

**HIV Prevention Social Marketing  
Multi-Media Campaign**

**Encouraging high-risk populations  
to learn their HIV status**

**Request for Qualifications**

**Due Date: June 27, 2005**

**CITY OF PHILADELPHIA  
AIDS Activities Coordinating Office  
Department of Public Health  
1101 Market Street, 9<sup>th</sup> Floor  
Philadelphia, Pennsylvania 19107**



**John F. Domzalski, Health Commissioner  
Joseph C. Cronauer, Assistant Health Commissioner  
Philadelphia Department of Public Health**

**John Cella, Director  
AIDS Activities Coordinating Office**

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MBEC- Instructions, Forms and Contract Provisions  
For Participation of M/W/DS-DBE

## I. Summary

The AIDS Activities Coordinating Office (AACO) is a Division of the Philadelphia Department of Public Health. AACO is seeking a media firm with significant social marketing experience to develop compelling, high impact multi-media campaigns to encourage Philadelphians at greatest risk to learn their HIV status. The campaigns, which will roll out in phases, will target identified high risk populations, including men who have sex with men, substance abusers, and African American heterosexual men and women, in areas of the city with a high incidence of HIV infection. Each campaign will address the specific issues and barriers related to HIV testing in the population being targeted. The population to be targeted by this RFQ will be young men who have sex with men. Future campaigns will target specific populations in identified parts of the city. The selected agency will be expected to have experience with market segmentation/clustering. Please note that a campaign is currently under development for young minority heterosexuals and AACO plans to support media campaigns addressing this and other high risk populations in the future.

Positive or negative, learning one's HIV status can be among the most important steps an individual can take to reduce the risk of HIV transmission. A negative test result can be a strong motivator for an individual to change "risky" behaviors, particularly for those who believe themselves to already be HIV positive. There are also numerous benefits to testing for those who are positive with the availability of affordable and effective medical treatment options. Not realizing that one is at risk raises the possibility that HIV infection will not be identified until late in the course of the disease.

Individuals requesting HIV testing receive prevention counseling through which they learn how to reduce transmission risk. Those who are negative receive appropriate referrals to prevention and support services that can assist them to maintain their negative status. Those who are positive are provided options and referrals for treatment, care and support. HIV positive individuals are often motivated to protect others and to seek medical care. These individuals frequently adopt a healthier lifestyle that may slow the progression from HIV infection to symptomatic HIV disease or AIDS.

Despite the compelling benefits of HIV testing, the Centers for Disease Control and Prevention estimates that one third of those living with HIV infection do not know their status. It is likely that those at greatest risk, low income populations involved in substance abuse, the exchange of sex for drugs or money, and minority youth are least likely to have access to HIV counseling and testing services. Reaching these at risk populations will be the ongoing focus of AACO's media campaigns.

## II. **What will be expected of the funded agency?**

The agency selected will be responsible for the following:

1. Background Research  
The agency will conduct research including a review of campaigns from other large cities and, in some cases, focus groups of providers and individuals from the targeted populations who are not currently involved in AIDS planning (i.e. at-risk people living in neighborhoods with high AIDS rates.) The purpose of this research will be to assess how the targeted population perceives testing, what keeps them from accessing testing, their reactions to current campaigns and what types of messages appeal to them. (Please note that a number of studies have been conducted with some of the targeted populations. The results of these studies will be made available to the agency selected for funding. Therefore focus groups and other research approaches will only be necessary to fill gaps in the existing information as they directly affect the goals and objectives of the campaigns.)
2. Campaign Development  
With guidance from AACO, the agency will develop a targeted social marketing multi-media campaign to encourage HIV counseling and testing with components geared to specified high risk populations. The components will be targeted to both specific risk populations and neighborhoods. The populations and neighborhoods will be determined by AACO based on Epidemiologic Data.
3. Pre-Test Campaign  
The agency will conduct focus groups to pre-test reaction to the components of the campaign.
4. Media Placement  
The agency will purchase appropriate media vehicles for the campaign that will reach the targeted populations in a cost effective manner. Thus the agency selected will need to have experience in market segmentation/clustering to insure the most appropriate venues and vehicles for message placement and delivery.
5. Impact  
The agency will provide information about the number of individuals reached and the impact of each campaign.

### **III. Important Information at a Glance**

|                                    |  |
|------------------------------------|--|
| <b>Eligible Applicants:</b>        | Non-profit or for-profit organizations with a demonstrated capacity for developing and implementing compelling social marketing media campaigns. |
| <b>Available funding:</b>          | \$215,000 This amount represents 6 months of funding. It is anticipated that this amount will be annualized in 2006.                             |
| <b>Grant Period:</b>               | The grant period will be from July 1 to December 31, 2005  |
| <b>Number of Awards:</b>           | One award  |
| <b>Application Process:</b>        | AACO will review responses to this RFQ and select three to four agencies to make a creative presentation.  |
| <b>Copies of :</b>                 | The original and five copies of all required items should be submitted   |
| <b>Deadline for RFQ responses:</b> | June 27, 2005  |
| <b>Deliver Responses</b>           | Adrienne Collins<br>AACO<br>1101 Market Street, 9 <sup>th</sup> Floor<br>Philadelphia, PA 19107  |
| <b>For Questions Contact:</b>      | Lewis Moore 215-685-5613   |

### **IV. RFQ Narrative**

1. Describe your social marketing experience. Include information about the types of social marketing campaigns you have developed, the populations targeted, your experience with market segmentation/clustering, and any evidence of the success of campaigns developed by your agency. In particular, provide information about any campaigns targeting the populations to be reached through this initiative (i.e. men who have sex with men, substance abusers, heterosexual women and men.)
2. Describe your research experience including recruitment and facilitation of focus groups. Describe how you have utilized research in the development of campaigns.
3. Describe how you evaluate the effectiveness of campaigns.
4. Provide information about the staff that will be working on the account (i.e. titles and professional experience).

**Attachments:**

- a) Include non returnable samples of social marketing campaigns/materials your agency has developed.
- b) Include a client list

**V. Cover Page**

**HIV PREVENTION SOCIAL MARKETING MULTI-MEDIA CAMPAIGN  
ENCOURAGING HIGH RISK POPULATIONS TO LEARN THEIR  
HIV STATUS**

**DEPARTMENT OF PUBLIC HEALTH  
AIDS ACTIVITIES COORDINATING OFFICE**

**PLEASE PRINT OR TYPE**

|   |  |  |
|---|--|--|
| <b>Agency Name:</b>                     |  |  |
| <b>Address:</b>                         |  |  |
| <b>City/State and ZIP</b>               |  |  |
| <b>Organization Tax ID<br/>Number *</b> |  |  |
| <b>Contact Person &amp; Title</b>       |  |  |
| <b>Contact Person Phone<br/>and</b>     |  |  |
| <b>Fax #</b>                            |  |  |
| <b>Email</b>                            |  |  |



**PARTICIPATION OF MINORITY, WOMEN AND DISABLED BUSINESS ENTERPRISES (M/W/DS-BEs)**

**Mayor's Executive Order 1-93  
Instructions, Forms and Contract Provisions  
For The Participation of Minority, Women and Disabled  
Business Enterprises (M/W/Ds-BE)  
In City Funded Contracts Under 1-93**

This Request for Proposals (RFP) is subject to the **Mayor's Executive Order 1-93**. The following instructions, forms and contract provisions, as well as Executive Order 1-93 (a copy of which may be obtained at the MBEC Office) are hereby incorporated in and made a part of any contract resulting from this Request for Proposals.

**PLEASE NOTE: NON-PROFIT ORGANIZATIONS ARE NOT ELIGIBLE FOR CERTIFICATION AS MINORITY, WOMEN OR DISABLED BUSINESS ENTERPRISES. FOR NON-PROFIT ORGANIZATIONS, THE GOALS AND TARGETS NOTED BELOW REFER TO THE PURCHASE OF PROFESSIONAL AND OTHER SERVICES FROM FOR-PROFIT BUSINESS ENTERPRISES AS PART OF THE OPERATION OF THE PROGRAM FOR WHICH FUNDS ARE REQUESTED IN THIS REQUEST FOR PROPOSALS.**

Proposer is covered by the provisions of Mayoral Executive Order 1-93 and is required to respond to the ranges specified in this Request for Proposals (RFP) for participation by Minority Business Enterprises ("MBE"), Woman Business Enterprises ("WBE") and Disabled Business Enterprises ("DSBE") (collectively, "M/W/DS-BE") as those terms are defined in Executive Order 1-93, unless Proposer is granted a reduction of participation.

Proposer must submit a "***Solicitation for Participation and Commitment Form***" (S & C Form) identifying its solicitations and certifying that Proposer has met the ranges specified in this RFP for M/W/DS-BE participation in the contract; in the event that Proposer has not achieved the ranges, Proposer must respond to and submit, in addition to the "***S & C Form***", a ***brief narrative explaining its reasons for not submitting a proposal within the projected range(s)*** (more fully discussed herein).

The S & C Form (and, in the event proposer has not achieved the ranges, the brief narrative), must be submitted with the proposal, although the MBEC reserves the right to request these documents as well as any additional or clarifying information at any time prior to contract award. The submission of a S & C Form and a narrative, if required, is an element of responsiveness to this RFP and the **failure to submit a S & C Form and narrative may result in the rejection of the proposal.**

Proposer hereby verifies that all forms, information and documentation submitted to the MBEC are true and correct and is notified that the submission of false information by Proposer is subject to the penalties of 18 Pa.C.S Section 4904 relating to unsworn falsification to authorities.

Under the authority of the Mayor's Executive Order 1-93, the MBEC has established the following MBE, WBE and DSBE participation range(s) for this Request for Proposals:

|             |                         |
|-------------|-------------------------|
| <b>MBE</b>  | <b><u>10% - 15%</u></b> |
| <b>WBE</b>  | <b><u>5% - 10%</u></b>  |
| <b>DSBE</b> | <b><u>0%</u></b>        |

These participation ranges serve exclusively as a guide in determining Proposer responsibility. These ranges represent the percentage of MBE, WBE and DsBE participation that should be attained from business opportunities available in this RFP absent discrimination in the solicitation and selection of these businesses. These ranges are based upon an analysis of factors such as the size and scope of the contract and the availability of MBEs, WBEs and Ds-BEs to perform various elements of the contract.

**A. Solicitation for Participation and Commitment.**

1. Proposer must submit an "**S & C Form**" responsive to each of the range(s) established for this Request for Proposals. If Proposer does not make commitments within each of the established ranges, Proposer must request a reduction of participation by providing a brief narrative statement for not achieving the participation range(s) on its firm's *letterhead* and signed by the *Chief Executive Officer (CEO)* or their designee.

(a) **S & C Form**. Proposer must demonstrate that its firm did not discriminate in the subcontracting of work for the contract. To do so, Proposer must complete the **S & C Form**. The **S & C Form** shall contain:

- The company name, address, contact name, telephone number, fax number and MBEC certification number of each MBE, WBE and DsBE solicited for participation in the contract, regardless of whether commitments resulted from this solicitation. If Proposer receives unsolicited quotations from a MBE(s), WBE(s) or DsBE(s) or if Proposer makes solicitations of MBE(s), WBE(s) or DsBE(s) but receives no quotations, these MBE(s), WBE(s) or DsBE(s) must also be identified on the **S & C Form** if you do not achieve the ranges for participation.
- If Proposer has entered into a joint venture arrangement with a MBE, WBE and/or DsBE partner, Proposer must complete and submit with the proposal, in addition to the **S & C Form**, the Joint Venture Eligibility Information Form available at the office of the MBEC.
- A detailed description of the services/supply effort that was solicited and/or a quotation received for each MBE, WBE or DSBE. This description shall include the services or the supply effort solicited/quoted, describing such service or supply effort as it relates to a distinct element of the contract as determined by the RFP. Proposers

should avoid utilizing one-word descriptions of the services to be performed or the material to be supplied and should provide a detailed description.

- Disclosure of any second tier subcontracts. If the listed MBE, WBE or DsBE subcontractor with whom Proposer has a commitment, intends to subcontract more than ten percent (10%) of the described work (not including the cost of materials, equipment or supplies incident to the performance of services under the contract), Proposer must provide, on a duplicate copy of the **S & C Form**, the name and address of each second tier subcontractor(s) (identifying whether it is or is not a MBE, WBE or DsBE), a detailed description of the services, and dollar amount of the subcontracted services.
- The dollar amount and percentage of commitment made reflected by the quotation provided to Proposer by each identified MBE, WBE and/or DsBE.
- The reason(s) if no commitment is made or no quote is received from each identified MBE, WBE and/or DSBE.

Upon completion of the **S & C Form(s)**, Proposer should indicate at the bottom of each form the total percentage commitment made to the type of business. If the total percentage commitment is less than that established for this RFP, Proposer must request a reduction of participation by providing a brief narrative of Proposer's reasons for not achieving the participation range(s).

#### **B. Request for Reduction of Participation.**

**1. If Proposer does not fully meet each of the range(s) for participation established for this RFP, Proposer must request a reduction of participation by submitting a brief narrative, on its company's letterhead, documenting Proposer's reasons for not making commitments commensurate with the participation ranges. The narrative shall contain and discuss, at a minimum, the following:**

1. If no MBE/WBE/DsBEs were solicited for the type of services or materials to be contracted, please give reason(s) why no such solicitation was made;
2. **(b)Indicate whether any non-MBE/WBE/DsBEs were solicited for the type of services to be contracted for, whether quotes were received and whether any commitments resulted therefrom;**
3. **(c)Provide reasons for not committing with a MBE/WBE/DsBEs that have submitted a quote, regardless of whether the quote was solicited by Proposer.**
4. **(d)Provide any additional evidence pertinent to Proposer's conduct relating to this RFP including sufficient evidence that demonstrates to the MBEC that Proposer has not engaged in discriminatory practices in the solicitation of and commitment with contract participants.**

In describing Proposer's affirmative actions, Proposer may submit any corroborating documentation (e.g., copies of advertisements for participation).

2. The Proposer's narrative will be reviewed to ascertain whether discrimination has occurred in the solicitation or selection of contract participants. The approval/disapproval review will include consideration of the following:

(a) Whether the Proposer's actions were motivated by considerations of race or gender or disability. For example, the MBEC may investigate the Proposer's contracting activities and business practices on similar public and private sector contracts;

(b) Whether MBE/WBE/DsBEs were treated as equally as other businesses in the solicitation and commitment process. For example, the MBEC will investigate whether MBE/WBE/DsBEs are given the same information, access to the RFP and amount of time to prepare a quote as others who were solicited. The MBEC will also investigate whether MBE/WBE/DsBEs were accorded the same level of outreach as non-MBE/WBE/DsBEs, for example whether Proposer short listed MBE/WBE/DsBEs for participation in the contractor negotiated subcontract opportunities;

(c) Whether the Proposer's solicitation and commitment decisions were based upon policies that disparately affect MBE/WBE/DsBEs.

### C. **Proposal Evaluation.**

If Proposer has submitted a Proposal within each of the projected range(s) for MBE, WBE and DSBE participation, we will rebuttably presume that the Proposer has not discriminated in its selections and will be considered responsive and responsible. If Proposer has not submitted a Proposal within the projected range(s), the MBEC will evaluate whether discrimination has occurred. After review of Proposer's submission and any other evidence MBEC deems relevant to its evaluation, the MBEC will make a recommendation to the Department Head or his/her designee. If the Department head, after review of the MBEC's recommendation and supporting documentation concurs that discrimination has occurred, Proposer will be deemed not responsible and its proposal rejected.

Proposal rejected for a non-responsiveness (due to a determination of discrimination) may result in the suspension of the Proposer from submitting future Proposal and/or participating in any future City contracts for a period of up to three (3) years.

## **GENERAL PROVISIONS**

1. Any M/W/DsBE that is listed on the **S & C Form** or the Joint Venture Eligibility Information Form must be certified by the MBEC in accordance with Executive Order 1-93 in order to be credited towards the participation range(s) to the RFP or in the case of a **Joint Venture Agreement**, prior to the contract award.

2. No Proposer that seeks to meet the participation range(s) by entering into subcontracts with any M/W/DsBE subcontractor shall be considered to meet the participation range(s) if the M/W/DsBE subcontractor does not perform a commercially acceptable function (“CAF”). A M/W/DSBE is considered to perform a CAF when it engages in meaningful work that provides for a distinct element of the subcontract (as required by the services to be performed in accordance with this RFP). The distinct element is worthy of the dollar amount of the subcontract value and where the M/W/DSBE carries out its responsibilities by actually performing, managing and supervising the work involved. The MBEC may evaluate the amount of work subcontracted, industry practices and any other relevant factors in determining whether the M/W/DSBE is performing a CAF. If it is determined during the review of the **S & C Form** that the work described on the form does not constitute a CAF, the proposal may be rejected.
3. Listing of a M/W/DsBE as a subcontractor on the **S & C Form**, constitutes a representation by Proposer, that such M/W/DSBE is capable of completing the subcontract with its own workforce, and that the Proposer has made a **BINDING COMMITMENT** with the firm prior to the submission of the **S & C Form**. This listing is also a representation by Proposer that if awarded the contract, Proposer will subcontract with the listed firm(s) for the work described and dollar/percentage amount(s) set forth on the **S & C Form**, unless the City alters the scope of services prior to the commencements of the contract. M/W/DSBE percentage commitments are to be maintained throughout the term of the contract and shall apply to the total dollar amount of the contract and any additional increases.
4. If a joint venture arrangement has been entered into with a MBE, WBE or DsBE, the following criteria must be met in order to receive credit toward the participation range:
  - (a) The MBE, WBE or DsBE partner(s) must be certified by the MBEC;
  - (b) The MBE, WBE or DsBE partner(s) must derive substantial benefit from the arrangement;
  - (c) The MBE, WBE or DsBE partner(s) must be substantially involved in all phases of the contract including, but not limited to, the performance, with its own workforce, of a portion of the on-site work where appropriate, and administrative responsibilities such as bidding, planning, staffing and daily management;
  - (d) The business arrangement must be customary (i.e., each partner shares in the risk and profits of the joint venture commensurate with their ownership interests, contributes working capital and other resources, etc).
  - (e) If Proposer has entered into a joint venture arrangement, the joint venture partners must complete and submit a "Joint Venture Eligibility Information Form" (available at the MBEC Office). This form should be submitted with the proposal and the form will be reviewed by the MBEC for approval or disapproval of the joint venture arrangement. If

the joint venture arrangement is not approved by the MBEC, Proposer will not receive credit toward the applicable participation range(s) and the proposal may be rejected.

5. In calculating the percentage of participation by a M/W/DsBE, Proposer shall apply the standard mathematical rules in rounding off numbers. For example, if the stated MBE participation range is 15% - 25%, the MBE participation must equal 14.5% or greater to fall within the range. In the event of an inconsistency between the dollar and percentage amounts listed on the **S & C Form**, the percentage will govern.
6. In order to maximize opportunities for as many businesses as possible, a firm that is certified in two or more categories (e.g. MBE and WBE, MBE and DsBE or WBE and DsBE), will only be credited in **one** category i.e., either as a Minority (MBE), Woman (WBE) or Disabled (DsBE) Business Enterprise; Proposers will designate on the **S & C Form** which category, MBE, WBE or DsBE, is submitted for credit.
7. Certification of a business by the MBEC shall not be a representation of the firm's financial or technical ability to perform specified work. The City reserves the right to evaluate a firm's ability to satisfy financial, technical or other criteria separate and apart from certification before or after selection of the successful proposer or award of the contract.
8. If Proposer is a certified M/W/DsBE submitting a proposal as a prime Proposer, Proposer must still respond to the participation range(s) specified in this RFP unless Proposer requests and receives a reduction in participation; a certified M/W/DsBE submitting a proposal as the prime Proposer **will** receive credit toward the ranges for its own work on this RFP, and must seek to fulfill the other applicable ranges. The participation of an MBE, WBE or DsBE who is a part of a joint venture created for this contract, may be credited towards the applicable participation range to the extent of the partner's ownership interest in the joint venture provided that the joint venture arrangement is acceptable to the MBEC.
9. Except as otherwise provided herein, no changes or modifications to the participation arrangements specified on the **S & C Form** or Joint Venture Eligibility Information Form, including but not limited to substitutions for the listed firms, changes or reductions in described work and/or listed dollar/percentage amounts, shall be permitted.
  - (a) Following contract award, the successful Proposer may, under appropriate circumstances and with the prior written approval of the MBEC, make changes or modifications to the participation arrangements contained in **its original** submission. Requests for such changes or modifications must be submitted to the MBEC in writing with appropriate justification.
  - (b) The MBEC may from time to time request revised form(s) or other documentation from the successful Proposer to ensure compliance with the change order/amendment provision set forth in Paragraph 11 below.

10. Notwithstanding compliance with the requirements set forth herein, the City reserves the right to reject any or all Proposal as deemed in the best interest of the City.
11. In the event the successful Proposer's contract is increased by change order (sometimes referred to as a modification) and/or amendment, it shall be the responsibility of the successful Proposer to apply the participation range(s) to the amended amount in order to maintain the participation range(s) committed to on the total dollar amount of the contract at the time of contract completion.
12. The successful Proposer agrees to cooperate with the MBEC in its compliance monitoring efforts and to submit, within the time limits prescribed by the MBEC, all documentation which may be requested by the MBEC, including but not limited to, copies of subcontracts with the M/W/DSBEs, invoices, telephone logs and correspondence with the M/W/DSBEs, canceled checks, etc. These documents shall be maintained by the successful Proposer for a period of three (3) years following acceptance of final payment under the contract. The successful Proposer also agrees to submit reports and other documentation to the MBEC as deemed necessary by the MBEC to ascertain the successful Proposer's fulfillment of its M/W/DSBE participation commitments.
13. It is understood and agreed that the successful Proposer's compliance with the requirements for participation is material to the contract. Any failure to comply with these requirements shall constitute a substantial breach of the contract. It is understood and agreed that the Director and Deputy Director of MBEC, determines that the successful Proposer hereunder has failed to comply with the requirements for M/W/DSBE participation. The City may, in addition to any other rights and remedies may have under the contract and any bond filed in connection there with the law or in equity, exercise one or more of the following remedies which shall be deemed cumulative and concurrent:
  - (a) Withhold payment(s) or any part thereof until corrective action is taken.
  - (b) Terminate the contract, in whole or in part.
  - (c) Suspend the successful Proposer from proposing on and/or participating in any future City contracts for a period of up to three (3) years.
  - (d) Recover as liquidated damages, one percent of the total dollar amount of the contract for each one percent (or fraction thereof) of the shortfall toward the applicable M/W/DSBE goal/range commitment.

(NOTE: The "total dollar amount of the contract" shall include approved change orders and amendments.)

Should you have any questions related to the Contract Provisions, please call Ms. Candace Hitchcock, Deputy Director at (215) 686-6232 or fax (215) 686-3878.