

State of Illinois
Contact Tracing Communications and Marketing Campaign
for State of Illinois Contact Tracing Collaborative
Request for Proposals
DUE: July 3, 2020 at 5:00 p.m. CST

BACKGROUND

The Illinois Department of Public Health (IDPH) is looking for a communications and marketing firm to design and implement a communications campaign to encourage residents to fully cooperate with the Illinois Contact Tracing Collaborative. The Illinois Contact Tracing Collaborative is a program designed to build capacity to contact every person who tests positive with SARS-CoV-2 and to interview, trace, and contact close contacts of those cases (the “Contact Tracing Collaborative”). The collaborative includes contact tracers at local health departments (LHDs) and community-based organizations (CBOs), as well as IDPH employees who coordinate and fund a statewide response strategy. The contact tracers at the LHDs utilize IDPH supported technology systems to perform their tracing duties. IDPH and LHDs are also working with CBOs to ensure the success of the Illinois Contact Tracing Collaborative.

Contact tracing success depends on voluntary cooperation of both the infected person and those who have been potentially exposed. Infected persons must provide complete information about their human interactions in the 48 hours preceding symptom onset in order to assess whether other individuals may have been exposed. Exposed individuals must be subsequently contacted, made aware of their exposure, asked to self-quarantine, and follow public health instructions. Given that the foregoing requires voluntary cooperation from residents, a strong communication campaign is required to encourage cooperation with LHDs’ contact tracers, including reassurance that personal information will be properly handled by the State and that participation will help control the spread of the disease.

Successful contact tracing efforts require strong engagement with communities most impacted by COVID-19 and communities that are traditionally hard to reach with public health communications. Certain communities in Illinois have been disparately impacted by COVID-19, and have experienced higher hospitalization rates, higher positive test results for COVID-19, higher fatality rates related to COVID-19, and suffered other negative impacts from COVID-19 at a disproportionate rate as compared to other segments of the population. To date, of confirmed deaths in Illinois, 20% were reported Hispanic and 28% were reported Black¹ which make up 17.4% and 14.6%² of the population respectively.

The Centers for Disease Control and Prevention’s (CDC) Social Vulnerability Index (SVI) uses U.S. Census data to determine communities most likely to need support before, during and after a hazardous event, including a pandemic. The SVI ranks each census tract on 15 social factors such as socioeconomic status, household composition and disability, minority status & language, and housing & transportation.³ The State expects that the selected vendor will prioritize marketing to minority communities within counties with high SVI scores on the minority index [>0.90] in its proposal and will tailor its strategy for marketing, engagement with stakeholders and subcontractors, and staffing to reflect these priorities

¹ <https://www.dph.illinois.gov/covid19/covid19-statistics>

² <https://www.census.gov/quickfacts/IL>

³ Centers for Disease Control and Prevention. *Planning for an Emergency: Strategies for Identifying and Engaging At-Risk Groups*. Atlanta (GA). 2015.

(see Attachment C for SVI). Hereinafter these communities are known as “communities most impacted by COVID-19.”

The selected vendor will be responsible for an overall coordinated campaign to encourage cooperation with contact tracers and to brand the Illinois Contact Tracing Collaborative in a way that will attract attention and emphasize its importance in keeping everyone safe. The selected vendor may engage subcontractors to perform all or part of the proposal; however, awards will only be made to a vendor that can fulfill all the services requested, and partial awards will not be considered. If subcontractors are to be engaged, the vendor must include a complete list of all subcontractors, their addresses, and a description of their proposed work in the proposal. The selected vendor will be highly encouraged to subcontract with BEP subcontractors and ethnic media vendors to produce strategic, in-language (e.g. deaf/hard of hearing and blind/visually impaired), and culturally relevant media content specifically targeting communities most impacted by COVID-19 and Hard-to-Reach (“HTR”) communities that face physical, economic, social, and cultural barriers to participation in the Illinois Contact Tracing Collaborative and require strategic messaging. The State reserves the right to reject any proposed subcontractor and/or media partner.

Throughout the course of the contract, the selected vendor will remain nimble and responsive, adjusting management, plans and strategies, as needed. Vendor’s plans should be scalable, based on current conditions. Offerors should assume a total operating budget, including all expenses, subcontracting, salaries, advertising and media buys, of no more than \$1,800,000 (see Attachment A Budget Template). This is solely for comparison purposes and not a guarantee of the contract budget.

KEY DATES

June 18:	RFP released
June 22:	All questions from prospective bidders due by 5:00 PM CST Submit via email to Vicki.Wilson@illinois.gov
June 25:	Answers to questions from prospective bidders released and posted at the following link: http://www.dph.illinois.gov/rfp/contact-tracing-rfp
July 3:	Submissions due by 5:00 PM CST via email to Vicki.Wilson@illinois.gov
July 13: (estimated):	Contract award and start date for service delivery

DIRECTIONS

The State is seeking proposals from interested vendors to design and implement a statewide communications campaign to support the goals and objectives of the Illinois Contact Tracing Collaborative. Proposals should account for an initial contract term for six months, renewable thereafter for periods not to exceed six months, for a total possible duration of 18 months. Proposals should account for an immediate commencement of the communications campaign upon contract execution.

Proposals must be submitted along with a project budget. However, the budget portion of the proposals must be submitted as a separate, clearly marked attachment, so that the budget portion may be evaluated separately from the evaluation of all vendor-developed operational proposals.

Proposals should include:

- name of vendor, vendor's address, and contact person, including work phone, cellular phone, and e-mail address, as well as the information required by the checklist for responsiveness elements provided in this RFP;
- a description of how the vendor will achieve the individual elements within the scope of work;
- a multi-channel strategy including earned and paid media, as well as traditional and digital media, and set forth a plan for utilizing various communication channels to spread the message;
- a description of how the proposed communication campaign covers the entire geography of the State, reaching all 102 counties in Illinois which have been broken down by regions [http://www.idph.state.il.us/LHDMap/HealthRegions.aspx];
- an explanation of vendor's planned regional approaches;
- an explanation of how the vendor will provide ongoing metrics to demonstrate impact and acceptance of the communications campaign;
- a proposal to reach or target communities most impacted by COVID-19, as well as Hard-to-Reach (HTR) communities;
- a strategy for using trusted messengers;
- a plan or description of how the vendor will incorporate multi-lingual messaging;
- an identification of tools for tracking the success of this campaign (such as social media listening and media tracking);
- a budget using the attached budget template;
- a list of experiences with a similar scope of work for evaluation;
- a timeline that includes key dates for planning and execution of the scope of work;
- references; and
- a detailed narrative that explains the vendor's policies and practices on diversity and inclusion, as well as policies and practices for employing staff and subcontractors from communities most impacted by COVID-19.

Proposals must be submitted via e-mail by 5:00 p.m. CST on July 3, 2020 to:

Vicki L. Wilson
 Deputy Director - Finance and Administration & CFO
 Illinois Department of Public Health
Vicki.Wilson@illinois.gov

The State reserves the right to award a contract to the vendor with the best overall proposal within the State's timelines and to issue supplemental solicitations as warranted.

SCOPE OF WORK

- A) **Overview.** Vendor shall provide marketing and public relations services to the State that will maximize the number of Illinoisans cooperating with COVID-19 contact tracers under the Illinois Contact Tracing Collaborative. Vendor shall develop and implement a strategic marketing and public relations campaign, which reaches all Illinoisans, and targets communities most impacted by COVID-19 and hard-to-reach communities with focused messaging. Vendor shall provide paid media, digital and social media, technology services, communications management, and rapid response communications. The marketing strategy will be developed, implemented, and adjusted in collaboration with IDPH, and its partners, when appropriate and directed. The selected vendor will:

- 1) Advertise the launch of statewide contact tracing in a way that encourages cooperation with COVID-19 contact tracers amongst all Illinoisans;
- 2) Assure the public that the information gathered by contact tracers will be properly handled by the State, LHDs and CBOs;
- 3) Employ marketing and communication strategies to encourage cooperation with contact tracers among populations that confront significant barriers to adoption. These HTR communities face physical, economic, social, and cultural barriers that reduce cooperation with contact tracers in the Illinois Contact Tracing Collaborative and require strategic messaging;
- 4) Collaborate with local governments, LHDs, CBOs and philanthropic entities, in order to motivate all Illinoisans to cooperate with contact tracers in the Illinois Contact Tracing Collaborative and to ensure a consistent marketing effort;
- 5) Educate and prepare all Illinoisans to understand the work of contact tracers in the Illinois Contact Tracing Collaborative;
- 6) Deliver focused messaging about the Illinois Contact Tracing Collaborative to targeted populations, including communities most impacted by COVID-19;
- 7) Ensure that all communications and advertising is culturally and linguistically competent, accessible, and responsive to a rapidly changing climate;
- 8) Prepare and deliver rapid response strategies for emergent issues related to COVID-19 and contact tracing;
- 9) Track and dispel misinformation campaigns that discourage cooperation with contact tracers amongst all Illinoisans and HTR communities;
- 10) Drive Illinois-focused efforts that will complement, but not duplicate, the advertising and marketing campaigns led by other stakeholders, including coordination with organizations serving communities most impacted by COVID-19;
- 11) Advance a communications framework that promotes the Contact Tracing Collaborative as a component of civic engagement; and
- 12) Address and overcome specific community concerns as they arise.

B) **Campaign Management Plan.** The selected vendor will be required to deliver a written Campaign Management Plan to IDPH for review and approval within two (2) weeks of contract execution. The campaign management plan shall explain how the selected vendor will:

- 1) Direct and oversee subcontractors, such as those providing graphic printing and studio services.
- 2) Review existing Illinois Contact Tracing Collaborative and State assets to inform its marketing plan.
- 3) Create, maintain, and drive the ongoing campaign calendar.
- 4) Coordinate, lead, and participate in meetings and weekly marketing conference calls with IDPH to successfully drive campaign objectives.
- 5) Provide monthly written reports regarding marketing activities and keep IDPH informed as to adjustments in plans and timelines as required to remain nimble and responsive during the Illinois Contact Tracing Collaborative campaign.
- 6) Provide communications assistance to IDPH and its partners, as directed by the State.
- 7) Work with regional and local community partners.
- 8) Create Illinois Contact Tracing Collaborative branding guide and collateral toolkit for statewide engagement of the public, partners, and CBOs.

- C) **Communications Plan.** The selected vendor will be required to deliver a written Communications Plan to IDPH, for review and approval, within two (2) weeks of contract execution.
- 1) The Plan must be a scalable, strategic marketing and public relations plan and timeline that drives a local, regional and statewide coordinated marketing effort.
 - 2) The Plan should describe how the selected vendor will utilize technology, such as mobile devices and social media.
 - 3) The Plan should include innovative ways to effectively and quickly communicate to HTR communities, including strategies specifically for media targeting HTR populations in all 102 counties in the State. The Vendor is highly encouraged to work with BEP vendors/partners/subcontractors, to produce strategic, in-language, media content to reach HTR communities.
 - 4) The Plan should include innovate ways to effectively and quickly communicate to communities most impacted by COVID-19.
 - 5) The Plan should incorporate the three-step campaign approach; educate, motivate, and ultimately activate Illinoisans to cooperate with contact tracers in the Illinois Contact Tracing Collaborative.
 - 6) The Plan should also include innovative tactics and tools that can be used to identify, report, track, and rapidly respond to misinformation campaigns, which discourage cooperation with the contract tracers.
 - 7) The Plan should outline how the selected vendor will creatively utilize paid and earned media, strategic partnerships, and creative tactics to communicate to all Illinoisans the importance of participating in the Contact Tracing Collaborative.
 - 8) The Communications Plan shall reflect how the selected vendor will collaborate with IDPH, LHDs and regional and statewide CBOs, including organizations serving communities most impacted by COVID-19.

D) **Messaging Plan.**

- 1) Message Testing Plan. Vendor shall develop a Message Testing Plan that identifies HTR message testing gaps in Illinois, leading to a plan that resonates within the local and regional HTR populations. To prepare the plan, vendor should review existing and community message testing and survey findings and leverage information and resources available from IDPH, market surveys, and other successful Contact Tracing Collaboratives.
 - a) The Message Testing Plan should include how Vendor will conduct initial strategic message testing efforts across different audience segments across Illinois, and targeted messaging in HTR communities, within the first month following contract execution. The Plan will identify and address the gaps in the Illinois Contact Tracing Collaborative communications strategy.
 - b) Message testing will be conducted in defined populations in languages determined necessary by Vendor in conjunction with IDPH.
 - c) The Message Testing Plan should include how Vendor will incorporate IDPH's branded elements with Illinois Contact Tracing Collaborative message testing.
 - d) The Message Testing Plan should include how Vendor will conduct follow-up message testing with different audience segments and within HTR communities and communities most impacted by COVID-19.
 - e) Messaging should address and respond to barriers discovered during message testing.

- 2) Message Development. Utilizing existing message testing results and testing opportunities, the Vendor will develop a statewide messaging plan that is current and relevant to Illinois. Messaging will educate all Illinoisans about the importance of contact tracing in stopping the spread of SARS-CoV-2, and the Illinois Contact Tracing Collaborative in general. The messaging should motivate all Illinoisans, including HTR communities and communities most impacted by COVID-19, to cooperate with contact tracers in the Contact Tracing Collaborative.
- a) Vendor will promote the Illinois Contact Tracing Collaborative with statewide and regional messaging and marketing.
 - b) The developed statewide messaging shall creatively and effectively communicate the importance of the contact tracing related to COVID-19 to all Illinoisans, including HTR communities and communities most impacted by COVID-19. Messaging shall educate Illinoisans about the state-wide contact tracing efforts related to COVID-19, motivate Illinoisans to care about it, and activate them to cooperate with contact tracers.
 - c) The statewide messaging shall include efforts to shift negative or complacent perceptions about the contact tracing related to COVID-19.
 - d) Vendor will prioritize campaign efforts for and provide tailored media strategies for reaching racial and ethnic minorities including, but not limited to:
 - i. African-American/Black
 - ii. Arab American
 - iii. Asian American and Pacific Islander
 - iv. Hispanic or Latino
 - v. Native Americans/American Indian
 - e) Vendor will also provide tailored media strategies for reaching communities most impacted by COVID-19, as identified by the social vulnerability index, including those that have experienced higher hospitalization rates, higher positive test results for COVID-19, higher fatality rates related to COVID-19, and have suffered other negative impacts from COVID-19 at a disproportionate rate as compared to other segments of the population.
 - f) Vendor will also provide tailored media strategies for reaching HTR populations which face physical, economic, social, and cultural barriers to participation in the Illinois Contact Tracing Collaborative and require careful consideration and additional marketing and strategic messaging. The following is a list of specific HTR populations that should be addressed within the selected vendor's strategy:
 - i. People with Limited English Proficiency (LEP)
 - ii. Undocumented immigrants
 - iii. People living close to or below the poverty line
 - iv. Renters
 - v. People who are young and mobile (often age 16-24, not enrolled in school and/or unemployed)
 - vi. People experiencing homelessness or unstable housing
 - vii. People who live in rural areas
 - viii. Persons with disabilities (including deaf and hard of hearing)
 - ix. Seniors and older adults
 - x. People experiencing domestic abuse
 - xi. Migrant workers

- g) Statewide messaging should be inclusive to address the general Illinois population, yet culturally and regionally adaptable for effective marketing in HTR communities.
 - h) Statewide messaging should address those who are resistant to messaging regarding the Illinois Contact Tracing Collaborative, including those who reject or distrust the goals and purposes of the Illinois Contact Tracing Collaborative, as well as people who generally distrust the government.
- 3) Message Delivery
- a) Statewide messaging must reach all 102 of Illinois's counties. The counties have been divided by geographic regions, <http://www.idph.state.il.us/LHDMap/HealthRegions.aspx>
 - b) Vendor must provide direction to any subcontractors on proper message delivery and the importance of targeting Illinois's HTR residents and communities most impacted by COVID-19.
 - c) Messaging shall be culturally relevant and reflective of Illinois's diversity and comply with IDPH's language accessibility standards. Delivery methods for statewide messaging should be inclusive and universal to address the general Illinois population, yet culturally and regionally adaptable for effective marketing in HTR communities.
 - d) Delivery methods for statewide messaging should integrate audience segmentation, which considers characteristics used to segment an audience, such as: demographics, geography, attitudes, needs, motivations, and previous engagement with or response to government programs. HTR populations face physical, economic, social, and cultural barriers that may reduce cooperation with contact tracers in the Contact Tracing Collaborative; HTR populations require careful consideration and additional marketing and strategic messaging.
 - e) Message delivery should be timely and may fluctuate depending on areas of outbreak or refined to target populations most impacted by COVID-19.
 - f) IDPH will work with Vendor to finalize messaging prototypes which can consist of, but are not limited to:
 - i. Slogans and hashtags
 - ii. Contact Tracing Collaborative FAQs
 - iii. Contact Tracing Collaborative messaging and talking points
 - iv. Regional messaging
 - v. Culturally and linguistically appropriate messaging
 - vi. HTR messaging
 - vii. Messaging for potential Contact Tracing Collaborative challenges
 - viii. Statewide Contact Tracing Collaborative White Papers
 - ix. Advertising messages and scripts
 - g) Vendor will outline a rapid response and miscommunication strategy, detailing predicted challenges and media solutions, and provide communications counsel to the State through the duration of the Illinois Contact Tracing Collaborative marketing and public relations efforts. Vendor will also outline a rapid response strategy to address emerging issues related to Contact Tracing Collaborative efforts.
 - h) Vendor will outline a non-response messaging strategy, detailing messaging and media solutions, and provide communications counsel to the State through the

duration of the Illinois Contact Tracing Collaborative marketing and public relations efforts. This strategy should consider the barriers and missed opportunities discovered during Illinois Contact Tracing Collaborative marketing.

- i) Regional messaging may shift during the length of the campaign due to communication priorities. Vendor and subcontractors must make rapid adjustments to campaign messaging and tactics to address needs based on political and regional climate changes. Vendor's messaging plan should address how rapid messaging adjustments will be made and what resources and tactics will be utilized.

E) **Campaign Branding Plan.** Vendor will develop the overall visual branding of the statewide campaign to effectively communicate messaging to all Illinoisans. The branding will provide the campaign with a memorable, relatable, and encouraging look and feel. Vendor will create campaign imagery and style standards (fonts, colors, etc.) to be used and adapted for statewide and regional communications and advertisements.

- 1) Illinois Contact Tracing Collaborative branding must be inclusive and universal to address the general Illinois population, yet culturally and regionally adaptable for effective marketing in HTR communities.
- 2) Branding shall be clean, clear, culturally relevant, and powerfully communicate the importance of the Illinois Contact Tracing Collaborative. Branding should be easily recognizable and memorable – and be adaptable for regional, in-language, and HTR marketing.
- 3) Illinois Contact Tracing Collaborative branding should connect to IDPH's and the State's existing media campaign for COVID-19 response activities. State guidelines and logos should be incorporated in Illinois Contact Tracing Collaborative branded media, public relations, and marketing materials.
- 4) Vendor shall review existing assets and make campaign branding, including but not limited to:
 - a) Branded landing page/website
 - b) Branded social media channels
 - c) Branded digital and print materials
- 5) Vendor shall develop campaign branding prototypes that convey the importance of cooperation with COVID-19 contact tracers. Branding prototypes can consist of, but are not limited to:
 - a) Storefront posters
 - b) Campaign website
 - c) Digital advertisements
 - d) Web-banners
 - e) Social media
 - f) Landing pages
 - g) Applications
 - h) Billboards
 - i) Bus shelters
 - j) Bus wraps
 - k) In-train media
 - l) Newspaper advertisements
 - m) Newspaper inserts
 - n) Event signage

- o) Text or App-Based Misinformation Reporting
 - p) Automated Text or App-Based Contact Tracing Collaborative Q&As
 - q) Automated Phone Voice-Based Contact Tracing Collaborative Q&As
 - r) IL App and/or Web-Based Contact Tracing Collaborative Portal
 - s) Social media amplification through influencers
- 6) Vendor shall assist the State in the creation of additional in-house branded Illinois Contact Tracing Collaborative campaign content for State use, based on Vendor recommendations and state approval, which can include:
- a) Branded logos and avatars
 - b) Branded social media channels and/or content
 - c) Branded digital and print materials
- F) **Implementation Plan.** Vendor will develop an implementation plan that shall consist of detailed strategies and implementation timelines for campaign tactics.
- 1) The Vendor will coordinate a team to lead and drive campaign objectives. The team should include the following areas of expertise, at minimum. A team member can be identified to have multiple skillsets below and satisfy multiple requirements
 - a) Designated public relations lead/Account Principal
 - b) Designated Project Manager/Account Project Manager
 - c) Communication Specialist
 - d) Media Specialist
 - e) Digital Specialist
 - f) Misinformation Specialist
 - g) Specialist in reaching communities most impacted by COVID-19 as indicated by the social vulnerability index and hard-to reach communities.
 - h) Specialist with experience in public health messaging
 - 2) **Earned Media.** Vendor will provide earned media and logistical support to IDPH at statewide and regional Illinois Contact Tracing Collaborative earned media opportunities and events – such as convenings, press conferences, etc.
 - a) Vendor will amplify state and local Contact Tracing Collaborative efforts and events through earned media and integrate as designated by IDPH.
 - b) Vendor will provide a campaign strategy and timeline that will influence, inform, and support IDPH’s earned media strategy, and identify event opportunities that earn media.
 - 3) **Paid Media:**
 - a) The Vendor will provide a paid media strategy and timeline.
 - b) The Vendor will provide IDPH with a plan to collaborate with local governments, LHDs and CBOs regarding media buys and efforts.
 - c) The Vendor will coordinate with IDPH to avoid duplicating paid media buys.
 - 4) **Social Media:**
 - a) The Vendor shall identify opportunities to utilize the existing social media channels of HTR trusted messengers, including BEP subcontractors and community organizations, and collaborate efforts.
 - b) The Vendor will provide a social media strategy and timeline, which includes the development of campaign branded channels and targeted advertisements.
 - c) Vendor shall provide a campaign strategy and timeline that will influence, inform, and support the State’s internal social media efforts.

- 5) Innovative Solutions and Tools. Vendor shall develop unique innovative digital solutions – and tools which provide effective solutions to Contact Tracing Collaborative challenges – such as misinformation campaigns and rapid response to regional and national updates.
- 6) The Vendor will coordinate with IDPH to avoid duplicating paid digital media efforts.
- 7) Community Marketing Collaboration: The Vendor will collaborate with local governments, LHDs, CBOs, and IDPH staff to ensure campaign coordination. Vendor will prioritize collaboration with local governments and CBOs serving communities most impacted by COVID-19.
- 8) The Vendor shall provide copies of studies, research and calculations used to substantiate the basis for its Implementation Plan.
- 9) Media Buys. A cost-effective and scalable paid media plan should be able to balance the need to drive Illinois Contact Tracing Collaborative awareness messaging, and effectively reach all populations in Illinois, including HTR residents and communities most impacted by COVID-19, utilizing ethnic and community-based media.
 - a) No mark-up will be permitted on media buys. It may include, but not be limited to:
 - i. Television (TV) – Broadcast and Cable TV with a broad reach in varied day parts and programming, and direct response television (DRTV) placement
 - ii. Radio, out-of-home, print, direct mail and e-mail, and paid digital media including premium and programmatic display, and mobile advertising to support and extend the mass media campaign
 - iii. Integration of the paid media strategy with other digital efforts (Social Media, Paid Social and Search Engine Marketing)
 - b) The Vendor must use commercially reasonable efforts to negotiate the most cost-effective media buy-outs and follow state guidelines for these purchases.
 - c) The Vendor will:
 - i. Research statewide, regional, and local buy opportunities
 - ii. Select BEP subcontractors in accordance with the required BEP goals provided herein
 - iii. Budget and negotiate media purchasing
 - iv. Ensure media-buys have added value components
 - v. Give preference to ethnic-owned and directed media outlets, prevalent within HTR communities and communities most impacted by COVID-19
 - vi. Finalize media buy contracts and oversee implementation and production process
 - vii. Provide timely updates to State, to effectively collaborate media buys with federal and regional buys
 - viii. Provide analytics via dashboards, as close to real-time as feasible, for KPIs such as impressions, mentions, social media interactions, CPC, CPM, CPA, click-throughs, etc.
- 10) Production. The Vendor shall use commercially reasonable efforts to negotiate the most cost-effective Vendor and talent agreements. The Vendor will:
 - a) Identify and secure effective and culturally relevant messengers and/or talent for advertisements, based on targeted audiences
 - b) Budget and negotiate talent contracts, if applicable
 - c) Develop effective messaging, scripts, and creative content
 - d) Provide spokesperson training
 - e) Staff messengers, if applicable

- f) Oversee production process
 - g) Provide timely updates to the State
- 11) Translation Services. The Vendor shall use reasonable efforts to negotiate the most cost-effective translation agreements. Vendor must coordinate with IDPH and IDPH's contracted partners, including local governments, LHDs, and CBOs, to ensure the appropriate languages and communication access needs are provided. The Vendor will:
- a) Utilize the State's existing translation services or, if necessary, secure professional and quality translation services to translate messaging, advertisements, scripts, etc., as directed by the State.
 - b) Have the capacity, directly or indirectly, to provide certified and timely translation services for the top non-English languages spoken in Illinois, including Spanish, Polish, Chinese (Mandarin, Cantonese), Tagalog, Korean, German, Arabic, Urdu, Russian, Italian, Gujarati, Hindi, and other languages needed by Illinois HTR residents.
 - c) Have capacity, directly or indirectly, to check quality of translations.
- 12) Collateral Development. The Vendor shall develop corresponding collateral assets that further the Contact Tracing Collaborative marketing and public relations efforts. The Vendor will:
- a) Recommend the development of additional campaign collateral materials to support awareness and activation efforts in Illinois' different communities
 - b) Develop innovative solutions to address the unique challenges facing the Contact Tracing Collaborative
 - c) Develop, pre-test, produce, place and evaluate creative concepts for, and approved by IDPH
 - d) Be responsible for the printing and cost of printing campaign materials and collateral.
 - e) Utilize CDC approved contact tracing tool-kit items, when applicable, such as public service announcement scripts and talking-points, to inform and develop targeted collateral.
 - f) Be involved in any subcontractor testing efforts and provide strategic input to align efforts to successfully address the objectives of the Illinois Contact Tracing Collaborative.
 - g) Work with IDPH for review and to obtain approval.
- 13) Strategy Adjustments. Vendor should develop a flexible marketing and public relations strategy and ensure it is adapted and updated in real-time to reflect shifts in regional, ethnic media, and local government needs, shifts in the political climate, and reflect Contact Tracing Collaborative updates from IDPH. Marketing and public relations strategy must prioritize BEP for HTR audiences. The State strongly encourages vendors to engage subcontractors with experience working in or with communities most impacted by COVID-19 to ensure marketing and public relations strategies are best suited to reach those communities.

G) **Recommended Tools and Activities.** Selected Vendor should recommend additional tools and activities that support public participation and adoption of the Illinois Contact Tracing Collaborative.

H) **Additional Requirements**

- 1) Ongoing Communication with IDPH

- a) Vendor shall designate a Project Manager who shall be the primary contact person designated by Vendor for oversight of the resulting agreement and communications related to same.
 - b) Vendor will participate in planning calls, every other week with IDPH and other designated partners, led by Vendor's Project Manager. Frequency is subject to change during duration of resulting agreement as determined by IDPH. The planning calls shall begin immediately, with the first call occurring no later than one week following contract execution. The Vendor shall provide updates on the following:
 - i. misinformation monitoring
 - ii. paid ad performance (social, digital, radio, etc.)
 - iii. content performance
 - iv. messaging and branding progress
 - v. creative development progress and placement
 - vi. Media purchasing progress, budget and results
 - vii. Subcontractor activities
 - c) Vendor will attend Illinois Contact Tracing Collaborative meetings, as determined by IDPH.
 - d) Vendor will provide monthly written reports outlining Vendor's and subcontractor's statewide and regional media efforts.
 - e) Vendor will provide IDPH updated communications plan and updated strategic timeline, as necessary or when requested by IDPH.
- 2) FINAL REPORT. Within the timeline and parameters designated by the State, and upon contract and campaign completion, Vendor shall provide the state with a final Illinois Contact Tracing Collaborative report, detailing Vendor and subcontractor campaign results. At a minimum, the report will include campaign highlights and achievements, summary and timeline of overall efforts, summary of regional and ethnic media strategies and efforts, summary of collaboration efforts with local governments and LHDs, mock advertisements and creative designs, analytics and statistics, and learnings and recommendations to inform planning for improved versions of the Illinois Contact Tracing Collaborative in the future.
- 3) Diversity and Inclusion and Communities Most Impacted by COVID-19. The State places a high value on diversity and inclusion. A successful Offeror will employ a diverse workforce and will operate using policies that encourage and promote diversity and inclusion. Additionally, certain communities in Illinois have been disparately impacted by COVID-19, and have experienced higher hospitalization rates, higher positive test results for COVID-19, higher fatality rates related to COVID-19, and have suffered other negative impacts from COVID-19 at a disproportionate rate as compared to other segments of the population. Offeror must provide with its bid written policies and practices as it relates to diversity and inclusion, as well as a detailed narrative concerning measures taken to employ staff or utilize subcontractors from communities most impacted by COVID-19.
- 4) Experience marketing and communicating to communities most impacted by COVID-19. The State places a high value marketing that is tailored to communities and individuals who are most impacted by the COVID-19 pandemic. Offer must provide with its bid a demonstration that it has experience – through staff or subcontractors – marketing to communities most impacted by COVID-19 as indicated by the social vulnerability index.

SELECTION OF VENDOR

The Vendor must demonstrate that they understand the audience in Illinois and can respond effectively to the unique local needs of the target populations across the State of Illinois. The Vendor must have experience and must provide evidence that it has led campaigns where the operational budget was or exceeded \$1,000,000. The State may award to the most responsive and responsible bidder whose proposal best meets the below criteria.

The State determines how well bidders meet the responsiveness requirements. The State ranks bids, without consideration of price, from best to least qualified using a point ranking system (unless otherwise specified) as an aid in conducting the evaluation. Bidders who receive fewer than the minimum required points will not be considered for price evaluation and award.

If the State does not consider the price to be fair and reasonable and negotiations fail to meet an acceptable price, the State reserves the right to cancel the award and take appropriate action to meet the needs of the State. The State determines whether the price is fair and reasonable by considering the Offer, including the Bidder's qualifications, the Bidder's reputation, all prices submitted, other known prices, the project budget, and other relevant factors.

BUSINESS ENTERPRISE FOR MINORITIES, WOMEN, AND PERSONS WITH DISABILITIES ACT PARTICIPATION AND UTILIZATION PLAN: This solicitation request contains a goal to include businesses owned and controlled by minorities, women, and persons with disabilities. All questions regarding the subcontracting goal must be directed to the Agency Business Enterprise Program (BEP) Liaison prior to submission of proposals.

BEP Goal for this procurement: 4% of total anticipated award amount, or 15% of proposed labor costs, whichever is greater.

BEP Liaison: Pam Brown

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The 4% BEP goal is for the total anticipated award amount, including but not limited to payments to subcontractors and ad/media buys. The 15% alternative goal is for the total anticipated cost of labor in vendor's budget. Vendor submissions should include all BEP target information through a Utilization Plan. Failure to submit a Utilization Plan shall render the offer non-responsive. Businesses included in Utilization Plans as meeting BEP requirements as prime vendors or subcontractors must be certified by the Department of Central Management Services as BEP vendors. Go to <https://www2.illinois.gov/cms/business/sell2/bep/Pages/default.aspx> for complete requirements for BEP certification. Vendors may visit <https://cms.diversitycompliance.com/> to search for certified BEP vendors. The NIGP codes used to calculate the Business Enterprise Goal, and a list of vendors associated with those codes, are attached to this solicitation as Attachment B. This is not an all-encompassing list of vendors that may be used as subcontractors to fulfill this goal. If the vendor has a potential subcontracting opportunity for goods or services that would be considered applicable to this contract, the vendor may use that subcontractor to fulfill the BEP goal, assuming that subcontractor is BEP certified with the State of Illinois.

RESPONSIVENESS ELEMENTS

The chart below shows the elements of responsiveness that the State evaluates. The technical evaluation includes the following elements:

Element 1: Offerors will demonstrate their previous experience handling campaigns of similar size and character. The submitted proposals should illustrate the Offeror’s capacity to meet the responsiveness elements listed.

Element 2: Offerors will propose their solution to address the scope of work. The Offerors will propose their customized plan, services and demonstrate their ability to creatively maximize Illinoisans’ participation and adoption of Illinois’ Contact Tracing Program.

The chart below describes the elements of responsiveness that IDPH will evaluate in the Offerors’ proposals.

Proposal Specification Checklist Table *Please indicate in your proposal, utilizing the table below, the section and page number where the requested information is located. Bidder must complete the Proposal Specification Checklist Table provided below to identify how their bid meets the requirements of the solicitation.		
Mandatory Element Past Campaign Experience: The Vendor must have led at least one campaign where the Operational Budget met or exceeded \$1,000,000. Evidence to support this mandatory element should include a copy of the operational budget from a project the Vendor led with an operational budget that met or exceeded \$1,000,000.		Where, in the vendor’s response, is their ability to meet this mandatory element discussed? Section Page(s)
<u>Responsive Category</u> <i>Location in RFP</i>	<u>Program Specifications</u>	<u>Vendor’s Proposal Page Ref.*</u>
VENDOR AND STAFF CAPACITY	Vendor’s staffing plan and proposal demonstrates its capacity as a full-service public relations firm with adequate staff and resources to service the account, manage crises, staff availability, and experience doing a marketing and public relations Plan including Earned, Paid, and Digital media relations services.	Section Page(s)
CAMPAIGN RESPONSIVENESS	Samples of previous work illustrate the vendor’s ability to conduct highly flexible and responsive statewide campaigns, reaching targeted populations, similar to the Contact Tracing Collaborative audiences.	Section Page(s)

DIVERSITY OF EXPERIENCE	Vendor provided examples of prior projects that demonstrate their experience working in minority and diverse communities and with community-based organizations (CBOs), including marketing to communities most impacted by COVID-19 as demonstrated by the minority index of the CDC’s social vulnerability index.	Section Page(s)
PERFORMANCE METRICS	Vendor provided detailed examples of past initiatives that have successfully generated measurable results from campaigns and the reporting deliverables. Vendor provided metrics and discussed why they were chosen as measurements of success.	Section Page(s)
DIVERSITY AND INCLUSION	Vendor provided a detailed narrative that explains its policies and practices as it relates to diversity and inclusion.	Section Page(s)
CREATIVITY	Vendor has an innovative approach and a multi-media, community specific, culturally competent strategy. The material created for the Contact Tracing Collaborative is memorable and motivational.	Section Page(s)
IMPLEMENTATION	Vendor’s plan illustrates its knowledge and techniques to educate and activate the Contact Tracing Collaborative target audiences, including managing roadblocks. The workplan reflects its ability to reach audiences Statewide and be flexible and responsive to the campaign. Vendor effectively communicates plans, strategies, and vision for IDPH staff. Proposal is not overly complex, material is easily conveyed, educational and motivational.	Section Page(s)
PLANNING	Vendor’s campaign design has ability to track progress and success in real time through dashboard and analytics; shows a viable plan to reach vulnerable (HTR) populations and communities most impacted by COVID-19; and provides easily measured, accurate metrics of success.	Section Page(s)

	Communication style works with multiple audiences and is responsive, timely and engaging. Vendor manages relationships with IDPH and multiple stakeholders well.	
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