

*Request for Proposals*

**It's Your Future Project RFP**

*Funded by the Office of Adolescent Health, Office of Public Health and  
Science and the U.S. Department of Health and Human Services*

**January 23, 2012**



**Hennepin County**  
Human Services and Public Health Department-HSPHD

<b><i>Table of Contents</i></b>	<b><i>Page</i></b>
<b>I. Introduction .....</b>	<b>3</b>
<b>II. Scope of Service .....</b>	<b>4</b>
A. Project Description – It’s Your Future .....	4
B. RFP Scope of Work: Advertising and PR Campaign Descriptions .....	6
C. Advertising Campaign Assignment Details .....	7
D. PR Campaign Assignment Details .....	8
<b>III. Submission of Proposal .....</b>	<b>11</b>
A. Timeline .....	11
B. Proposal Submission .....	11
C. Technical Support .....	12
<b>IV. Proposal Requirements .....</b>	<b>12</b>
A. Format .....	12
B. Contents of Proposal .....	13
C. Attachment(s) .....	14
<b>V. Insurance Requirements .....</b>	<b>14</b>
<b>VI. Vendor Selection and Proposal Conditions .....</b>	<b>16</b>
<b>VII. Evaluation and Selection .....</b>	<b>17</b>

To obtain this document in an alternative format, please notify the County by fax at (612) 348-6724, by email at [paul.lennander@co.hennepin.mn.us](mailto:paul.lennander@co.hennepin.mn.us), or TTY (612) 348-6915. Please allow a reasonable amount of time for special needs accommodation.

## I. Introduction

In 2010, the Human Services and Public Health (HSPHD) department of Hennepin County has received funding from the U.S. Department of Health and Human Services for the It's Your Future project. The goal of the It's Your Future project is to reduce teen pregnancy and related risky sexual behaviors among male and female middle and high school students of diverse racial and ethnic backgrounds in areas with the highest teen birth rates in Hennepin County. This goal will be accomplished through replication of two evidence-based models, Teen Outreach Program (TOP) and Safer Sex.

This Request for Proposal (RFP) seeks qualified agencies to develop an Advertising Campaign to promote use of sexual health clinics by young people in Hennepin County and a PR campaign to support the recruitment and retention of schools participating in TOP and promote the successes of young people, schools and clinics participating in the It's Your Future project.

Hennepin County is the largest of Minnesota's 87 counties in budget, estimated market value and population, containing almost a quarter of the state's population.<sup>1</sup> With an estimated 2009 population of more than 1.15 million, Hennepin is the 33<sup>rd</sup> largest county in the U.S.<sup>2</sup>

The county operates under the Board of Commissioners-Administrator form of government. Policy-making and legislative authority are vested in the Board of Commissioners which consists of seven members elected on a non-partisan basis.

This vendor selection document does not obligate Hennepin County to complete the vendor selection process or to enter into a contract. Hennepin County is not obligated to respond to any proposal submitted nor are they legally bound in any manner whatsoever by the submission of a proposal. It is the intention of the County to enter into a contract with the accepted proposer(s).

The County reserves the right to determine, in its sole and absolute discretion, whether any aspect of a Proposal satisfactorily meets the criteria established in this RFP. Although this RFP specifies minimum requirements for completion of the Project and should be responded to in all respects, Proposers are invited and encouraged to submit alternatives that may be of interest to the County. The County reserves the right to request additional information from Proposers during any phase of the proposal evaluation process. During the evaluation and selection process, the County may require the presence of Proposer's representatives to make presentations and answer specific questions. Notification of any such requirements will be given as necessary.

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<sup>1</sup> *Fast Facts About Hennepin*. Retrieved from <http://www.hennepin.us>

<sup>2</sup> U.S. Census Bureau, Population Division, Table 7. "Resident Population Estimates for the 100 Largest U.S. Counties Based on July 1, 2009 Population Estimates: April 1, 2000 to July 1, 2009 (CO-EST2009-07)," March 2010.

## II. Scope of Service

### A. Project Description – It's Your Future

#### 1. Overview

Hennepin County's Human Services and Public Health Department (HSPHD) is one of seventy-five grantees selected by the Office of Adolescent Health, Office of Public Health and Science, U.S. Department of Health and Human Services.

This grant will give Hennepin County the means to positively impact the sexual health of young people and test evidence-based programs using a rigorous evaluation design, expand current pilot programming, while building our knowledge of what works at a community level to prevent teen pregnancy. We are calling this effort the "It's Your Future" project which encompasses two programs: the Teen Outreach Program (TOP) and Safer Sex.

#### *Teen Outreach Program (TOP)*

TOP is 9-month service learning program that engages young people in making a real difference in their community.

TOP includes weekly meetings that give youth an opportunity to explore issues such as goal-setting, decision-making and healthy relationships.

TOP will be offered in middle and high schools in the eight cities in the target area.

#### *Safer Sex Program*

Safer Sex is delivered in clinics to sexually active young women ages 13 – 19.

Participants meet individually with a trained health educator for counseling about risky sexual behavior.

As part of the It's Your Future project, Safer Sex will be offered by at least eight health care organizations with seventeen clinics located throughout the County.

#### 2. Expected Outcomes

The overall goal of the It's Your Future project is to reduce teen pregnancy and related risky sexual behaviors among male and female middle and high school students of diverse racial and ethnic backgrounds in areas with the highest teen birth rates in Hennepin County. A secondary goal, congruent with previous research on TOP, is an increase in academic success among TOP participants. Hennepin County expects to reach over 25,000 young people with these programs over the course of the grant.

#### 3. Sexual Health status of Hennepin County Youth

According to the American Community Survey, there are 147,084 young people between the ages of 10 and 19 years of age in Hennepin County.<sup>3</sup> Half of these

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<sup>3</sup> American Community Survey 3-Year Estimates: 2006-2008 [Data file]. Washington, D.C.: U.S. Census Bureau retrieved May 24, 2010 from: [http://factfinder.census.gov/servlet/DatasetMainPageServlet?\\_program=ACS&\\_submenuId=datasets\\_2&lang=en&ts=](http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ACS&_submenuId=datasets_2&lang=en&ts=). Margin of error at 90 percent confidence is +/- 1,623. Although

youth – 73,503– live in eight cities in Hennepin County with teen birth rates approaching or exceeding the national rate of 41.5 births per 1,000 females. These eight cities also have the highest teen birth rates in Hennepin County, with average 1999-2008 birth rates that were as much as 17 times the rate of Hennepin County cities with the lowest rates for the same time period.<sup>4</sup> The eight cities with the highest teen birth rates – Brooklyn Center, Brooklyn Park, Crystal, Robbinsdale, Hopkins, New Hope, Richfield and Minneapolis<sup>5</sup> have been selected as the implementation sites for the It's Your Future project.

Equally troubling are the large disparities – at both the state and county levels - in teen birth rates among young women from different racial and ethnic groups. The Guttmacher Institute<sup>6</sup> reports that even though Minnesota as a whole has one of the lowest teen pregnancy rates in the nation, it has one of the highest teen pregnancy rates among African American females ages 15-19. In Hennepin County, birth rates among Latino and African American teens are as much as 12 times those of white teens. In 2008, the Hennepin County teen birth rate per 1,000 girls ages 15-19 was 9.2 for white teens, but was 94.6 for black or African American teens and 108.7 for Latina teens.<sup>7</sup> These disparities are even more concerning given that Minneapolis, Brooklyn Center and Brooklyn Park are home to large Somali and Liberian immigrant communities. The number of Latino students enrolled in Hennepin County schools increased 82 percent between 2000 and 2006 – and grew the most Richfield, Minneapolis and Brooklyn Center, three of the It's Your Future project implementation sites and cities with the highest teen birth rates in the county.<sup>8</sup>

#### **4. “It's Your Future” Program Target Population**

The It's Your Future project serves male and female middle and high school students of diverse racial and ethnic background in eight implementation cities with the highest teen birth rates in Hennepin County. A high priority will be placed on recruiting and engaging students who live in economically and socially challenged households. All target populations are congruent with the requirements of the randomized controlled evaluation.

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the It's Your Future Project will target youth between the ages of 12 and 19, U.S. Census Bureau population data is available for age cohorts 10 to 14, 15 to 17, 18 and 19 years.

<sup>4</sup> The rates were calculated using two different base populations to adjust for population changes between Census years. The rates for 1999 to 2004 were calculated using US Census 2000 data for the base populations. The rates for 2005-2008 were calculated using the American Community Survey, 3-year population estimates for the base populations. Analysis and reporting provided by Hennepin County Human Services and Public Health Department Health Protection Assessment Team. Report updated: May 12, 2010. Because Hennepin County communities vary in size, Hennepin County reports average birth rates over several years, as single year fluctuations may be misleading.

<sup>5</sup> Population Estimates by Age and City: 2007 [Data file]. Minneapolis, MN: Hennepin County Human Services and Public Health Department Public Health Protection Assessment Team.

<sup>6</sup> “U.S. Teenage Pregnancies, Births and Abortions: National and State Trends by Race and Ethnicity,” Guttmacher Institute, January 2010. Retrieved from <http://www.guttmacher.org>

<sup>7</sup> The rates for 2008 were calculated using the American Community Survey, 3-year population estimates from 2008 for the base populations. Based on geo-coded birth certificate data provided by Minnesota Department of Health vital records. Analysis and reporting provided by Hennepin County– Human Services and Public Health Department Health Protection Assessment Team. Report updated: May 13, 2010.

<sup>8</sup> Hennepin County Research, Planning and Development. (2007, December). 2007 Latinos in Hennepin County. Retrieved May 27, 2010, from: <http://www.hennepin.us/rpd>

The participating schools and clinics selected for inclusion in the project are located in Hennepin County neighborhoods and communities that are characterized by high rates of teen pregnancy and STDs. The demographic and socioeconomic characteristics of the targeted population for the It's Your Future project are reflected in 2008-2009 middle and high school enrollment data for the eight implementation cities: 54% of all students enrolled in the 7<sup>th</sup> through 12<sup>th</sup> grades in these cities are youth of color; 32% are African American students; 10% are Latino; 10% are Asian students, and 3% are American Indian. 46% of enrolled students are Caucasian. Approximately 50% of enrolled students are female and 50% male. In some of the cities, we anticipate that as many as 15% of enrolled students will be foreign born and 25% will live in households where English is a second language.

We anticipate that the demographics of TOP participants will closely mirror the demographics of the target population described above. Based on data provided by its clinic partners, we anticipate that the racial and ethnic backgrounds of participants in Safer Sex will be similar to that of TOP. A high proportion of participants in both interventions will be youth of color, an important demographic given the large racial and ethnic disparities in teen birth rates in Hennepin County.

## **B. RFP Scope of Work: Advertising and PR Campaign Descriptions**

Advertising and public relations will be used to support the programmatic goals of "It's Your Future". This RFP requests vendors to apply for either or both of these efforts.

The following provides an overview of the assignment for which an RFP is requested.

### **1. Teen Clinic Advertising Campaign**

- Assignment: Create and implement an advertising campaign to promote use of sexual health clinics by young people in Hennepin County
- Deliverables will include:
  - Campaign and messaging strategy and implementation
  - Development and production of communication assets/creative products
  - Media planning and purchasing for all recommended media
  - Coordination with PR efforts
  - Response/referral mechanism and evaluation
- Preliminary budget:
- Media: \$500,000.00
- Agency Fees: To be established based on recommendations and final budget
- Production/materials: To be established based on recommendations and final budget

### **2. Public Relations Campaign**

- Assignment: Create and implement a public relations campaign that 1) Supports the recruitment and retention of schools participating in TOP and 2) Promotes the successes of young people, schools and clinics participating in the "It's Your Future" Project.
- Deliverables will include:
  - Strategy and plan development and implementation

- Coordination with advertising and youth media efforts
- Spokesperson identification and training
- Photography and communication assets as needed
- Tracking and clipping service
- Preliminary budget: \$80,000.00

### 3. Critical Concerns

- ***Budgets are subject to change.*** Numbers provided here are baselines, adjustments will depend on agency costs, etc.
- ***All monies must be billed/spent by August 31, 2012***

## C. Advertising Campaign Assignment Details

- **Program Objective**

1. Reduce teen pregnancy, improve adolescent sexual health

- **Communications Objective**

1. Increase adolescent and young adult use of reproductive health services
2. Drive traffic to teen sexual health clinics to achieve recruitment goals for Safer Sex programming/research study
3. Strengthen relationships with clinics participating in research program

- **Target Audience (s)**

- Young people, ages 17-21
  - While the Safer Sex programming targets youth 13-19 years of age, this campaign will focus on older youth
- Male/Female
  - Clinic visits and program participation skew female
  - Hennepin County
  - Track to clinic locations
- Priority communities: Brooklyn Center, Brooklyn Park, Crystal, Hopkins, Minneapolis, New Hope, Richfield and Robbinsdale.
- Key segments -- populations at greatest risk:
- Communities of color, lower SES, new immigrants,

- **Audience perceptions, beliefs**

1. Why don't young people go to health clinics?
  - a. Don't know where, how
  - b. Don't want to be "one of those kids"
  - c. Fear, shame
  - d. Parents will find out
  - e. Money, cost
  - f. Transportation

- **Spill Audiences**

1. Broad adult and influencer audiences will also be exposed to mass media efforts. Campaign must take into consideration:
2. Positive framing/representations of youth

- a. Developmental context
- 3. "Sexual health" of young people is perceived as controversial
- 4. Hennepin County is not promoting sex

- **Call to Action**

- 1. Communications materials will direct youth to clinic locator/information resource.
- 2. Campaign must include platform, recommendations for technology and process to manage this referral system.

- **Tone and Manner**

- 1. Youthy, Responsible, Invested

- **Branding Concerns**

- 1. While this effort is sponsored by Hennepin County and must comply -- on some level -- with specified graphic standards, it is unclear how much Hennepin County branding is needed or required given
  - a. The sensitive and potentially controversial subject matter and audience
  - b. Lack of knowledge on perception of county systems/services among young people

- **How will success be measured?**

- 1. Increased traffic to clinics
- 2. Contacts to referral #/text service

- **Youth Perspective**

- 1. The insights, opinions and perspectives of young people will be critical to this campaign.
  - a. As indicated above, youth of color and youth with low SES are priorities
- 2. An approach that solicits and includes these perspectives is requested

- **Communications Assets**

- 1. The following communications materials will be available for use and/or leverage:
  - a. Branding, identity developed by Hennepin's in-house communications group – currently in process
  - b. Program collateral materials – currently in process
  - c. Electronic newsletters – currently in process

#### **D. PR Campaign Assignment Details**

- **Program Objective**

- 1. Reduce teen pregnancy, improve adolescent sexual health

- **Communications Objectives**
  1. Primary
  2. Support recruitment of new partner schools (a critical objective, given changes in program requirements that create additional barriers to school participation).
  3. Strengthen relationships with schools participating in the research program.
  4. Secondary
  5. Create favorable public perceptions of young people to build public support for youth programming and adolescent sexual health.
  6. Educate the public on adolescent development and youth development strategies.
  
- **Target Audience (s)**
  1. Primary
    - a. Hennepin County schools, school district decision making staff
    - b. Principals, administrators, teachers, school boards
    - c. A list of participating schools and prospects will be provided
  2. Secondary
    - a. Hennepin County voting public
    - b. Parents
    - c. Policy makers, influencers, decision makers, funders (Re: Youth health (sexual health))
  
- **Audience perceptions, beliefs**
  1. Schools
    - a. Sexual health not a top priority; pressure dictates a focus almost exclusively on educational outcomes
    - b. A new program (like TOP) may have benefits but will initially be perceived as another item added to an already full plate
    - c. Any foray into sexuality education, has political implications
    - d. Note; the TOP program can be implemented with or without the sexuality education portion – each school makes this determination
  2. Public
    - a. Generally hold negative perceptions of youth, youth sexuality
    - b. Conflicting perceptions of how/where government/schools/public resources should be used to support sexual health of youth
    - c. Conversation dominated by small oppositional group
  
- **Messages**
  1. TOP makes a positive contribution to schools
    - Educational outcomes
    - School climate
    - Sexual health
  2. Young people are positive, contributing members of community
  3. Young people have development needs that must be met – our schools (Hennepin County) are accomplishing this via TOP

4. Investing in young people (as Hennepin County is doing) is an investment in the community at large
- **Communications Assets**
    1. The following communications materials will be available for use and/or leverage:
    2. Branding, identity developed by Hennepin's in-house communications group – currently in process
    3. Program collateral materials – currently in process
    4. Electronic newsletters – currently in process
    5. Youth-created video – see below
  - **How will success be measured?**
    1. Achieving school recruitment goals
    2. Quantity and quality of press coverage
  - **Tone and Manner**
    1. Youthy, Responsible, Invested
  - **Branding**
    1. This effort is sponsored by Hennepin County and will be branded as such
    2. Given the emphasis on recruiting schools and supporting relationships, we anticipate a great deal of focus will be on the schools and their achievements, however.
    3. The primary objectives (school recruitment and retention) dictate that this effort will focus largely on TOP. As indicated on the attached program description, however, TOP is only one component with Hennepin County's "It's Your Future" Project ("Safer Sex," a clinic based intervention is the second program).
    4. We seek a perspective on what level of emphasis/promotion "It's Your Future" or "Safer Sex" should / can receive.
    5. Hennepin County is a "replication partner" of TOP (Teen Outreach Program). TOP was created and is owned by Wyman – Wyman has specific branding guidelines that must be addressed.
  - **Youth Perspective**
    1. Empowering youth voice is a secondary program objective
    2. Youth populations at highest risk for negative sexual health outcomes are top priorities: youth of color, youth with low SES, new immigrants.
    3. A complementary, youth-driven media project will occur simultaneously
    4. While this RFP does not include/require oversight or management of the youth media project, some level of coordination/engagement is expected.

### III. Submission of Proposal

#### A. Timeline

<i>January 17, 2012</i> .....	Release of vendor selection request
<i>January 31, 2012</i>	Pre-proposal conference <b>at 1:00 PM:</b> Hennepin County Government Center Auditorium. 300 South 6 <sup>th</sup> Street Minneapolis, MN 55487 Level A <b>1:00-3:00 pm</b>
<i>February 1, 2012</i>	Minutes and questions from pre proposal conference posted on <a href="http://www.hennepin.us/HSPHDRFP">www.hennepin.us/HSPHDRFP</a> <b>within</b>
<i>February 10, 2012</i>	Proposals due by 4:00 p.m. CST
<i>February 13-17</i>	Review, selection, presentations (if applicable) and notification of accepted proposals
<i>February 20 – April 15<sup>th</sup>, 2012</i>	Contract process and submission to Hennepin County Board
<i>Between March 30-April 30, 2012</i>	Anticipated effective date of contracts and start of Services

#### B. Proposal Submission

10 copies of each proposal and attachments should be mailed or delivered to:

Paul Lennander-Vendor Selection Coordinator  
Government Center-Administrative Tower-  
300 South Sixth Street  
MC 106  
Minneapolis, MN 55487.

***Proposals may be submitted in person and delivered between 12 and 2:00 pm on 02-10-2012 to room 1012 (10th floor-Administrative Tower). Be aware that you will need to go through the security checkpoint, so leave yourself enough time to proceed through security and deliver your proposals.***

***Proposals may be sent via US mail or delivery service, but Hennepin County HSPHD will not accept late proposals due to issues with delivery.***

**One digital copy should be submitted with your hard copies on a CD or via email.**

Proposals must be received **no later than 2:00 P.M. on 02-17-2012**

Failure to submit a proposal on time may be grounds for rejection of the proposal. Proposals must include an electronic copy; The County is not responsible for delays caused by mail or delivery service. The County reserves the right to accept proposals after the date specified. Submit the electronic version of the proposal in **one** single Word or PDF file.

Hennepin County intends to make a determination on selected vendors based on submitted proposals. However, Hennepin County may choose to request presentations from selected agencies before a final decision is made...

### **C. Technical Support**

Questions and inquiries concerning any aspect of the vendor selection process and potential contract award may be directed to:

**Paul Lennander, Hennepin County HSPHD  
Vendor Selection Coordinator**  
Email: [paul.lennander@co.hennepin.mn.us](mailto:paul.lennander@co.hennepin.mn.us)

Hennepin County Human Services and Public Health Department will convene a pre-proposal conference to respond to questions related to this vendor selection process. All prospective applicants are invited to attend.

The pre-proposal conference will be held at Hennepin County Government Center Auditorium on January 31, 2012 from 1-4:00 pm. While attendance at the pre-proposal conference is not mandatory, it is strongly encouraged as this will be the only opportunity to ask questions directly to County staff. To register for the conference, contact Paul Lennander at [paul.lennander@co.hennepin.mn.us](mailto:paul.lennander@co.hennepin.mn.us).

Answers to questions submitted via email will be posted on the Hennepin County website no later than end of day on date along with questions and answers from the pre-proposal conference itself.

To access the minutes on the Hennepin County website, see the minutes at: <http://www.hennepin.us/HSPHDRFP>.

***There will be no information provided outside of this process.***

### **IV. Proposal Requirements**

#### **A. Format**

Applicants are instructed to use the following format in preparing all proposals. Failure to do so may result in a reduced rating by the proposal review committee.

1. Use 10-point, Arial font, one-inch margins, and single spaced lines on 8½ X 11-inch paper.
2. Consecutively number all pages including any attachments.
3. Do not exceed the proposal narrative page limit set forth below. Pages exceeding the maximum will be removed prior to evaluation.

Proposal narratives must cover Qualifications and Approach/Process and be 5 - 7 pages in length. Requested attachments do not count towards narrative length and are (Vendor Fact Sheet, organizational chart, and financial statements) may be included as additional pages.

If you are submitting a proposal for both the advertising and PR projects, proposal narratives may be 10 – 12 pages in length.

## **B. Contents of Proposal**

Based on the information included here, provide a proposal that includes the following information, preferably in the following order:

### **A. QUALIFICATIONS (KNOWLEDGE, EXPERTISE, CAPABILITIES)**

1. **Business Organization** – The proposal shall include relevant historical data and identification of the Proposer and the branch office or subordinate element which will perform the work contemplated herein. The owners and principal management personnel of the firm shall be identified fully.
2. **Proposer Capacity and Qualifications** – Describe your capabilities and highlight how your expertise and experience match the requested deliverables.

### **B. APPROACH/PROCESS**

1. How will your agency approach this communications challenge? Describe the process you will use to develop and implement this campaign.
2. Provide any preliminary insights you have about our priority audiences.

#### ***Advertising campaign only:***

3. Describe how young people from communities of color will be engaged in this project
4. Share your preliminary thoughts on the branding/identity challenge presented by this advertising effort.

#### ***PR campaign specifically:***

5. Share your perspective on promoting “It’s Your Future” and TOP as part of this effort. Provide your thoughts about collaboration with young people engaged in media development.

## C. Attachment(s)

### **Attachment A: Provider Fact Sheet**

Complete the Vendor Fact Sheet. Name and telephone number of the key contact person must be clearly indicated.

### **Attachment B: Work Plan Timeline**

Please submit a project timeline that addresses the need to expend all funds by August 31, 2012 given the start dates proposed in the timeline.

**Attachment C: References** – Provide a minimum of two (2) examples of relevant projects. For each example, provide a brief description that includes goals, audiences, strategy and your approach. Include samples of your creative work/outputs. Also provide contact information for your client.

### **Attachment D: Staffing and Organizational Chart**

The names and titles of the professional staff proposed for assignment to the County account shall be identified in full, with a description of the team leadership and reporting relationships. Reference the percent of time that will be dedicated to this project.

### **Attachment E: Budget and Budget Narrative**

Advertising Campaign:

- For planning purposes, the media budget is \$500,000.
- In this attachment provide a preliminary budget for the development and execution of campaign (creative, media and response/evaluation).
  - a. Creative: Break out TOS and production cost estimates as possible
  - b. Media: Describe your fee structure (fee for service or commission %)

Public Relations Campaign:

- For planning purposes, the PR budget is \$80,000.
- In this attachment provide a preliminary breakdown of how that budget would be allocated.
- If you believe that recommended activities/efforts are not viable within this budget, describe these items and provide a corresponding estimate.

## V. Insurance Requirements

Hennepin County HSPHD has specific insurance requirements for contracted providers. The following is standard contract language for insurance and is non negotiable:

- In order to protect PROVIDER and those listed above under the indemnification section, PROVIDER agrees at all times during the term of this Agreement, and beyond such term when so required, to have and keep in force the following insurance coverage with the limits shown below, or, if greater, limits equal to the tort liability limits under Minnesota Statutes, Chapter 466 as may be currently applicable:

#### Limits

- Commercial General Liability on an occurrence basis with contractual liability coverage:

General Aggregate	\$2,000,000
Products - Completed Operations Aggregate	\$2,000,000
Personal and Advertising Injury	\$1,500,000
Each Occurrence - Combined Bodily Injury and Property Damage	\$1,500,000

- Automobile Liability - Combined single limit \$2,000,000 each occurrence, or the equivalent, for bodily injury or property damage covering owned, non-owned, and hired automobiles.

- Workers' Compensation and Employer's Liability:

Statutory

- Worker's Compensation
- If the contractor is based outside the State of Minnesota, coverage must apply to Minnesota laws.

- Employer's Liability. Bodily injury by:

Each Accident	\$500,000
Disease - Policy Limit	\$500,000
Disease - Each Employee	\$500,000

- The following insurance is required in cases where money has been advanced to PROVIDER or where money belonging to Eligible Recipients is in the custody and control of PROVIDER.

Employee Dishonesty	\$50,000
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- The following insurance is required in cases where Provider's staff or volunteers are performing licensed professional services under this Agreement.

Professional Liability:

Per Claim	\$1,500,000
Aggregate	\$2,000,000

The Professional Liability insurance must be maintained continuously for a period of two years after the termination of this Agreement.

An umbrella or excess liability policy over primary liability insurance coverage is an acceptable method to provide the required insurance limits.

- The above establishes minimum insurance requirements. It is the sole responsibility of PROVIDER to determine the need for and to procure additional insurance that may be needed in connection with this Agreement. Copies of insurance policies shall be submitted to the COUNTY upon written request.
- PROVIDER shall not commence work until it has obtained required insurance and filed with the COUNTY a properly executed Certificate of Insurance that clearly evidences the required insurance coverage. The certificate shall name Hennepin County as the certificate holder and as an additional insured for the Commercial

General Liability coverage with respect to operations covered under this Agreement. The certificate should also show that Hennepin County will receive thirty (30) days' prior written notice in the event of cancellation, nonrenewal, or material change in any described policies.

- PROVIDER shall furnish to the COUNTY updated certificates during the term of this Agreement as insurance policies expire. If PROVIDER fails to furnish proof of insurance coverage, the COUNTY may withhold payments and/or pursue any other right or remedy allowed under the Agreement, law, equity, and/or statute.
- If PROVIDER is unable to obtain a required insurance coverage, or if coverage is not renewed or is cancelled during the term of this Agreement, PROVIDER must immediately provide written notice to the COUNTY as provided in the Notice section of this Agreement. PROVIDER shall make immediate good faith efforts to obtain or replace the coverage in the open market. If such efforts are unsuccessful, PROVIDER shall immediately apply to the Minnesota Joint Underwriting Association for the insurance coverage. Failure to maintain required insurance shall be considered an event of default pursuant to this Agreement.
- PROVIDER shall require that each independent contractor rendering licensed professional services to recipients under this Agreement furnish proof to PROVIDER of Professional Liability and Commercial General Liability insurance coverage in the amounts of \$1,500,000 (or other amounts as required herein), and provide updated certificates of insurance as insurance coverage expire.

## **VI. Vendor Selection and Proposal Conditions**

The proposer, by submitting a proposal, agrees to the following conditions:

Proposers are responsible for knowledge of federal, state and local laws, and rules and regulations that govern all applicable services and programs.

It is the expectation that all proposers will understand and abide by the provisions of the Minnesota Government Data Practices Act, Minnesota Statutes, Chapter 13, the Health Insurance Portability and Accountability Act and implementing regulations, if applicable, and all other applicable State and Federal laws, rules, regulations and orders relating to data privacy or confidentiality.

It is understood that any proposal received and evaluated by the County can be used as a basis for direct negotiation of the terms of a contract between the County and the particular individual submitting such a proposal.

The County reserves the right to negotiate pertinent contract terms concurrently with any number of individuals as it deems in its best interest, whether or not such individual has submitted a proposal.

The County is not obligated to respond to any proposal submitted nor is it legally bound in any manner whatsoever by the submission of a proposal. It is the intention of the County to enter into a contract with a provider with which the County can make the most satisfactory arrangements for its needs.

The issuance of this vendor selection request constitutes only an invitation to submit proposals to the County. It is not to be construed as an official request for bids, but as a means by which the County can acquire information related to the purchase of services. Any proposal submitted as provided herein constitutes a suggestion to negotiate and is not a bid.

The County will not consider any information and references submitted by the proposer to be non-public, confidential or trade secret material. Simply stating that the document is confidential or making a blanket claim of confidentiality without proper supporting justification is also not a valid reason to declare the document confidential.

**There are laws defining information that is public and private when doing business with a government agency. 2009 Minnesota Statutes: 13.591 Subd. 3.**

(b) Data submitted by a business to a government entity in response to a request for proposal, as defined in section [16C.02, subdivision 12](#), are private or nonpublic until the responses are opened. Once the responses are opened, the name of the responder is read and becomes public. **All other data in a responder's response to a request for proposal are private or nonpublic data until completion of the evaluation process**<sup>9</sup>. For purposes of this section, "completion of the evaluation process" means that the government entity has **completed negotiating the contract with the selected vendor**. After a government entity has completed the evaluation process, all remaining data submitted by all responders are public with the exception of trade secret data as defined and classified in section [13.37](#). A statement by a responder that submitted data are copyrighted or otherwise protected does not prevent public access to the data contained in the response.

Hennepin County's Data practices and Vendor Selection policy are in line with this statute.

## **VII. Evaluation and Selection**

A selection committee will review proposals and make final determinations. Committee members will be unbiased and cannot have a personal or financial interest in the vendor selection. They must agree to sign the *Non Conflict of Interest/Confidentiality Statement*. Committee members must have no direct contact about the proposal, either verbal or written, with any proposer during the evaluation period.

The successful proposal(s) will be recommended for selection based on the following criteria:

- *Proposer's expertise and experience with key target audiences issues*
  1. *Youth*
  2. *Schools/Education audiences*
- *Proposer's expertise and experience with related issues/topics*
- *Proposer's ability to meet required timelines*
- *Proposer's ability to work within set budgets*

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<sup>9</sup> Hennepin County HSPHD has interpreted the completion of the negotiation process to be when the County Board has signed and approved a contract.

- *Compatibility of proposer's process with multi-partnered project*

F: Proposers presentation if invited to present:

Proposers will be notified in writing of the selection decisions and receive award decisions by certified US mail. Any awarding of final contracts by the Hennepin County Human Services and Public Health Department is subject to final approval by the Hennepin County Board of Commissioners.

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