



REQUEST FOR PROPOSALS

CMSP Marketing Vendor

COUNTY MEDICAL SERVICES PROGRAM GOVERNING BOARD

I. GENERAL INTRODUCTION

The County Medical Services Program (CMSP) Governing Board seeks to acquire the services of a qualified California-based marketing firm to support its marketing initiatives. The CMSP Governing Board invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. The work to be performed will support CMSP Governing Board's existing CMSP programs.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered. Copies of this RFP and related documents can be obtained from the Governing Board website at <https://www.cmspcounties.org/news/>.

The initial contract period of the CMSP Marketing Vendor is fourteen months. The term is tentatively set to begin November 1, 2024 and end December 31, 2025. The estimated budget for the contract period is \$175,000 to \$200,000 for the marketing services listed in the Scope of Work and Deliverables (Section V). Additionally, during the contract period, the estimated budget for media buys (including but not limited to digital ads, search engine optimization, radio, outdoor advertising), printing expenses, and promotional items is up to \$600,000.

II. BACKGROUND

The County Medical Services Program (CMSP) was established in January 1983, when California law transferred responsibility for providing health care services to indigent adults from the State of California to California counties. This law recognized that many smaller, rural counties were not in the position to assume this new responsibility. As a result, the law also provided counties with a population of 300,000 or fewer with the option of contracting back with the California Department of Health Services (DHS) to provide health care services to indigent adults.

In April 1995, California law was amended to establish the County Medical Services Program Governing Board (Governing Board). The Governing Board, composed of ten county officials and one ex-officio representative of the Secretary of the California Health and Human Services Agency, is authorized to set overall program and fiscal policy for CMSP. Thirty-five counties throughout California participate in CMSP: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Imperial, Inyo, Kings, Lake, Lassen, Madera, Marin, Mariposa, Mendocino, Modoc, Mono, Napa, Nevada, Plumas, San Benito, Shasta, Sierra, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, Tuolumne, Yolo and Yuba.

CMSP is funded by public funds through State Program Realignment revenue received by the Governing Board and county general purpose revenue provided in the form of County Participation Fees. CMSP members are medically indigent adults, ages 21 through 64, who meet all of CMSP's eligibility criteria and are not otherwise eligible for Medi-Cal. Enrollment in CMSP is handled by county welfare departments located in the 35 participating counties. All CMSP members must be residents of a CMSP county and their incomes must be less than or equal to 300% of the Federal Poverty Level (based on net nonexempt income). For more information about CMSP, please visit www.cmspcounties.org.

Beginning in 2020, the Governing Board's launched the Connect to Care program which provides primary and preventive services to documented and undocumented county residents, ages 21-64, with incomes above 138% and up to 300% FPL. This program is available in all 35 CMSP Counties. The goal for the program is to promote timely delivery of necessary primary and preventive medical services to the target population in order to improve health outcomes for the population and reduce the incidence of emergency services utilization and inpatient hospitalization by the population. Member enrollment in Connect to Care occurs through contracted Community Health Centers, including Federally Qualified Health Centers, Rural Health Clinics, and Tribal Health Program, where many program enrollees also obtain covered primary care services.

The incumbent marketing vendors have developed the following items for the CMSP and Connect to Care Program:

- Promotional incentives (reusable grocery bags, cooling towels, first aid kits, lip balm)
- Flyers and rack cards (bilingual)
- Carteles / posters (bilingual) in health centers and near grocery/convenience stores
- Radio advertisements (bilingual)
- YouTube videos (bilingual)
- Digital banners and Facebook ads (bilingual)
- Logos
- Websites

It is anticipated that some of the following bilingual items will be needed for the CMSP and Connect to Care programs:

- Updated flyers and fact sheets
- Updated posters
- New promotional incentives
- Updated digital ads and social media
- Website updates

III. TIMELINE

The following tentative timeline shall guide the CMSP Marketing Vendor RFP:

May 24, 2024:	Marketing Vendor RFP Released
June 21, 2024:	Deadline to Submit Questions
July 12, 2024:	Written Responses to All Questions Posted
August 1, 2024:	Proposals Due
September 26, 2024:	Proposals Reviewed and Contractor Selected
September 30, 2024:	Marketing Vendor Announced Via Letter
November 1, 2024:	Marketing Contract Executed
December 1, 2024:	Final Marketing Plan Approved

IV. CMSP GOVERNING BOARD'S MARKETING GOALS

Working in collaboration with the Governing Board and staff, the marketing contractor will work toward and measure efforts against the following goals:

1. Effectively reach potential members, including those who are traditionally more uninsured, underinsured and/or experiencing health disparities,
2. Effectively reach partner counties (Boards of Supervisors, County Social Services Departments and County Public Health Departments),
3. Effectively reach medical providers within CMSP counties, and
4. Expand public awareness about the CMSP and Connect to Care programs.

V. SCOPE OF WORK AND DELIVERABLES

The scope of work will include the following:

1. Strategy and Account Management
 - Serve as the Governing Board's expert advisor for the development and implementation of marketing strategies for the CMSP and Connect to Care programs

- Develop a marketing plan focused on achieving the Governing Board’s Marketing Goals
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development
- Conduct stakeholder and member surveys, as needed
- Monitor and quantify outcomes

2. Public Relations

- Manage public relations resources to accomplish the objectives as described in the marketing plan

3. Creative Services

- Provide graphic design, content development, talent acquisition, and copywriting for digital, radio, print, and collateral material, as requested
- Provide social media strategy development, content, and execution
- Perform website design and development services, as needed, for the CMSP and Connect to Care (English and Spanish) websites
- Identify vendor options, obtain price quotes, and set up artwork for promotional incentive items and printed materials

The selected firm will be required to acknowledge the Governing Board’s ownership of all of brand identities, websites, print and collateral materials and shall otherwise transfer any ownership and copyright of brand identities, websites, print and collateral materials to the Governing Board upon completion and payment of services.

VI. PROPOSAL REQUIREMENTS

For ease and efficiency of review, the Governing Board has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company Profile

- A. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, e-mail address, and web address, as applicable.
- B. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- C. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- A. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
- B. Provide a description of your work process.
- C. Describe why and how your firm is uniquely positioned to serve as the Governing Board's lead marketing strategist, implementer, and advisor.
- D. Special consideration: If applicable, describe the experience with and knowledge of marketing health care coverage services.
- E. Special consideration: If applicable, describe the experience working with public sector clients.
- F. Special consideration: If applicable, describe the experience with and knowledge of marketing services in rural and frontier areas.
- G. Special consideration: If applicable, describe the experience with and knowledge of marketing services to primarily Spanish speakers.
- H. Special consideration: If applicable, describe the experience with and knowledge of marketing services to underserved or low-income populations.

3. Experience and Qualifications

- A. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- B. Describe your proposed process to garner input from the Governing Board, track activities, and monitor and quantify outcomes.
- C. Provide up to three (3) examples of relevant work and/ or case studies.
- D. Provide a minimum of three (3) client references.
- E. Provide a list of personnel who would be assigned to CMSP's work, including the firm's lead account representative, and provide the credentials and experience of all listed personnel.

4. Cost Proposal

- A. Provide a schedule of fees for all relevant services described in the Scope of Work including costs by component for:
 - i. Strategy Development and Ongoing Consulting
 - ii. Account Management
 - iii. Public Relations
 - iv. Digital Marketing Services
 - v. Social Media Services
 - vi. Graphic Design
 - vii. Website Design and Development
 - viii. Copywriting
 - ix. Commission structure for paid media (if applicable)
 - x. Set-up and ordering fees for promotional items (if applicable)
 - xi. Other fees, please include a description

- B. Using the required CMSP Marketing Vendor Proposed Hours & Proposed Budget Summary form, provide a high-level summary of the anticipated activities to be performed in each service area, an estimate of the annual number of hours required for each service area, and the estimated cost.

The Governing Board may request any other information that it deems in its sole discretion is necessary or useful in order to evaluate proposals. The Governing Board reserves the right to contact persons submitting a proposal informally to receive additional information.

VII. PROPOSAL FORMAT INSTRUCTIONS

1. All Marketing Vendor proposals must be complete at the time of submission and must follow the required format and use the required CMSP Marketing Vendor Proposed Hours & Proposed Budget Summary form and examples provided:
 - A. Text must appear on a single side of the page only.
 - B. Assemble the proposal in the order listed with the Proposal Requirements section.
 - C. Clearly paginate each page.
2. Proposals transmitted by e-mail will not be accepted.
3. Provide one original hard-copy Marketing Vendor Proposal clearly marked original, and six (6) hard copies.
4. Provide an electronic copy (flash drive) of the proposal.
5. Do not provide any materials that are not requested, as reviewers will not consider the materials.
6. Proposals must be received in the office no later than 3:00 p.m. PST on August 1, 2024.

CMSP Governing Board
ATT: Alison Kellen, Program Director
1545 River Park Drive, Suite 435
Sacramento, CA 95815

VIII. METHODOLOGY FOR REVIEW AND SCORING

The Governing Board reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more

than one vendor for services described within this RFP. The Governing Board also reserves the right not to award a contract for this RFP and will not reimburse the cost incurred by bidders who respond to this RFP.

Proposals will be evaluated based on the requirements set forth in the RFP. Selection of the firm(s) will be at the discretion of the Governing Board and will be based on the proposal(s) that the Governing Board deems to be the most responsive and effective and best serves the interests of the program. Following the review of all proposals, selected companies may be invited to participate in a virtual interview hosted by the Governing Board. Any additional costs and equipment for such presentations are the responsibility of the proposing company. Best and Final offers may be solicited from the pool of finalists prior to selection of the successful firm.

Proposals will be reviewed by a selection committee and will be evaluated based on the following criteria:

1. Firm Experience and Qualifications

- A. Experience with projects of similar type and scope
- B. Experience with public sector organizations
- C. Experience with health care marketing
- D. Familiarity with marketing services in rural and frontier areas of California

2. Staff Expertise/Implementation and Operational Teams

- A. Experience of staff proposed to be involved in the project
- B. Proven and demonstrated hands-on expertise of key management team members and staff in this area of work
- C. Demonstrated expertise in being a strategic partner with clients

3. Demonstrated Ability

- A. Communicate in a variety of media
- B. Effectively combine words and images
- C. Write clearly and persuasively in both English and Spanish
- D. Conduct market research and analyze market data
- E. Show creativity

4. Cost Proposal

- A. Total cost to CMSP as it relates to the services

5. References

- A. Feedback from submitted references

The foregoing criteria are for general guidance only. If the proposals are scored, the scoring will be for guidance and informational purposes only. The Governing Board will award a contract based on the proposal the Governing Board determines, in its sole discretion, is in the best interest of CMSP and the Governing Board.

Proposals which, in the Governing Board's sole and absolute discretion, are deficient, are not competitive, are non-responsive, do not meet minimum standards or are otherwise lacking in one or more categories may be rejected without further consideration.

IX. QUESTIONS

1. Frequently Asked Questions (FAQ)

If you have questions regarding the RFP, please submit the questions in writing to Alison Kellen, Program Director. Questions can be emailed to Ms. Kellen at akellen@cmspcounties.org. Include your name, the name of your firm, and your mailing address, email address, and telephone number.

Questions can be submitted at any time up to midnight on June 21, 2024. The Governing Board will post written responses to all questions received by the Governing Board within the time period indicated on its website as soon as possible after questions are received, and no later than July 12, 2024. For clarity, please cite the page and section to which your questions pertain, and if appropriate, the information you are seeking.

2. RFP Contact Information

Please direct any questions regarding the RFP via email to:

Alison Kellen, Program Director
CMSP Marketing Vendor RFP
akellen@cmspcounties.org

Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

X. GENERAL INFORMATION

1. All submitted proposals become the property of the Governing Board and will not be returned to the bidder unless otherwise determined by the Governing Board in its sole discretion.

2. Any costs incurred by the bidder for developing a proposal are the sole responsibility of the bidder and the Governing Board shall have no obligation to compensate any bidder for any costs incurred in responding to this RFP.
3. Proposals may remain confidential during this process only until such time as determined by the Governing Board in its sole discretion. Thereafter, all information submitted by a party may be treated as a public record by the Governing Board. The Governing Board makes no guarantee that any or all of a proposal will be kept confidential, even if the proposal is marked "confidential," "proprietary," etc.
4. The Governing Board reserves the right to do the following at any time, at the Governing Board's sole discretion:
 - A. Reject any and all proposals or cancel this RFP.
 - B. Waive or correct any minor or inadvertent defect, irregularity or technical error in any proposal.
 - C. Request that certain or all bidders supplement or modify all or certain aspects of their respective proposals or other materials submitted.
 - D. Modify the specifications or requirements for the Pilot Project in this RFP, or the required contents or format of the proposals prior to the due date.
 - E. Extend the deadlines specified in this RFP, including the deadline for accepting proposals.
 - F. Award, or not award, any contract for the market vendor services described in the RFP.

CMSP Marketing Vendor Proposed Hours & Proposed Budget Summary

Company:			
Service Area	Summary of Activities or Products	Proposed Hours	Proposed Budget*
Strategy and Account Management			\$
Public Relations			\$
Creative Services			\$
Other Professional Services or Fees (as described by bidder)			\$
TOTAL			\$
* Proposed budget total not to exceed \$200,000			

Description of Commission Structure for Media Buys:

Proposed Budget Exclusions (as described by bidder):