

Cerro Gordo and Franklin County Emergency Management Agency

RFP 173-2007

**Iowa Homeland Security Region 2 All Hazards Preparedness
Marketing Campaign**

Prepared By

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SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of Request for Proposal (RFP) 173-2007 is to solicit proposals that will enable the Iowa Homeland Security Region 2 Board (IHSR2B) to select the most qualified applicant to develop and produce mass media materials appropriate for regional distribution; to conduct regional media campaigns addressing issues related to multi-hazard disaster preparedness and to provide information about the Emergency Management Agencies within region 2 and emergency preparedness.

1.02 Project Period/Contract Term

The project period shall be from July 01, 2007 to March 30, 2008.

The issuance of this RFP in no way constitutes a commitment by IHSR2B to award a contract.

1.03 Eligible Applicants and Service Delivery Area

Agencies with experience in media and marketing are eligible to submit proposals in accordance with this RFP.

Applicants must also be able to: (1) document financial responsibility sufficient to cover any and all losses covered by the contract; (2) maintain adequate records for complete financial and programmatic audits; and (3) provide required reports in the specified time frames.

The service delivery area is Iowa Homeland Security Region 2 consisting of the following counties: Allamakee, Bremer, Butler, Cerro Gordo, Chickasaw, Emmet, Fayette, Floyd, Franklin, Hancock, Howard, Humboldt, Kossuth, Mitchell, Winnebago, Winneshiek, Worth, and Wright.

1.04 Available Funds

The source of funding is through the Iowa Homeland Security and Emergency Management Division from the FY 2006 Homeland Security Grant Program.

1.05 Schedule of Events (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. IHSR2B reserves the right to change them.

RFP Issued	May 11, 2007
Written Questions Due	May 28, 2007
IHSR2B Responses to Written Questions Issued	June 11, 2007
Letters of Intent Due	Not applicable

G. Release of Names of Applicants – June 28, 2007. The names of all applicants who submitted properly dated and time stamped proposals shall be released to all applicants who have, in writing, requested such notification.

H. Notice of Award – June 29, 2007. The successful and unsuccessful applicants will be notified in writing using the United States Postal Service, registered receipt return mail.

I. Contract Negotiations and Execution of the Contract – Following issuance of the notice of award, the successful applicant will receive a contract document, including the attached general conditions and any special contract conditions. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IHSR2B. If a contract has not been executed within ten (10) working days, IHSR2B reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IHSR2B. IHSR2B may, at its sole discretion, extend the time period for negotiations of the contract.

1.06 Inquiries

During the period following release of this RFP and during the period of evaluation, applicants should contact only Steven O'Neil in the manner provided for in section 1.05(C). Unauthorized contact regarding this RFP with other Region 2 employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IHSR2B.

IHSR2B assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.07 Amendments to the RFP

IHSR2B reserves the right to amend the RFP at any time. In the event it becomes necessary to amend, add to, or delete any part of this RFP, a written amendment will be provided to all applicants who received the original RFP and will be posted on the CG&FCEMA web site.

1.08 Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.09 Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its application after the submission time shall notify the Contract Administrator in writing.

1.10 Acceptance of Terms and Conditions

A. An applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IHSR2B or Cerro Gordo County based on the terms or conditions of the RFP or the procurement process.

B. IHSR2B reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IHSR2B, the successful applicant's exceptions may be rejected and IHSR2B may elect to terminate negotiations with that applicant. However, IHSR2B may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.11 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IHSR2B is not responsible for any costs incurred by the applicant which are related to the preparation or delivery of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

1.12 Multiple Proposals

Only one proposal will be accepted from each applicant.

1.13 Oral Presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of IHSR2B. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

1.14 Rejection of Proposals

A. IHSR2B reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IHSR2B.

B. Any proposal will be rejected and not evaluated for the following reasons:

1. The applicant fails to deliver the letter of intent if required by this RFP or the proposal by the relevant dates and times stated in section 1.05.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.
6. The applicant's response limits the right of IHSR2B.
7. The applicant fails to respond to IHSR2B's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The applicant initiates unauthorized contact regarding the RFP with a IHSR2B employee.

1.15 Restrictions on Gifts and Activities

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information must include:

1. The name and address of the subcontractor if known;
2. The scope of work to be performed by each subcontractor;
3. Subcontractor qualifications; and
4. The estimated dollar amount of each subcontract.

B. Current individual employees of the IHSR2B may not act as subcontractors under this contract.

C. The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

1.17 Reference Checks

IHSR2B reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IHSR2B reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information From Other Sources

IHSR2B reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other state contracts and contracts with private entities. IHSR2B may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

The contents of a proposal submitted by an applicant are subject to verification. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to section 1.14.

1.21 Bid Proposal Clarification Process

IHSR2B may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IHSR2B within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IHSR2B for this reason.

1.22 Waivers and Variances

IHSR2B reserves the right to waive or permit cure of nonmaterial variances in the proposal's form and content providing such action is in the best interest of IHSR2B. In the event IHSR2B waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other

contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IHSR2B.

1.23 Disposition of Proposals

All proposals become the property of IHSR2B and shall not be returned to the applicant unless all proposals are rejected. In the event all proposals are rejected, applicants will be asked to send prepaid shipping instruments to IHSR2B for return of the proposals submitted. In the event the IHSR2B does not receive shipping instruments, IHSR2B will destroy the proposals.

If IHSR2B awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code Chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IHSR2B concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked on as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant.

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible.

In the event IHSR2B receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IHSR2B as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IHSR2B may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records.

By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IHSR2B shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Award Decision

Applicants may appeal the award decision by filing a written appeal to IHSR2B within 10 working days of receipt of the award decision in accordance with 641 Iowa Administrative Code 176.8. Appeals shall be submitted in writing, return receipt requested, to Kip Ladage, Chairman Iowa Homeland Security Region 2 Board, Bremer County Emergency Management Agency, 415 E. Bremer Avenue-Courthouse, Waverly, Iowa 50677. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the IHSR2B will continue working with the successful applicant pending the outcome of the appeal.

1.27 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IHSR2B.

1.28 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

SECTION 2 – DESCRIPTION OF SERVICES

2.01 Description of Work or Services

Services are sought to develop and produce mass media materials appropriate for regional distribution; to conduct regional media campaigns addressing issues related to multi-hazard preparedness efforts in response to tornadoes, flooding, bioterrorism, infectious disease outbreaks, and other natural and man-made threats and emergencies.

2.02 Objectives

The applicant shall:

A. Facilitate the planning process for development of creative materials to address multi-hazard emergency preparedness and response.

1. Include information that is factual, scientifically based, and technically accurate.
2. Use an approach with an emphasis on increasing positive behavior, personal responsibility, and self-respect.
3. Develop materials that are racially, ethnically, and culturally non-biased and relevant for a diverse population; depict diversity in materials; and recognize and respect differences in cultural norms, language, and beliefs.
4. Use language, concepts, and emotional tone appropriate for the age and audience.

B. Develop and produce mass media materials appropriate for regional promotion of the emergency management preparedness and response program.

1. Develop and produce two (2) 30-second spots for television.
2. Develop and produce one (1) 30-second spot for radio.
3. Develop and produce one (1) spot for newspaper.
4. Develop and produce one (1) spot for billboards.
5. Develop other promotional materials as needed (e.g., brochures, pencils, magnets, etc.)
6. Develop advertisement for local telephone directories.

C. Create a regional media plan that will effectively:

1. Market emergency management preparedness by educating Iowans about the local Emergency Management's efforts in emergency preparedness and disaster response.

2. Address the nature and effects of emergency management preparedness.

D. Purchase statewide media which includes television, radio, billboards, and newspaper, and telephone directories.

E. Complete an evaluation component demonstrating the effectiveness of media activities which

1. Evaluates media buys and placement.
2. Evaluates value-added and bonus spots obtained in the purchasing process.

2.03 Staffing or Personnel Requirements

The applicant shall determine staffing or personnel requirements to meet the needs of the contract.

2.04 Budget

The budget will identify line item expenditures for the April 29, 2007 through March 30, 2008 fiscal year. An accounting system must be in place to identify costs relating specifically to the Iowa Homeland Security Region 2 Board Emergency Preparedness Marketing campaign.

See Section 4.05 for specific information regarding the budget.

2.05 Reporting

Contractor shall submit progress reports monthly or upon request during the term of the Contract; reports shall be completed on a form approved by the IHSR2B; reports shall include: media bought by dollar amount and by type (for example, television, radio, outdoor, newspaper), production costs by type, any other costs, and total expenditures.

SECTION 3 -- EVALUATION PROCESS AND CRITERIA

3.01 Overview of Evaluation Process

Evaluation of proposals submitted under this RFP will be conducted in three phases.

Phase I -- Technical Review: The first phase will involve a preliminary review by the IHSR2B staff of an applicant's compliance with the mandatory requirements for submitted proposals. Proposals which fail to satisfy technical requirements may be eliminated from the proposal review. The IHSR2B reserves the right to waive minor variances at the sole discretion of the IHSR2B.

Phase II – Review Committee: Proposals determined to be compliant with technical requirements will be accepted for the second phase of evaluation, which shall be completed by a review committee established by the IHSR2B. The review committee membership shall be determined by the grant administrator with input and oversight from the region chairperson. The review committee shall evaluate proposals in accordance with a point system. Each committee member will review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criteria. If an applicant is requested to make an oral presentation of the proposal pursuant to RFP section 1.13, the committee members may consider the oral presentation of the applicant in determining the points awarded.

The total score awarded by each committee member will be averaged to arrive at the final score for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IHSR2B staff may solicit additional input and recommendations from the review committee.

In the event competitive applications receive an equal number of points, two board members and the grant administrator shall conduct a second review.

Phase III – IHSR2B Review and Award: The third phase will be a final review. The IHSR2B will consider the submitted proposals and the review committee's scores and recommendations. The IHSR2B may also consider geographical distribution, budget information, any information received pursuant to sections 1.17 - 1.21 of the RFP, and any other information received pursuant to the procurement process. IHSR2B reserves the right not to award the contract to the applicant with the highest point average.

3.02 Scoring of Proposals

A maximum of 100 points may be awarded to each proposal.

Accepted proposals will be evaluated based on the following criteria for each section:

- A. All of the parts of each section are included.
- B. Descriptions and details are clear and understandable.

C. The proposed services are reasonable for the amount of funding.

D. The descriptions are responsive to the intent of the Iowa Homeland Security Region 2 Emergency Preparedness Marketing Campaign Objectives.

Points will be assigned for each item listed as follows:

5 Applicant's proposal or capability is exceptional and exceeds expectations for this criterion.

4 Applicant's proposal or capability is superior and slightly exceeds expectations for this criterion.

3 Applicant's proposal or capability is satisfactory and marginally meets expectations for this criterion.

2 Applicant's proposal or capability is unsatisfactory and contains numerous deficiencies for this criterion.

1 Applicant's proposal or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each proposal section are as follows:

PROPOSAL COMPONENT	WEIGHT	POTENTIAL SCORE
Background and Demonstrated Effectiveness	3	15
Action Plan	7	35
Sample Concepts for Television, Radio, Newspaper, and Billboards	5	25
Business Organization	3	15
Budget	2	10
TOTAL POTENTIAL SCORE POSSIBLE		100

SECTION 4 -- PROPOSAL FORMAT AND CONTENT

These instructions prescribe the format and content of the bid proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to the proposal format shall result in disqualification of the proposal.

4.01 Instructions

A. Proposals must be typewritten and follow the format delineated herein. Photocopies or exact computer generated replicas are permissible. Handwritten applications will not be accepted. Applications must not exceed 20 pages, not including the action plan and budget detail attachments. All pages are to be sequentially numbered (1, 2, 3...) including the cover page and attachments.

B. Applicants must submit one (1) signed original, five (5) copies, and one (1) electronic copy (CD) that contains the content of the entire application. Microsoft Word format must be used for the CD. Applicants shall use 12-point font for narrative information.

C. All questions posed by the RFP shall be answered concisely and clearly. All proposals shall include and describe in detail all integral elements necessary for successful implementation and operation of the required services, including labor, equipment, and services offered; and shall be in such form that, upon approval, shall be contractually binding. The Board may visit any applicant's facility to verify information submitted in its proposal.

D. Proposals shall not contain promotional or display material unless otherwise requested.

4.02 Technical Requirements

A. Cover Page (Use form, Attachment A)

1. Applicant - Provide the legal name of the organization. This must be the organization name registered with the Federal Identification (ID) number. If the organization operates under a name different than the legal name; also provide that name, preceded by "d/b/a" (doing business as).
2. IRS # - Provide the applicant's federal identification number.
3. Applicant Address, Telephone and FAX – Provide information as requested.
4. Executive/Program Director – Provide the name and email address of the individual to whom the governing body has delegated overall responsibility and authority for administering the agency or division applying for the funding.
5. Program Director - Provide the name, email address and telephone number of the individual with direct responsibility for this program and the person that the department can contact concerning the application.
6. Amount of Funding Requested – Indicate the total amount requested.
7. Conditions - Sign and date to certify that the applicant is in agreement with the conditions listed.

B. Background and Demonstrated Effectiveness

1. Describe the applicant's background and effectiveness in preparing it for this work. This should encompass financial stability; general knowledge of Iowa and its population; and experience in media planning, coordination and production of audio, video, and written materials and program evaluation. Include any experience (the number and composition of staff) in developing information for emergency preparedness campaigns.
2. Address any experience at production in additional languages and developing media for diverse populations.
3. Describe the applicant's experience in work previously performed for a client in emergency management related business. Describe how the applicant will ensure there is no perceived or actual conflict of interest.
4. Submit three (3) references who can provide the department with background information and the quality of work provided by the applicant. Provide the name, telephone number, and email address (if available) of each reference.

C. Action Plan

1. Describe the plan and methods to achieve the 2.02 Objectives.
2. Include a timeline of the plan, measurable outcome objectives, and action steps.
3. Identify any materials or programs that will be incorporated in the plan. Include how communication is to be accomplished for at-risk and minority populations and for persons with disabilities.
4. Submit at least one sample concept each on paper (do not submit videotape, audiotape, etc.) for television, radio, newspaper, and billboards. Each concept should clearly demonstrate the applicant's creative approach to addressing public emergency disaster preparedness. These concepts should portray ideas the applicant believes must be conveyed in a successful and effective marketing campaign.
5. Describe the process to evaluate the effectiveness of the plan, media purchasing, etc. Bonus spots obtained in the purchasing process along with any other value-added media must be included in this evaluation process. Indicate the evaluation experience of the person evaluating the project and how the evaluation will be used.

4.03 Proposal Checklist

Include the Checklist form (Attachment C) as the second page of the proposal and compile the application in the order outlined in the Checklist.

4.04 Business Organization

- A. Identify the legal structure of the applicant and the state of incorporation or registration, if applicable. Provide evidence of an Iowa business license and any necessary applicable professional licenses required by law.
- B. Identify and specify the location(s) of the applicant's offices or other facilities involved in provision of services under this application.
- C. Describe the history of the organization and the organization's mission and vision statements.
- D. Include a table of organization. Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services.
- E. Identify any established partnership relationships with the community.
- F. Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.
- G. Describe other similar contracts or projects currently undertaken by the applicant.
- H. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has defaulted on a contract. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- I. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has terminated a contract prior to its stated term or has had a contract terminated by the other party prior to its stated term. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- J. Provide an audited financial statement for the preceding three (3)-year period. Nonprofit corporations whose previous funding level has not required an audited financial statement shall submit a year end operating statement and balance sheet for the preceding three (3) year period and a current operating statement in lieu thereof. Any applicant agency that currently holds a contract with the department and has previously submitted audit reports need not submit a copy with this application. Please specify in the application that audits are on file with the department.

4.05 Budget

The budget is to include only costs of activities specifically directed to the Iowa Homeland Security Region 2 Board Emergency Preparedness Program and included in the Action Plan for the April 29, 2007 through March 30, 2008 fiscal year. This includes local and out of state travel. Entertainment costs are not allowable. Budget totals must equal that requested on the cover page. They are to be presented in the following two formats:

1. Complete forms included in Attachment B to identify line item expenses. Use only categories included in the form and group costs not fitting in these categories in "Other" expenses.
2. On a separate form, detail expenses by medium and by service area.

4.06 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IHSR2B.

SECTION 5 – CONTRACT

5.01 Conditions

A. Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

B. Contractor must have an individual e-mail address with the capacity to send and receive electronic communications (e-mail and attachments). Contractor must maintain Internet access capability.

C. The development of presentations, verbal reports, public service announcements, publications (pamphlets, journal article, reports, books, teaching guides, brochures), audiovisuals (posters, slides, video clips, film), or other materials using IHSR2B funds shall be reviewed by IHSR2B prior to final production.

D. Three (3) copies of any products and published publications, journal articles or submissions, procedure manuals, software, audiovisuals, surveys, questionnaires, videotapes, database formats, and computer programs (including interactive programs), protocols, standards, books, workbooks, educational pamphlets, etc. authored by project staff, or otherwise developed with support from these funds will be submitted to IHSR2B upon development.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. The Contract;
2. The RFP;
3. The Proposal.

5.04 Contractual Payments

The IHSR2B provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 421.40. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one-twelfth (1/12) of the contractual amount may be provided by the IHSR2B. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the seventh, eighth and ninth months of service.

5.05 Required Reporting

Contractually required monthly reports shall include:

A. Services and activities with amount of cost:

1. Media bought by dollar amount and by type (for example, television, radio, outdoor, newspaper),
2. Production costs by type,
3. Any other costs,
4. Total expenditures.

B. IHSR2B monthly billing forms.

Iowa Homeland Security Region 2 Board

Iowa Homeland Security Region 2 Emergency Preparedness Marketing Campaign

Request for Proposal 173-2007

Cover Page

Applicant: _____

IRS #: _____

**Applicant
Address** _____

Telephone _____
Fax _____

Executive Director Name: _____

Executive Director Email: _____

Program Director Name: _____

Program Director Email: _____

Program Director Telephone: _____

Total Funds Requested	\$ _____
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Conditions

I hereby affirm and certify that:

1. The information in this application is accurate, to the best of my knowledge.
2. Under no circumstances will any personnel, employee or independent contractor of the contractor, be paid by the programs applied for in this grant application or by any other programs administered by the contractor to an extent that would translate to a full-time equivalency of greater than 1.0. Furthermore, no time will be "double-charged."
3. The organization has the resources to meet the goals and objectives included in this application for the amount of funds applied for.
4. If a contract is awarded, based on my authority, the organization is committed to fulfilling the standard contract conditions from the Iowa Department of Public Health.
5. I have read and understood the applicable Scope of Work.

Executive Director's signature and date

Executive Director's name (print or type)

Attachment B

Iowa Homeland Security Region 2 Board

Iowa Homeland Security Region 2 Board Emergency Preparedness Marketing Campaign Budget

Organization Name _____

B. EXPENSE BUDGET - Line Item		Budget Amount
1. Salaries and Benefits	a.	
2. Contracted Services	b.	
3. Equipment	c.	
4. Other Expenses (Explain in section D)	d.	
Total Budgeted Expenditures		

Iowa Homeland Security Region 2 Board

Iowa Homeland Security Region 2 Emergency Preparedness Marketing Campaign

Proposal Check List

Does the application include the following items with information required in the RFP materials?

- Cover Sheet
- Proposal Checklist
- Background Information and Demonstrated Effectiveness
- Action Plan
- Business Organization Materials
- Budget, including all costs related to the Iowa Public Health Emergency Preparedness Marketing Campaign, and using the forms provided.
- Are you sending an original (with original signatures) and five copies of the application and supporting data; each stapled or bound in a separate packet? Plus one (1) CD, in Microsoft Word format, that contains the content of the entire application?
- Is the Cover Page the top page of each packet?
- Are you mailing the application in time to reach the IDPH office by the date and time it is due?
- Is the application being sent without promotional or display materials and without specifically prepared binders?