

REQUEST FOR PROPOSAL **TO PROVIDE PUBLIC RELATIONS SERVICES FOR** **Seward Community Health Center**

I. BACKGROUND INFORMATION

Seward Community Health Center (SCHC) is a federally qualified health center offering high quality medical care for a variety of illnesses and conditions. Our mission is to identify and serve the healthcare needs of our community by providing quality, affordable services and promoting wellness, prevention, and partnerships.

II. OBJECTIVE AND SCOPE

SCHC is seeking a public relations action plan to build upon our existing marketing strategies. The public relations strategy should provide a thoughtful and creative approach to improving SCHC's public image and must include specific strategies designed to reduce hesitancy and barriers in accessing vaccines through positive messaging and promotion of preventative health services.

The plan should use evidence-based, data-driven strategies targeted specifically for the Seward and Moose Pass communities. The plan should also address ways to build local trust in the Seward Community Health Center and enhance community recognition of the organization. Recommended strategies and methods should be rooted in an understanding of community dynamics and perspectives.

SCHC is also seeking assistance in developing marketing collateral and other content needed to execute the plan. Content may include educational and marketing materials for outreach and other opportunities as outlined in the strategy the firm develops.

The firm will work closely with the Expanding Immunizations Program Manager and other SCHC staff. The firm should expect to present their proposed strategy to clinic staff for input and to reach agreement on collateral that the firm will produce. The firm may also be requested to present the final plan to clinic staff and/or the Board Outreach Committee. Collaboration and presentations may be done through distance-delivered technology and does not need to be in person.

SCHC will provide guidance on current methodologies including the overall Strategic Marketing Plan, branding guide, social media accounts, and other materials and distribution channels, and can assist in conducting local research to aid in development of the plan. The strategy should include messages, means of delivery and outreach tactics that are appropriate for SCHC's service area, brand and underlying goals. The firm should deliver the scaffolding for an annual plan that can be adjusted and executed by clinic staff each year. The strategy should include targeting for specific audiences as outlined in SCHC's strategic marketing plan, and follow guidance provided in SCHC's branding and marketing documents.

The development of the strategic communications and outreach plan and related materials should be done remotely and must occur during February and March 2025. Research and development of the plan may require travel to Seward, at the firm's discretion. On-site support is also available in lieu of travel. The delivered strategy will be implemented immediately and must be ready for action by SCHC.

III. DELIVERABLES & TIMELINE

The PR Firm will provide SCHC with the following deliverables, with dates specified below:

- Project Kickoff Meeting – on or before February 14, 2025
- Follow-up with preliminary plan review – February 24-26, 2025
- Final Action Plan (including annual implementation timeline) – delivered on or before March 17, 2025
- Supporting collateral for Spring 2025 Health Fair – delivered on or before March 17, 2025
- Additional materials for later use may be delivered on a rolling basis as mutually agreed upon, and no later than May 31, 2025.

Local research to inform the strategy should be completed as needed in anticipation of final deadlines. The strategy should include components for immediate execution March to June 2025, as well as the remainder of the year.

IV. CONTRACT TERM

This initiative is grant funded with an expected award end date of June 2025. SCHC is seeking timely completion to meet expedited deadlines and expects work to begin with a kick off meeting on or before Feb. 14. The term of this contract will be four months, commencing upon signature and concluding on May 31, 2025.

V. PROPOSAL QUALIFICATION REQUIREMENTS

This Request for Proposal represents the requirements for an open and competitive process under Electronic Code of Federal Regulations §200.320. 100% of this project is anticipated to be financed by federal sources and contractors must comply with all applicable federal laws, regulations, executive orders, and terms and conditions of the funding award. Proposals not conforming to these requirements will not be considered. Interested firms should include the following information in their proposal:

A. Profile of the Contractor:

The profile of the proposers should provide general background information. This should include:

1. The organizational size of the proposer and whether it is local, regional, or national in operations including location of the office from which the work is to be done.

B. Proposer's Qualifications

1. A brief statement on the proposer's staff capability to develop a comprehensive public relations plan on the one-month timeline.
2. A description of staff who will work on the public relations plan and supporting content and their availability during the proposed period of work.
3. A description of the firm's ability to produce a community-specific strategic public relations plan with a quick turnaround.
 - a. Address the firm's experience with health-focused or vaccine-specific public relations.
 - b. Address the firm's experience in quickly developing comprehensive strategies and ability to do so in February and March 2025.

- c. Include the firm's experience with data-driven and evidence-based public relations methods, and the firm's experience in Alaska communities.
- 4. If other communications professionals from outside firms are to participate in the project, those professionals should be required to provide similar information.
- C. **Proposer's Approach to the Examination**
Submit a brief, general work plan to accomplish the scope defined in these guidelines. The work plan should demonstrate the proposer's understanding of the public relations and outreach needs and provide a general overview of procedures to be applied in completing the strategy on the designated timeline.
- D. **Time Requirements**
Detail how the proposed timeline will be met.
- E. **Fees**
 - 1. **Firm Fixed-Price:** Proposal costs must be inclusive of all research and development costs including staff efforts, expenses and any other costs. Any proposals which call for outsourcing or contracting work must include the name and description of the organizations being contracted.
 - 2. Provide estimates rates for types of content that could be reasonably expected to support a plan of this type, with an understanding that the specific collateral needed will be refined in conjunction with the strategy and the final cost of those items will be arrived upon as that develops.
 - 3. The firm should expect to submit an invoice in March 2025 for the fixed cost of the plan and content up to that point, and bill monthly by the 3rd of the month for content as needed after that time.
- F. **Non-discrimination Clause**
Affirm that the firm does not discriminate against any individual because of race, religion, sex, color, age, handicap or national origin, and that these shall not be a factor in consideration for employment, selection of training, promotion, transfer, recruitment, rates of pay, or other forms of compensation, demotion, or separation.
- G. **Declarations**
Submission of declarations, information and details concerning suspension or debarment by the federal government as reported by the Office of Inspector General settled against any member of the Contractor organization or project team.

VI. CONTRACTUAL ARRANGEMENTS

- A. **Payment Terms:** Invoices will be paid within thirty (30) days of receipt.
- B. **SCHC staff** will be available to provide clinic information, marketing information and work on strategy and collateral editing and approval as their schedules permit during the course of the contract.
- C. **Additional Expenses:** Any additional expenses (e.g. media buying, event costs, content production) not covered under the agreed fees will be pre-approved in writing by the Client and invoiced separately.

VII. EVALUATION OF PROPOSALS

The following criteria will be considered when making an evaluation of the proposals:

A. Technical Factors

1. Responsiveness of the proposal in clearly stating an understanding of the services to be performed.
 - a. Appropriateness of the approach, including ability to use locally-focused messages and methods.
 - b. Ability to meet the required timeline.
2. Technical experience of the firm.
 - a. Experience of the firm with healthcare or vaccine-related public relations.
 - b. Experience of the firm developing a comprehensive public relations plan on a quick turnaround.
 - c. Experience of the firm using evidence-based and data-driven public relations methods in small Alaska communities.
3. Qualifications of Key Staff.

B. Cost of the proposal.

C. References. Please provide the name and contact information for at least two organizations for which the proposer has completed public relations plans.

SCHC reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any contract awarded will be made to the firm who, based on evaluation of all responses, applying all criteria and oral interviews, if necessary, is determined to be the best to produce the public relations strategy.

II. SUBMISSION OF PROPOSALS

An electronic copy of your proposal must be submitted to Molly Dischner, SCHC, 417 First Avenue/PO Box 2895, Seward, AK 99664, mdischner@sewardhealthcenter.org no later than 12 Noon Alaska Time on Feb. 10, 2025. Selection of the firm will be made by Feb. 12, 2025 and all firms submitting proposals will be notified immediately as to the selection results. No proposal will be considered that is not received at or prior to the above time and date.

IX. SOURCES OF INFORMATION

Any interested party who has questions about the scope of work may contact Molly Dischner, SCHC Expanding Immunizations Program Manager, at (907) 224-8504.