



Department of Purchasing &
Contracting
1300 Commerce Drive, 2nd Floor
Decatur, Georgia 30030
Fax: (404) 371-7006

Date: August 22, 2019

Request for Quotation No. 19-3003708

DeKalb County, Georgia is requesting a quotation for the following:

Design and Development of 2020 Census Campaign

I. Scope of Work:

See Attachment A

II. Proposed Term:

September 2019- April 2020

III. Payment Terms:

Net 30

III. Federal Work Authorization Program:

All qualifying contractors and subcontractors performing work with DeKalb County, Georgia must register and participate in the federal work authorization program to verify the work eligibility information of new employees. In order for a Quotation to be considered, it is mandatory that the Bidders Affidavit, Attachment E, be completed with bidder's proposal.

V. Due Date:

All questions are due to Angel Frazier via email at amfrazier@dekalbcountyga.gov on or before 3:00 p.m. EST on August 28, 2019.

Quotes are due on or before 3:00 p.m. EST on, August 30, 2019. Bidder must complete and return the quote form, reference form, bidder affidavit and provide a copy of Bidder's valid business license to DeKalb County by email to the attention of Angel Frazier or email to amfrazier@dekalbcountyga.gov.

All quotes are to be provided on Attachment B, Quote Form.

VI. Attachments:

- A. Scope of Work
- B. Quote Form
- C. Reference Form and Reference Check Release Statement
- D. Bidder Affidavit

Thank you for your interest in doing business with DeKalb County.

Sincerely,

Angel Frazier

Angel Frazier
Procurement Agent
Department of Purchasing and Contracting

Enclosure:
Attachments A, B, C, D

Attachment A

SCOPE OF SERVICES

DeKalb County Government is requesting the following scope of work for Design and Development of 2020 Census Campaign:

1. Website Design and content creation
2. Search Engine Optimization of the website
3. Social Media Launch
4. Collateral Material & Design
5. Digital Ads/PPC/Search Engine Marketing
6. Public Relations

Each firm must bid on all the services above. Samples of past experience in all areas should be included for the past 5 years.

1. Website design and content creation – Engage, educate, and encourage; website must be developed using WordPress platform, include calendar, sign up forms, multiple languages, events, social media feeds
2. Search Engine Optimization – Shall be optimized for the most traffic and highest rankings in search engines.
3. Social Media Launch – Work with the Census team to schedule content. Social media presence should include Facebook, Instagram and Twitter featuring posts on events, activities, experiences, culinary and shopping. Marketing team is responsible for keeping fresh content on all social media platforms.
4. Collateral Material & Design – County will provide the design of logos.
5. Digital Ads/PPC/Search Engine Marketing – creation of experiential ads should be optimized for the best PPC and SEM, including programmatic zip code driven digital ads.
6. Public Relations – Press release & news events; pop ups.

Bidders Qualifications:

Quotes submitted will include the following information supporting their qualifications:

- A brief paragraph for each member of the team that will be a part of the campaign.
- Proof of being in business at least 3-5 years.
- Samples of work to include website and digital ads.
- The ability to render services five (5) days during the work week.
- A reference list of five (5) similar projects that have been completed in the past 2-3 years to include the contact name and telephone number, project dates, relevant website urls and project value.

Key Deadline Dates

- September 20th – Design and content for banners, pledge cards, push cards and promotional swag

- September 30th – Fully functional website and social media accounts (Twitter, Instagram and Facebook)
- September 30th – Social media calendar and plan
- September 2019- April 30, 2020 – Monthly maintenance and ad development on social media platforms and website
- October 4th- Framework design for posters
- October 21st – Final poster design
- October 31st – Media/Public Relations plan for print, radio, tv and podcasts (including Ethnic outlets)
- November 4th – Messaging and talking points for 8 subcommittees: Media, Education, Non-Profits and Community Organizations, Faith-Based Organizations, Elderly/Disabled/Veterans/Homeless, Immigrants, Group Quarters and Business
- December 12th – Media surrogates plan (including schedule of appearances)
- January 2020- April 30, 2020 – Heavy media push on all available platforms – including development of print and digital ads

Fact sheets will be provided from reliable sources to assist with website content and messaging/talking points.

Attachment B
QUOTE FORM

Quoter Information:	
Company Name:	
Company Address:	
Quoter Name and Title:	Phone Number:
Quoter Email Address:	

Item No.	Task & Deliverable Date	Total Price
1.	September 20th – Design and develop content for banners, pledge cards, push cards and promotional swag	\$ _____
2.	September 30th – Fully functional website and social media accounts (Twitter, Instagram, Facebook)	\$ _____
3.	September 30th – Social media calendar and plan	\$ _____
4.	October 4 th - Framework design for posters	\$ _____
5.	October 21st – Final poster designs	\$ _____
6.	October 31st – Media/Public Relations plan for print, radio, tv and podcasts (including Ethnic outlets)	\$ _____
7.	November 4th – Messaging and talking points for 8 subcommittees: Media, Education, Nonprofits and Community Organizations, Faith Based organizations, Elderly/Disabled/Veterans/Homeless, Immigrants, Group quarters and Business	\$ _____

8.	December 12th – Media surrogates’ plan (including schedule of appearances)	\$ _____
9.	September 2019 – April 30, 2020 – Monthly maintenance and ad development on social media platforms and website	\$ _____
10.	January 2020 – April 30, 2020 – Heavy Media push on all available platforms – including development of print and digital ads	\$ _____
Total		\$ _____

Quote Statement:	
I, the undersigned, certify that this quote is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a quote for the same materials, supplies, equipment, or services, and is in all respect fair and without collusion or fraud. I agree to abide by all conditions of this quote, and certify that I am authorized to sign this quote for the Quoter.	
_____	_____
Authorized Signature	Date

Name of Authorized Signer (Typed or Printed)	

Name of Quoter (Typed or Printed)	

Attachment C

REFERENCE CHECK AND RELEASE FORM

List below at least three (3) references, including company name, contract period, contact name, email address, telephone numbers and project name of individuals who can verify your experience and ability to perform the type of services listed in the solicitation.

Company Name	Contract Period		
Contact Person Name and Title	Telephone Number (include area code)		
Complete Primary Address	City	State	Zip Code
Email Address	Fax Number (include area code)		
Project Name			

Company Name	Contract Period		
Contact Person Name and Title	Telephone Number (include area code)		
Complete Primary Address	City	State	Zip Code
Email Address	Fax Number (include area code)		
Project Name			

Company Name	Contract Period		
Contact Person Name and Title	Telephone Number (include area code)		
Complete Primary Address	City	State	Zip Code
Email Address	Fax Number (include area code)		
Project Name			

REFERENCE CHECK RELEASE STATEMENT

You are authorized to contact the references provided above for purposes of this RFQ.

Signed _____ Title _____

Company Name _____ Date _____

Attachment D

CONTRACTOR AFFIDAVIT

By executing this affidavit, the undersigned verifies its compliance with O.C.G.A. § 13-10-91, as amended, stating affirmatively that the bidder submitting a bid, contractor, firm or corporation which is contracting with DEKALB COUNTY, GA, a political subdivision of the State of Georgia, has registered with and is participating in a federal work authorization program* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603, in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91, as amended]. The affiant agrees to continue to use the federal work authorization program throughout the contract period.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the COUNTY, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. § 13-10-91, as amended, on the Subcontractor Affidavit form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the COUNTY, within five (5) days from when the subcontractor(s) is retained to perform such service.

BY: Authorized Officer or Agent

Federal Work Authorization
Enrollment Date

Title of Authorized Officer or Agent of Bidder

Identification Number

Printed Name of Authorized Officer or Agent

Company Name & Address (do not include a post office box)

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

_____ DAY OF _____, 20__

Notary Public
My Commission Expires: _____