

# CENTRAL SAVANNAH RIVER AREA REGIONAL COMMISSION

## REQUEST FOR PROPOSALS

### **COVID-Related Marketing Campaign**

DUE DATE: March 15, 2022

DUE TIME: 3:00 P.M.

ALL BIDS MUST BE SUBMITTED BY THE DUE DATE AND DUE TIME NOTED ABOVE.

SUBMIT BIDS TO: [rfps@csrarc.ga.gov](mailto:rfps@csrarc.ga.gov)





CSRA Regional Commission  
3626 WALTON WAY EXT., SUITE 300  
AUGUSTA, GA 30909  
Phone: 706.210.2000  
Fax: 706.210.2006  
Email: [acrosson@csrarc.ga.gov](mailto:acrosson@csrarc.ga.gov)



RFP Due Date: March 15 2022

Deadline for Questions: March 15, 2022

The Central Savannah River Area Regional Commission is seeking responses to for the provision of a COVID educational marketing campaign. If you are interested in responding to our Request for Proposals, please do so by the date noted in this RFP and in the manner so described. A copy of the full RFP may be accessed at <https://csrarc.ga.gov/current-bid-opportunities>

The CSRA Regional Commission (hereinafter referred to as "CSRA RC"), 3626 Walton Way Ext., Suite 300, Augusta, GA 30909, will receive responses (hereinafter referred to as "Response" or "Responses" or "Bid" or "Bids") to this Request for Proposals (RFP) until 3:00 PM on March 15, 2022, for the Scope of Services outlined in the RFP.

No responses will be accepted after 3:00 PM on March 15, 2022. The CSRA RC reserves the right to request additional information from any Responder submitting a response to this RFP if the CSRA RC, in its sole discretion, deems such information necessary to further evaluate the responses to this RFP. The CSRA RC reserves the right, in its sole discretion, to interview any Responder responding to this RFP. The CSRA RC reserves the right to waive informalities and minor irregularities in submittals and reserves the sole right to determine what constitutes informalities or minor irregularities. Responder shall be responsible for all costs associated with responding to this RFP.

Any questions concerning this RFP or requests for additional information must be directed in writing to:

[acrosson@csrarc.ga.gov](mailto:acrosson@csrarc.ga.gov) or  
Andy Crosson, Executive Director  
CSRA Regional Commission  
3626 Walton Way Ext., Suite 300  
Augusta, GA 30909  
by 2 p.m. on March 8, 2022

Answers/responses from the CSRA RC to questions or requests for additional information will be in writing and will be provided to all persons who have received a copy of this RFP and/or requested to be included on the mailing list for potential addendums as noted above.

The CSRA RC will evaluate each Response, choosing the one(s) that, in the CSRA RC's sole discretion, is/are the most responsive (not necessarily the lowest in cost) for the particular contract, best addresses the work to be performed, taking into consideration factors such as price, potential ability to perform successfully under the terms and conditions of the contract, relevant past project experience/qualifications, organizational capacity, budget/financial capacity, and responses to the scope of work and performance overview sections of this response.

The CSRA RC also reserves the right, in its sole discretion, to contact any and/or all Responders after receiving the Responder's submittal to seek clarification of any portion thereof. The CSRA RC reserves the right to request additional information from any and/or all Responder if the CSRA RC deems, in its sole discretion, such information necessary to further evaluate the Responder's qualifications and/or capacity to perform.

The CSRA Regional Commission reserves the right, in its sole discretion, to cancel the RFP at any time, to amend the RFP before the due date for responses, to alter the timetables for procurement as set forth in the RFP prior to the due date, to reject any or all Responses submitted, and/or to waive any technicalities or formalities

Awarding of any contracts and any subsequent periodic payments during the grant period is contingent upon receipt of local, state and federal funds during the contract period. **EOE / ADA / M/F/H/O**

## APPEALS PROCESS

Responders not selected may appeal the CSRA Regional Commission’s decision to award a competitively solicited contract/agreement to another Responder by submitting a written appeal to the Executive Director within ten (10) calendar days of being notified that they were not selected. The written appeal must be sent via certified mail, return receipt requested to: Attn: Appeal of Procurement Award, CSRA Regional Commission, 3626 Walton Way Ext., Suite 300, Augusta, GA 30909.

For procurements resulting in awards of less than \$125,000, the Executive Director will schedule a time within ten (10) business days to hear the Responder’s appeal. The Executive Director will consider the information presented and submit to the appealing Responder his/her decision within ten (10) business days after hearing the appeal.

For procurements resulting in awards equal to or greater than \$125,000, the CSRA Regional Commission’s Council will hear any such appeal at the Council’s next regularly scheduled meeting (where the Responder may present an argument on its behalf, and the Executive Director, or his/her designee, may submit the Regional Commission’s counterargument(s)). The Council will consider the information presented and submit to the Responder its decision within ten (10) business days after hearing the appeal. The decision of the CSRA Regional Commission’s Council shall be final and binding.

After the Regional Commission’s Council or the Executive Director issues an appeal decision, any dispute that shall arise as to the procurement process shall be referred to a(n) arbitrator(s) selected in accordance with the rules of the American Arbitration Association, and such dispute shall be settled by arbitration in accordance with the rules prescribed by the CSRA Regional Commission, and judgment upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction. The party requesting arbitration and the CSRA Regional Commission shall share equally the cost of the arbitration process.

Once the arbitrator(s)’s judgment has been rendered, the decision will be presented to the CSRA Regional Commission’s Council at its next regularly scheduled meeting for further consideration and/or action, if necessary.

**I have read and understand the appeals process as outlined above.**

***I understand that an electronic signature has the same legal effect and can be enforced in the same manner as a written signature.***

***By checking this box and signing my name below, I am electronically signing this form.***

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Name (typed) \_\_\_\_\_ Title \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_



# RESPONDER INFORMATION SHEET

Name of Organization: \_\_\_\_\_

Physical Address:

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Mailing Address:

Street and/or P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Type of Organization:	_____ Public	_____ Private Non-Profit
(check all that apply)	_____ Private Proprietary	_____ Minority owned
(for informational/statistical purposes only)	_____ Female owned	_____ Less than 500 employees

Primary Contact Person: Name: \_\_\_\_\_

Title: \_\_\_\_\_

### Counties to be targeted (check all that apply):

- |           |          |                       |
|-----------|----------|-----------------------|
| Burke     | Jenkins  | Taliaferro            |
| Columbia  | Lincoln  | Warren                |
| Glascok   | McDuffie | Washington            |
| Hancock   | Richmond | Wilkes                |
| Jefferson | Screven  | All Fourteen Counties |

Total Funds Requested: \_\_\_\_\_

*I understand that an electronic signature has the same legal effect and can be enforced in the same manner as a written signature.*

*By checking this box and signing my name below, I am electronically signing this form.*

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name (typed) \_\_\_\_\_

Title \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_



# REQUEST FOR QUALIFICATIONS

If additional space is needed please use "paperclip" to attach to this form or email to [rfps@csrarc.ga.gov](mailto:rfps@csrarc.ga.gov)

**All information requested is required prior to consideration of any response.  
The undersigned certifies under oath to factual truth of all information presented.**

Name of Firm/Individual: \_\_\_\_\_

Form of Legal Entity (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Name and Title of Respondent: \_\_\_\_\_

E-Verify Number: \_\_\_\_\_

Are You or Affiliate Rated by Dun and Bradstreet?    YES            NO  
If yes, D&B Number: \_\_\_\_\_

**Have you or your firm defaulted on a contract or failed to complete any work awarded, or been involved in work related to litigation (if yes, please describe)?**

**List up to ten (10) projects which demonstrate skills to be used on a similar project. Note project name, location, owner, year, and nature of firm/individual's responsibility:**

List key personnel and qualifications likely to be involved on this type of project and explain their specific role in the work to be done:

List professional references for the firm/individual:

**Certifying that all answers to the foregoing questions and all statements therein contained are true and correct, I acknowledge that I am authorized to submit this response and that, if this response is accepted, I or my organization, will perform the duties as described.**

***I understand that an electronic signature has the same legal effect and can be enforced in the same manner as a written signature.***

***By checking this box and signing my name below, I am electronically signing this form.***

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Name (typed) \_\_\_\_\_ Title \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Scope of Work

Through this Request for Proposal (RFP), the CSRA Regional Commission, in its capacity as the local Area Agency on Aging, is soliciting responses from potential Responders interested in conducting a COVID-related educational campaign in the CSRA including following counties: Burke, Columbia, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Screven, Taliaferro, Warren, Washington, and Wilkes.

The marketing campaign should span from April 1, 2022, to June 30, 2022. The CSRA is open to the bidders' recommendations regarding type of promotion and frequency. The vendor will be responsible for purchasing and scheduling any and all advertising.

The maximum budget for this project is \$75,000. Proposals will be evaluated on quality, scope, and value.

## Proposal Elements

Please include a proposal that addresses all the elements of the proposed campaign including the following:

1. Project Timeline
2. Itemized Cost
3. Product Development Process
4. Sample of previous work
5. Proposed campaign tools (any combination of the following is preferred)
  - a. Digital marketing
  - b. Marketing services
  - c. Advertising
  - d. Social media
  - e. Online marketing
  - f. Branding/brand development
  - g. Video production
  - h. Graphic design
  - i. Web site design and development
  - j. Promotional items
6. Proposed Budget

Attach proposal using "paperclip" to attach files to Adobe or send via email to [rfps@csrarc.ga.gov](mailto:rfps@csrarc.ga.gov)

## EVALUATION CRITERIA AND REVIEW CONSIDERATIONS

It is essential that the Responder address each requirement set forth in this Request for Proposals. The response must contain all requested information. If a response is materially incomplete, in the sole judgment of the CSRA RC, it may be declared technically unresponsive and may be eliminated from further consideration.

For all procurements that are expected to result in an award/contract greater than \$50,000 in aggregate<sup>1</sup>, a review committee assembled by the CSRA RC (at its sole discretion) may be used to objectively review responses received. The review committee may or may not include or be solely limited to staff members of the CSRA RC.

By responding to this RFP, you also explicitly acknowledge that your response may be reviewed by a review committee as noted above and that any notes and/or discussions generated during the review of this RFP by the review committee are private and will not be shared with any Responder. A compilation of each Responder's average score (generated by averaging the score assigned by each reviewer for that Responder) may be made available only at the end of the award of this RFP.

By responding to this RFP, you also acknowledge that the CSRA RC, in its sole discretion, may make any award(s) to the Responder whose Response is the most responsive Response for the particular contract, best addresses the work to be performed, taking into consideration factors such as price, potential ability to perform successfully under the terms and conditions of the contract, analysis of the applicable Unit Cost Methodology or other cost analysis, relevant past project experience/qualifications, organizational capacity, budget/financial capacity, and responses to the scope of work and performance overview sections of this response.

The review committee's recommendation scoring will be submitted to the CSRA RC's management for consideration. The CSRA RC's Council will make a final decision related to the award of responses taking into consideration the RC's management's recommendation and the criteria for responsiveness. The CSRA RC Board's decision may differ from the review committee's recommendations.

### ***Acknowledgement of Appeals Process***

***I understand that an electronic signature has the same legal effect and can be enforced in the same manner as a written signature.***

***By checking this box and signing my name below, I am electronically signing this form.***

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Name (typed) \_\_\_\_\_ Title \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_

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<sup>1</sup> For procurements that are expected to result in an award/contract amount that is less than \$50,000, the CSRA RC may, at its sole discretion determine the best method to ascertain the responsible Responder who possess, at the Commission's sole discretion, the potential ability to perform successfully under the terms and conditions of a proposed procurement.



# GENERAL FINANCIAL REQUIREMENTS AND ASSURANCES

The Responder/provider assures that the following general financial conditions are understood and will be met as a requirement for entering into a contract with the CSRA Regional Commission (CSRA RC) for services:

1. I understand that the CSRA Regional Commission shall have the right to suspend/withhold payment if conditions of the contract are not met.
2. I understand that CSRA RC shall not be liable for non-payment or late payment for services rendered if funds are not available or have not been received from the Georgia Department of Community Health.
3. I understand this budget is for a period that runs from April 1, 2022 to June 30, 2022.

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Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_