

**REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES  
TO PROVIDE  
MARKETING AND PUBLIC INFORMATION CAMPAIGN FOR DELAWARE  
LIBRARIES' JOB/LEARNING LABS: BTOP (BROADBAND TECHNOLOGY  
OPPORTUNITIES PROGRAM) GRANT**

**ISSUED BY THE DELAWARE DIVISION OF LIBRARIES**

**I. Overview**

This Request for Proposal (RFP), issued by the Delaware Division of Libraries, is a solicitation for a comprehensive marketing and public information campaign to increase awareness and use of Job/Learning Labs in four anchor public libraries and 28 satellite public libraries.

This Request for Proposals (RFP) is issued pursuant to 29 Del. C. §§6902(1), 6981 and 6982. The proposed schedule of events subject to the RFP is outlined below:

**Public Notice.....Sunday, November 21, 2010**

**2<sup>nd</sup> Date of advertising.....Sunday, November 28, 2010**

**Cutoff Date for Applicant Questions.... Friday, December 3, 2010 at 4:30 P.M.**

**Deadline for Receipt of Proposals.....Monday, December 13, 2010 at 10:00 A.M.**

**Day and date of Opening..... Monday, December 13, 2010 at 2:00 P.M.**

**Notification of Award.....Within 30 days of bid opening**

**Location of Bid Opening:**

**Delaware Division of Libraries  
121 Duke of York Street  
Dover DE 19901**

## **General Information:**

The proposal must conform to the requirements of the Proposal Procedures and the Required Information Sections of the RFP. The State specifically reserves the right to waive any informalities or irregularities in the proposal format. Each proposal must be accompanied by a cover letter, which briefly summarizes the proposing firm's interest in providing the required professional services. The cover letter must also clearly state and justify any exceptions to the requirements of the RFP, which the applicant may have taken in presenting the proposal. The state reserves the right to deny any and all exceptions taken to the RFP requirements.

## **II. Scope of Service**

This RFP is a solicitation for a comprehensive marketing and public information campaign to increase awareness and use of Job/Learning Labs in four anchor public libraries and 28 satellite public libraries. The major objective of the project is to expand public access to broadband service and enhance broadband capacity at Delaware Public Libraries, and allow the public to use these computing centers. Job/Learning Labs will be organized and sustained by leveraging unique partnerships and resources to combat unemployment through workforce development and educational programs for job seekers and individuals with low literacy and educational levels.

The consultant should develop outcome measures and performance indicators for the project, and collaborate with other state agencies when necessary to produce marketing and promotional materials to implement the Project.

The proposal should also include samples of previous statewide marketing and public information projects produced at the approximate funding level proposed.

The proposal should provide evidence that the consultant is a full service public relations firm with the capacity to effectively manage a project of this scope.

The proposal should provide cost estimates and time estimates by phases/projects, for partial or multiple-year phased in implementation.

The Delaware Division of Libraries retains the right to implement selected projects based on availability of funding.

The matrix in the page that follows outlines a three-year plan for a comprehensive marketing and public information campaign, which vendors can replicate to deliver the proposed services:

<b>Outreach &amp; Awareness Activities</b>	<b>Measurement Steps</b>	<b>Timeline</b>	<b>Type of Data to be Collected: Output &amp; Outcome Measures</b>
Partnerships & Collaborations	-Build partnerships with community & service organizations, ethnic minority groups, & faith-based organizations	-Start during Year 1: Third quarter; ongoing through 3-year project	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. &amp; diversity of partnerships</li> <li>-Written customer surveys or focus groups to get feedback from partners on the effectiveness of the existing communication techniques &amp; ways to improve them.</li> </ul> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of referrals to Library Job/Learning Labs from partners, especially from communities with high unemployment rates, Hispanic residents, individuals with disabilities &amp; low literacy rates.</li> </ul>
Website	-Set up a Website to inform partners & target population of job learning center services, events, job training sessions & fairs	-Year 1: Third Quarter: Construction & Design -Year One: Third Quarter: Fully Operational -Year 2 &: Maintenance and Innovation	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of web hits</li> <li>-Solicit feedback from users on the utility, content, accessibility &amp; organization of posted information.</li> </ul> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of Library Job/Learning Labs participants who <b>viewed</b> BTOP Website</li> <li>-No. of users who are satisfied/highly satisfied with info on website</li> </ul>

Outreach & Awareness Activities	Measurement Steps	Timeline	Type of Data to be Collected: Output & Outcome Measures
Public Education & Media Relations (Print, radio & TV)	<ul style="list-style-type: none"> <li>-Inform public of services and special events through media release &amp; broadcast interviews.</li> <li>-Disseminate info materials thru community &amp; faith-based organization's newsletters &amp; bulletins</li> </ul>	<ul style="list-style-type: none"> <li>-Year 1: Third Quarter: Plan Development</li> <li>-Year 1: Fourth Quarter: Plan Implementation</li> <li>-Year 2-3: Ongoing Activities</li> </ul>	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of media releases &amp; radio/TV interviews</li> <li>-No. of articles/news releases in newsletters &amp; bulletins</li> </ul> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of Library Job/Learning Labs participants who <b>read</b> the newspaper/magazine/newsletter articles</li> <li>- No. of Library Job/Learning Labs participants who <b>obtained</b> info on BTOP services from newspaper/magazine/newsletter articles</li> </ul>
Social Media	-Dissemination of information thru Facebook, Twitter, YouTube, podcasts, MYSpace, & blogs	<ul style="list-style-type: none"> <li>-Year 2: First Quarter: Plan Development</li> <li>-Year 2: Second Quarter: Plan Implementation</li> <li>-Year 2-3: Ongoing Activities</li> </ul>	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of Web hits</li> </ul> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of Library Job/Learning Labs participants who <b>obtained</b> info on BTOP from social media sources</li> </ul>
Outreach & Grassroots Promotion	-Communicate with social organizations that serve vulnerable populations (i.e., unemployed, low literacy & Hispanics)	<ul style="list-style-type: none"> <li>-Year 1: Fourth Quarter: Plan Development</li> <li>-Year 2: First Quarter: Plan Implementation</li> <li>-Year 2-3: Ongoing Activities</li> </ul>	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of <b>new</b> partners</li> <li>-Participation in community events such as cultural festivals, wellness fairs, training sessions, church events, &amp; job fairs</li> </ul> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>-No. of <b>referrals</b> to Library Job/Learning Labs from community organizations</li> </ul>

<b>Outreach &amp; Awareness Activities</b>	<b>Measurement Steps</b>	<b>Timeline</b>	<b>Type of Data to be Collected: Output &amp; Outcome Measures</b>
Brochure/Poster/Flyers/ Wallet Card/Door Hanger	-Production & distribution of brochures, posters, flyers & other informational materials	-Year 1: Third Quarter: Development of informational materials -Year 1: Fourth Quarter: Distribution of informational materials -Year 2-3: Ongoing Activities	<b><u>Output Measures</u></b> -No. of informational materials distributed in target libraries & target groups <b><u>Outcome Measures</u></b> -Solicit feedback from users & partners on the utility & effectiveness of informational materials (Part of customer satisfaction surveys or focus groups)
Exhibits & Banner-Ups	-Set up exhibits at job fairs & community events	-Year 1: Fourth Quarter: Research & Plan Development -Year 2: First Quarter: Plan Implementation -Year 2-3: Ongoing Activities	<b><u>Output Measures</u></b> -Participation in exhibits & job fairs at community events (No./Frequency) <b><u>Outcome Measures</u></b> -No. of referrals to Library Job/Learning Labs from community organizations
Outdoor Advertising, Billboards, Transit	-Set up outdoor advertising, such as billboards & transit ads.	-Year 2: First Quarter: Research & Plan Development -Year 2: Second Quarter: Strategy Implementation -Year 2-3: Ongoing Activities	<b><u>Output Measures</u></b> -No. of users/partners who saw the ads <b><u>Outcome Measures</u></b> -No. of Library Job/Learning Labs participants who viewed the outdoor advertising

## **About the Delaware Division of Libraries:**

The Delaware Division of Libraries (DDL) is an agency of the Department of State dedicated to providing Delawareans with the best libraries in the nation. The organization's mission is to provide leadership and support for the timely development of Delaware's libraries to ensure convenient access and encourage use of current information resources and reading materials by all Delawareans. The agency is committed to service, access and excellence.

DDL partners with public libraries statewide when developing a strategic library plan. It provides libraries with the tools they need in areas, such as staff training, facility evaluation, construction, and other aspects of library development. DDL offers support for library services that promote a culture of lifelong learning, the use of all library resources, and awareness of all public library services.

Throughout its quality initiatives, DDL has focused on activities that support a library's core business: to inform, educate and entertain through library collections. DDL staff has worked to identify ways to improve the collections and enhance access to them. A major step in this effort has been the development of a single Delaware Library Catalog, which has merged the on-line collection catalogs for all public libraries in Kent, New Castle and Sussex Counties into one system.

DDL's primary objective is to ensure that every Delawarean has a library card. Efforts to expand and retain library customers include an expanded web presence, downloadable and online services, keeping data collections current, assessing customer needs and tailoring programs to meet identified needs.

The Delaware Division of Libraries was awarded the Delaware Quality Award of Merit from the Delaware Alliance for Excellence in March 2006.

### **III. Proposal Procedures**

#### **A. Proposals**

To be considered, all proposals must be submitted in writing and respond to the items outlined in this RFP using the requested format. The State reserves the right to reject any non-responsive or non-conforming proposals. Each proposal must be submitted with **three (3) copies** in a sealed envelope conspicuously labeled "sealed proposal - State of Delaware – Comprehensive Marketing and Public Information Campaign for the BTOP Job/Learning Labs Project for Delaware Libraries".

The envelope should also contain the name, address and telephone number of the proposing firm. If delivered by mail, the proposal shall be enclosed in an "inner" enveloped

labeled as indicated above.

All proposals must be delivered in person or by mail to:

Attention: Anne Norman, Director  
Delaware Division of Libraries  
121 Duke of York Street  
Dover DE 19901

Any proposal submitted by mail shall be sent by either certified or registered mail. Proposals must be received at the above address no later than **Monday, December 13, 2010, 10:00 a.m.** Any proposal received after this date shall not be considered and shall be returned unopened. The proposing firm bears the risk of delays in delivery. The contents of any proposal shall not be disclosed as to be made available to competing entities during the negotiation process. Each proposal must be submitted with three copies in a sealed envelope conspicuously labeled "Sealed Proposal - State of Delaware – Comprehensive Marketing and Public Information Campaign for the BTOP Job/Learning Labs Project for Delaware Libraries".

#### **B. Modifications**

Any changes, amendments or modifications to a proposal must be made in writing, submitted in the same manner as the original response and conspicuously labeled as a change, amendment or modification to a previously submitted proposal. Changes, amendments or modifications to proposals shall not be accepted or considered after the hour and date specified as the deadline for submission of proposals.

#### **IV. Required Information**

The following information shall be provided in each proposal in the order listed below. Failure to respond to any request for information may result in the rejection of the proposal at the sole discretion of the State:

##### **A. Minimum Requirements**

- 1) Delaware business license:

Provide evidence of a Delaware business license.

- 2) Evidence of Professional liability insurance:

Must be able to produce insurance certificates if requested.

- 3) Consultant will ensure the confidentiality of any and all library patron

records encountered in the process of conducting the study

## **B. General Evaluation Requirements**

1. Responsiveness of Approach
2. Organizational Capabilities
3. Evaluation of Project
4. Coordination of Services
5. Proposed Budget

More detailed description of each evaluation item is on page 10.

## **V. Evaluation Process**

All proposals submitted in response to the RFP shall be reviewed by the Proposal Review Committee.

### **A. Proposal Review Committee**

The Proposal Review Committee shall be comprised of the Director and administrative staff of the Delaware Division of Libraries. The Committee shall determine the firms which meet the minimum requirements pursuant to selection criteria of the RFP and procedures established in 29 Del. C. §§ 6981 and 6982. The Committee shall interview at least one of the qualified firms. The Committee may negotiate with one or more firms during the same period and may, at its discretion, terminate negotiations with any or all firms. The Committee shall make a recommendation regarding the award to the Director of the Delaware Division of Libraries who shall have final authority, subject to the provisions of this RFP and 29 Del. C. § 6982, to award a contract to the successful firm in the best interests of the State of Delaware.

### **B. Proposal Selection Criteria**

The information required to be submitted in response to this RFP has been determined by the Delaware Division of Libraries and the Proposal Review Committee to be essential for use by the committee in the bid evaluation and award process. Therefore, all instructions contained in this RFP shall be met in order to qualify as a responsive and responsible contractor and participate in the Proposal Review Committee's consideration for award. Proposals which do not meet or comply with the instructions of this RFP may be considered non-conforming and deemed non-responsive and subject to disqualification at the sole discretion of the committee.

The Committee reserves the right to:

- Select for contract or for negotiations a proposal other than that with lowest costs.



- Reject any and all proposals received in response to this RFP or to make no award or issue a new RFP.
- Waive or modify any information, irregularity, or inconsistency in proposals received.
- Request modification to proposals from any or all contractors during the review and negotiation.
- Negotiate any aspect of the proposal with any firm and negotiate with more than one firm at the same time.

All proposals shall be evaluated using the same criteria and scoring process. All assignments of points shall be at the sole discretion of the Proposal Review Committee.

The following evaluation criteria and scoring system shall be used by the Committee to evaluate proposals:

**Evaluation Items**

**Maximum Points**

1)	<b>Responsiveness of Approach:</b> Understanding the scope and objectives of the project and ability to design a project consistent with the overall goals of the BTOP program.	25
2)	<b>Organizational Capabilities:</b> Demonstrated level of quality, professionalism, creativity, and experience in providing the proposed services and activities within a specified timeframe.	25
3.)	<b>Evaluation of Project:</b> The ability to evaluate the extent to which outcomes (results) have been achieved and how well proposed activities have been performed (quality).	25
4.)	<b>Coordination of Services:</b> Demonstrated ability to work successfully with state agencies and other key partners in implementing projects.	15
5)	<b>Proposed Budget:</b> Costs included in the budget are reasonable and realistic and in line with other providers.	10
<b>TOTAL POINTS</b>		<b>100 Points</b>

**VI. Contract Conditions**

The firm awarded the contract under this RFP shall be subject to the following contractual provisions:

1. Term

The term of the contract between the successful firm and the State shall be from the date of the contract to the date of completion. The contract may be extended by mutual agreement of the parties. The contract may be terminated by either party upon two days written notice. In the event the successful firm materially breaches any obligation under this Agreement, the State may terminate this Agreement upon thirty (30) days written notice.

2. Non-appropriation

In the event that the General Assembly fails to appropriate the specific funds necessary to

continue the contractual agreement, in whole or in part, the agreement shall be terminated, as to any obligation of the State requiring the expenditure of money for which no specific appropriation is available, at the end of the last fiscal year for which no appropriation is available or upon the exhaustion of funds.

### 3. Notice

Any notice to the State required under this Agreement shall be sent by registered mail to:

Attention:

Anne Norman, Director  
Delaware Division of Libraries  
121 Duke of York Street  
Dover DE 19901

### 4. Formal Contract and Purchase Order

The successful firm shall promptly execute a contract incorporating the terms of this RFP within twenty (20) days after the award of the contract. No bidder is to begin any service prior to receipt of a State of Delaware purchase order signed by two authorized representatives of the agency requesting service, properly processed through the State of Delaware Accounting Office and the Delaware Division of Libraries. The purchase order shall serve as the authorization to proceed in accordance with the bid specifications and the special instructions, once it is received by the successful firm.

### 5. Indemnification

By submitting a proposal, the proposing firm agrees that in the event it is awarded a contract, it will indemnify and otherwise hold harmless the State of Delaware, its agents and employees from any and all liability, suits, actions, or claims, together with all costs, expenses for attorney's fees, arising out of the firm's, its agents and employees' performance of work or services in connection with the contract, regardless of whether such suits, actions, claims or liabilities are based upon acts or failures to act attributable, in whole or in part, to the State, its employees or agents.

### 6. Performance

In performance of this contract the firm is required to comply with all applicable federal, state and local laws, ordinance, codes and regulations. The cost of permits and other relevant costs required in the performance of the contract shall be borne by the successful firm. The firm shall be properly licensed and authorized to transact business in the State of Delaware as provided in Delaware Code Title 30, Section 2502.

## 7. Insurance

The successful firm shall maintain professional liability insurance in the amounts described below:

a. Comprehensive General Liability - \$1,000,000.00 per person/\$3,000,000 per occurrence.

and

b. Medical/Professional Liability - \$1,000,000.00 per person/\$3,000,000 per occurrence.

or

c. Miscellaneous Errors and Omissions - \$1,000,000.00 per person/\$3,000,000 per occurrence.

or

Product Liability - \$1,000,000.00 per person/\$3,000,000 per occurrence.

## 8. Non-discrimination

In performing the services subject to this RFP the firm agrees that it will not discriminate against any employee or applicant for employment because of race, creed, color, sex or national origin. The successful firm shall comply with all federal and state laws, regulations and policies pertaining to the prevention of discriminatory employment practice. Failure to perform under this provision constitutes a material breach of contract.

## 9. Covenant Against Contingent Fees

The successful firm warrants that no person or selling agency has been employed or retained to solicit or secure this contract upon an agreement of understanding for a commission or percentage, brokerage or contingent fee excepting bona-fide employees' bona-fide established commercial or selling agencies maintained by the bidder for the purpose of securing business. For breach or violation of this warranty the State shall have the right to annul the contract without liability or at its discretion to deduct from the contract price or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

## 10. Contract Documents

The RFP, the Purchase Order and the executed Contract between the State and the successful firm shall constitute the Contract between the State and the firm. In the event there is any discrepancy between any of these contract documents, the following order of documents governs so that the former prevails over the latter: Contract, RFP, and Purchase Order. No other documents shall be considered. These documents contain the entire agreement between the State and the firm.

## 11. Applicable Law

The Laws of the State of Delaware shall apply, except where Federal Law has precedence. The successful firm consents to jurisdiction and venue in the State of Delaware.

The proposals submitted will be subject to section 1606 of the American Recovery and Reinvestment Act (ARRA) of 2009, Pub. L. No. 111-5, 123 Stat. 115 (Feb. 17, 2009) (the "Recovery Act"), which requires BTOP contractors, and Subcontractors to comply with the wage requirements of the Davis-Bacon Act (40 U.S.C. 3141 et seq.) and related acts, and is subject to the certifications of Standard Form 424B prescribed by OMB Circular A-102 and OMB A-133.

## 12. Scope of Agreement

If the scope of any provision of this Contract is too broad in any respect whatsoever to permit enforcement to its full extent, then such provision shall be enforced to the maximum extent permitted by law, and the parties hereto consent and agree that such scope may be judicially modified accordingly and that the whole of such provisions of the contract shall not thereby fail, but the scope of such provisions shall be curtailed only to the extent necessary to conform to the law.

## 13. Ownership of Native Material

Source materials, including, but not limited to, paste ups, artwork, halftones, color separations, mechanicals, negatives and/or electronic disk media or other materials used in the preparation or creation of the work will become the property of the State of Delaware, Delaware Division of Libraries once completed and may not be copied, distributed or used in any manner by the vendor. The vendor will not charge supplemental or contingency fees for these materials.