REQUEST FOR PROPOSALS - RADIO BROADCAST/ INTERNET RADIO ADVERTISING FOR DELAWARE STATE HOUSING AUTHORITY PROGRAMS

Delaware State Housing Authority
18 The Green
Dover, DE 19901
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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 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 proposal(s) from qualified radio / Internet radio broadcast providers for the purposes of radio / Internet radio advertising or underwriting in order to promote Delaware State Housing Authority, its programs and partners, and to enhance the exposure of DSHA to its target audience of decision makers, as well as traditionally underserved populations, throughout New Castle, Kent, and Sussex Counties.

SCOPE OF WORK

The proposal should outline for the following:

- Objectives for achieving maximum exposure in the capital area to the target audience of employers and business executives.
- Demographics for offerors' delivery area, specifically highlighting its ability to reach potential homebuyers within DSHA's eligibility criteria.
- Format of station(s), specifically highlighting listener demographics, and highlighting news/talk programming.
- Format of ads indicating if ads are read by announcers, traditional :30 and :60 spots, "generously supported by/sponsored by," etc.
- General schedule of when the ads/underwriting will run (morning, evening, weekdays, weekends).
- Unique ideas for appropriate programming or relevant ways to highlight DSHA programs and services for our customers.
- All associated production costs.

The proposal should provide outlines for running air times for a buy of:

- $1,000
- $2,500
- $5,000
- Or any applicable bundle special pricing/rates

Proposals from a broadcasting company that owns multiple stations should include ALL relevant and appropriate stations as a part of one proposal with budget levels serving as a total cost among all stations. The successful proposer(s) will be required to receive approval by the DSHA on all finished products.

PERFORMANCE STANDARD

If selected, the proposer(s) will respond to all concerns and/or issues brought to its attention by DSHA within two (2) 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 outline of all items requested and described in the attached Scope of Work, to include proposed costs as requested; 2) three business references for similar projects completed; 3) a description of any work to be subcontracted; 4) signed proposer warranties; and, 5) four 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 Radio / Internet Radio Advertising , and must be received at Delaware State Housing Authority, 18 The Green, Dover, DE 19901, no later than 2:00 PM, June 13, 2013. 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. 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:

	Criteria	Weigh
Meets mandatory RFP provisions		pass/fail
1)	Methodology expressed to fit needs expressed in the RFP	20
2)	Experience and qualifications in public relations & marketing activities	20
3)	Adequacy of work plan and schedules	20
4)	Cost proposal	20
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 July 1, 2013.

The term of the contract shall be July 1, 2013 through June 30, 2014.

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 ten (10) 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), Women-Owned Business Enterprises (WBE), and Veteran Business Enterprises (VBE) are encouraged to apply. Equal Opportunity Employer/Equal Housing Opportunity.

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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:_____