



**PROCUREMENT AND SUPPLY
COMMONWEALTH HEALTHCARE CORPORATION
REQUEST FOR PROPOSAL**

RFP21-CHCC/AOC-COVID-19-002

SUBMISSION DEADLINE: MARCH 22, 2021 TIME:10:00AM (CHST)

**“CHCC COVID-19 VACCINATION COMMUNICATIONS &
MARKETING”**

INTERESTED PARTIES CAN DOWNLOAD THIS REQUEST FOR PROPOSAL FROM THE CHCC WEBSITE [WWW.CHCC.GOV.MP]. ONCE AT THE SITE, NAVIGATE TO **REQUEST FOR PROPOSALS** TAB ON THE LEFT NAVIGATION BAR. CLICK ON THE URL FOR THIS RFP. YOU WILL BE REQUIRED TO ENTER DATA TO ALLOW US TO TRACK ALL REQUESTS FOR THIS OPPORTUNITY.

THE CHCC RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSAL AND TO WAIVE ANY IMPERFECTIONS IN ANY PROPOSAL, IF TO DO SO SHALL BE IN THE INTEREST OF THE CHCC. ALL PROPOSALS SHALL BECOME THE EXCLUSIVE PROPERTY OF THE COMMONWEALTH HEALTHCARE CORPORATION.

/S/ ESTHER L. MUNA
CHCC CHIEF EXECUTIVE OFFICER

/S/ CORA P. ADA
DIRECTOR OF PROCUREMENT & SUPPLY

**COMMONWEALTH HEALTHCARE CORPORATION
DETAILED REQUIREMENTS AND SCOPE OF WORK**

**CHCC COVID-19 VACCINATION COMMUNICATIONS & MARKETING
RFP21-CHCC/AOC-COVID-19-002**

I. BACKGROUND INFORMATION

The CNMI has implemented a phased approach to disseminate COVID-19 vaccines that have been authorized by the United States (US) Food and Drug Administration (FDA) under Emergency Use Authorization (EUA). The goal of the CNMI's vaccine campaign is to safely and effectively vaccinate 95% of the CNMI population for COVID-19 in 2021. In order to ensure the timely dissemination of accurate, scientific based vaccine information to the CNMI community, targeted communications and COVID-19 vaccination marketing will be critical.

This RFQ package contains the necessary information and guidelines for interested vendors to develop and submit bid proposals.

II. NATURE OF WORK

During the period of the agreement, the prospective contractor is expected to work with CHCC staff at the identified location as specified in Section III of this RFP. The prospective contractor is expected to deliver the services in an efficient, trustworthy, and professional manner.

The prospective contractor must have experience to qualify for the award of the contract, the vendor must be able to show proof that it has the manpower, equipment, and financial resources to complete the scope of work as specified in Section IV of this RFP.

III. LOCATION OF WORK

Activities, as indicated in the scope of work and service specifications (section IV), shall be completed at an agreed upon location between the vendor and the CHCC.

IV. DETAILED SCOPE OF WORK

The qualified vendor will be expected to produce the following in a manner that is deemed acceptable by the CHCC:

- Produce draft concepts, designing print, digital, video and other content approved by the CHCC.
- Create content for video board and social media use by the CHCC.
- Develop photographic campaigns, branding, editorial, product, portraiture, both in studio and on location for review and approval of the CHCC.
- Produce all aspects of video shoots including shooting, lighting, and recording audio
- Shooting digital photos of patients and staff to create an inventory of stock images that are acceptable and approved by CHCC.

- Edit various styles of videos ranging from promotions and demonstrations to training videos, how-to's or what to do and more.
- Create motion graphics and perform color corrections as needed
- Develop designs to support email, web, and other related communications products as needed by the CHCC.
- Content developed will need to be done consistent with a health equity approach, ensuring that messaging and information is received and understood by high-risk, vulnerable, and underserved members of our community. This will need to include messaging translated in various languages representative of the various ethnicities within the CNMI. Content will also need to ensure accessibility for members of our community who have visual or hearing impairments. Models, actors, and other talents utilized will also need to be representative of the CNMI population and targeted audience.
- The scope of the project will be for a period of 6 months with an option for renewal by the CHCC.
- All content and materials developed or produced as part of this contract will be the property of the CHCC and will be furnished to the CHCC for future use as needed.

V. INFORMATION AND FORMAT REQUIRED IN THE PROPOSAL

All proposals submitted by the prospective vendors must contain the following information:

1. Brief history and description of the company (including the date the company was founded and date of operation in the CNMI.)
2. Statement of company's capabilities and experience.
3. Staffing plan to include the minimum number of staff and duties/responsibilities of personnel listed in Section A.
4. Evaluation and Performance Measurement Plan
 - *Performance Measurement Plan must include:*
 - Performance Measures and Target for print and digital media
 - The frequency that performance data will be collected
 - How performance data will be reported to CHCC
 - Track performance of each post and overall campaign on Facebook
 - Reach, follows, demographics, ad/boost campaign outcomes and measuring against past data
 - Track performance of each post and overall campaign on Instagram
 - Reach, follows, demographics, ad/boost campaign outcomes and measuring against past data
 - Track performance of material using QR codes and print
 - How quality of performance will be assured
 - How performance measurement will yield findings to demonstrate progress towards achieving the goals of the COVID-19 Vaccination program.
 - *Evaluation Plan must include:*
 - The types of evaluations to be conducted
 - Frequency of the evaluations
 - How evaluation findings will be used to ensure quality improvement

5. Overall service/work plan and approach to project, including estimated timeline for completion, and itemized furnishing costs.
6. Proposed fee for the scope of work (refer to Section III).
7. List of a minimum of three (3) references (arrange references from most recent projects).
8. Listing of Board of Directors or Officers and number of employees in the last three years.
9. Listing and type of equipment to be used in this project.
10. The name of the authorized personnel to negotiate the proposal and contract (should also be the contact personnel.)
11. Copy of valid CNMI Business License.
12. Proof of insurance coverage for the contractor and property liability insurance of at least \$100,000.00.
13. Copy of Company's Financial Statement
14. Other information that may be helpful to the evaluation team.

CHCC reserves the right to request for additional information or documents that it may consider necessary and relevant to assist it in evaluating a proposal.

VI. GENERAL AND ADMINISTRATIVE INFORMATION

a. Posting of Proposal

Interested parties can download this Request for Proposal (RFP) from the CHCC Website [www.chcc.gov.mp]. Once at the site, navigate to the RFP tab on the left navigation bar. Click on the URL for this **RFP21-CHCC/AOC-COVID-19-002**. You will be required to enter the date to allow us to track all requests for this opportunity.

b. General Provision

Until the selection process is completed, the content of the proposal will be held in strictest confidence and no details of any proposal will be discussed outside the Evaluation Team created by the Corporation. This RFP does not constitute an offer and does not obligate the Corporation in any way. The Corporation reserves the right to reject any or all proposals for any reason and waive any defect in said proposals, negotiate with any qualified offers, or cancel in part or its entirety this RFP, if it is in the best interest of the Corporation.

CHCC will enter a contract with the successful vendor pursuant to the terms of the standard government independent contract. Additional terms and conditions will be attached as exhibits to the standard independent contract.

c. Place, Date, and Time of Submission

Proposers shall submit proposals and all supporting documents to **Corazon P. Ada, Director, CHCC Division of Procurement and Supply, at cora.ada@chcc.gov.mp, no later than: 1000hrs (10am) Chamorro Standard Time on March 22, 2021.**

Please note submission instructions:

- All submissions must include the **RFP21-CHCC/AOC-COVID-19-002** and Project Title in the email subject.
- All documents must be submitted in Adobe PDF Format.
- All pages of your proposal must include the RFP/ITB # and Project Title in the header, plus page number in the footer.
- Failure to follow the instructions regarding the submission of RFP/ITB responses may result in the CHCC's choice to disqualify such proposals.

d. Mandatory Conference Call

A mandatory video conference call is scheduled on Thursday March 18th, 2021 at 4:00PM, please follow the link below:

Topic: Comms marketing Q and A.

Time: Mar 18, 2021 04:00 PM Pacific/Guam

<https://chcc.zoom.us/j/92029235447?pwd=VmIhSkImlbkR4VFhjOWR0Y01taEEwQT09>

Meeting ID: 920 2923 5447

Passcode: 587461

e. Cost of Preparation

All costs incurred by the vendor in preparing a response to this RFP and subsequent inquiries shall be borne by the vendor. All proposals and accompanying documentation will become the property of CHCC and will not be returned. The Commonwealth Healthcare Corporation reserves the right to reject any or all bids for any reason and to waive any defects in said bid, if in its sole opinion, to do so would be in the best interest of CHCC.

f. Questions, clarifications, or inquiries

Any questions or requests for clarification should be directed to:

Commonwealth Healthcare Corporation
Attn: Esther L. Muna
P.O. Box 500409
Saipan, MP 96950
Email: cnmihealthofficial@chcc.gov.mp
Tel: 670-234-8950

All questions or requests for clarification must be made in writing. Facsimile/email transmission of questions or requests for clarification is acceptable.

VII. EVALUATION CRITERIA

Award will be made to the proposer whose proposal is most advantageous to the Corporation considering the evaluation factors set forth below.

a. Technical Criteria

1.	Qualification	40
2.	Experience	40
3.	Cost	20
TOTAL POINTS		100 Points

b. Cost Criteria

Price is also a factor for consideration and price will be evaluated in comparison with the overall merit of the proposals. Technical merit is more important than price and the Corporation reserves the right to award the contract other than the lowest priced proposal. As proposals become more equal in technical merit, the importance of price will increase.

VIII. SELECTION PROCESS

Proposals submitted will be evaluated and selection will be made based on the evaluation criteria mentioned in Section VII. Upon selection, the successful vendor will be advised to negotiate the contract with CHCC. Should the negotiation fail to result in an agreement, CHCC reserves the right to cancel the negotiation and select the next proposer, which in CHCC's opinion, is the most qualified proposer. If the contract is not agreed to with any of the responsible proposers, the RFP will be cancelled and re-advertised.

Approved By:  Date: 3/16/21
Esther L. Muna
Chief Executive Officer

Approved By:  Date: 3/16/21
Cora P. Ada
Director, Procurement & Supply