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DOVER, DELAWARE 19901  
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February 10, 2011

Dear Prospective Consultant:

The Delaware State Housing Authority (DSHA) is issuing this Request for Proposal (RFP) to develop a marketing budget/plan.

Attention is directed to the enclosed instructions and specifications which are made part of this invitation.

Proposals must be submitted in accordance with the instructions contained within the RFP (attached). The proposal documents shall be sealed in an envelope clearly labeled, "Proposal for DSHA Marketing"- Not to be opened until 2:00 PM, Wednesday, March 16, 2011 along with the entity name and address.

The RFP contains five pages, exclusive of this cover letter.

All requests for additional information should be directed to Christina Hardin, Chief of Community Relations via the Community Relations' Marketing forum at [www.destatehousing.com/forum](http://www.destatehousing.com/forum). Questions and responses will be posted under the same forum and also at [www.bids.delaware.gov](http://www.bids.delaware.gov).

Sincerely,

CHRISTINA M. HARDIN  
Chief, Community Relations, DSHA

rvm

REQUEST FOR PROPOSALS TO CREATE MARKETING BUDGET/PLAN FOR  
DELAWARE STATE HOUSING AUTHORITY

Delaware State Housing Authority  
18 The Green  
Dover, DE 19901  
(302) 739-4263 • (888) 363-8808  
Contact: Christina Hardin  
Chief, Community Relations  
[Christina@destatehousing.com](mailto:Christina@destatehousing.com)  
[www.DESStateHousing.com](http://www.DESStateHousing.com)

**INTRODUCTION**

The Delaware State Housing Authority (DSHA) was created in 1968 as a public corporation and became an independent authority in the Executive Department in 1998, with its Director reporting to the Governor as a member of the Cabinet.

The mission of the Delaware State Housing Authority (DSHA) is to efficiently provide, and assist others to provide, quality, affordable housing opportunities and appropriate supportive services to responsible low- and moderate-income Delawareans.

In addition to its role as the State's Housing Finance Agency, DSHA is unique in that it is also serves as a Public Housing Authority and acts as a Community Development and Planning Agency. As a Public Housing Authority, DSHA receives funding from HUD to build, own and operate public housing in Kent and Sussex counties, two of Delaware's three counties. As such, DSHA provides a wide variety of services to a broad scope of consumers.

**PURPOSE**

DSHA is requesting a review of current public relations, marketing and related activities to provide examination, feedback and resources as necessary to evaluate the effectiveness and appropriateness of these resources, as well as make recommendations on changes and improvements. Specifically, DSHA is requesting a breakdown of advertising options with a budget recommendation based on an assessment of current activities and programs by target population and core services. The reason for this plan is to promote awareness and increase demand for DSHA's products and services. By utilizing all the various public relations tools available, the Authority can bring not only public awareness, but public support for DSHA.

DSHA has previously utilized printed marketing materials, local and state newspapers, AM/FM radio, television, direct mail, billboards, and internet advertising with the largest proportion of

resources allocated to printed materials and radio. DSHA also regularly hosts training, workshops and participates in community outreach events.

### **SCOPE OF WORK**

DSHA requests a marketing plan that will guide the strategies and resource development (time, energy, focus) of the Authority in its work over the next few years' including how DSHA can incorporate various social media outlets; either through sites currently established by the State of Delaware or independently. The plan should be constructed with a creative, problem-solving approach that is tied to our core services. It should reflect prudent and effective use of Authority resources and outlines goals and objectives in a way that DSHA can implement these tactics and strategies. The plan will help DSHA benchmark its progress, evaluate return on investment and assist with better achieving the Authority's mission.

Vendor will report the results of examination of existing image and management-related activities. This review will be accomplished with the involvement and support of DSHA staff, it will examine "best practices" that may be relevant for adoption and it will provide recommendations. The outcomes of the many issues that affect the future of DSHA — like those that affect similar organizations with highly visible and sensitive missions — will be shaped in large part by discussions in the public sector, including the public, special interest groups, and other public agencies.

A complete menu of advertising options will be submitted for future use by DSHA. This menu will highlight various advertising outlets along and provide a summary outlining audience demographics, advertising costs and timelines. It will also evaluate and provide recommendations on the most efficient and cost-effective advertising tools and activities.

### **PERFORMANCE STANDARD**

The contractor will respond to all concerns and/or issues brought to its attention by DSHA within three (3) business days or less.

The specifications contained in the RFP shall be considered as clear and complete unless written attention is called to any apparent discrepancy or omission thereof before opening of proposals. The Proposer agrees that any estimates as stated in the RFP are only to provide a uniform basis for comparison of proposals and are not represented to be accurate. Such estimates shall not be considered a binding feature of any contract nor in any other way to determine a liability against the Delaware State Housing Authority.

### **SUBCONTRACTING**

Offerors submitting proposals are encouraged to consider subcontracting portions of the engagement to small businesses owned and controlled by socially and economically disadvantaged individuals. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without consent of the Authority.

## **SUBMISSION OF PROPOSALS**

Each proposal must contain: 1) a complete scope of services to be performed along with an estimated work timeline (for review DSHA materials, current advertising, conduct interviews with DSHA staff, focus groups and include date for delivery of final review) along with the associated costs; 2) three references; 3) a description of any work to be subcontracted; 4) signed proposer warranties; and, 5) six copies of the completed proposal.

The proposal must include a description of the vendors' technical qualifications.

Proposals must also include:

- 1) Evidence of a Delaware Business license or evidence of an application to obtain a Delaware business license;
- 2) Evidence of Professional liability insurance coverage in the amount of \$1,000,000.

Proposals must be submitted in a sealed envelope labeled "Proposal for DSHA Marketing" and received by Christina Hardin, Delaware State Housing Authority, 18 The Green, Dover, DE 19901, no later than 2:00 PM, Wednesday, March 16, 2011. Proposals will be opened and evaluated in private.

Questions concerning proposal submissions, technical and creative aspects should be directed in writing to Christina Hardin, Chief of Community Relations, via the Community Relations' Marketing forum at [www.destatehousing.com/forum](http://www.destatehousing.com/forum). All questions and written responses will be posted under the same forum and also at <http://www.bids.delaware.gov>.

There is no expressed or implied obligation for the Authority to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

The Authority reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Authority and the firm selected.

The proposer certifies by submission of a proposal that it is not a debarred, suspended, or ineligible contractor by any Agency of Federal or State government. (No proposal received from a debarred, suspended or ineligible contractor will qualify for an award.

The Delaware State Housing Authority reserves the right to reject any and all proposals, to accept or reject any part of any proposal, or to waive informalities and minor irregularities in the proposals.

Proposals which contain erasures, alterations, conditional bids, omissions, or irregularities may be rejected.

### **CRITERIA FOR SELECTION**

All proposals shall be evaluated using the same criteria and scoring process. The following criteria shall be used by the evaluation team to evaluate proposals:

<u>Criteria</u>	<u>Weight</u>
Meets mandatory RFP provisions	pass/fail
1) Experience and qualifications in public relations & marketing activities	30
2) Methodology expressed to fit needs expressed in the RFP	30
3) Adequacy of work plan and schedules	20
4) Cost proposal	10
5) Location and availability of staff for response	10

A maximum of 100 points is possible:

DSHA intends to interview, at its discretion, such vendors as it chooses, and to negotiate with such vendors over the terms of their response.

DSHA may request additional information or clarification from proposers during the evaluation process.

### **PAYMENT TERMS**

Payments for the marketing plan will be based upon the submission of detailed invoices for work completed.

### **CONTRACT AWARD**

The contract is expected to be awarded no later than April 15, 2011.

The term of the contract shall be April 15, 2011 through May 31, 2011.

The Authority reserves the right to award a contract based solely on the proposals or to negotiate further with one or more offerors. The proposer selected will be chosen on the basis of the greatest benefit to the Authority, not necessarily on the basis of lowest price.

The proposer agrees, if successful, to execute a contract within five (5) days after Notice of Award. No contract may be assigned, either in whole or in part, without the prior approval of DSHA.

The price quoted in the proposal must be firm and not subject to change by the proposer for 60 days from the date of proposal opening. The price shall represent the total cost to DSHA including direct, indirect, and out-of-pocket costs.

The basis for all proposed costs shall be provided.

Minority Business Enterprise (MBE) and Women-Owned Business Enterprises (WBE) are encouraged to apply. Equal Opportunity Employer/Equal Housing Opportunity.

**Any questions concerning proposal submissions and technical and creative aspects should be directed in writing to Christina Hardin, Chief of Community Relations, via the Community Relations' Marketing forum at [www.destatehousing.com/forum](http://www.destatehousing.com/forum). All questions and Responses will be posted under the same forum and at <http://www.bids.delaware.gov>.**

DELAWARE STATE HOUSING AUTHORITY

PROPOSER WARRANTIES

The proposer certifies that it will provide all services as set forth in this Request for Proposal, and that it will not delegate or subcontract its responsibilities without the prior written permission of the Delaware State Housing Authority.

The proposer warrants that it is licensed to do business in the State of Delaware.

The proposer warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Official: \_\_\_\_\_

Name (typed): \_\_\_\_\_

Title: \_\_\_\_\_

Firm: \_\_\_\_\_

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

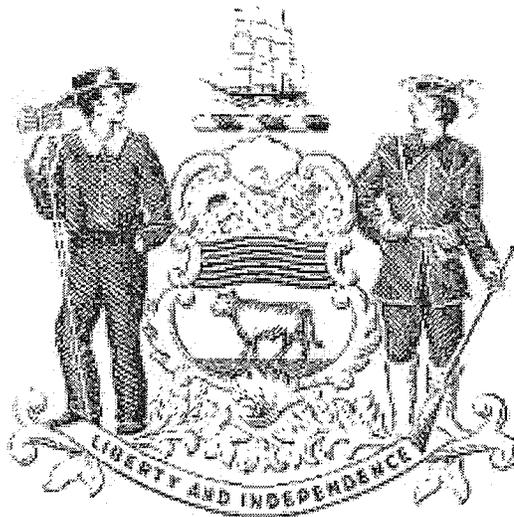
\_\_\_\_\_

Date: \_\_\_\_\_



**State of Delaware  
Minority and Women Business Enterprise  
Specialized Application**

**For use by companies that hold current  
Minority, Women or Disadvantaged Business Enterprise certification from:  
Disadvantaged Business Enterprise 49 cfr pt 26  
City of Wilmington, Delaware  
Minority Supplier Development Council (MSDC)  
Women Business Enterprise National Council (WBENC)  
Pennsylvania Unified Certification (PAUCP)  
Pennsylvania Department of General Services Minority/Women Business Enterprise  
National Minority Business Council  
Please inquire about other federal, state and private certifications**



**Complete application and mail to:**

Office of Minority and Women Business Enterprise (OMWBE)  
100 Enterprise Place, Suite 4  
Dover, DE 19904  
Telephone: (302) 857-4554 Fax: (302) 739-3779  
Email: [deomwbe@state.de.us](mailto:deomwbe@state.de.us)  
Web site: <http://gss.omb.delaware.gov/owmbe/>

Updated 4/10

OMWBE use only: Application Date:

Mail application to:  
Office of Minority and Women Business Enterprise  
100 Enterprise Place, Suite 4  
Dover, DE 19904

If you have any questions regarding the completion of this application, please contact us at (302) 857-4554.

**Note – This section must be filled out in its entirety for the application to be processed.  
Incomplete applications will not be processed.**

<b>1. Business Name(s), Federal Identification Number (EIN/SSN)</b>			
Legal Name of Firm:			
Doing Business As (If applicable):			
Federal E.I. Number/SSN:		E-Mail Address:	
Address line 1:			
Address line 2:			
City		State	Zip Code
Country			
Telephone Number:		Extension:	Fax Number:
Company Web Site Address:			
Corp <input type="checkbox"/>	LLC* <input type="checkbox"/>	S Corp <input type="checkbox"/>	Partnership <input type="checkbox"/>
LLP** <input type="checkbox"/>	Sole Proprietor <input type="checkbox"/>	Joint Venture <input type="checkbox"/>	
Date Firm was established?			

\* Limited Liability Corporation  
\*\* Limited Liability Partnership

<b>2. Primary owner applicant information</b>				
Name:		Title:		
Mailing Address:		City:	State:	Zip Code:
Country:				
Telephone Number:		Extension:	Fax Number:	
E-Mail Address:				
Date owner acquired controlling interest?				
Sex: <input type="checkbox"/> M <input type="checkbox"/> F		Ethnic Group:		
U.S. Citizen or Permanent Resident: <input type="checkbox"/> No <input type="checkbox"/> Yes				

<b>3. Firm is applying as:</b>			
<b>Minority Business Enterprise</b>		<b>Women Business Enterprise</b>	
<input type="checkbox"/> African American	<input type="checkbox"/> Asian American	<input type="checkbox"/> African American	<input type="checkbox"/> Asian American
<input type="checkbox"/> Hispanic American	<input type="checkbox"/> Native American	<input type="checkbox"/> Hispanic American	<input type="checkbox"/> Native American
<input type="checkbox"/> Subcontinent Asian	<input type="checkbox"/> Other	<input type="checkbox"/> Subcontinent Asian	<input type="checkbox"/> White American
		<input type="checkbox"/> Other	

**4. Describe, in detail, what product(s) and/or services your business provides. Attach additional pages and/or the company's catalog or inventory list, if needed.**

**5. Six digit North American Industry Classification System (NAICS) Code(s):**  
 (To assist you in determining your NAICS Code(s) go to [www.census.gov/naics](http://www.census.gov/naics))

1.	2.	3.	4.	5.	6.
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**6. Type of Business**

<input type="checkbox"/> Building trade	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Other
<input type="checkbox"/> Consultant	<input type="checkbox"/> Supplier	
<input type="checkbox"/> Generalized service	<input type="checkbox"/> Highway Construction	
<input type="checkbox"/> Licensed professional services		

**7. Please list the gross receipts of last two years**

(A) Year Ending:	Gross Receipts:	
(B) Year Ending:	Gross Receipts:	

**8. Has your office ever been denied by OMWBE?** Yes  No

**9. Please indicate which organization your firm is certified by.**

DeIDOT/PAUCP <input type="checkbox"/>	MSDC <input type="checkbox"/>	PA MWBE <input type="checkbox"/>	WBNEC <input type="checkbox"/>	City of Wilmington <input type="checkbox"/>
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**Other Certifications (please attach additional paper if necessary)**

**10. Is your firm registered with Central Contractor Registration (CCR) - Web site <http://www.ccr.gov/>**  
 Yes  No

**11. How did you hear about the Office of Minority and Women Business Enterprise:**

<input type="checkbox"/> OMWBE staff speak at an event sponsored by another organization	<input type="checkbox"/> OMWBE staff at a trade show or expo
<input type="checkbox"/> OMWBE's web site	<input type="checkbox"/> Materials published by OMWBE
<input type="checkbox"/> Referred by another organization	<input type="checkbox"/> Referred by the owner of an MBE or WBE
<input type="checkbox"/> Delaware state employee	<input type="checkbox"/> Other, please explain briefly:

# State of Delaware Minority and Women Business Enterprise Affidavit

Hereafter, "the Business" refers to

\_\_\_\_\_   
 Business Name

I understand the illegal nature of receiving public or private funds or other property as a consequence of false representation as to the minority status of the business and do herein certify under penalty imposed by Delaware statutes that the information provided is correct and said information herein may be used for the purposes of certifying the business as a Minority and/or Women Business Enterprise. Any false representation will be grounds for denying certification or initiating decertification in the future.

I agree to make available for inspection to the MWBE office any such materials that may be required to substantiate the degree of minority and women ownership and control of the business. I agree to arrange for on-site inspections of the business' facilities in order to verify information provided in this document.

I agree to provide written information relative to any future change in ownership and/or management of the business to the MWBE office within two weeks of the occurrence of the change. I acknowledge that failure to timely submit required change of status documentation might result in the decertification of the business.

I understand that the certification expiration is three years following the initial date of certification. I further understand that the business must apply for recertification prior to the expiration.

\_\_\_\_\_   
 Type or Print Name of Owner

\_\_\_\_\_   
 Signature of Owner

\_\_\_\_\_   
 Date

\_\_\_\_\_   
 Title

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_ a.d.   
 Month, Year

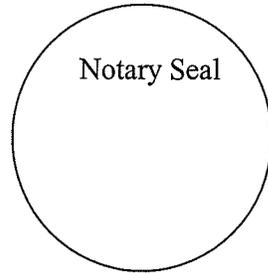
Signed \_\_\_\_\_

NOTARY PUBLIC IN AND FOR THE

County of \_\_\_\_\_

State \_\_\_\_\_

Notary Seal



My Commission Expires \_\_\_\_\_

Date

## Optional Questions

You are not required to answer the following questions and the answers will not affect your company's eligibility for certification. However, the answers will help OMWBE to identify business opportunities that may be suited to your company. Answers may be estimated; exact figures aren't necessary.

<b>For all companies</b>
How many years has your company been conducting business with you as owner?
How many contracts, subcontracts, and/or sales has your company completed during the last 12 months?
What is the largest contract, subcontract, or sale your company completed in the past 24 months?
Has your company done any business with government? <input type="checkbox"/> No; <input type="checkbox"/> Yes
If yes, what level of government (check all that apply): <input type="checkbox"/> Federal; <input type="checkbox"/> State; <input type="checkbox"/> Local
Has your company done any business with government in the State of Delaware? <input type="checkbox"/> No; <input type="checkbox"/> Yes
Number of government contracts, subcontracts, or sales completed (estimate):
<b>For Construction-Related Companies Only (not including suppliers of construction materials)</b>
What is your company's bonding capacity? \$ _____ (indicate "unknown" if you do not know)
What percent of your business is direct contracting?
What percent of your business is subcontracting?

### Specialized Certification Application Documents –

The following documents must be submitted (if applicable) with the application form (Submitting tax information provides OMWBE with documentation required to identify the business as a small business. If you would like to be identified as a small, minority and women business enterprise please submit tax information)

#### Disadvantaged Business Enterprise 49 cfr pt 26 & Pennsylvania Unified Certification (PAUCP)

1. Copy of the DelDOT/PAUCP certificate & approval letter
2. **Optional** - Two preceding years of business tax forms. If business tax forms are not available, two preceding years of personal tax forms.

#### Minority Supplier Development Council (MSDC) certified companies, please submit the following:

1. Copy of the MSDC certificate & approval letter.
2. **Optional** - Two preceding years of business tax forms. If business tax forms are not available, two preceding years of personal tax forms.

#### Women Business Enterprise National Council (WBENC) certified companies, please submit the following:

1. Copy of the WBENC certification & approval letter.
2. **Optional** - Two preceding years of business tax forms. If business tax forms are not available, two preceding years of personal tax forms.

#### City of Wilmington

1. Copy of the City of Wilmington certification & approval letter.
2. **Optional** - Two preceding years of business tax forms. If business tax forms are not available, two preceding years of personal tax forms.

#### Pennsylvania Department of General Services Minority/Women Business Enterprise

1. Copy of the DGS MWBE certification & approval letter.
2. **Optional** - Two preceding years of business tax forms. If business tax forms are not available, two preceding years of personal tax forms.