**STATE OF SOUTH DAKOTA**

**DEPARTMENT OF HUMAN SERVICES**

**LONG TERM SERVICES AND SUPPORTS**

**3800 E HIGHWAY 34 – HILLSVIEW PLAZA**

**PIERRE, SOUTH DAKOTA 57501-3182**

**Division of Long Term Services & Supports Request for Proposal for Outreach Marketing and Public Relations Services**

PROPOSALS ARE DUE NO LATER THAN March 22, 2023 at 5 pm CST

|  |  |  |
| --- | --- | --- |
| RFP #: 23RFP8395 |  |  |

BUYER: South Dakota Department of Human Services

POC: Katelyn Szuggar EMAIL: Katelyn.Szuggar@state.sd.us

**READ CAREFULLY**

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| FIRM NAME: |  | AUTHORIZED SIGNATURE: |  |

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## PRIMARY CONTACT INFORMATION

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1. **GENERAL INFORMATION**
   1. **PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The South Dakota Department of Human Services (DHS) Division of Long Term Services & Supports (LTSS) is seeking the professional services of a marketing agency to work as a collaborative partner in the development, implementation, management, and evaluation of a comprehensive outreach marketing program to raise awareness of LTSS programs and services. LTSS programs and services are intertwined and outreach marketing efforts need to be collaborative. Specifically our programs are as follows:

* + - Dakota at Home - South Dakota’s Aging and Disability Resource Center which serves as the front door for intake and referral for people seeking assistance from both LTSS, and the Division of Developmental Disabilities (DDD) within DHS.
    - Adult Protective Services – investigates allegations of abuse, neglect, and exploitation of vulnerable older adults; investigations may result in implementation of supportive services, no action necessary or referral to law enforcement.
    - Caregiver Support Program – supports family caregivers, including those caring for older, frail adult family members, those living with Alzheimer’s or dementia, and non-parent relative caregivers of children.
    - In Home Services/Waiver Program – provides supportive services in the home or community such as assisted living or community living home as an alternative to nursing home care for individuals who qualify.
    - SHIINE (Senior Health Information and Insurance Education) Program – Federally-funded grant program that provides information about Medicare to Medicare recipients and new enrollees aging into Medicare as well as assistance with enrollment for Medicare Part D prescription assistance during the annual open enrollment period (typically October-December). This program also provides information on Medicare fraud awareness. Volunteer recruitment is key for this program.
    - Nutrition Program- The purpose of the Nutrition Program is to reduce hunger, food insecurity, and malnutrition of older adults, promote socialization, promote the health and well-being, by assisting them in gaining access to nutrition and other disease prevention and health related services, and delay adverse health conditions among older individuals. – Almost 1.5 million meals are provided to older adults across the state in congregate settings or home delivered.
    - Ombudsman Program – This role of this program is to advocate for and protect the resident's rights in nursing homes, assisted livings and community living homes.
    - Adult Day Services Programs - Through structured activities and services, Adult Day Services provide care and supervision for part of the day outside of the home in an Adult Day setting. This service enables caregivers to work or pursue other daytime activities while continuing to care for the care receiver at home.
    - Transportation Services – grant funds for transportation services for older adults for appointments or errands
    - Lifespan Respite – grant that funds a respite coalition to develop a statewide respite care provider resource
    - Any future new programs or services

In conjunction with the above, this Request for Proposal is also soliciting proposals to manage brand development and outreach marketing efforts for the affiliated Money Follows the Person (MFP) program within the South Dakota Department of Social Services (DSS).

* 1. **ISSUING OFFICE AND RFP REFERENCE NUMBER**

The South Dakota Department of Human Services is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Department of Human Services. The reference number for the transaction is RFP #23RFP8395 This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

* 1. **SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)**

|  |  |
| --- | --- |
| RFP Publication | January 26, 2023 |
|  |  |
| Deadline for Submission of Written Inquiries  Responses to Offeror Questions | February 15,2023 by 5 pm CST  March 1, 2023 |
| Proposal Submission  Offeror Presentations (if required) | March 22, 2023 by 5 pm CST  April 10, 2023 |
| Anticipated Award Decision/Contract Negotiation | June 1, 2023 |

# SUBMITTING YOUR PROPOSAL

All proposals must be completed and received by the South Dakota Department of Human Services on or before March 22, 2023, 5 p.m. CST. Proposals received after the deadline will be ineligible for consideration.

ONE (1) original and SEVEN (7) identical hard copies of the proposal must be submitted by mail to the South Dakota Department of Human Services and an electronic version must be made available.

Due to security concerns the State will not accept electronic proposals on portable media so Offerors must provide a secure location where the State can electronically download the Offeror’s proposal(s). This secure location can be a SFTP site, an encrypted FTP site or a webpage using SSL if files are only downloaded and nothing has to be uploaded. Offerors shall reference their secure web location in the paper copy of their proposal.

All proposals must be signed, in ink, by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected. The sealed envelope must be marked with the appropriate RFP Number and Title. The words “Sealed Proposal Enclosed” must be prominently denoted on the outside of the shipping container. Proposals must be addressed and labeled as follows:

**South Dakota Department of Human Services**

**Attention: Katelyn Szuggar**

**Request for Proposal #23RFP8395**

**3800 E. Hwy 34**

**Pierre, SD 57501**

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

* 1. **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS**

By signing and submitting this proposal, the offeror certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation, by any Federal department or agency, from transactions involving the use of Federal funds. Where the offeror is unable to certify to any of the statements in this certification, the bidder shall attach an explanation to their offer.

* 1. **NON-DISCRIMINATION STATEMENT**

The State of South Dakota requires that all contractors, vendors, and suppliers doing business with any State agency, department, or institution, provide a statement of non-discrimination. By signing and submitting their proposal, the offeror certifies they do not discriminate in their employment practices with regard to race, color, creed, religion, age, sex, ancestry, national origin or disability.

* 1. **RESTRICTION OF BOYCOTT OF ISRAEL**

For contractors, vendors, suppliers, or subcontractors with five (5) or more employees who enter into a contract with the State of South Dakota that involves the expenditure of one hundred thousand dollars ($100,000) or more, by submitting a response to this solicitation or agreeing to contract with the State, the bidder or offeror certifies and agrees that the following information is correct:

The bidder or offeror, in preparing its response or offer or in considering proposals submitted from qualified, potential vendors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any vendor, supplier, or subcontractor, is not an entity, regardless of its principal place of business, that is ultimately owned or controlled, directly or indirectly, by a foreign national, a foreign parent entity, or foreign government from China, Iran, North Korea, Russia, Cuba, or Venezuela, as defined by South Dakota Executive Order 2023-02. It is understood and agreed that, if this certification is false, such false certification will constitute grounds for the State to reject the bid or response submitted by the bidder or offeror on this project and terminate any contract awarded based on the bid or response. The successful bidder or offeror further agrees to provide immediate written notice to the contracting executive branch agency if during the term of the contract it no longer complies with this certification and agrees such noncompliance may be grounds for contract termination.

* 1. **MODIFICATION OR WITHDRAWAL OF PROPOSALS**

Proposals may be modified or withdrawn by the offeror prior to the established due date and time.

No oral, telephonic, or electronic responses or modifications to informal bids, formal bids, or Requests for Proposals will be considered.

* 1. **OFFEROR INQUIRIES**

Offerors may submit questions/inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities (Wednesday, February 15, 2023, 5:00 p.m. CST). Email questions/inquiries must be sent to Katelyn Szuggar at **Katelyn.Szuggar@state.sd.us** with the subject line “Questions about RFP #23RFP8395.

The South Dakota Department of Human Services will respond to offeror’s questions/inquiries (if required) via e-mail. In addition, all questions/inquiries and the State’s responses will be posted on the State’s procurement system. Offerors may not rely on any other statements, either of a written or oral nature, that alter any specification or other term or condition of this RFP. Offerors will be notified in the same manner as indicated above regarding any modifications to this RFP.

* 1. **PROPRIETARY INFORMATION**

The proposal of the successful offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. Pricing and service elements are not considered proprietary. An entire proposal may not be marked as proprietary. Offerors must clearly identify in the Executive Summary, and mark in the body of their proposal, any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of South Dakota and may be returned only at the State's discretion.

# LENGTH OF CONTRACT

The anticipated length of the contract is THREE (3) years with customary provisions for early termination based upon performance. At the South Dakota Department of Human Services’ discretion, contract may be extended beyond the original contract period for up to TWO (2) additional years for a total period not to exceed FIVE (5) years. Contract extensions will be mutually agreed upon and are based on department need and agency performance.

* 1. **GOVERNING LAW**

Venue for any and all legal action regarding or arising out of the transaction covered herein shall be solely in the State of South Dakota. The laws of South Dakota shall govern this transaction.

* 1. **DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION/NEGOTIATIONS)**

After completing a thorough review of all proposals, an oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based upon the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission and review of proposals. Any costs associated with oral presentations will solely be incurred by the offeror.

This process is a Request for Proposal/Competitive Negotiation process. Each Proposal shall be evaluated, and each respondent shall be available for negotiation meetings at the State’s request. The State reserves the right to negotiate on any and/or all components of every proposal submitted. From the time the proposals are submitted until the formal award of a contract, each proposal is considered a working document and as such, will be kept confidential. The negotiation discussions will also be held as confidential until such time as the award is completed.

## **STANDARD CONTRACT TERMS AND CONDITIONS**

Any contract or agreement resulting from this RFP will include the State’s standard terms and conditions as listed below. As part of the negotiation process, the contract terms listed in Attachment A may be altered or deleted. The Offeror should indicate in their response any issues they have with any specific contract terms. If the Offeror does not indicate any contract term issues, then the State will assume the terms are acceptable.

2.1 The Contractor will perform those services described in the Scope of Work in SECTION FIVE (5) of the RFP.

2.2 Under this agreement, the Contractor’s services shall commence on June 1, 2023, and end on May 31, 2026, unless sooner terminated pursuant to the terms hereof. The anticipated length of the contract is THREE (3) years.

2.3 The Contractor will not use State equipment, supplies, or facilities. The Contractor will provide the State with its Employer Identification Number, Federal Tax Identification Number or Social Security Number upon execution of this Agreement.

2.4 The State will make payment for services upon satisfactory completion of the services. The State will not pay Contractor’s expenses as a separate item. Payment will be made pursuant to itemized invoices submitted with a signed state voucher. Payment will be made consistent with SDCL Ch. 5-26.

2.5 The Contractor agrees to indemnify and hold the State of South Dakota, its officers, agents, and employees, harmless from and against any and all actions, suits, damages, liability, or other proceedings that may arise as the result of performing services hereunder. This section does not require the Contractor to

be responsible for or defend against claims or damages arising solely from error or omissions of the State, its officers, agents, or employees.

2.6 The Contractor, at all times during the terms of this Agreement, shall obtain and maintain in force insurance coverage of the types, and with the limits, as follows:

A. **Commercial General Liability Insurance:**

The Contractor shall maintain occurrence-based commercial general liability insurance, or equivalent form, with a limit of not less than $1,000,000.00 for each occurrence. If such insurance contains a general aggregate limit, it shall apply separately to this Agreement or be no less than two times the occurrence limit.

**B. Professional Liability Insurance or Miscellaneous Professional Liability Insurance:**

The Contractor agrees to procure and maintain professional liability insurance or miscellaneous professional liability insurance with a limit not less than $1,000,000.00

**C. Business Automobile Liability Insurance:**

The Contractor shall maintain business automobile liability insurance, or equivalent form, with a limit not less than $1,000,000.00 for each accident. Such insurance shall include coverage for owned, hired, and non-owned vehicles.

**D. Worker’s Compensation Insurance:**

The Contractor shall procure and maintain worker’s compensation and employers’ liability insurance as required by South Dakota law.

Before beginning work under this Agreement, Contractor shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance required in this Agreement. In the event a substantial change in insurance, issuance of a new policy, cancellation or nonrenewal of the policy, the Contractor agrees to provide immediate notice to the State and prove a new certificate of insurance showing continuous coverage in the amounts required. Contractor shall furnish copies of insurance policies if requested by the State.

2.7 While performing services hereunder, the Contractor is an independent contractor and not an officer, agent, or employee of the State of South Dakota.

2.8 Contractor agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to the person or property of third parties, or which may otherwise subject Contractor or the State to liability. Contractor shall report any such event to the State immediately upon discovery. Contractor’s obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Contractor’s obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Under this section, reporting to the State shall not excuse or satisfy any obligation of Contractor to report any event to law enforcement or other entities under the requirements of any applicable law.

2.9 This Agreement may be terminated by either party hereto upon THIRTY (30) days written notice. In the event the Contractor breaches any of the terms or conditions hereof, this Agreement may be terminated by the State at any time with or without notice. If termination for such a default is affected by the State, any payments due to Contractor at the time of termination may be adjusted to cover any additional costs to the State because of Contractor’s default. Upon termination, the State may take over the work and may award another party and agreement to complete the work under this Agreement. If, after the State

terminates for a default by Contractor it is determined that Contractor was not at fault, then the Contractor shall be paid for eligible services rendered and expenses incurred up to the date of termination.

2.10 This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the South Dakota Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of law or federal

funds reductions, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.

2.11 This Agreement may not be reassigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof and be signed by an authorized representative of each of the parties hereto.

2.12 This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota. Any lawsuit to or affecting this Agreement shall be venue in Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.

2.13 The Contractor will comply with all federal, state & local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.

2.14 The Contractor may not use subcontractors to perform the services described herein without the express prior written consent of the State. The Contractor will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the

State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Contractor will cause its subcontractors, agents, and employees to comply with applicable federal, state & local laws, regulations, ordinances, guidelines, permits and requirements and will adopt

such review and inspection procedures as are necessary to assure each compliance.

2.15 The Contractor hereby acknowledges and agrees that all reports, marketing plans, media schedules, creative concepts, marketing strategies, specifications, technical data, miscellaneous drawings, software system programs and documentation, procedures, files, operating instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, and all information contained therein provided to the State by the Contractor in connection with its performance of services under this Agreement shall belong to, and is the property of, the State and will not be used in any way by the Contractor without the written consent of the State. Papers, reports, forms, software programs, source code(s) and other material which are a part of the work under this Agreement will not be copyrighted without written approval of the State.

2.16 The Contractor certifies that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment or suspension, or declared ineligible from participating in transactions with the federal government or any state or local government department or agency. Contractor further

agrees that it will immediately notify the State if, during the term of this Agreement, the Contractor or its principals become subject to debarment, suspension, or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.

2.17 Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to Katelyn Szuggar, on behalf of the State, and by the President/CEO, on behalf of the Contractor, or such authorized designees as either party may from

time to time designate in writing. Notices or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, provided that notice of default or termination shall be sent by

registered or certified mail, or, if personally delivered, when received by such party.

2.18 In the event that any court or competent jurisdiction shall hold any provisions of this Agreement unenforceable or invalid, such holding shall not invalidate or render unenforceable any other provision thereof.

2.19 All other prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement

# BACKGROUND INFORMATION

# 3.1 ABOUT THE SOUTH DAKOTA DEPARTMENT OF HUMAN SERVICES DIVISION OF LONG TERM SERVICES AND SUPPORTS (LTSS)

LTSS provides home and community-based service options to individuals 60 years of age and older and adults with disabilities. In accordance with the Older Americans Act and other applicable state and federal laws, LTSS provides or purchases services for South Dakotans who meet program eligibility.

**3.2 THE LTSS MISSION**

The mission of the Division of Long Term Services and Supports (LTSS) is "To provide opportunities to enable older South Dakotans and adults who are disabled to live independent, meaningful, and dignified lives while maintaining close family and community ties by promoting long term services and supports to prevent or delay premature or inappropriate institutionalization."

**3.3 WHO WE SERVE**

Older adults 60+, adults 18+ with a disability, formal and informal caregivers, those impacted by Alzheimer’s or other dementia, grandparents 55+ providing care to children under the age of 18 and adults age 18-59 with disabilities (Caregiver program); low-income, minority, residing in rural areas or have limited English proficiency; social workers, discharge planners.

**3.4 A FEW OF LTSS’S GOALS**

* Increase brand recognition and trust of LTSS and DHS
* Utilize plain language in a people first language format while adhering to state and federal guidelines
* Establish highly effective outreach marketing and public relations campaigns that produce tangible results and maximize our ROI
* Utilize research and industry information to identify and target those audiences that need our services
* Increase awareness and recognition of all services and appropriate program referrals based on eligibility for services:
  + Dakota at Home – branded as the front door to services
  + APS (Adult Protective Services)
  + Ombudsman program
  + Lifespan Respite – targeting across the whole lifespan and increasing enrollment of respite providers
  + Caregiver program – increase in informal caregivers
  + Structured Family Caregiving – increase participants
  + Community Living Homes – increase in number of providers and participants
  + SHIINE – focus on underserved areas, low-income, reservation and rural frontier communities as well as increased volunteers; in addition, increase reports of fraud and/or scams
* Nutrition program – increase in meals served
* Promote services in the least restrictive environment, measured by the percentage of home and community based services (HCBS) consumers

1. **CAPABILITIES SOUGHT IN A MARKETING AGENCY**

The South Dakota Department of Human Services Division of Long Term Services and Supports (LTSS) is seeking an “Agency of Record” for all branding, advertising, marketing, and public relations services. LTSS is seeking offerors with extensive professional advertising and marketing experience in the research, development and placement of various forms of marketing to target select audiences. It is the expectation that the successful offeror research LTSS’s current marketing outreach strategies and develop innovative, but collaborative, marketing outreach campaigns for its various programs.

4.1 We are seeking agencies that have the following capabilities:

* Brand management

Offeror shall conduct a review of the current branding utilized for LTSS and DSS programs

Creative services as outlined in the Scope of Work. Offeror will possess the ability to effectively refresh the current brands or rebrand the services.

* + - Creative services

Offeror shall possess the ability to develop advertising concepts; design advertising and publication layouts; create and produce television commercials from concept to storyboard to final production; produce videos; develop stories that align with and support a larger creative campaign, produce rich media and conversion-centric digital elements; and write copy for print, audio, television, etc.

* Media research, evaluation, purchase and placement services

Offeror shall possess the ability to provide experience and skills in media strategy, including research and evaluation of all mediums and advertising channels (video, print, digital, social, audio, out-of-home, etc.) as well as skills in placement and purchase or media buys (and finding added value and partnership opportunities within the media buys).

* Research and reporting

Offeror shall possess the ability to provide market analysis data and information; pre-test advertising concepts in key markets, and organize and conduct focus group studies. Offeror shall possess the ability to provide tracking and reporting of all campaign elements as well as other aspects required to manage and measure the results of a comprehensive and integrated marketing campaign.

* Communication

The successful offeror shall understand the importance of communication with the Department of Human Services and the Department of Social Services. DHS and DSS staff members will work collaboratively with the offeror, providing insight into program information and requirements as well as feedback on campaign concepts.

1. **SCOPE OF WORK**

This RFP has THREE (3) main components.

5.1 COMPONENT ONE: SOUTH DAKOTA DEPARTMENT OF HUMAN SERVICES DIVISION OF LONG TERM SERVICES AND SUPPORTS

The selected offeror shall work collaboratively with the Division of Long Term Services and Supports and will be required to perform the following duties:

* + Conduct a review and market analysis of current outreach marketing efforts and recommend changes to enhance the effectiveness of these efforts. Effectively create a cohesive marketing plan and strategy for LTSS that showcases individual programs and services while maintaining their connection to the South Dakota Department of Human Services brand.
  + Create outreach marketing and educational materials, integrated where appropriate to maximize shared target audience, that promote the services individuals can access through LTSS by telling our story in a way that resonates with the intended audience. These materials will create a brand that speaks to trust, accessibility, and approachability while addressing the needs of older adults and adults with disabilities. Cost of printing materials will be within the established budget.
* Develop a paid media plan that may include television, print, audio, out-of-home, digital ads, social media, and event marketing, and provide content and creative production for the selected media. Cost of printing materials will be within the established budget.
* Evaluate campaign performance and adapt as needed to effectively reach and engage with our target audiences.
* Provide services on a per-project basis in support of the collaborative efforts of the South Dakota Department of Human Services.

5.2 COMPONENT TWO: DAKOTA AT HOME

The selected offeror shall work collaboratively with the South Dakota Department of Human Services and will be required to perform the following duties:

* Refresh the Dakota at Home brand to incorporate a more diverse population that speaks to our expanded audiences within LTSS and DHS, based on a review of the current brand and an analysis of the audiences Dakota at Home serves.
* Create a cohesive marketing plan and strategy that ensures continued recognition of Dakota at Home.
* Create outreach marketing and educational materials. Cost of printing materials will be within the established budget.
* Develop a paid media plan that may include television, print, audio, out-of-home, digital ads, social media, and event marketing, and provide content and creative production for the selected media.
* Evaluate campaign performance and adapt as needed to effectively reach and engage with our target audiences.

5.3 COMPONENT THREE: DEPARTMENT OF SOCIAL SERVICES MONEY FOLLOWS THE PERSON PROGRAM

The selected offeror shall work collaboratively with the South Dakota Department of Social Services and will be required to perform the following duties:

* Develop marketing materials to include the following: logo, website design, fillable forms, brochures, pamphlets, business cards, handbooks, and others as indicated.Cost of printing materials will be within the established budget.
* Develop advertising materials to include the following: social media content, print advertising, and others as indicated. Cost of printing materials will be within the established budget.
* Provide services on a per-project basis in support of the collaborative efforts of DSS
* Provide data to monitor the impact and reach of marketing efforts
* DSS Goals include:
  + Increased Awareness of the MFP program
  + Increased MFP referrals
  + Increased utilization of MFP
* DSS Target Audiences include:
  + Long-term care facilities, hospitals, senior centers, potential applicants, and families of potential applicants
  + Older adults or anyone over age 18 with a physical or intellectual disability.

1. **PROPOSAL REQUIREMENTS** 
   1. The offeror is cautioned that it is the offeror's sole responsibility to submit information related to the evaluation categories and that the State of South Dakota is under no obligation to solicit such information if it is not included with the proposal. The offeror's failure to submit such information may cause an adverse impact on the evaluation of the proposal. Successful proposal will address all three components in scope of work.
   2. **Offeror's Contacts**: Offerors and their agents (including subcontractors, employees, consultants, or anyone else acting on their behalf) must direct all of their questions or comments regarding the RFP, the evaluation, etc. to the buyer of record indicated on the first page of this RFP. Offerors and their agents may not contact any state employee other than the buyer of record regarding any of these matters during the solicitation and evaluation process. Inappropriate contacts are grounds for suspension and/or exclusion from specific procurements. Offerors and their agents who have questions regarding this matter should contact the buyer of record.
   3. The offeror may be required to submit a copy of their most recent audited financial statements upon the State’s request.
   4. Provide the following information related to at least three previous and current service/contracts, performed by the offeror’s organization, which are similar to the requirements of this RFP. Provide this information for any service/contract that has been terminated, expired or not renewed in the past three years.
2. Name, address and telephone number of client/contracting agency and a representative of that agency who may be contacted for verification of all information submitted;
3. Dates of the service/contract; and
4. A brief, written description of the specific prior services performed and requirements thereof.
5. **PROPOSAL RESPONSE FORMAT**
   1. An original and seven copies shall be submitted.
      1. The proposal should be page numbered and should have an index and/or a table of contents referencing the appropriate page number.
   2. All proposals must be organized and tabbed with labels for the following headings:
      1. **RFP Form**. The State’s Request for Proposal form completed and signed.
      2. **Executive Summary.** The one- or two-page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.
      3. **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:
         1. A complete narrative of the offeror's assessment of the work to be performed, the offeror’s ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired overall performance expectations.
         2. A specific point-by-point response, in the order listed, to each requirement in the RFP. The response should identify each requirement being addressed as enumerated in the RFP.
         3. A clear description of any options or alternatives proposed.
      4. **Cost Proposal.** Cost will be evaluated independently from the technical proposal. Offerors may submit multiple cost proposals. All costs related to the provision of the required services must be included in each cost proposal offered.

See section 9.0 for more information related to the cost proposal.

1. **PROPOSAL EVALUATION AND AWARD PROCESS**
   1. After determining that a proposal satisfies the mandatory requirements stated in the Request for Proposal, the evaluator(s) shall use subjective judgment in conducting a comparative assessment of the proposal by considering each of the following criteria:
      1. Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;
      2. Resources available to perform the work, including any specialized services, within the specified time limits for the project;
      3. Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;
      4. Availability to the project locale;
      5. Familiarity with the project locale;
      6. Proposed project management techniques; and
      7. Ability and proven history in handling special project constraints.
   2. Experience and reliability of the offeror's organization are considered subjectively in the evaluation process. Therefore, the offeror is advised to submit any information which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.
   3. The qualifications of the personnel proposed by the offeror to perform the requirements of this RFP, whether from the offeror's organization or from a proposed subcontractor, will be subjectively evaluated. Therefore, the offeror should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.
   4. The State reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the State of South Dakota.
   5. **Award:** The requesting agency and the highest ranked offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.
      1. If the agency and the highest ranked offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the agency, the agency shall, either orally or in writing, terminate negotiations with the contractor. The agency may then negotiate with the next highest ranked contractor.
      2. The negotiation process may continue through successive offerors, according to agency ranking, until an agreement is reached or the agency terminates the contracting process.

# COST PROPOSALS

Offerors are required to submit three separate cost proposals as outlined in the Scope of Work and in 9.1, 9.2, and 9.3.

9.1 For the Department of Human Services Division of Long Term Services and Supports, the proposal should include a budget to evaluate current branding and marketing materials and strategies, research target audiences and provide insight on how best to reach those audiences, and a proposed budget for media spend and other digital and printed advertising materials. Estimated budget is $600,000 for three (3) year contract.

9.2 For Dakota at Home, the proposal should include a budget to evaluate and refresh Dakota at Home branding and marketing strategies, creation of a cohesive marketing plan and outreach materials, and a proposed budget for media spend and other digital and printed advertising materials. Estimated budget is $1,000,000 for three (3) year contract.

9.3 For the Department of Social Services (DSS), the proposal should include a budget to develop a brand for the Money Follows the Person program and a proposed budget for media spend and other digital and printed advertising materials to promote the program. Estimated budget is $600,000 for three (3) year contract.