel throughout Region 2 to take and edit photographs that may be used in the creation of the website and/or marketing materials. All imagery must be taken or created by the vendor; no stock imagery.

Deliverables:

The vendor shall provide, at minimum, the following project deliverables, including the items listed in the Scope of Service:

- Custom designed, fully functional website no later than six months after contract execution
- Custom branding, including color scheme, logo, name and slogan no later than two months after contract execution
- Custom designed informational pamphlet mailing no later than three months after contract execution
- Custom designed presentation packets, to include a PowerPoint presentation and display pieces no later than three months after contract execution

Additional considerations:

- Portfolios, including links to previously designed websites, must be submitted with bid
- As this will be funded through a grant, vendor must be approved by the Massachusetts Department of Public Health prior to contract execution.
- The City shall retain ownership of all designs, layouts, images, copy (including slogan), materials, and website developed under this bid.

Minimum Evaluation Criteria:

Vendors must provide the following information with their bid submission, which will be used as part of the selection criteria:

1. Proposal submitted must include a narrative describing your firm, including years in business and experience in developing websites, branding and marketing materials, as well as the background and experience of those staff members who will work on this project.
2. Proposal submission must include an initial project plan, or detailed narrative, describing how the vendor will meet the requirements of the Scope of Services and Deliverables.
3. Individuals performing the website design must have a minimum of two (2) years of experience successfully designing, developing and implementing innovative websites. Formal education in website design may substitute up to two (2) years of experience. Provide evidence with proposal submission.
4. Proposal must include a portfolio that contains a minimum of two (2) examples of a mailing, two (2) examples of presentation display pieces and two (2) examples of websites designed by the individuals working on this project. Website examples should be diverse, dynamic, well-designed, easy to navigate and responsive websites designed by your firm within the past three (3) years.
5. Vendor must submit a minimum of one (1) example of a website designed for a local, state or federally recognized Emergency Preparedness Coalition. Extra consideration will be given for those Coalitions that are primarily public health and healthcare based.
6. Vendor must submit a minimum of two (2) references from previous website, marketing, and branding design projects. Vendor must include contact names, company names, email addresses, and telephone numbers for each reference.

Comparative Criteria:

Comparative Evaluation Criteria: Each proposal meeting the minimum evaluation criteria shall be further evaluation and rated according to the comparative evaluation criteria in order to determine the relative merits of each proposal. The review will cover the objectives listed below. Within each category, the degree to which the proposal satisfies the stated objective shall be reviewed and rated on a system of “highly advantageous”, “advantageous”, and “not advantageous”.

Portfolios:

Highly Advantageous: The proposal includes a portfolio that contains six (6) or more examples of a mailing, six (6) or more examples of presentation display pieces, and six (6) or more examples of websites designed by the individuals working on this project.

Advantageous: The proposal includes a portfolio that contains 4-5 examples of a mailing, 4-5 examples of presentation display pieces, and 4-5 examples of websites designed by the individuals working on this project.

Not Advantageous: The proposal includes a portfolio that contains three (3) or more examples of a mailing, three (3) or more examples of presentation display pieces, and three (3) or more examples of websites designed by the individuals working on this project.

References:

Highly Advantageous: The proposal includes six (6) or more references of previous clients, including contact names, company names, email addresses and phone numbers.

Advantageous: The proposal includes 4-5 references of previous clients, including contact names, company names, email addresses and phone numbers.

Not Advantageous: The proposal includes 3 references of previous clients, including contact names, company names, email addresses and phone numbers.

Qualifications:

Highly Advantageous: The proposal demonstrates five (5) or more years of experience and qualifications of the bidder in branding, marketing and successfully designing, developing and implementing innovative websites, and includes a narrative of the firm listing the experience and qualifications of the bidder's anticipated design/development team.

Advantageous: The proposal demonstrates four (4) or more years of experience and qualifications of the bidder in branding, marketing and successfully designing, developing and implementing innovative websites, and includes a narrative of the firm listing the experience and qualifications of the bidder's anticipated design/development team.

Not Advantageous: The proposal demonstrates three (3) or more years of experience and qualifications of the bidder in branding, marketing and successfully designing, developing and implementing innovative websites, and includes a narrative of the firm listing the experience and qualifications of the bidder's anticipated design/development team.

Emergency Preparedness Coalition Design Experience:

Highly Advantageous: The proposal includes four (4) or more examples of a website designed for an Emergency Preparedness Coalition and/or two (2) or more examples of a website designed for an Emergency Preparedness Coalition that is primarily public health and healthcare based.

Advantageous: The proposal includes three (3) or more examples of a website designed for an Emergency Preparedness Coalition.

Not Advantageous: The proposal includes two (2) or more examples of a website designed for an Emergency Preparedness Coalition.

COST / PRICE PROPOSAL ~ 6621-W6

Marketing fee must be submitted as a lump sum price and must be inclusive of all services outlined in this RFP. No additional compensation will be given outside of this lump sum fee.

<p>Lump Sum Marketing Fee</p> <p>\$ _____</p> <p>(To be completed by proposer)</p>
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Signature of person submitting proposal

Printed Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

E-Mail _____

Date _____