

# *Request for Information*

## *Marketing Services for Macomb County Community Mental Health*

October 2022

### **MACOMB COUNTY COMMUNITY MENTAL HEALTH**

*Guided by the values, strengths, and informed choices of the people we serve, Macomb County Community Mental Health provides an array of quality services which promote community participation, self-sufficiency, and independence*

## REQUEST FOR INFORMATION

### Marketing Services

#### I. OVERVIEW:

Macomb County Community Mental Health (MCCMH) announces a Request for Information (RFI) for Marketing Services from qualified Vendors to support MCCMH in spreading its mission:

*Macomb County Community Mental Health, guided by the values, strengths, and informed choices of the people we serve, provides quality services which promote recovery, community participation, self-sufficiency, and independence*

##### A. Deadline

The deadline for submission of this proposal is **November 30, 2022, by 12:00PM**. Proposals received after this date and time will not be considered.

##### B. Disclosure

Bidders must acknowledge any relationship between the bidder's principal officers and Board members and any members of MCCMH (to include staff employees, board members, and principal directors). Disclosure must also be made regarding the bidder's relationship, if any, with any member of the Macomb County Board of Commissioners or any Macomb County Department Head.

##### C. Rejection of Proposals

MCCMH reserves the right to reject any and all proposals received as a result of the RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of MCCMH. This RFP is made for information and planning purposes only. MCCMH does not intend to award a contract solely on the basis of any response made to this request, or otherwise pay for the information solicited or obtained.

##### D. Incurring Costs

MCCMH is not liable for any cost incurred by contractors prior to issuance of a contract.

##### E. Disclosure of Pre-Proposal Contents – Freedom of Information Act

Please be advised that ALL information submitted in response to public Request for Proposals may be divulged under the provisions of the Freedom of Information Act (FOIA). Confidential or proprietary information cannot be shielded from disclosure under the FOIA requirements for a public bid process.

##### F. Acceptance of Proposal Content

The contents of the proposals of the successful bidder may become contractual obligations if a contract continues. Failure of the successful bidder to accept these obligations may result in cancellation of the contract.

## **REQUEST FOR INFORMATION**

### **Marketing Services**

#### **G. Right to Re-Bid**

MCCMH reserves the right to re-bid all or some components of this Request for Proposal (RFP) in the event of significant changes to Medicaid Policy.

#### **H. Contract Award Date**

This will be a two-year engagement with an MCCMH option for renewal at MCCMH's discretion, dependent on performance, funding and system need. We expect to have the responses scored and a final decision made by January 10, 2023.

#### **I. Debarment and Suspension**

Bidder agrees to comply with Federal regulation 42 CFR Part 180 and certifies they: 1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency; 2. Have not been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; 3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state or local) with commission of any of the offenses enumerated above, and: 4. Have not had one or more public transactions (federal, state or local) terminated for cause or default.

### **II. SCOPE OF SERVICES:**

MCCMH is seeking partnership with a Vendor who can develop and implement comprehensive marketing plan. The plan should cover media relations and all media types including our website.

In addition, the scope of services must also include:

|                       |                     |
|-----------------------|---------------------|
| Content Development   | Marketing Analytics |
| Website Development   | Graphic Design      |
| Web Maintenance       | Video Production    |
| Messaging Development | Creative services   |
| Social Media          |                     |

It is important the Vendor learn the entirety of the services provided by or coordinated through MCCMH and to be inclusive of the variety and diversity of Macomb County.

### **III. GENERAL CONTRACTUAL RESPONSIBILITIES**

A. The selected Vendor shall comply with all privacy and security standards as stipulated by the Health Insurance Portability and Accountability Act (HIPAA) of 1996.

## **REQUEST FOR INFORMATION**

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### **Marketing Services**

- B. The selected Vendor shall comply with all Federal and Michigan Laws, regulations and the Michigan Administrative Code, the Michigan Mental Health Code, and the Michigan Department of Health and Human Services (MDHHS) Contractual obligations.

### **IV. VENDOR REQUIREMENTS**

- A. The selected Vendor should have a minimum of two (2) years' experience in identified areas outlined in this RFI.
- B. The selected Vendor must have the organizational capacity to provide the services described in this RFI.
- C. The selected Vendor must indicate in their response when they will be able to begin services and they should submit a timeline for a plan for full implementation.

### **V. CONTENT OF PROPOSAL**

- A. Title Page  
Please identify the RFI subject, name of your organization, address, and lead contact individual at your organization along with their contact information.
- B. Table of Contents  
Include a clear identification of the material by section and page number.
- C. Description of Scope of Work  
The proposal should describe a work plan outlining how the Vendor will provide the services outlined in the RFP. The bidder should describe the philosophy that will be utilized, along with the interest and capacity to meet the needs of our system of care.
- D. Organization's Qualifications and Experience  
Overview of the bidder's organization, the number and nature of the staff to be employed and credentialed to provide the services and serve in leadership roles in the organization. The bidder should describe any qualifications and/or experience and/or demonstrated competency specifically related to services outlined in this RFI.
- D. Identification of Anticipated Problems  
The proposal should identify and describe any anticipated or potential problems, the approach to resolving these problems and any special assistance that will be requested from MCCMH.
- E. Selected Vendor's Assurances  
The selected Vendor(s) will be required to assume responsibility for all services offered in their proposal. The Vendor must agree not to discriminate against employees or applicants for employment on the basis of race, religion, color, national origin, or handicap.

## **REQUEST FOR INFORMATION**

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### **Marketing Services**

#### **F. Organizational Information**

The Vendor must provide annual audited financial statement for the past two (2) years. The Vendor must provide and current criminal background check for the organizations principal staff. The Vendor must provide reference to any litigation involving the organization during the past five (5) years. The Vendor must provide reference to any substantiated recipient rights violations by the organizations principal staff over the past five (5) years.

### **VI. PROPOSAL EVALUATION**

Submitted proposals will be evaluated in the following areas by the MCCMH's Procurement Review Committee.

- A. The Vendor's experience and performance in the provision of related services including personnel.
- B. Finance and cost.
- C. Quality/thoroughness of Proposal (see instruction sheet for all required documents)

In addition, the MCCMH's Procurement Review Committee will also review the following:

- The number and scope of conditions, if any, attached to the bid
- Whether the bidder is presently in default to MCCMH for any reason

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