

Request for Proposal

BROADCAST MEDIA SERVICES

LUZERNE COUNTY
CHILDREN AND YOUTH SERVICES

LUZERNE COUNTY PENNSYLVANIA
For the Fiscal Year Beginning 7/1/10 Ending 6/30/11

DUE DATE: Noon May 3, 2010
Luzerne County Children and Youth Services
111 North Pennsylvania Boulevard, Suite 110
Wilkes-Barre, Pennsylvania 18701-7355

TABLE OF CONTENTS

I. INTRODUCTION

- A. General Information
- B. Evaluation and Selection of Proposals
- C. Subcontracting
- D. Minority and Women-Owned Businesses

II. NATURE OF SERVICES REQUIRED

- A. Scope of Work
- B. Standards to be Followed
- C. Reports to be Issues

III. PROPOSAL DOCUMENT INSTRUCTIONS

- A. General Requirements
- B. Body of Proposal
- C. Other Expenses

IV. SPECIAL PROVISIONS

- A. Prerogatives
- B. Contract Period
- C. Assignability
- D. Payment
- E. Ownership
- F. Confidentiality

Appendix A

- A. Proposal Evaluation Criteria and Rating

Luzerne County Children and Youth Services

REQUEST FOR PROPOSAL

LUZERNE COUNTY, PENNSYLVANIA

I. INTRODUCTION

A. General Information

Notice of Invitation – Luzerne County Children and Youth Services invites qualified agencies to submit a proposal to provide broadcast media services for the fiscal year July 1, 2010 – June 30, 2011. There is no expressed or implied obligation for LCCYS to reimburse responding agencies for any expenses incurred in preparing proposals in response to this request.

1. Proposal Submission – Prospective providers should submit detailed proposals on or before May 3, 2010 by noon. Envelopes must be marked **“Sealed Proposal – Do Not Open”**. Proposals should be mailed or delivered to:

Director
Luzerne County Children and Youth Services
111 North Pennsylvania Boulevard, Suite 110
Wilkes-Barre, Pennsylvania 18701-7355

Proposal cover letters should designate who can answer questions concerning the submitted proposals. An officer empowered to bind the agency submitting the proposal must sign the proposal.

2. Proposal Format – One original and two copies of proposals should be submitted in the format outlined in Section III, ‘Proposal Document Instructions.’”

11. After evaluation of the responses, LCCYS will makes its selection based on the response which best meets the needs of LCCYS, in the sole discretion of LCCYS. The Request for Proposals is not intended to create a public bidding process, and the proposal with the lowest quoted fees will not necessarily be accepted, nor will any reason for the rejection of any proposal be indicated. LCCYS reserves the right to privately negotiate with any firm with respect to the requirements outlined in this Request for Proposals.

B. Evaluation and Selection of Proposals

LCCYS will perform the evaluation of proposals in accordance with the criteria set forth at Appendix A. The following criteria will also be considered in the evaluation:

1. The agency has no conflicts of interest with regard to any other work performed for the County.
2. The agency adheres to the instructions in this request for proposal on preparing and submitting the proposal.
3. The agency's past experience and performance on comparable engagements.
4. The quality of the agency's professional personnel to be assigned to the engagement and the quality of the agency's management support personnel to be available for consultation.
5. Expertise with similar federal and/or state financial awards.
6. Other criteria as deemed prudent.
7. The County reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected.

C. Subcontracting

Agencies are not permitted to subcontract or assign any part of the work covered under the scope of the agreement, without the express prior written consent of LCCYS.

D. Minority and Women-Owned Businesses

Minority-owned firms and women's business enterprises are encouraged to apply.

II. NATURE OF SERVICES REQUIRED

A. Scope of Work

The provider would be responsible for working in conjunction with the agency to develop, produce and place radio and television commercials for recruiting foster and adoptive homes.

B. Standards to be Followed

A proven ability to purchase commercial time which targets the population needed and effective use of financial resources.

C. Reports to be Issues

The following reports are required to be timely issued:

1. Agency will be responsible to provide reports on positive outcomes achieved in the program as well as keep data on families/children served.

III. PROPOSAL DOCUMENT INSTRUCTIONS

A. General Requirements

Proposals should include the following:

1. Title page, including:
 - a. The name, address, and phone number of the bidder's contact person.
 - b. The name and address of the agency.
2. Table of contents
3. A cover letter, including:
 - a. A brief statement as to the proposers understanding of the work to be performed, the commitment to perform the work and a statement as to why the agency believes it to be the best qualified to perform the engagement.
 - b. A signature of the person authorized to commit the agency.
 - c. Program outcomes.
 - d. Program budget.
 - e. Itemization of staff salaries and equipment.
4. Body of proposal – see below

B. Body of Proposal

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the agencies seeking to undertake the broadcast media services for LCCYS in conformity with the requirements of this request for proposals. As such, the substance of proposals will carry more weight than their form or manner of presentation.

The proposal should demonstrate the qualifications of the agency and of the particular staff to be assigned to this engagement. It should also specify an approach that will meet the requirements of the request for proposals.

The proposal should address all the points outlined in the request for proposal. The proposal should be prepared simply and economically, providing a straightforward, concise description of the proposer's capabilities to satisfy the requirements of the request for proposal.

1. Licensed in Pennsylvania

An affirmative statement should be included indicating that the agency is properly registered/licensed to operate in Pennsylvania.

2. Agency Qualifications and Experience

The proposal should state the size of the agency, how many staff it employs and location of the office from which the agency conducts business.

The proposal should also discuss how long the agency has been in business and its capabilities to provide services for broadcast media services.

The proposal should also include organizations for which the agency provides similar services and three references from those organizations. It should also describe any experiences as a subcontractor that would be pertinent to potentially working for LCCYS.

3. Cost

The proposal should contain all pricing information relative to performing the duties as described in this request for proposals.

C. Other Expenses

LCCYS will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal.

IV. SPECIAL PROVISIONS

A. Prerogatives

LCCYS reserves the following prerogatives.

1. To reject any or all proposals.
2. To terminate the contract following 30 days written notification to the agency.

B. Contract Period

The purchase of professional services contract shall apply to the fiscal year July 1, 2010 to the period ending June 30, 2011.

C. Assignability

The contractor cannot transfer any interest or provide for the assignment of the purchase of professional services contract with Luzerne County either in whole or in part, without the expressed written permission and written consent of the County Controller and County Commissioners.

D. Payment

Payment for services rendered based upon receipt of an itemized statement from the agency for units of service for the prior month.

E. Ownership

All proposals and reports become the property of Luzerne County upon submission, for use as deemed appropriate. Work papers must be available for references and reproduction by the Commissioner's, Controller's Office, and LCCYS for a period of three years from submission of the reports.

F. Confidentiality

All proposals, for the purpose of bidding, will be kept in strict confidence by the Commissioner's Office and LCCYS. The invitees and subsequently selected agency may not issue news releases or other public notification regarding this project without prior approval from the Commissioner's Office.

Appendix A

After determining that a proposal satisfies the mandatory requirements stated in the request for proposal, the comparative assessment of the relative benefits and deficiencies of the proposal in relationship to published evaluation criteria shall be made by using subjective judgment. The award of a contract resulting from this request shall be based on the best proposal received in accordance with the evaluation criteria stated below:

After an initial screening process of the RFP, a technical question-and-answer conference or interview may be conducted, if deemed necessary by LCCYS to clarify or verify the proposer's proposal and to develop a comprehensive assessment of the service.

Luzerne County reserves the right to consider historic information and fact, whether gained from the proposer's proposal, question-and-answer conferences, references or any other source, in the evaluation process.

The proposer is cautioned that it is the proposer's sole responsibility to submit information related to the evaluation categories and that Luzerne County is under no obligation to solicit such information if it is not included with the proposer's proposal. Failure of the proposer to submit such information may cause an adverse impact on the evaluation of the proposer's proposal.

A. Proposal Evaluation Criteria and Rating

1. Soundness of Approach – **Point Value 0-35**

(7 points max for each item)

- a. Project Description
- b. Description of Target Population
- c. Statement of Need
- d. Project Outcomes
- e. Potential for Success

2. Overall Qualification of the Agency – **Point Value 0-20**

(5points max for each item)

- a. Experience with this Service
- b. Experience Working with Proposed Population
- c. Experience Coordinating Community Resources
- d. Current Valid License or Certification

3. Qualifications of Individuals Performing the Service –**Point Value 0-15**

4. Budget – **Point Value 0-30**