

## Draft Request for Proposal: Massachusetts Translation Relay Service Outreach Program

Statement of Work  
Appendix 2

### **1. Purpose of Request for Proposal**

The purpose of the Request for Proposal (RFP) is to solicit sealed proposals to establish a contract, through competitive negotiations, with a qualified firm that can provide an effective, cost-efficient customized marketing, advertising and public relations program to promote the services provided by Massachusetts Relay (MassRelay), the state's telecommunications relay service (TRS).

The selected firm must be capable of, but not limited to, providing complete advertising, public relations, marketing services and web based solutions. All campaigns shall include identified measurements to quantify the results. Advertising, marketing services and public relations include but are not limited to the following: creative advertising, multimedia marketing, production, placement and implementation of print and web-based media.

### **2. Background**

In 2004, Verizon Massachusetts ("Administrator") entered into a contract with a marketing firm to promote MassRelay to the general population in the Commonwealth. This collaboration resulted in the development of a new logo, brand identity, a new website and new brochures explaining services provided by MassRelay. The website will continue to be used as part of marketing, advertising and public relations initiatives. With all of these marketing tools in place, the major focus for this contract is to develop initiatives to drive businesses and individuals to the website to learn about the services provided through MassRelay.

The Administrator's goal is to increase and sustain public awareness of the MassRelay brand identity as well as increase the acceptance and use of MassRelay and all of its services, which include traditional TRS, Speech to Speech and Captioned Telephone Service. It is required that the marketing firm have the ability to measure, manage, adjust and control to optimize the success of this marketing program. To accomplish this goal, the following objectives have been established. Emphasis placed on each objective should be addressed in the bidder's proposal.

Public Relations, Marketing and Advertising objectives are:

1. Increase total awareness of MassRelay across the Commonwealth with the general public, the public and private business sector including specific approaches for target audiences, such as medical professionals.
2. Increase acceptance of calls placed by deaf, hard of hearing, deafblind and speech disabled users of MassRelay to businesses, medical offices, state and federal agencies.
3. Provide up to date training and educational materials, in a variety of media, on the benefits, features and use of MassRelay for the MassRelay website.
4. Increase the number of consumer applications for telecommunications equipment through the Massachusetts Equipment Distribution Program (MassEDP).
5. Increase the number of consumers registering for a MassRelay profile (Customer Information Data Base).
6. Develop criteria and measurements to monitor the success of the program and individual campaigns.
7. Develop and implement marketing campaigns designed to drive the general public, including relay consumers and businesses, to the MassRelay website to learn about the traditional, speech to speech and Captioned Telephone services.
8. Designate a MassRelay Outreach Coordinator as the point of contact for general inquires, press releases and follow up of marketing efforts and promotional campaigns.

Target audiences for the public relations and marketing efforts requested are:

- Primary: General Public and Business Sector
- Business Education and Acceptance (Business Promotion Program)
  - Public and private agencies of interest to deaf, hard of hearing, deafblind and speech disabled relay users including but not limited to health care professionals, audiologists, hearing instrument specialists, speech language pathologists, rehabilitation counselors and case workers.
  - Employers and colleagues of MassRelay consumers

Secondary: All potential MassRelay consumers including deaf, hard of hearing, deafblind, individuals with speech disabilities, and late deafened adults.

### **3. Scope of Work**

The scope of work may include but is not necessarily limited to:

- A. Meet on-site with the Administrator and designated representatives at a minimum of four times per year.
- B. Develop a work plan that outlines the project's purpose, goals and objectives, target audience and the bidder's creative approach, work plans and total costs. The work plan will include, but not be limited to, specific deliverables or milestones with agreed upon dates for the first eighteen months of the contract.
- C. Develop specific promotional plans and communications based on the objectives of the campaign; develop communications concepts and messages based on sound marketing, consumer research and/or knowledge, and communications principles.
- D. Produce high quality print and broadcast communications materials that meet the public relations and outreach objectives, and provide a method on how they will evaluate success of the campaign.
- E. Recommend the media type and outlets that best reach the program's specific target audience.
- F. Establish and or provide a network of media outlets representing each of the Commonwealth's major media markets that will commit to providing added value to the Administrator's promotional efforts.
- G. Provide graphic design services and produce camera-ready artwork for materials as a part of a multi-media campaign. This includes written specifications for print materials and promotional items. The specifications will include: paper stock, ink colors, size, folds, bleeds and any other specification a printer or promotional item production company will need to produce the piece as designed and a suggested list of potential bidders.
- H. Secure partners for the Administrator who are willing and able to help underwrite the costs of production or media purchases.
- I. Provide finished products in hard copy and in a file format is compatible with computer software used by the Administrator and MassRelay website administrator. Files shall be delivered to the Administrator after completion of the work but prior to submission of the invoice for payment.

- J. Provide up-to-date media mailing lists in categories such as, television, radio, dailies, weeklies and interest organizational magazines and list-serves. At a minimum, the lists will contain each media's names, organization, mailing address, phone number, fax number, e-mail address and URL address.
- K. Write news releases, fact sheets and backgrounders, compiling informational kits mailing them to appropriate news media outlets, and securing news coverages.
- L. Obtain approval from the Administrator prior to distribution or presentation of all training, presentations, papers, reports, forms, materials, creations or inventions used in the performance of this contract. The content of such materials shall be reviewed and approved for accuracy and shall support the contracted scope of services while assuring a cultural respect and sensitivity to persons with disabilities.
- M. Provide a quality marketing, advertising, and public relations plan that will include the development of a comprehensive strategy to ensure that all of the promotional efforts, public service and awareness advertising, and public relations are coordinated. The bidder shall provide a conceptual or outline of the plan as part of the proposal, but shall provide a more comprehensive plan in time frame specified in the resulting contract. Also, provide monthly updates on progress of project.
- N. Specific requirements for creative efforts may be included in the resulting contract. Include all design efforts necessary to produce ad copies; concepts; camera-ready artwork; scripts (PSA or ad) and other components needed to produce the specific requirements. Include in the proposal the costs for design, for overseeing production, for the actual materials, for production of broadcast advertisements, and for media placement. Proposals shall clearly state which costs are included and which are not. Hourly rates based on services provided, i.e. art, creative, administrative, etc. shall be included in the proposal.
- O. Provide costs for updating and maintaining the MassRelay website, including content, programming, maintenance and web hosting costs.
- P. Budget is approximately \$200,000 annually. The contract may be extended for two (2) additional one-year periods beyond the thirty-six month contract without going through an additional bidding process. The Administrator reserves the right to change the budget and services may be added or deleted as necessary.
- Q. The bidder must provide a cost breakdown for each project prior to proceeding with the work.

#### 4. Proposal Response Format

All proposals should be as thorough and detailed as possible so that the Evaluation Committee may properly evaluate the bidder's capabilities to provide the required services. Responses must be organized and tabbed with labels for the following headings:

1. Executive Summary

The one or two page executive summary is to briefly describe the bidder's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the bidder. The reader should be able to determine the essence of the proposal by reading the executive summary. Protected information requests should be identified in this section.

2. Detailed Response

A written narrative statement to include:

- a. **Qualifications and experience.** Describe the qualifications and experience of the firm in providing advertising and public relation services and for all of the proposed staff and subcontractors, etc. who will be assigned to this contract. Include resumes, and/or other supporting information. Identify primary, secondary, or back-up service and support personnel. List their training and experience and identify aspects of this contract for which they are qualified to provide these services. Also, provide the names, addresses and phone numbers of three references for which you have worked.
- b. **Marketing, Outreach and Educational Campaigns.** Provide information on your firm's skills and abilities in applying marketing, outreach and educational principles and techniques to create a strong awareness of MassRelay services and increase the acceptance and use of these services.

Describe two successful marketing, outreach and educational campaigns the firm has undertaken. For each, provide copies of promotional materials produced and include information on:

1. Campaign's objective
2. Primary and secondary target audience and how they were selected
3. Type of consumer research that was conducted
4. Obstacles, beliefs, cultural practices, misinformation, etc. the audience had to overcome to reach the objective.
5. Obstacles, beliefs, cultural practices, misinformation, etc. the marketing firm had to overcome to reach the objective.

6. Campaign's key promise or benefit
7. Campaign's tone (authoritative, humorous, emotional)
8. Communication channels/medium used
9. Method to measure success of the campaign
10. Degree of success the campaign had in reaching its objective

- c. **Diverse Audiences.** Describe the firm's experience in conceiving and producing materials that successfully communicated messages to various target audiences including individuals in low socioeconomic groups, people with diverse educational, technical and cultural backgrounds, and persons with hearing loss and/or speech disabilities.
- d. **Public Relations.** Describe briefly the role of public relations and demonstrate the firm's ability to use it effectively to project a client's message. Include copies of public relations materials, such as a news release, brochure, etc.
- e. **Creative Materials.** Describe the firm's experience in developing print and broadcast materials that motivate target audiences to take actions to communicate using the services offered by MassRelay. Also, include materials that would motivate persons with disabilities to use the services of MassRelay to improve the effectiveness and quality of their lives. Also provide examples of print and broadcast materials that highlight the firm's creative ability. For each, include information on:
  - 1) Objective of the piece
  - 2) Target audience
  - 3) Basis for the creative decisions in: choosing its main message, copy approach, overall design, and design elements (i.e., graphics, color, typeface, photo subjects, etc.)
  - 4) Evidence of the success of the piece in reaching its objective
  - 5) Other relevant information (i.e., client's budget, timeframe, etc.)
- f. **Media Buying.** Describe the firm's knowledge of and experience in planning and purchasing media that are most appropriate for reaching specific audiences including the general public, individuals in low socioeconomic groups people with diverse educational, technical and cultural backgrounds and individuals with hearing loss and/or speech disabilities.
- g. **Graphic Design.** Discuss the firm's experience and ability in producing creative graphics that support and enhance the message and are appropriate for the target audience. Provide examples of your firm's creative graphic ability and indicate the target audience.

### 3. Cost Proposal

Cost will be evaluated independently from the technical proposal. Please enumerate all costs on a separate sheet. The cost proposal shall address all costs associated with the services described in the RFP. The cost of this project should be defined according to the specific tasks or steps to be taken. The bidder must provide a compensation option in the proposal that would bill the Administrator per hour, per task with no retainer or mark up.

Please provide a blended hourly rate for the tasks required for this RFP. The “blended hourly rate” is the billable rate for all services and must include all labor costs for staff and profit. Labor may include account supervision, media buying, art direction, planning, consultation, and other labor expenses required to accomplish the needed tasks.

### 5. Proposal Evaluation Criteria

A committee will evaluate all proposals with the following weighted criteria. Each area of the evaluation criteria must be addressed in detail in the proposal.

Weight	Evaluation Criteria
30%	<b>Ability to meet the scope of work</b>
15	<ul style="list-style-type: none"><li>• Creative approach i.e. innovative ideas or strategies at reaching our target audience and, use imagination, originality, artistic, inventive, resourceful</li></ul>
15	<ul style="list-style-type: none"><li>• Proposed work plan</li></ul>
15%	<b>Qualifications and Staff Experience</b>
5	<ul style="list-style-type: none"><li>• Qualifications and expertise of staff involved in this project</li></ul>
5	<ul style="list-style-type: none"><li>• Direct experience in specified project especially with people who are deaf and hard of hearing</li></ul>
5	<ul style="list-style-type: none"><li>• Demonstrated ability to reach target audiences</li></ul>
35%	<b>Demonstrated technical capability</b>
10	<ul style="list-style-type: none"><li>• Work samples from relevant past projects</li></ul>
10	<ul style="list-style-type: none"><li>• Work samples showing creativity and quality</li></ul>
5	<ul style="list-style-type: none"><li>• References</li></ul>
10	<ul style="list-style-type: none"><li>• Value added. Provide examples of how you have obtained value added and in-kind donations on other campaigns.</li></ul>
20%	<b>Cost</b>
10	<ul style="list-style-type: none"><li>• Proposed budget</li></ul>
10	<ul style="list-style-type: none"><li>• Blended hourly rate</li></ul>

## **6. Discussion with Bidders / Oral Presentations**

The Administrator may award a contract based on the initial proposals received, without oral presentation and discussion with the Bidder of such proposals. Accordingly, each initial proposal should be submitted with the most favorable price and service standpoint. An oral presentation by a bidder to supplement a proposal may be required. These presentations, if required, will be scheduled after the submission of proposals. Oral presentations will be made at the Bidder's expense.

## **7. Price Guarantee Period**

All pricing must be guaranteed for the entire term of the contract. Following the guarantee period, any request for price adjustment must be for an equal guarantee period, and must be made at least 30 days prior to the effective date. Requests for price adjustment must include sufficient documentation supporting the request. Any adjustment or amendment to the contract will not be effective unless approved by the Administrator. The Administrator will be given the immediate benefit of any decrease in the market, or allowable discount.



## RFP Evaluation Score sheet

Firm Name :

Scores assigned as follows:

0 = Failure, No response

1 = Poor, inadequate, fails to meet requirement

2 = Fair, only partially responsive

3 = Average, meets minimum requirement

4 = Above average, exceeds minimum requirement

5 = Superior

Evaluator:

	Max Pts	Score (0-5)	Weight	Pts
<b>Scope of Work (30 pts)</b>				
Creative approach	15		x 3	
Proposed work plan	15		x 3	
<b>Qualifications &amp; staff experience (15 pts)</b>				
Expertise of staff involved in project	5		x 1	
Direct experience in specific project	5		x 1	
Demonstrated ability to reach target audience	5		x 1	
<b>Demonstrated technical capability (35 Pts)</b>				
Work samples from relevant past projects	10		X 2	
Work samples showing creativity & quality	10		X 2	
References	5		X 1	
Value added – in kind donation capabilities	10		X 2	
<b>To be determined by Corporate Sourcing</b>				
<b>Cost (20 pts)</b>				
Proposed budget	10		X 2	
Blended hourly rate	10		X 2	
Total Evaluation Points	100 pts		Total:	