

Request for Concepts Summary Page

Kent County Local Management Board (KCLMB) & Upper Shore Regional Council - issuing request for concepts:

Eligibility: Marketing Agencies, Non-Profits, Communications Experts

Submission: All concepts must arrive by e-mail and/or hard copy by the due date otherwise they will NOT be considered.

Point of Contact: Dawson Hunter
Kent County Local Management Board
400 High St.
Chestertown, MD 21620
dhunter@kentgov.org
Phone: 443-480-0131

Questions: Questions may be asked up to March 15, 2021 to the point of contact. All questions will be answered in writing and delivered to all parties submitting.

RECOMMENDATIONS: If you are considering submitting a response to the RFC, please notify Dawson Hunter at dhunter@kentgov.org to be included in all related correspondence.

Date	Action
March 1	Call for Concepts release
March 1 - March 15	Period for Questions – Period closes on Monday March 15 th at 12:00p.m.
March 19 at 4:00 p.m.	Concepts due. KCLMB will select applicants who will be invited to develop a more detailed marketing plan
March 31 at 12:00 p.m.	Marketing plan concepts due.
April 15	Award letter(s) granted
May 1	Programming implementation begins

Detail

I. Background

This RFP seeks marketing expertise to advertise the existing transportation services provided to Kent County by Delmarva Community Transit (DCT).

In 2019 Kent County formed a Transportation Task Force to improve public transportation and identify gaps in services. Members of the Task Force included: representatives from business, the nonprofit sector, and local and state government agencies. The group met between June 3, 2019 and January 13, 2020.

A key recommendation of the Task Force was to implement a marketing plan of existing transportation services.

KCLMB has established a Basic Needs Work Group and hired a Transportation Coordinator to guide the work moving forward.

Upper Shore Regional Council (USRC) is funding the implementation of the marketing activities. KCLMB will supervise the vendor's contract with USRC.

II. Scope

1. Marketing of DCT Services:
 - a. Printed:
 - i. Schedule of service
 - ii. Map route of service
 - iii. Location of bus stops in Kent County
 - b. Digital:
 - i. Schedule of service
 - ii. Map route of service
 - iii. Location of bus stops in Kent County
 - iv. Mobile friendly marketing plan
 1. Linked to transportation internet searches
 - c. Language Requirements:
 - i. English/Spanish
 - d. Digital dissemination and education of current services:
 - i. Door-to-door transport
 - ii. Medical transport
 - iii. Work transport
 - iv. Shopping transport
 - v. Senior citizen transport
 - vi. Veteran transport
 - vii. Deviated schedule transport
 - e. Expand reach to "non-typical" riders
 - i. Digital strategy to reach all demographics

III. Concept Paper Content

Concepts should be no longer than 5 pages.

1. Concept Title, Name of Person/Company/Organization (Vendor), and Contact information
2. Experience and Qualifications
 - a. Demonstrate the qualifications, competence, and capacity to implement the proposed program.
3. Work Plan

- a. Description of the Marketing Plan.
 - b. Marketing Plan timeline.
 - c. Timeline for developing and implementing the Marketing Plan.
 - d. Scope, target audiences, messaging, strategy,
4. Budget
 - a. Provide estimates of hourly rates and anticipated hours needed to complete deliverables

IV. Selection Process

A review committee will meet to make recommendations on concepts received. Recommendations will be based on the criteria listed; successful proposals will incorporate an understanding of these criteria. Final selection will not be able to be appealed.

V. Reservations

KCLMB reserves the right to make changes to this RFC at any time and will communicate changes to potential applicants who have indicated an interest in this RFC by contacting the point of contact via phone or email. Changes will not be re-advertised.

This RFC creates no contractual obligation on the part of the KCLMB. KCLMB is not responsible for any costs incurred by the respondent in preparing a response to this request. KCLMB reserves the right to reject any response or cancel this request at any time.

VI. Grant Awards and Conditions

The submission of a concept paper does not, in any way, guarantee an award. KCLMB will notify the applicant of the outcome of the review process. Applicants whose concepts are selected for an award will receive technical assistance from the KCLMB as necessary to finalize deliverables and budgets prior to the execution of a formal grant award.

Funding will be disbursed by Upper Shore Regional Council. Funding will last through June 30, with the possibility of a no-cost extension.

The conditions below outline the basic terms and requirements for the use of funds provided for activities covered by selected vendor. Failure to fulfill any of the following conditions may result in suspension or termination of the contract.

1. Funds received by the vendor under this award will be used solely for the purpose of implementing the activities outlined, which are taken from applicants' concept and finalized contract;
2. Prior to execution of an awarded contract, the successful bidder shall submit a "Certificate of Insurance" indicating it carries the specified insurances in the amount specified in this RFP. Coverage shall be maintained throughout the term of the contract. Coverage costs can and should be included in the proposal budget. Unless otherwise specified, coverage levels shall be required as follows:
 - B. General Liability - Minimum - \$2,000.000
 - C. Workers' Compensation Insurance as required as by law.
 - D. Comprehensive Liability Insurance with minimum limits of \$1,000,000 per person, \$2,000,000 per occurrence. Policy shall include the broad form of Comprehensive General Liability Endorsement or its equivalent
 - E. All required coverage shall include and specifically name the County as an additional insured and loss payee with respect to all operations under the contract.
 - F. The successful bidder will furnish the County any up-to-date certificates of insurance stating the requirements listed above at contract implementation.
3. Kent County Ethics Ordinance: By submitting a proposal in response hereto, the bidder acknowledges that it is familiar with the County's Code of Ethics, CPLL, Chapter 29, and certifies that it has no knowledge of any violation of that Chapter, that it has no knowledge of any conflict of interest which may exist or arise under Chapter 29 if the bidder is awarded a contract, and that it has not given any gift (as that term is defined in Chapter 29) to anyone who has or may participate in the awarding of this contract or the management of supervision thereof. Contact the County's Attorney Office at 410-778-3805 if any additional information is required. Copies of Chapter 29 may be obtained by phoning the County at 410-778-4600, or by logging on to the County's web page and linking to the on-line version of the CPLL.
4. No amendment or modification to the activities covered under the contract is binding unless it is in writing and signed by all parties with written approval by the KCLMB;
5. The vendor may not discriminate in the implementation of the contract against any employee, applicant for employment, provider of services, or applicant for services because of race, color, religion, sex, age, national origin, disability, or any other characteristic forbidden as a basis for discrimination by applicable laws.
6. The vendor assures that:
 - a) It is qualified to do business with the State of Maryland and will take such action as, from time to time, may be necessary to remain so qualified;
 - b) It is not in arrears with respect to the payment of any fees due and owing the State of Maryland, or any Department, or agency thereof, including but not limited to, the payment of taxes and employee benefits and that they shall not become so in arrears during the term of this grant; and

- c) It shall comply with all federal, state, and local laws applicable to its activities and obligations under this contract.
- 7. The vendor shall indemnify and hold harmless Kent County and the State of Maryland against liability for any suits, actions or claims of any character arising from or relating to the performance of the Vendor under this contract;
- 8. The Vendor shall immediately notify KCLMB of any claim or suit made or filed against the vendor regarding any matter resulting from or relating to the vendor's obligation under this contract.
- 9. Funds expended in excess of the total maximum stipulate in the contract are the responsibility of the vendor.