REQUEST FOR PROPOSALS
Focused Communications for COVID-19 Prevention Among Young People

Public Health – Seattle & King County (Public Health) is soliciting requests for proposals (RFP) for an individual, an organization, or multiple organizations who can develop and implement a COVID-19 prevention campaign aimed at a diverse audience of young people in King County. This work is part of Public Health’s emergency response to the coronavirus pandemic. Campaign work will occur from October to December, 2020.

A. BACKGROUND AND OVERVIEW
Young people currently have the highest rate of COVID-19 cases among all age groups in King County. Preventive behaviors such as social distancing, mask-wearing and seeking testing can limit the spread of COVID-19. In interviews conducted by the City of Seattle’s Innovation and Performance team, young adults indicated that while they thought they were very compliant with behavioral guidelines, they are also unsure how to interpret guidelines and would prefer “how-to” instructions for behaviors. They reported that current prevention communication feels irrelevant to them because it does not reflect living situations such as housing with multiple roommates and the messages do not come from trusted messengers. Additionally, the COVID-19 pandemic intersects with broader inequities in King County to disproportionately impact young people of color, who may be less likely to receive relevant communications due to inequities in how information is shared. This RFP is to engage with young people age 15-30 to create communications messages, creative assets and dissemination plans that respond to the needs identified by a diverse audience of young adults to help limit the spread of COVID-19.

B. SCOPE OF WORK
The full body of work under this award will encompass outreach and engagement, campaign strategy, dissemination, and project management of a COVID-19 prevention campaign for young people. Applicants do not have to apply to fulfill the whole scope (see “D Applicant Types” below).

Scope of work:

1. **Outreach and engagement:** Engage young people (aged 15-30) most impacted by COVID-19 to identify effective messaging, co-develop materials and strategy, and provide oversight to the prevention campaign. This may include outreach and recruitment with co-awardees to this application and/or with youth messengers and partner organizations currently engaged by King County. Engagement and outreach activities and could include facilitation of listening sessions, trainings, review sessions, and other activities to co-develop a campaign; utilization of social listening tools to understand trends in COVID-19 information among young people; and administration of stipends and subcontracts for collaborating young people and organizations.

2. **Campaign development and strategy:** Based on engagement and outreach input and collaboration, co-develop and implement a strategy to reach young people most impacted by COVID-19. This may include assessing existing assets/campaigns; identifying key channels, influencers and creative opportunities to reach young people; co-developing messages and creative assets to support young people in making safer choices to prevent the spread of COVID-19; and working with Public Health to conduct an equity assessment to prioritize reach and mitigate potential harm.
3. **Campaign implementation and dissemination**: Utilizing the input from young people, implement and disseminate the campaign assets through identified channels and strategies. This may include dissemination via organic social media; translation and transcreation; partnering to disseminate the campaign through young people-serving organizations; placing ads and managing paid opportunities to increase reach; and identifying and managing creative opportunities to engage audiences such as live Q&As.

4. **Project management**: Coordinate overarching campaign development from outreach and engagement to campaign implementation and dissemination, assess the impact of the campaign in driving conversation and engagement, manage any paid media buys, and provide support to ensure progress toward campaign deliverables.

C. **APPLICANT TYPES**

Applications may be submitted by an individual, an organization or by a collaboration of multiple organizations. We will accept three types of applications:

- Applicants who can fulfill the entire scope of work;
- Applicants who can fulfill the Outreach and Engagement element of the scope of work;
- Applicants who can fulfill the Campaign development and strategy, Campaign implementation and dissemination and Project Management elements of the scope of work.

Public Health reserves the right to make one or more awards and to approach applicants to restructure collaboratives to include partners who were not part of the original application.

D. **COMPENSATION**

The total compensation for this scope of work is not to exceed $100,000, including media buys and compensation/stipends for young people’s time/expertise.

E. **TIME FRAME**

A contract will be negotiated immediately with the successful applicant(s) that is selected via this RFP. Work will begin in mid October and must conclude by December 30, 2020.

F. **RATING CRITERIA**

RFPs will be rated by a panel selected by Public Health and the highest rated applicant or combination of applicants who meet different elements of the scope will be awarded, barring any disqualifications from entering into a contract with King County. We will rate application components based on the following criteria – applicants should not respond to parts of the scope of work they do not intend to fulfill and we will rate applications accordingly. Rating criteria:

- **Outreach and Engagement (10 points):**
  a. Applicant demonstrates engagement with young people who experience social and health inequities in past work, including measures of success (5 points).
  b. Applicant identifies an effective and feasible plan to engage young people most affected by COVID-19 to provide input to and co-create communications strategy and assets (5 points).

- **Campaign development and strategy, dissemination and implementation and project management (20 points):**
  a. Applicant demonstrates effectively reaching those experiencing inequities through communications campaigns, particularly as it relates to social and/or health related issues, including success measures and translation and transcreation activities (10 points);
  b. Applicant demonstrates co-creation of communications with intended audience (5 points);
  c. Applicant demonstrates experience in managing communications campaigns, including media buying and campaign assessment (5 points).

- **All applicants (10 points):**
  a. Applicant explains ability to begin this work promptly and move it forward quickly (5 points).
b. Applicant provides a budget that is appropriate to proposed work and includes costs related to key work tasks (5 points).

G. PROPOSAL FORMAT

Proposals should include a clear indication of the type of application: 1) Full Scope, 2) Engagement and Outreach, or 3) Campaign development and strategy, dissemination and implementation and project management. Applicants should submit the following narrative sections based on the selected type of application:

Section 1: Engagement and Outreach applicants should include a narrative of no more than 350 words describing their experience successfully engaging young people and plans for engagement and outreach related to this scope of work.

Section 2: Campaign development and strategy, dissemination and implementation and project management should include a narrative of no more than 400 words that includes descriptions of campaigns to reach diverse audiences on social and/or public health issues, including relevant success measures, translation and transcreation and project management work as well as a description of applicant’s previous work co-creating communications with the intended audience.

Section 3: All applicants should include no more than 100 words describing the applicant’s plan to begin work upon contracting and to move forward quickly, as well as a budget spreadsheet that shows how key elements of work fit into the proposed budget of no more than $100,000. This budget can reflect that Public Health has donated advertising spots on Facebook and Instagram platforms.

Applicants for the full scope of work should include all of these narrative sections in their application.

H. MINIMUM REQUIREMENTS FOR CONTRACTING WITH KING COUNTY

The contractor selected via this RFP will be required to meet King County contract requirements:
1. Insurance coverage at the minimum levels that are listed on the Public Health contracting website: www.kingcounty.gov/contracts/insurance
2. Compliance with the attached boilerplate contract, which Public Health intends to use with the basis for a contract.

I. PROPOSAL SUBMISSION

Interested parties must submit proposals so they arrive no later than 5:00 PM on Wednesday, October 7th, 2020. Late proposals may NOT be accepted.

Proposals shall be e-mailed to: Allen Cantara, Contract Specialist
Public Health – Seattle & King County
401 5th Avenue, Suite 1300
Seattle, Washington 98104
CPRES-ODIR@kingcounty.gov

Questions concerning this RFP process or contract questions should be directed to Allen Cantara at 206-263-8744 (phone) or allen.cantara@kingcounty.gov (e-mail). Questions regarding program or scope of work should be directed to Lily Alexander at lialexander@kingcounty.gov.