



Montgomery County Collaboration Council for Children, Youth and Families, Inc.

REVISED JANUARY 22, 2018

RE-ISSUE OPEN SOLICITATION # 2015-48
Public Relations and Marketing Services
Montgomery County Collaboration Council

Revised Re-Issue Date: January 22, 2018
Revised Deadline for Questions: January 31, 2018
Revised Closing Date: February 2, 2018

The Montgomery County Collaboration Council for Children, Youth and Families, Inc. is a quasi-public non-profit organization designated by the Montgomery County Council as the Local Management Board for Montgomery County, Maryland. The Collaboration Council's mission is to improve the well-being of children, youth and families through collaborative partnerships. For information regarding the Montgomery County Collaboration Council, its initiatives and programs, visit our website at www.collaborationcouncil.org and www.manyvoicessmartchoices.org.

Services Needed

As part of the Maryland Strategic Prevention Framework, the Collaboration Council is using its Open Solicitation procurement process to purchase the following services/products from Public Relations firms experienced with public health campaigns, knowledge of drug prevention and the Montgomery County population:

- Determine key messages strategies and overall process through open communications with Montgomery County's Opioid Misuse Prevention Plan (OMPP) Prevention Coordinator, Evaluator, and Coalition/Leadership Team.
- Develop OMPP Social Media Plan of Action and timeline for completion of tasks.
- Assist in testing of new/old messages for targeted audiences.
- Assist in the development of safe approved OMPP key messages and tagline/s for multiple audiences.
- Determine integrated multimedia marketing formats for best reaching targeted audiences (e.g., Posters, website pre-roll, Facebook, Twitter, Instagram, Infographics, Geo-Fencing etc.)
- Create OMPP mass and social media materials, both electronic and print, for distribution to Montgomery County audiences.

Interested Consultants Sought

The Collaboration Council seeks Letters of Interest from experienced public relations/marketing businesses to serve as a pre-approved pool of potential vendors to perform various tasks related to the PR/marketing of the Collaboration Council's Many Voices Smart Choices/Maryland Strategic Prevention Framework initiatives targeting opioid misuse.

Qualified applicants will be selected for the Collaboration Council's Open Solicitation Vendor List and remain on the list for a period of two years. Selection for the Open Solicitation Vendor List is not a commitment by the Collaboration Council to contract with each vendor for these services. The Open Solicitation process allows the Collaboration Council the flexibility to secure specific services on a short-term or continuing basis from vendors who meet pre-established requirements.

Minority Owned Businesses

Minority, Female, Disabled (MFD) and other minority owned business consultants are encouraged to apply. Regardless of qualification as MFD or minority owned business, the consultant will be expected to deliver products/services with a recognition and understanding of the cultural and linguistic diversity of the audiences.

Application Process

Interested applicants must submit a **hard-copy Letter of Interest** that describes experience and qualifications including:

- Contact Information including Contact Name, Title, Organization Name, Phone Number and E-mail
- Prior experience in PR/marketing strategies including social media and publication design/outreach related specifically to opioid misuse
- Experience in working with board and coalition members
- Description of skills and experience of personnel who would be involved in the project including subcontractors
- Overview of the key tasks to be accomplished and estimated timeline for completing the work (Work must be completed by June 30, 2018)
- Examples of pricing structure
- Names and contact information of three clients served in the past two years as references

The Letter of Interest should be succinct (a maximum of 5 pages is suggested) and directly relevant to the above requirements. You must attach collateral materials showing work within the past three years, especially as related to alcohol and drug prevention PR/marketing. The attachments are in addition to the five-page letter of interest.

All correspondence should be addressed to:

Montgomery County Collaboration Council for Children, Youth and Families, Inc.
RE: Open Solicitation # 2015-48
1801 Research Blvd Suite 103
Rockville, MD 20850

Questions clarifying the Open Solicitation must be in writing and received no later than **January 31, 2018**; e-mail questions to info@collaborationcouncil.org. Note: Budget questions regarding this project will not be discussed at this time.

DEADLINE FOR SUBMISSION: Friday, February 2, 2018; 4:00 pm

The Collaboration Council must have the Letter of Interest in its possession by this date and time. Do **not** submit by e-mail.

Next Steps

Collaboration Council staff and Committee representatives will review the Letters of Interest and then invite those who would fulfill the requirements to a meeting to discuss further capabilities and costs and other requirements and considerations.

It is anticipated that contract(s) will be signed and work begun by February 28, 2018.