

Martin County, North Carolina

**Request for Proposals ("RFP")
For
Communication Specialist in the Healthcare
Date: 1-12-23**

**Proposal Submission Deadline:
Date: 1-20-23
5:00 p.m.**

Mail and/or Hand Deliver RFP Documents to Primary Contact:

U. James Bennett
Martin County
County Manager
305 E. Main Street
Williamston, NC 27892
james.bennett@martincountyncgov.com

Note: This is a formal Request for Proposals (RFP)

REQUEST FOR PROPOSAL

SUBJECT: Martin County Government seeks a company to facilitate communications as related to information surrounding Healthcare.

INQUIRIES: All inquiries or questions must be directed to:

U. James Bennett
Martin County Government
County Manager
305 E. Main Street
Williamston, NC 27892
james.bennett@martincountyncgov.com
252-789-4302

Questions must be received no later than January 17, 2023. If a determination is made that a clarification or change to the RFP document is required, a written addendum will be posted on the appropriate sections of the websites of the Issuers. Respondents are responsible for obtaining all RFP updates. Purchasing (james.bennett@martincountyncgov.com).

Responses must be delivered at the following address no later than **January 20, 2023 at 5:00p.m.**

One hard copy submitted by hand delivery, mail delivery, FEDEX, UPS, etc. Electronic submissions will be accepted. Postmarks are not accepted.

U. James Bennett
Martin County Government
County Manager
305 E. Main Street
Williamston, NC 27892
james.bennett@martincountyncgov.com
252-789-4302

Submittals must be labeled:
"Communication Specialist in Healthcare"

Table of Contents

1. EXECUTIVE SUMMARY 4
2. RFP TIMELINE 5
3. OBJECTIVES OF THIS RFP 5
4. PERFORMANCE EXPECTATIONS 6
5. ORGANIZATION OF THE PROPOSAL 6
6. SUBMITTAL OF THE PROPOSAL 7
7. TERMS, CONDITIONS, AND DISCLAIMERS FOR RFP 9

EXECUTIVE SUMMARY

Martin County is soliciting a Communication Specialist in Healthcare field to assist with the dissemination of information to the public. This information will come from the completion a Hospital Feasibility Study completed earlier.

Note: The County of Martin welcomes responses to this RFP from ALL interested or potentially interested parties. For the purpose of this RFP, the term “respondents”, “providers”, and “vendors” refer to entities submitting written responses to this RFP.

RFP TIMELINE

Important Dates

Publish RFP	January 12, 2023
Deadline for Questions	January 17, 2023
Responses Due by 5 p.m.	January 20, 2023
Review of responses completed by The County of Martin	January 24, 2023

Contact for questions and information requests

All general communications regarding the RFP or requests for additional information should be directed to:

U. James Bennett
County Manager
305 E. Main Street
Williamston, NC 27892
james.bennett@martincountyncgov.com
252-789-4302

OBJECTIVES OF THIS RFP

- Establish a single source for sharing of information with the Public.
- Establish a consistent manner for the Public to present questions too
- Build trust in which the Public can support
- Conduct meetings with individual, or small groups
- Develop articles for news release

PERFORMANCE EXPECTATIONS

1.1 Acceptance of Proposals

The Martin County Board of Commissioners reserves the right to accept the proposal deemed to be in the best interest of Martin County. Martin County also reserves the right to reject any or all proposals.

1.2 Equal Employment Opportunity

Martin County does not discriminate in administering any of its programs and activities. The Consultant awarded contract for this work will be required to assure that no person shall be denied employment or fair treatment, or in any way discriminate against on the basis of race, sex, religion, age, national origin or disability.

1.3 Client References:

All proposals shall include a list of recent clients, if similar work has been performed as contained in this Request for Proposals along with resume containing qualifications of staff who would be assigned to work on this project, if awarded.

1.4 Governing Law and Forum:

Any contract between the County and the bidder shall be governed in accordance with the laws of the State of North Carolina.

ORGANIZATION OF THE PROPOSAL

The organization of the proposed scope of work is described in this section of the Proposal guidelines. The proposal shall be limited to maximum of (5) pages, exclusive of pre-printed resumes, and similar material that the proposing firm believes will aid in determining its qualifications for the project. The following guidelines must be followed by all potential consultants.

General Provisions

Responses to this RFP must include the following information:

- The name, address, email and telephone number of the proposing firm.
- Identification of the individuals and/or vendors comprising the project team for this project and what specific role each will take in completing the work.
- A summary of your experience completing similar projects.
- The cover sheet "Appendix A" must be signed by an owner, corporate officer, or agent authorized by the Provider.
- The names of all principals of the Provider must be disclosed on the cover sheet; specifically, all persons who have equity interest in the Provider organization and/or hold a senior leadership position in the Provider organization.
- Cost of completing the study.
- Supplemental Materials

Vendors may provide any material not specifically required as supplemental information. Additional material may include the following:

- Additional reports, photos and/or descriptions of similar projects you have completed.
- Promotional material describing your firm and its services.
- Additional references.

SUBMITTAL OF THE PROPOSAL

Proposals must be submitted to Julia Rease, Clerk to the Board of Commissioners by hard copy hand delivery, mail delivery, FED EX, UPS, etc. **by Friday, January 20, 2023 at 5:00 p.m.** as detailed in this RFP. Electronic submissions will be accepted.

To confirm receipt of RFP you may contact U. James Bennett at 252-789-4302.

All proposals, as well as any modifications, received at the County after the hour and date specified above, will not be accepted. Postmarks are not accepted. All proposals will become the property of the County of Martin and will not be returned.

The proposal shall be signed by an officer or officers authorized to execute legal documents on behalf of the Proposer and shall contain a statement to the effect that the proposal is a firm offer for a 60-day period.

PROPOSAL ACCEPTANCE

Primary consideration will be given to the general appropriateness of the proposal for the project, the technical competence and creative ability of the consultants (as described in the proposal) and the firm's willingness to work closely with County Staff. The County reserves the right to reject all proposals that are inappropriate or inadequate.

Project Started: Within one week upon execution of a signed contract.

Project Completed: Within 90 days of signed contract. Extensions may be approved by written request.

COUNTY REQUIREMENTS

The contract will be awarded only to a reputable firm. In order to qualify as Reputable, a prospective company must meet the following standards, as they pertain to this Request for Proposals.

- The Company must have the necessary experience, organization, technical qualifications and skills or have the ability to obtain and to manage them (including any sub-consultant requirements).
- The Company must be able to comply with the proposed schedule.
- The Company must have a satisfactory record of contractual performance.
- The Company must maintain the auditable records, documents and papers for inspection by authorized County of Martin representatives.

Evaluation Criteria:

- A. Prior experience in communicating information to the public regarding Healthcare
- B. List of References (3) in the field of Public Relations
- C. Successful outcomes
- D. Specialty relating to Healthcare
- E. Number of Employees in your organization
- F. Projected completion date
- G. Level of involvement by client
- H. Hourly rate and the maximum amount hours to complete project
- I. Earliest start date

SELECTION PROCESS

All proposals are due on **Friday, January 20, 2023 at 5:00 p.m.**

A selection of the winner will be at best overall value to the county and not based solely on the lowest price.

Martin County reserves the right to reject any or all proposals submitted, to waive technicalities and informalities in bidding, and to accept a proposal other than the lowest

submitted if such action is deemed to be the best interest of the County. Final approval will be dependent upon adequate funding for the project.

TERMS, CONDITIONS AND DISCLAIMERS FOR RFP

Responses to this RFP become the exclusive property of the County of Martin. All documents submitted in response to this RFP may be regarded as public records and may be subject to disclosure. No material submitted in response to this RFP will be returned. Respondents are solely responsible for all expenses associated with responding to this RFP.

Confidentiality

All submissions are subject to North Carolina Public Records Law. To the extent that respondents desire to submit propriety information to the County of Martin, the County of Martin represents that it will use all reasonable efforts to claim available exemptions under the NC Public Records Law (NCPL), and will notify the affected respondent if an NCPL request is received in connection with that proprietary information. The respondent will be given an opportunity to seek court action to prevent release of information. All materials that the respondent believes are proprietary MUST be labeled "CONFIDENTIAL." The County of Martin cannot guarantee that its efforts to claim available exemptions will be successful and the County of Martin may be required to disclose the respondent's information, even that which is labeled proprietary, privileged and/or confidential.

Incurred Costs

The County of Martin will not be liable in any way for any costs incurred by respondents in replying to this RFP, including costs associated with preparing the response or participating in any site visits, demonstrations, conferences or oral presentations.

APPENDIX A: COVER SHEET

Name of Person, Business or Organization:	
Type of Entity: (e.g. Sole-Proprietorship, Partnership, Corp., Non-Profit, Public Agency)	
Federal Tax ID Number:	
Contact Person - Name	
Contact Person - Address	
Contact Person- Phone Number (s)	
Contact Person - e-mail address	

By signing this **Cover Sheet** I hereby attest: that I have read and understood all the terms listed in the RFP and I have read and understood all terms listed in this request.

Signature of Authorized Representative

Printed Name of Authorized

Date

Printed Title of Authorized Representative