



# **CENTRAL HEALTH**

## **TRAVIS COUNTY HOSPITAL DISTRICT**

### **Request for Proposals**

**RFP 2409-001**

**Advertising and Media Consulting Services**

September 11, 2024

Contact: Central Health Purchasing Office  
1111 E. Cesar Chavez St. Austin, TX 78702  
Phone: 512-716-7319  
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<b>PROPOSALS DUE: October 11, 2024 - 2:00 P.M. Prevailing Central Time</b>
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**Request for Proposals**  
**RFP 2409-001 Advertising and Media Consulting Services**  
**Procurement Schedule**

Action	Date	Time	Responsibility	Location / Details
Solicitation Issue Date	Wednesday, September 11, 2024	5:00 PM	Central Health	BidNet and Central Health Website
Site Visit (if applicable)	N/A	N/A	Central Health	N/A
Pre-Proposal Conference (optional)	Thursday, September 19, 2024	1:00 PM	Central Health	MS Teams
Question Submittal	Thursday, September 26, 2024	5:00 PM	Proposers	BidNet or purchasing@centralhealth.net
Question Response	Thursday, October 3, 2024	5:00 PM	Central Health	BidNet
Proposal Submission	Friday, October 11, 2024	2:00 PM	Proposers	BidNet or 1111 E. Cesar Chavez, Austin TX 78702
<b>Proposals received after the Proposal Submission time at the designated location will not be considered.</b>				
Protest Deadline	See Section II.A.11		Proposers	

Initial Contract Duration: 1 Year

Contract Renewal: Optional - Four (4) one-year renewal periods after initial term

Proposals and Prices Good for: 90 days

Multiple Awards: No

## PROPOSAL INSTRUCTIONS

Proposers should note that this Request for Proposals (RFP) is published and accessible through electronic means. Proposers who received notification of this solicitation by means other than through any of the three websites listed below should register with Bidnet in order to receive timely notification of any addenda, amendment, and/or other forms of information that may be issued prior to the solicitation submittal date:

<http://www.centralhealth.net/finance/purchasing>

<https://www.txsmartbuy.com/esbd>

<https://www.bidnetdirect.com/texas/traviscountyhealthcaredistrictdbacentralhealth>

Registration is **free**.

**Proposal Submissions: Proposers are strongly encouraged to submit proposals online via Bidnet.** Submission via Bidnet is the preferred method of submission.

A secondary option is to deliver one (1) printed Proposal via USPS mail, FedEx, DHL, etc.

**DUE TO STAFF HYBRID WORK SCHEDULES AND CURRENT BUILDING ACCESS RESTRICTIONS, IF YOU PLAN TO DELIVER A PRINTED COPY TO THE PURCHASING OFFICE, YOU MUST CONTACT THE PROCUREMENT AUTHORITY PRIOR TO DELIVERY.** The printed Proposal with any supporting and/or sample documentation must be delivered in a sealed container that is labeled and addressed as follows:

Attn: **RFP 2409-001 Advertising and Media Consulting Services**  
Central Health - Purchasing Office  
1111 East Cesar Chavez Street  
Austin, TX 78702

Should a Proposer submit both a proposal via Bidnet and deliver a printed Proposal, the Bidnet submitted Proposal will be the proposal of record and will be used for the purposes of the RFP. **Proposals submitted in a format other than 1) online via Bidnet or 2) delivery of a printed proposal to the address above will not be considered.**

**It is the Proposer's sole responsibility to ensure that it obtains any and all addenda and/or amendments to this RFP;** addenda and amendments will be posted on Bidnet the day they are released. In the event of a conflict between a version of the RFP in the Proposer's possession and the version maintained by Central Health, the version maintained by Central Health will control.

All Proposals will be submitted and/or delivered on or before the closing date and time for receipt of Proposals. **Proposals received at the designated location after the published time and date will not be considered.**

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## **I. INTRODUCTION**

### **A. Entity Background**

The Travis County Healthcare District d/b/a Central Health (“Central Health” or the “district”) is a hospital district created under Chapter 281 of the Texas Health and Safety Code that is responsible for providing or arranging for the provision of hospital and medical care to low-income residents of Travis County. Central Health’s mission is to improve the health of the community by caring for those who need it most – particularly the uninsured and underinsured. Central Health is making healthcare better through the direct practice of medicine, partnerships and collaborations with other providers, and building facilities to provide care in the communities most in need. The district’s Healthcare Equity Plan, adopted in early 2022, is guiding up to \$700 million in investments to close the gaps that persist throughout the safety-net healthcare system.

Central Health owns Sendero Health Plans, a community nonprofit insurer that covers members through the Affordable Care Act Health Insurance Marketplace. Central Health clinical partner, CommUnityCare Health Centers, is a federally qualified health center network with more than 27 primary care locations throughout Central Texas. A network of partners, including Integral Care (behavioral health), Lone Star Circle of Care (a Federally Qualified Health Center), and the Dell Medical School at The University of Texas at Austin, help Central Health extend services deeper into the community.

### **B. Purpose of Request for Proposals**

Central Health is seeking an advertising agency to enhance our advertising and marketing efforts. Despite our growing in-house capabilities, we need specialized expertise in producing advertising elements (radio, TV, digital, print, out-of-home), planning and placing media, executing email marketing campaigns, developing direct mail strategies and building influencer campaigns. Given that our patient population is predominantly Latino and monolingual Spanish-speaking, while our taxpayer base of influencers is English-speaking, it is crucial that the agency embeds cultural competence throughout its work, prioritizes Spanish-first creative, and develops bilingual content. The ideal partner must have a deep understanding of the people we serve and the community in which we live and have a proven record of accomplishment of using cutting-edge technologies and integrating state-of-the-art digital tools, including AI.

### **C. Procurement Authority**

Central Health has designated a Procurement Authority who is responsible for the conduct of this procurement on behalf of Central Health; therefore, all deliveries (including Proposal delivery) shall be addressed as follows:

#### **RFP 2409-001 Advertising and Media Consulting Services**

Central Health – Purchasing Office  
1111 East Cesar Chavez Street Austin, TX 78702  
CHpurchasing@centralhealth.net

Any inquiries or requests regarding this procurement should be submitted to the Procurement

Authority as identified on Bidnet and Central Health's Website:

<http://www.centralhealth.net/finance/purchasing>. Proposers shall ONLY contact the Procurement Authority regarding this procurement. Proposers shall NOT contact individual Central Health Board Members, Central Health executive team leaders or staff regarding this solicitation. Such contact may result in disqualification of the Proposer initiating the contact.

#### **D. Definition of Terminology**

This section contains definitions and abbreviations that are used throughout this procurement document.

"BAFO" request for a Best and Final Offer.

"Bidnet Website" is the following link:

<https://www.bidnetdirect.com/texas/traviscountyhealthcaredistrictdbacentralhealth>

"Central Health Website" is the following link:

<http://www.centralhealth.net/finance/purchasing>.

"Close of Business (COB)" means 5:00 PM Prevailing Central Time.

"Contract" means a written agreement for the procurement of items of tangible personal property or services.

"Determination" means the written documentation of a decision by the Procurement Authority, including findings of fact supporting a decision. A Determination becomes part of the procurement file.

"Desirable" means that the terms "may", "can", "should", "preferably", or "prefers" identify a Desirable or discretionary item or factor (as opposed to "Mandatory").

"Duly Authorized Representative" means the individual who is authorized to submit a Proposal to this RFP on behalf of Proposer and to bind the Proposer to any Contract that may result from the Submission of Proposal.

"ESBD" is the Electronic State Business Daily at the following link:  
<https://www.txsmartbuy.com/esbd>

"Evaluation Committee" means a body appointed by Central Health management to perform the evaluation of Proposals.

"Evaluation Committee Report" means a document prepared by the Procurement Authority and the Evaluation Committee for Contract/s award. It contains all written Determinations resulting from the RFP.

"Finalist" is defined as a Proposer who meets all the Mandatory specifications of this Request for Proposals and whose score on evaluation factors is sufficiently high to merit further consideration by the Evaluation Committee.

"Mandatory" means that the terms "must", "shall", "will", "is required", or "are required" identify a Mandatory item or factor (as opposed to "Desirable"). Failure to meet a Mandatory item or factor will result in the rejection of the Proposer's Proposal.

"Principal" is a person in charge of an organization who takes leadership.

"Proposer" is any person, entity, corporation, or partnership that submits a Proposal.

"Procurement Authority" means a person or designee authorized by Central Health to manage or administer a procurement requiring the evaluation of the RFP Proposal.

"Request for Proposal" or "RFP" means all documents, including Attachments and Exhibits, which are hereby incorporated by reference and considered a part of the Proposals.

"Responsible Proposer" means a Proposer who submits a Proposal and who has furnished, when required, information and data to prove that on the basis of demonstrated competence and qualifications, its financial resources, production and service facilities, personnel, service reputation and experience are adequate to satisfactorily perform the Services or provide items of tangible personal property described in the Proposal.

"Responsive Proposal" means a Proposal that includes all required documentation and conforms in all material respects to the requirements set forth in the Request for Proposals. The Proposal to this Request for Proposals must include responsive information, which support the Proposer's competence, qualifications, and ability to perform the Services, including, but not limited to, quality, quantity, and delivery requirements.

"Timely Response" means the potential vendor or contracted vendor will respond to all requests from the Procurement Authority or any Central Health representative by the deadlines provided in the request. Vendor may propose an alternative deadline to the Procurement Authority, but the decision whether or not to extend any deadline is solely within the discretion of Central Health. Failure to respond timely to requests may be grounds for invalidating a bid or canceling an awarded contract.

## **II. PROCUREMENT SCHEDULE**

This section of the RFP describes all major events listed in the RFP Schedule. The Procurement Authority will make every effort to adhere to the Procurement Schedule set forth in this RFP.

### **A. Pre-proposal Conference**

If a pre-proposal meeting is held the date and time of that conference will be noted in the Procurement Schedule on page 2 of this RFP. Conference call and video conference information



will be available the day before the meeting and will be posted on Bidnet and Central Health's website.

**B. Deadline to Submit Questions**

All Proposers are expected to carefully examine this RFP. Any ambiguities or inconsistencies therein should be brought to the attention of the Procurement Authority as described in this RFP. Additionally, it is the responsibility of the Proposer to obtain clarification of any information contained herein that is not fully understood. Proposers may submit written questions via Bidnet.

**C. Response to Written Questions**

Written responses to all questions submitted by potential Proposers will be addressed in either a RFP addendum or question and answer document that will be posted on Bidnet by Close of Business per the Question Response Date as indicated in the Procurement Schedule on page 2 of this RFP.

Any verbal statement made by Central Health regarding the RFP prior to the award will be considered non-binding. The only formal interpretation of the RFP will be made by addendum or a question-and-answer document issued by the Procurement Authority.

**D. Submission of Proposal**

The Procurement Authority or designee must receive all proposals for review and evaluation no later than 2:00 PM Central Time per the Proposal Submission Date as indicated in the Procurement Schedule on page 2 of this RFP. Proposals received after this deadline will not be accepted. **Refer to Proposal Instructions on page 3 of this RFP for Proposal Submission instructions.**

**Proposals submitted via Bidnet (preferred method)**, Bidnet.com will automatically record the date and time of receipt of each correctly submitted Proposal.

The date and time of receipt will be recorded on each printed Proposal. The Proposal **must be addressed and delivered to the Procurement Authority in a sealed container at the address listed in 1.C above**. Proposals submitted by facsimile or other electronic means will not be accepted.

A public log will be kept of the names of all organizations that submit a Proposal. Unless required by law, the contents of any Proposal will not be disclosed to competing Proposers prior to Contract award.

**E. Proposal Evaluation**

The Evaluation Committee will evaluate the Proposals. The Procurement Authority may initiate discussions with Proposers who submit Responsive or potentially Responsive Proposals, but Proposals may be accepted and evaluated without such discussion. Any resulting clarifications will be issued to all Proposers. While Proposers may initiate requests for clarifications pursuant to above, general discussions SHALL NOT be initiated by the Proposers. The Evaluation Committee will evaluate and score written Proposals using the evaluation criteria identified in

## section VII. EVALUATION CRITERIA.

### **F. Selection of Finalists**

The selection process may be conducted in two steps. In step one, the Evaluation Committee will evaluate and score written Proposals using the evaluation criteria identified in section VII. EVALUATION CRITERIA. Based on the scoring in step one, the Evaluation Committee, as step two, may develop a “short list” of Proposers who may be invited to interview or provide a demonstration with the Evaluation Committee. Only "short listed" Finalists will be considered for further evaluation and invited to participate in the subsequent steps of the procurement process.

### **G. Interviews of Short-listed Finalists**

Based on step one of the selection process, Central Health, at its sole discretion, may determine that it is necessary to interview or request a demonstration from the short-listed finalists prior to making a recommendation to ask for a Best and Final Offer (“BAFO”) or to recommend Contract award. If Central Health desires to conduct interviews/demonstrations, short-listed finalists will be invited to present their Proposals to the Evaluation Committee. The purpose of interviews/demonstrations, if conducted, is to ensure the Evaluation Committee’s understanding of the Proposals and Proposer’s qualifications, as well as, to evaluate the Proposer’s team under the criteria set forth in section VII. EVALUATION CRITERIA. When conducted, interview/demonstration scores will be used as an additional consideration for recommendation and award of a Contract. The Procurement Authority will schedule the time for each Proposer presentation, if applicable. All Proposer presentations will be held as virtual, conference call presentations. Each interviewee will be allowed one (1) hour for the presentation followed by a question/answer period from the evaluation team.

### **H. Contract Award**

Central Health may but is not obligated to award one or more Contracts to the Proposer/s that best satisfies Central Health’s requirements and provides the best overall value to Central Health for the Scope of Work.

**As of the date of issuance, a single award is contemplated.**

### **I. Protest Deadline**

Protest of Contract award by a Proposer that was not recommended for same must be submitted in writing to the Procurement Authority within ten (10) calendar days after Central Health notifies Proposers of a Contract award. The written protest must clearly set forth the arguments supporting the protest and, if desired, should include a request for an expedited hearing with the Procurement Authority. The Procurement Authority will rule on the protest in writing within ten (10) business days from the date it receives the written protest and any hearing. Any appeal of the Procurement Authority’s decision must be made within ten (10) calendar days after receipt thereof and submitted to the Procurement Authority, who will present the matter for final resolution to the Central Health President and CEO or his/her designee. The Proposer will be notified of the time and place the appeal is to be heard and afforded an opportunity to present evidence to the Central Health President and CEO or his/her designee in support of the appeal.

Central Health's decision on appeal is final.

Protests received after the deadline will not be accepted.

### III. PROPOSER RIGHTS AND OBLIGATIONS

#### A. Rights

##### 1. Amending Proposals

Any Proposer may submit an amended Proposal before the deadline for receipt of Proposals. Such amended Proposals must be complete replacements for a previously submitted Proposal and must be clearly identified as such in the transmittal letter. Central Health will not merge, collate, or assemble Proposal materials.

##### 2. Withdrawing Proposals

Proposers will be allowed to withdraw their Proposals at any time prior to the deadline for receipt of Proposals. To withdraw a Proposal, the Proposer must submit a written withdrawal request signed by the Proposer's Duly Authorized Representative and addressed to the Procurement Authority.

##### 3. Designating Proposal Contents as Confidential or Proprietary

Proposers may mark, stamp, or imprint the words "proprietary" or "confidential" on any pages of the Proposal that include information of this type. However, Proprietary or confidential information should be readily separable from the Proposal in order to facilitate eventual public inspection of the other portions of the Proposal. Central Health will not sort, otherwise isolate, or redact proprietary or confidential information embedded within the body of a Proposal.

#### B. Obligations

##### 1. Conditions and Contract Terms Associated with RFP

Proposers must indicate their acceptance of all conditions governing the RFP in their letter of transmittal. However, a Proposer's failure to do so will not operate to exempt Proposer from these conditions, as the act of submission itself constitutes acceptance of the conditions, including the evaluation criteria contained in section VII. EVALUATION CRITERIA of this RFP.

**Additionally, Proposers must agree to include the terms contained within Exhibit G – Sample Contract with Required Contract Terms and Conditions, which is incorporated in this RFP, in any Contract that results from this RFP and to execute the Business Associate Agreement contained within Exhibit H, of this RFP.**

##### 2. Costs Associated with Procurement

Any and all costs incurred by the Proposer in preparation, transmittal, and presentation of any Proposal or material submitted in response to this RFP will be borne solely by the Proposer.

##### 3. Electronic Mail Address

A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Therefore, all Proposers must have a valid e-mail address to receive correspondence.

#### 4. Identification and Selection of Subcontractors

The term "subcontractor" includes sub-consultants. Proposer's intended use of subcontractors must be clearly explained in its Proposals, and major subcontractors must be identified by name. The awarded Proposer will be wholly responsible for the entire performance of the Contract, whether or not subcontractors are used, and Proposer expressly acknowledges that in entering into such subcontract(s), Central Health is in no manner liable to any subcontractor(s). Awarded Proposer further acknowledges that Central Health will make Contract payments only to the awarded Proposer.

#### 5. Historically Underutilized Business (HUB) Program and Good Faith Effort

Proposers are asked to make a "good faith effort" to take all necessary and reasonable steps to ensure that certified HUBs (see next paragraph) have the maximum opportunity to participate in the performance of any Contract that results from this RFP as subcontractors.

HUB contractors and subcontractors must be certified as a HUB, Minority/Women-Owned Business Enterprises, or Disadvantaged Business Enterprise source by a recognized governmental program, such as:

- City of Austin Municipal Government;
- Texas Unified Certification Program; or
- State of Texas; or
- Other certification entity recognized by Travis County, Texas

Any subcontractor who Proposer intends to subcontract with at the time of Proposal submission and that is identified, as a HUB will be required to submit a copy of its certification with this Proposal. Central Health reserves the right to verify any entity's HUB status prior to Contract award.

#### 6. Suspension and Debarment Certification

The Proposer will certify, by signing the Acknowledgement of Receipt Form, attached hereto as Exhibit C, that to the best of its knowledge and belief that the Proposer and/or its Principals or subcontractors are not and have not been debarred, suspended, proposed for debarment or declared ineligible for the award of Contracts by any federal department or district.

#### 7. Conflict-of-Interest Questionnaire (CIQ Form)

Pursuant to Chapter 176 of the Texas Local Government Code, the awarded Proposer, if any, will be required to complete the Conflict-of-Interest Questionnaire ("CIQ"), which is attached to this RFP as Exhibit E, and submit it together with the Contract, if the Proposer has: (i) an employment or other business relationship with a local government officer of Central Health or a family member of same; (ii) given a local government officer of Central Health or a family member of same one or more gifts having an aggregate value as specified in Exhibit E or (iii) has a family relationship with a local government officer of Central Health. For additional information concerning filling out the CIQ, see <https://www.ethics.state.tx.us/forms/conflict/>.

#### 8. Certificate of Interested Parties (Form 1295)

Section 2252.908 of the Texas Government Code prohibits a governmental entity, like Central Health, from entering into certain Contracts, unless the business entity submits a Certificate of Interested Parties form, attached to this RFP as EXHIBIT I, to the governmental entity at the time the business entity executes a Contract. Form 1295 is applicable to any of awarded Proposer's directors, officers, or employees who hold a controlling interest (10% or more ownership) in the business entity and who actively participated in facilitating the Contract or negotiating the terms of same (broker, intermediary, advisor, and/or attorney), if any.

The Proposer for such Contract award will be required to electronically file a Form 1295 with the Texas Ethics Commission upon notification of selection from Central Health. The online filing process will generate a Certificate Number and Date Filed. The Proposer will submit that information Central Health as part of its contract.

For more information, visit:

<https://www.ethics.state.tx.us/filinginfo/1295/>

#### 9. Good-Faith Negotiations

The Procurement Authority or designee will participate in all discussions with Proposers. Discussions will only be conducted with responsible Proposers who submit Responsive Proposals to the RFP, which are determined to be reasonably acceptable of being selected for award. Those Proposers will be accorded fair and equal treatment with respect to any opportunity for discussion and revision of Proposals. Proposers may be required to submit additional information and/or clarify previously submitted information during negotiations. Revisions and supplements to Proposals may also be permitted after submission and before Contract award for the purpose of obtaining BAFOs in Central Health's sole discretion. Any BAFO, as well as the entire Proposal, will become part of Central Health's awarded Contract.

Central Health reserves the right to negotiate the price and any other term with any, all, or none of the Proposers. Any oral negotiations must be confirmed in writing prior to an award.

### IV. CENTRAL HEALTH RIGHTS

#### A. Summary of Rights

Central Health may:

1. Reject any or all Proposals without obligation or liability to any Proposer;
2. Accept a Proposal other than the lowest-price Proposal (as applicable);
3. Award a Contract on the basis of an initial Proposal received without discussions or requests for Best and Final Offers;
4. Request Best and Final Offers from any or all Proposers;
5. Procure the Services in whole or in part by other means;
6. Award more than one Contract; and/or
7. Not award any Contract.

#### B. Termination of RFP

This RFP may be canceled at any time and any and all Proposals may be rejected in whole or in

part if Central Health determines such action to be in Central Health's best interest.

**C. Waive Minor Irregularities**

The Evaluation Committee reserves the right to waive minor irregularities (e.g. Proposer submits the incorrect number of Proposal copies or does not sign all Proposal copies) in the Proposals. The Evaluation Committee also reserves the right to waive certain, non-mandatory requirements contained herein if the Proposal otherwise meets the mandatory requirements and/or waiving the minor irregularity does not otherwise materially affect the procurement. This right may be exercised at the Evaluation Committee's sole discretion.

**D. RFP Amendments**

Central Health reserves the right to issue amendments to this RFP before the date on which Proposals are due.

**E. Negotiate Additional Contract Terms**

Central Health reserves the right to modify and negotiate with a successful Proposer provisions in addition to those attached to this RFP. The contents of this RFP, as revised and/or supplemented, and the successful Proposer's Proposal will be incorporated into and become part of the Contract.

**F. Accept Contract Deviations**

Any additional terms and conditions, which may be the subject of negotiation, will be discussed only between Central Health and the selected Proposer and will not be deemed an opportunity to amend the Proposer's Proposal. **If a Proposer requests significant changes to either the required Contract terms or the terms of the Business Associate Agreement, Proposer's Proposal may be considered non-Responsive and result in Proposers' disqualification or, if such changes are requested post-Proposal submission in violation of this RFP, will result in termination of negotiations and Contract award.**

**G. Investigate Proposers**

The Evaluation Committee may make such investigations as necessary to determine the qualifications and ability of the Proposer to adhere to the requirements specified within this RFP. The Evaluation Committee will reject any Proposal that is submitted by a Proposer who it deems unqualified or who otherwise fails to submit a responsive Proposal. Central Health may also investigate a Proposer's prior contract relationships, contact references provided by Proposer, and explore and consider prior public statements or actions by a Proposer or any of its key personnel that may be relevant to the performance of the tasks in the RFP or the ability of the Proposer to perform such tasks.

**H. Request Change in Proposer Representatives**

Central Health reserves the right to require a change in the representatives that Proposer submits with the Proposal, if the assigned representatives are not, in the opinion of Central Health, able to adequately meet Central Health's needs.

**I. Assert Ownership of Proposals**

All documents submitted in response to this Request for Proposals will become the property of Central Health.

## V. PROPOSAL FORMAT AND ORGANIZATION

This section of the RFP describes the format and organization of the Proposer's Proposal. **Failure to conform to the requirements contained herein may result in disqualification of the Proposal.**

### A. Proposal Format

All Proposals, electronic or printed, must delineate each section. The page limit should be **no more than forty (40) pages (20 front/back if printed) not including tabs and required forms (see item B. below), or as further instructed in this RFP.** If submitting a printed Proposal, the Proposal must be in a binder with tabs delineating each section.

### B. Proposal Organization

The Proposal must be organized and indexed in the following format and must contain, as a minimum, all items that are listed as required in the sequence indicated.

#### 1. Letter of Transmittal – **Required**

- Identify the submitting organization;
- Identify the name, title, e-mail address and telephone number of the person authorized to contractually obligate the organization or individual proposing;
- Identify the name, title, e-mail address, and telephone number of the person authorized to negotiate a Contract on behalf of the organization;
- Identify the names, titles, e-mail addresses, and telephone numbers of persons to be contacted for Proposal clarification;
- **Explicitly indicate acceptance of Sections II through IV of this RFP;**
- Be signed by the person authorized to contractually obligate the organization; and
- Acknowledge receipt of all, if any, addenda to this RFP.

#### 2. Table of Contents - Optional

#### 3. Proposal Summary - Optional

#### 4. Response to Narrative Prompts - **Required**

#### 5. Completed and Signed Acknowledgement of Receipt Form - **Required**

#### 6. Completed Historically Underutilized Business (HUB) Form - **Required**

#### 7. Completed and Signed Conflict of Interest Questionnaire (CIQ) – **Required upon selection**

#### 8. Completed and Signed Certificate of Secretary – **Required if Proposer is a corporation**

#### 9. Completed Insurance Coverage Form - **Required**

#### 10. Other (optional) supporting material (may be included)

The forms listed behind the numbers 5, 6, 8 and 9 must be thoroughly completed, executed and witnessed, if and as required, and included in the appropriate section of the Proposal. Proposals must include all Attachments and Exhibits in order to be considered Responsive.

Any Proposal that does not adhere to these requirements may be deemed non-responsive and

rejected on that basis.

## **VI. PROPOSAL CONTENT REQUIREMENTS**

Proposers shall respond in the form of a detailed narrative to each of the narrative prompts contained in Item A below and based on information provided in in Exhibit A: Scope of Work and Exhibit B: Price/Cost. The narratives, along with supporting materials, will be evaluated and awarded points accordingly.

Failure to respond to the following mandatory narrative prompts will result in disqualification of the Proposal as non-responsive.



## A. Narrative Prompts/Evaluation Criteria

Item	EVALUATION CRITERIA	Weight (%)
1.	Relevant Experience and References	20
2.	Overall Merit of the Proposal	30
3.	Collaboration, Communication, Project Management and Quality Control	30
4.	Cost, Value and Pricing Methodology	20
	Total	100%
5.	Demo (if needed)	20

- Relevant Experience and References:
  - Background and experience in healthcare advertising, email marketing, and direct mail, with a focus on cultural competence and bilingual capabilities
  - Proven record of accomplishment of successful media and direct mail campaigns
  - Key team members and their qualifications
  - Case Studies – examples of previous work (minimum of three) that prove the ability to achieve similar goals, with a focus on bilingual and culturally relevant campaigns
- Overall Merit of the Proposal:
  - Quality and creativity of proposed advertising, email, and digital marketing and concepts, with a focus on cultural and linguistic appropriateness
  - Strategic approach for research-based creative development and production, media planning and buying strategy, email and direct mail marketing, audience segmentation research, and ensuring cultural and linguistic relevance and bilingual content
  - Alignment with Central Health’s strategic objectives, including the Healthcare Equity Plan
- Collaboration, Communication, Project Management and Quality Control:
  - Methods to ensure effective collaboration with in-house teams and ability to prove cultural competence
  - Clarity and effectiveness of communication
  - Ability to drive projects to completion in a fast-paced environment and with a variety of stakeholders
- Cost, Value and Pricing Methodology:
  - Value offered in relation to budget
  - Detailed cost breakdown for all services, including hourly rates, media commissions (if applicable), and added value services
  - Proposed timeline for campaign development, execution, and reporting
  - Campaign analyzation and metrics

## **B. Evaluation Process**

1. Proposals will be reviewed for compliance with the above criteria for this solicitation. Proposals deemed non-responsive will be eliminated from further consideration.
2. The Procurement Authority may contact the Proposer for clarification of the Proposal as specified in above.
3. The Evaluation Committee may use other sources of information to perform the evaluation as specified in Proposal Evaluation.
4. Responsive Proposals will be evaluated using the criteria set forth in the table above. The Responsive and Responsible Proposers with the highest scores may be selected as short-listed Finalists. Said short-listed Finalists may be invited to present their Proposals to the Evaluation
5. Committee. Points awarded from the interviews, if any, will be added to Proposer's overall score.
6. The Proposer whose Proposal is most advantageous to Central Health, taking into consideration the stated EVALUATION CRITERIA, may be recommended for Contract award as specified in above. Proposers who are asked or chosen to submit a revised Proposal for the purpose of obtaining Best and Final Offers may have their points recalculated accordingly. Please note however, that a serious deficiency in the initial Proposal may be grounds for rejection regardless of overall score.
7. Proposers or potential contracted vendors will respond to all requests by the Central Health Purchasing Office within the deadline timeframe provided in the request. Proposers or potential contracted vendors may propose an alternative deadline to the Procurement Authority, but the decision whether or not to extend any deadline is solely within the discretion of Central Health. Failure to respond by the given deadline may result in proposer being deemed non-responsive.

**SCOPE OF WORK**  
**RFP 2409-001**  
**Advertising and Media Consulting Services**

**BACKGROUND:**

Central Health, the Travis County taxpayer-funded hospital district, is closing gaps in healthcare by offering more care to more people in more places. In 2023, the Central Health system – Central Health, CommUnityCare Health Centers, and Sendero Health Plans – served more than 150,000 people with low income in and around Austin. That’s one in nine Travis County residents. Collectively with our many partners, we’re fostering a culture of compassion, dignity, and trust that sustains our efforts to bridge healthcare gaps in Central Texas.

Central Health strives to be a healthcare system where everyone, regardless of income or background, feels valued, supported, and cared for. Unfortunately, the current American healthcare model falls short. Patients are reduced to checklists, and profits often take precedence over their well-being. Navigating this system is daunting, especially for those with limited resources.

But in Travis County, we have hope. Because of the commitment made by Travis County taxpayers over the past two decades, Central Health is uniquely positioned to heal and repair what’s broken and build a system that treats every individual with dignity and respect.

Our mission:

By caring for those who need it most, Central Health improves the health of our entire community.

Our vision:

Central Texas healthcare is getting better every day for everyone, making Travis County a model healthy community.

In May 2024, Central Health, CommUnityCare Health Centers, and Sendero Health Plans – collectively known as the Central Health system – unveiled a unified brand. The new brand reflects the three organizations’ shared history, mission, and commitment to expanding equitable access to healthcare for the people of Travis County and making the system easier for patients, providers, and stakeholders to recognize and navigate.

As the system began rolling out its new brand, an independent third-party performance review commissioned by Travis County Commissioners’ Court found that “the public perceives they have a knowledge deficit regarding how Central Health uses local tax dollars to improve healthcare delivery to the medically indigent population of Travis County.”

To effectively and efficiently connect Travis County residents with low income to care and coverage, and help taxpayers understand how local tax dollars result in better healthcare outcomes for Travis County residents with low income, Central Health needs a sustained and consistent, research-based paid media presence. Additionally, Central Health needs support with the creation and execution of a focused paid media strategy to promote awareness about the system and its members, empowering

patients and the broader community to more easily navigate and access the system's vital healthcare services.

Our in-house capabilities have evolved with a creative team lead by a creative director who manages graphic designers and copywriters, in addition to a robust content team that manages our website, social media, and internal and external newsletters. We also have a robust engagement team that builds external ambassadors across Travis County and handles event planning, stakeholder communications, and on-the-ground-outreach.

### **Overview:**

Central Health is seeking an advertising agency to enhance our advertising and marketing efforts. Despite our growing in-house capabilities, we need specialized expertise in producing advertising elements (radio, TV, digital, print, out-of-home), planning and placing media, executing email marketing campaigns, developing direct mail strategies and building influencer campaigns. Given that our patient population is predominantly Latino and monolingual Spanish-speaking, while our taxpayer base of influencers is English-speaking, it is crucial that the agency embeds cultural competence throughout its work, prioritizes Spanish-first creative, and develops bilingual content. The ideal partner must have a deep understanding of the people we serve and the community in which we live and have a proven record of accomplishment of using cutting-edge technologies and integrating state-of-the-art digital tools, including AI.

### **Objectives:**

- Educate and Inform:
  - Increase awareness among Travis County residents about healthcare services and coverage options provided by Central Health
  - Ensure that low-income residents, particularly monolingual Spanish speakers, are informed about available healthcare services and how to access them
- Enhance Community Value Perception:
  - Communicate the benefits and value that Central Health brings to all Travis County taxpayers
  - Educate residents on how their local tax dollars improve health outcomes for people with low income
  - Highlight success stories and the impact of Central Health's services on the community
- Annual Media Planning:
  - Develop a comprehensive annual media plan that maximizes reach and engagement across culturally diverse audiences
  - Improve media spending to ensure efficient and effective use of resources
- Effective Email Marketing:
  - Develop and execute targeted email marketing campaigns to engage and inform the community about healthcare services, updates, and events
  - Utilize data-driven insights to personalize email content and improve open and click-through rates
- Targeted Direct Mail Campaigns:
  - Develop and implement direct mail strategies to reach specific demographics with personalized messages

- Design and produce high-quality direct mail pieces that effectively communicate key messages and drive engagement

## **Advertising and Media Audiences**

- Travis County residents are the primary target audience, which includes:
  - Current and potential patients of the Central Health system (Travis County residents up to 200% of Federal Poverty Level, or FPL)
  - People who know someone who could benefit from Central Health services
  - Travis County residents at large (non-patients)
- Other audiences include:
  - System employees
  - Taxpayers
  - Patients/Members
  - Partners
  - Providers
  - Media

## **Services Required:**

- Creative Production:
  - Radio, TV, and Digital Ads: Create compelling and informative radio, TV, and digital advertisements (including social content) that resonate with diverse audiences, with a focus on Spanish-first creative and bilingual content
  - Print and Out-of-Home Ads: Design and produce engaging print and effective out-of-home advertisements to reach residents across Travis County, ensuring cultural relevance and linguistic accuracy
  - Multilingual Content: Develop advertising content in both English and Spanish to effectively communicate with bilingual and monolingual Spanish-speaking populations
- Media Planning and Buying:
  - Strategic Planning: Develop a strategic annual media plan that includes all relevant channels (radio, TV, digital, print, out-of-home) and considers the cultural nuances of the target audiences
  - Media Buying: Handle the negotiation and purchase of media space to maximize exposure and engagement within budget constraints, ensuring diverse media representation
  - Performance Tracking: Monitor and analyze the performance of media campaigns, providing regular reports and recommendations for optimization, with insights on cultural and linguistic effectiveness
- Email Marketing:
  - Campaign Development: Design and implement targeted email marketing campaigns to promote healthcare services, community events, and important updates, with bilingual content

- Content Creation: Develop engaging and informative email content, including newsletters, announcements, and event invitations, prioritizing Spanish-language materials
- List Management: Manage and segment email lists to ensure targeted and relevant communication for both English and Spanish-speaking audiences
- Performance Analysis: Track and analyze email campaign performance, including open rates, click-through rates, and conversions, and provide recommendations for improvement with a cultural lens
- Collaboration with In-House Teams:
  - Work closely with Central Health's creative, content, and engagement teams to ensure consistency and alignment with overall brand messaging and strategic goals
  - Provide guidance and support to enhance the effectiveness of in-house produced content and engagement initiatives, ensuring cultural competence
- Stakeholder Engagement:
  - Aid in developing advertising strategies that support stakeholder communications and event planning efforts, ensuring cultural inclusivity
  - Create materials that can be used by the engagement team to build and keep relationships with external ambassadors and stakeholders, with a focus on cultural relevance
- Campaign Management:
  - Integrated Campaigns: Design and execute integrated marketing campaigns that use multiple channels to amplify messaging and reach, ensuring cultural and linguistic appropriateness
  - Targeted Outreach: Develop targeted advertising strategies to reach specific demographic groups, particularly low-income and monolingual Spanish-speaking residents
- Evaluation and Reporting:
  - Provide detailed reports on campaign performance, including key metrics such as reach, engagement, conversion rates, cost per acquisition or cost per lead, with cultural insights
  - Conduct regular meetings to review campaign progress and make necessary adjustments based on data and feedback, considering cultural and linguistic factors

## **Deliverables:**

- Creative Assets:
  - Radio scripts and produced spots in both English and Spanish
  - TV commercial scripts and produced videos in both English and Spanish
  - Digital ad creatives (banners, videos, social media content) in both English and Spanish
  - Print ad designs (flyers, posters, newspaper ads) in both English and Spanish
  - Out-of-home ad designs in both English and Spanish
  - Email marketing templates and content in both English and Spanish
  - Direct mail pieces (postcards, brochures, letters) in both English and Spanish
  - Support internal creative team with enhancing seamless navigation from ad campaigns to landing pages

- All elements of creative content must be aligned with program goals and objectives, be culturally appropriate, and include messages and tactics designed specifically for those who are most impacted by health disparities, including both bilingual and Spanish-speaking Latinos, African Americans, and other special populations (e.g., LGBTQIA)
- Media Plans:
  - Comprehensive annual media plan detailing channels, budget allocation, and timeline
  - Monthly and quarterly media schedules
- Performance Reports:
  - Monthly performance reports with insights and recommendations
  - Post-campaign analysis reports
- Email and digital Campaign Reports:
  - Detailed analysis of email marketing campaigns, including open rates, click-through rates, and conversions

**Exhibit B**  
**PRICING SHEET**  
**RFP 2409-001**  
**Advertising and Media Consulting Services**

Prepare and submit your best pricing offer and cost sheet.

1. Pricing may be provided in the most suitable format and should include competitively priced hourly rates based on work performed (menu pricing).
2. Pricing should include, but is not limited to, the following categories:
  - a. Strategic Planning
  - b. Research
  - c. Full-service advertising services (art direction, graphic design, copy writing)
  - d. Media Planning, Negotiation, Buying
  - e. Social Media
  - f. Evaluation tools, metrics and performance measures, and reporting
  - g. Project management
  - h. Translation services
3. The price(s) quoted should be inclusive.
4. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
5. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.