



Request for Proposals  
**San Juan County Monticello Cancer  
Screening Marketing and Advertising Firm  
Solicitation**

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San Juan County Government  
117 South Main Street  
PO Box 9  
Monticello, Utah 84535

Date of Issue:  
January 3, 2024

## **I. INTRODUCTION**

The Monticello Uranium Mill was owned and operated by the United States Government between 1941 and the early 1960s. In 1989 the Environmental Protection Agency placed the Mill and the tailings site on the Department of Energy's National Priority List for cleanup and removal of toxic waste. The locations were ultimately designated as superfund sites by the year 2000 and the US Government spent over \$280 million on additional cleanup.

San Juan County is funded by the Health Resource and Services Administration (HRSA) through a congressional allocation through Fiscal Year 2026 to provide cancer screening vouchers for people who have lived, worked, or attended school in Monticello between 1946 to 2002.

San Juan County seeks to contract with a marketing firm able to effectively reach the people exposed to uranium mill tailings who resided in Monticello or worked in Monticello during and after Mill operations who may have moved from San Juan County in an effort to increase participation in relevant cancer screenings.

The Request for Proposal is available on the County's Website at [www.sanjuancounty.org/rfps](http://www.sanjuancounty.org/rfps). The solicitation for the Request for Proposal due date is January 18, 2024, at 5:00 pm.

## **II. SCOPE OF WORK**

This solicitation encompasses the following Scope of Work:

- Work with San Juan County's team and employees to gain a thorough and detailed understanding of our goals and target audience.
- Conduct a comprehensive market analysis to identify the most effective channels and platforms for reaching our target audience and demographic.
- Propose strategies for the marketing and advertising campaign.
- Develop a creative and impactful marketing and advertising campaign that emphasizes the importance of this cancer screening and early detection for current and former residents of San Juan County who may have been or may become impacted by the Mill operations.
- Implement advertising strategies across various media, including but not limited to print, digital, radio, and outdoor advertising.
- Monitor and analyze the performance of the marketing campaign, providing regular reports and recommendations for optimization.
- Preference with a firm or individual who has previous experience and success stories related to cancer awareness or health promotion campaigns.

## **III. COSTS/FEES**

The maximum fee for the services sought through this RFP will be the selected Firm's/Vendor's<sup>1</sup> proposal price. Vendors shall submit a fee proposal similar to the Form Fee Proposal below. Vendors shall also submit a rate

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<sup>1</sup> The term "Vendor," as used in this RFP, means an individual or entity who is seeking to enter into a contract with San Juan County to provide San Juan County with services, including but not limited to, an individual or entity who submits a proposal in response to this RFP.

schedule (similar to the Form Rate Schedule below) for all individuals that the Vendor anticipates will provide services in connection with this RFP.

It is anticipated these services will be performed through a multi-year contract until available funds have been exhausted throughout time. Furthermore, please note that upon successful completion of the initial year or if adjustments are deemed necessary for greater success, the Form Rate Schedule provided in your proposal will serve as the basis for future cost estimates for additional continued services. We anticipate the need for flexibility in adjusting marketing efforts based on the evolving success of the campaign.

The cost for actual Marketing and Advertising shall be paid from funds allocated and awarded through the Congressional Award and should not be a part of the Firm’s proposal. The potential for additional marketing funding may be provided if the County is successful in future funding requests based on Congressional awards.

<u>Form Fee Proposal</u>	
	<u>Total Cost</u>
Cost for total services described in the scope of work	
<b>Grand Totals:</b>	

<u>Form Rate Schedule</u>	
	<u>Hourly Rate</u>
Name of Employee #1	
Name of Employee #2	
Name of Employee #3	
Continue naming all employees that Vendor anticipates will provide services regarding this RFP	

Failure by a Vendor to comply with any requirement of this Section may result in rejection of the Vendor’s proposal.

The price proposal for this Project shall be submitted on the “Attachment A” provided in this RFP. This price shall include all fees and costs as a maximum fee for the provisions indicated in the Project Scope of Work as described above.

Please submit an hourly rate schedule using the form above which will be utilized for changes in the scope of services approved by San Juan County.

**IV. PROPOSAL SUBMISSION REQUIREMENTS**

All proposals submitted for evaluation should include, but are not limited to, the following:

- A. San Juan County RFP Form: The County’s Request for Proposal form completed and included as page 1 in the bid packet. (Attachment A)
- B. Introduction: This section consisting of a cover letter, an executive summary (two pages maximum) and an organizational chart showing the team involved including individual members, all organizations, relationships, and a breakdown of responsibilities including a biography and resume of key members who will be involved in the project. Provide a minimum of three references, including the name, address and



	<ul style="list-style-type: none"> <li>Expertise and experience conducting marketing public engagement advertising mediums.</li> </ul>		10%
<b>Technical Approach</b>	<i>Sub-Criteria</i>	<b>30%</b>	<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Scope of Work</li> <li>Detail of submitted work plan, schedule and proposed project approach</li> </ul>		15% 15%
<b>Fee Schedule</b>	<i>Sub-Criteria</i>	<b>30%</b>	<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Grand Total</li> <li>Rate Schedule</li> </ul>		15% 15%
<b>Introduction</b>		<b>10%</b>	
	<i>Sub-Criteria</i>		<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Firm's organization</li> <li>Professionalism and strength of team</li> </ul>		5% 5%

**VII. PROJECTED SCHEDULE FOR THE RFP PROCESS**

The County reserves the right to modify this schedule at its sole discretion.

<u>Activity</u>	<u>Date</u>
Request for Proposal Issued	January 3, 2024
Initial Question and Answer Meeting	January 11, 2024
Last day to submit questions via e-mail	January 16, 2024
Proposal Due Date	January 18, 2024 (5:00 PM MST)
Notice of Award	February 6, 2024

**VIII. QUESTION AND ANSWER MEETING**

Interested firms wishing to submit a proposal are encouraged to attend a question, answer, and introduction meeting which will be a virtual meeting through Google to be held at the following link: <https://meet.google.com/brq-ehpb-mhi> Or dial: (US) +1 443-526-1953 PIN: 174 342 882# Thursday, January 11, 2024 at 11:00 AM MST. This is the only date and time for a virtual face to face with County employees for the proposal.

**IX. WRITTEN CONTRACT REQUIRED**

The selected party must be willing to enter into a multi-year written contract with San Juan County. A binding agreement between San Juan County and the selected party is dependent upon the negotiation, preparation, and execution of a formal contract. At any time prior to the execution of a binding agreement executed by both parties, San Juan County may, in its sole discretion, stop the selection process and decline to enter into an agreement for the subject matter herein.

**X. INQUIRIES**

All inquiries relating to the specifications or proposal procedure should be directed in writing through e-mail to the Purchasing Agent, Mack McDonald at [mmcdonald@sanjuancounty.org](mailto:mmcdonald@sanjuancounty.org). The last day and time to submit questions will be 4:30 p.m. on January 16, 2024. **Please do not contact the agency, division, department, or other County officers or employees.**

**XI. REQUEST FOR FINAL AND BEST OFFERS**

Among other options at San Juan County's disposal, San Juan County may request a final and best offer at any time during the RFP process. If San Juan County exercises this option, the interested party shall respond prior to the deadline established by San Juan County when the option is exercised. If the interested party fails to timely provide a final and best offer, the best offer made by the interested party prior to the exercise of this option will be considered by San Juan County as the final offer of the interested party.

**XII. PROTESTS**

As further described in San Juan County's Request for Proposals policy, which is incorporated herein by this reference, any proposer who submitted a timely filed proposal that was not rejected by either the evaluation committee or the Purchasing Agent may file a protest. In order to be timely, a protest must be submitted, in writing, to the San Juan County Board of County Commissioners no later than six calendar days after the date that the *Notice of Intent to Engage in Contract Negotiations* was sent by the Purchasing Agent to the applicable Vendor. Protests that are not submitted in a timely manner to the San Juan County Board of County Commissioners shall be rejected by San Juan County.

**XIII. SAN JUAN COUNTY MAY TERMINATE THE RFP PROCESS OR DECIDE NOT TO ENTER INTO A CONTRACT**

As further described in San Juan County's Request for Proposals policy, which is incorporated herein by this reference, San Juan County may terminate the RFP process regarding this RFP for any reason and at any time prior to the execution of a contract by a proposer and San Juan County regarding the services sought through this RFP. Moreover, San Juan County may decide not to enter into a contract with any proposer to provide the services sought through this RFP.

**XIV. CONTRACT AND PROPOSAL INFORMATION**

All proposers who submit a proposal in response to this RFP acknowledge that they have each read and understand this RFP and agree to be bound by the terms and provisions of this RFP, including, but not limited to, the following:

- A. Firm Pricing: All prices, quotes, or proposals shall remain firm for the duration of the RFP process regarding this RFP and until a contract regarding this RFP is executed by San Juan County and a Vendor or

San Juan County decides not to enter into a contract with any Vendor to provide the services sought through this RFP. A Vendor's failure to comply with these provisions may result in the rejection of the Vendor's proposal.

- B. Governing Law and Exclusive Jurisdiction and Venue: Any contract between San Juan County and a Vendor regarding this RFP will be interpreted, construed, and given effect according to the laws of the state of Utah and the ordinances of San Juan County, and the courts within San Juan County, Utah shall have the sole and exclusive jurisdiction and venue regarding any such contract. No contract will be assigned, in whole or in part, without the written consent of San Juan County.
- C. Licensing: The selected Vendor shall obtain all applicable federal, state, and local licenses before any contract between San Juan County and the Vendor regarding this RFP is executed. The selected Vendor must maintain for the duration of the contract between San Juan County and the Vendor regarding this RFP.
- D. Registration: All Vendors shall be registered with the Utah State Division of Corporations and Commercial Code to perform business in the state of Utah. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994 or by accessing: [www.commerce.utah.gov](http://www.commerce.utah.gov).
- E. Public Domain: Interested Parties are advised that Utah law and San Juan County ordinances provide that, upon the full execution of a contract subsequent to an RFP, the contents of a selected proposal relating to this RFP may be placed in the public domain and become public records subject to examination by any interested parties in accordance to the Government Records Access Management Act (GRAMA), Utah Code Ann. 63G-2-101 et seq. and County ordinance. Please refer to Section XVI below for specific details regarding the protection of certain information.
- F. Modifying or Withdrawing Proposals: Interested parties may modify or withdraw their proposals at any time prior to the proposal due date. Interested parties may withdraw their proposals if San Juan County and the selected interested party cannot agree on contract terms.
- G. Independent Contractors: Interested party agrees that if he/she/it enters into a contract with San Juan County, he/she/it will be an independent contractor and have no authority, express or implied, to bind San Juan County to any agreements, settlements, liability, or understanding whatsoever with any third party and will have no interest in any benefits provided by San Juan County to its employees.
- H. Free and Competitive Bidding: Any agreement or collusion among prospective interested parties to fix a price or limit competition shall render the proposal void and such conduct shall be unlawful and subject to criminal sanction.
- I. Insurance: If awarded the contract, an interested party will, at its sole cost and expense, secure and maintain both prior to the commencement of the term of the contract and for the duration of the contract, insurance coverage as follows:
  - (1) General Liability Insurance as follows: Occurrence form commercial general liability insurance with the following minimum limits:
    - (a) Each Occurrence - \$1,000,000.00;
    - (b) Damage to Rented Premises – \$50,000.00;
    - (c) Med. Exp. (Any one person) – \$5,000.00;
    - (d) Personal & Adv. Injury – 2,000,000.00;

- (e) General Aggregate - \$2,000,000.00;
  - (f) Products – Comp/Op Agg. - \$2,000,000.00; and
  - (g) Other – N/A;
  - (2) Automobile Liability Insurance: With minimums to satisfy the state of Utah’s requirements;
  - (3) Workers Compensation and Employers’ Liability: With minimums to satisfy the state of Utah’s requirements or a valid waiver issued by the appropriate department of the state of Utah; and
- J. Indemnification: If awarded a contract and consistent with the terms and provisions of the written contract between San Juan County and the selected party, the selected party, for itself, and on behalf of its representatives, among others, shall agree and promise to indemnify, defend, save and hold harmless San Juan County, and San Juan County’s representatives, among others, from any and all claims, among other things.
- K. Infringement: An interested party shall not infringe on patents, copyrights, trademarks, or intellectual property rights. The consequences from violation, including costs of defending a claim and indemnification from an action of claim by a third party, shall be borne by the selected party.
- L. Warranties. If products, goods, or otherwise will be supplied or provided by the selected party, the selected party shall agree to the specific warranty provisions that will be set forth in the written contract entered into between San Juan County and the selected party.
- M. Conflicting Terms of Provisions: If any portion of this RFP conflicts in whole or in part with a written agreement entered into between the selected party and San Juan County subsequent to the issuance of this RFP, the subsequent written agreement between the selected party and San Juan County shall control.

**XV. RFP SUBMISSION REQUIREMENTS AND NOTICE TO INTERESTED PARTIES ON HOW TO POTENTIALLY PROTECT CERTAIN PORTIONS OF THEIR PROPOSALS**

All interested parties shall submit five (5) copies of their proposal to San Juan County along with the completed form attached as “Attachment A” hereto. Four copies of the interested party’s proposal shall be full and complete copies and shall be submitted in hard copy form by either mailing or hand delivering such copy as follows:

If Provided by Mail:

San Juan County  
Attn: Purchasing Agent  
117 South Main Street  
PO Box 9  
Monticello, Utah 84535

If Provided by Hand Delivery:

San Juan County  
Attn: Purchasing Agent  
117 South Main Street, Room #202  
Monticello, Utah 84535

The fifth copy shall be submitted in “PDF” form. This copy may be submitted on a CD, flash drive, or other electronic storage medium and provided, along with the first copy, either through email, mail or by hand delivery.

If the interested party’s proposal either does not contain information that may be protected under Section 63G-2-305(1) or (2) of the Utah Code or the interested party does not want to protect information that could be protected under Section 63G-2-305(1) or (2) of the Utah Code, then the interested party’s second copy of its proposal, provided in “PDF” form, shall be a full and complete copy of the interested party’s proposal.



If, however, the interested party's proposal does contain information that may be protected under Section 63G-2-305(1) and/or (2) of the Utah Code, and the interested party would like to protect such information in its proposal, then the interested party shall comply with Section 63G-2-309 of the Utah Code.

If the interested party does not strictly comply with all of the foregoing provisions of this section, San Juan County, upon receiving a GRAMA request for the interested party's proposal, will release a full and complete copy of the interested party's proposal.

All costs associated with the preparation of the proposal, as well as any other related materials, will be the sole responsibility of the interested party. All proposals become the property of San Juan County upon submission. San Juan County reserves the right, but is not obligated, to reject any or all proposals submitted.

All project specifications, manuals, images, concepts, digital content, or other forms of marketing, whether digital or hard copies will all be tied directly to this project and shall be provided to and owned by San Juan County.

Further submission requirements are set forth in the sections below:

**Attachment A**

**San Juan County RFP Form**

**Respondent Information:** Provide the following information about yourself and your company.

Respondent Name: \_\_\_\_\_  
(Note: give exact legal name as it will appear on the contract, if awarded)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Business Structure:**

- \_\_\_\_\_ Individual or Sole Proprietorship
- \_\_\_\_\_ Partnership
- \_\_\_\_\_ Corporation
- \_\_\_\_\_ Limited Liability Company
- \_\_\_\_\_ Other, list business structure \_\_\_\_\_

**Insurance Certificate:** \_\_\_\_\_ Copy of insurance certificate, or \_\_\_\_\_ You are willing to get the proper insurance requirements if awarded the contract during contract negotiation.

**Contact Information:** List the one person who San Juan County or their representative may contact concerning your proposal.

Name: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**Final Bid/Pricing Structure:**

\_\_\_\_\_  
\_\_\_\_\_

By submitting this proposal, \_\_\_\_\_ hereby certifies our willingness to enter into a contract with San Juan County, if selected.

Signature \_\_\_\_\_ Date \_\_\_\_\_