



**OFFICE OF THE WILL COUNTY EXECUTIVE**  
**JENNIFER BERTINO-TARRANT**

Will County Office Building – 302 N Chicago Street – Joliet, Illinois 60432

**Kevin Lynn**  
Purchasing Director

(815) 740-4712  
Fax (815) 740-4604  
[klynn@willcountyillinois.com](mailto:klynn@willcountyillinois.com)

January 25, 2021

To Whom It May Concern:

Will County is requesting proposals from qualified candidates in Communications Management to implement an overall Covid-19 vaccination communication strategy for the Will County Health Department.

Responses to this RFQ will be received in the Purchasing Department, 2nd floor, Will County Office Building, 302 North Chicago Street, Joliet, IL 60432, **not later than 4:00 p.m., “as so indicated by the time stamp clock of Will County”, Friday, February 5, 2021.**

The respondent acknowledges the right of the County of Will to reject any or all responses and to waive non-material informality or irregularity in any statement of qualifications received in whole or part as may be specified in the solicitation.

Should you have any questions regarding this RFQ, please contact Kevin Lynn, Purchasing Director, at [klynn@willcountyillinois.com](mailto:klynn@willcountyillinois.com).

We welcome your response to this solicitation.

Sincerely,

*Kevin Lynn*

Kevin Lynn  
Purchasing Director

**ADVERTISEMENT OF REQUEST FOR QUALIFICATIONS (RFQ):**

WILL COUNTY IS REQUESTING PROPOSALS FROM QUALIFIED CANDIDATES IN COMMUNICATIONS MANAGEMENT TO IMPLEMENT AN OVERALL COVID-19 VACCINATION COMMUNICATION STRATEGY, INCLUDING BOTH INTERNAL AND EXTERNAL COMMUNICATIONS, PROJECT MANAGEMENT AND COORDINATION OF DIFFERENT COMMUNICATION WORK STREAMS, INCLUDING CRISES COMMUNICATIONS

RESPONSES WILL BE RECEIVED AT THE WILL COUNTY PURCHASING DEPARTMENT, WILL COUNTY OFFICE BUILDING, 302 N. CHICAGO ST., JOLIET, IL 60432, UNTIL THE HOUR OF **4:00 P.M., FRIDAY, FEBRUARY 5, 2021.**

THE TERMS AND CONDITIONS OF THE RFQ ARE AVAILABLE AT [www.demandstar.com](http://www.demandstar.com) OR [www.willcountyillinois.com](http://www.willcountyillinois.com) OR FROM THE PURCHASING DEPARTMENT, 2ND FLOOR, WILL COUNTY OFFICE BUILDING, 302 N. CHICAGO ST., JOLIET, IL 60432, AND [purchasing@willcountyillinois.com](mailto:purchasing@willcountyillinois.com).

THE TENDERING OF A RESPONSE TO THE COUNTY SHALL BE CONSTRUED AS ACCEPTANCE OF THE STATED TERMS AND CONDITIONS. THE RESPONDENT ACKNOWLEDGES THE RIGHT OF THE COUNTY OF WILL TO REJECT ANY OR ALL RESPONSES AND TO WAIVE NON-MATERIAL INFORMALITY OR IRREGULARITY IN ANY RFQ RESPONSE RECEIVED IN WHOLE OR IN PART, AS SPECIFIED IN THE SOLICITATION.

BY ORDER OF THE WILL COUNTY EXECUTIVE, JENNIFER BERTINO-TARRANT.

## INSTRUCTIONS TO RESPONDENTS

### **GENERAL REQUIREMENTS:**

Will County is requesting proposals from qualified candidates in Communications Management to implement an overall Covid-19 vaccination communication strategy for the Will County Health Department.

### **RESPONSES:**

Sealed statements of qualifications will be received in the Purchasing Department, 2nd floor, Will County Office Building, 302 N. Chicago St., Joliet, IL 60432, **not later than Friday, February 5, 2021, at 4:00 PM “as so indicated by the time stamp clock of Will County”**. **STATEMENTS OF QUALIFICATIONS RECEIVED AFTER THIS TIME WILL NOT BE ACCEPTED.**

Sealed statements of qualifications must be made in accordance with the instructions contained herein. All terms and conditions as attached hereto shall be included in the contract for the work to be performed.

Statements of qualifications shall be submitted to the County of Will in a sealed package marked with the respondent's name and address and the notation:

**SEALED RFQ:**        **2021-61 RFQ – Covid-19 Vaccination Communication Strategy**

**RESPONSES DUE:**   **Friday, February 5, 2021 - 4:00 P.M.**

Sealed statements of qualifications shall be addressed to the Will County Purchasing Department, Will County Office Building, 302 N. Chicago St., Joliet, IL 60432.

-Please affix the label included on the outermost package of your sealed response to help ensure proper delivery!

### **SIGNATURE OF AUTHORIZED PERSONNEL:**

The signature on statement of qualifications documents shall be that of an authorized representative of the firm. An officer or agent of the business entity who is empowered to bind the firm in a contract shall sign the statements of qualifications and any clarifications thereto. The County of Will shall be entitled to rely on any apparent authority to bind, despite lack of actual authority

Each respondent, by producing and signing a statement of qualifications, represents that he/she has read and understands the solicitation documents. **Any statement of qualifications not containing said signed documents shall be non-conforming and shall be rejected.**

## **PROCEDURES:**

1. The Statement of Qualifications must be prepared as indicated in the "Submittal Requirements" section. One (1) original, four (4) paper copies (plainly marked) and one (1) PDF copy on CD or USB must be included in the sealed response package.
2. A statement of qualifications is invalid if it has not been received at the designated location prior to the time and date for receipt of RFQ indicated in the Advertisement for RFQ or prior to any extension thereof issued by the County of Will.
3. Each respondent shall carefully examine all documents and all addenda thereto; and, shall thoroughly familiarize itself with the detailed requirements thereof prior to submitting a statement of qualifications. Should a respondent find discrepancies, ambiguities or omissions in documents; or, be in doubt as to meaning, it shall at once, and in any event not later than seven (7) days prior to RFQ due date, notify the County of Will. If necessary, the County of Will shall issue a written addendum to all respondents. The County of Will is not responsible for any oral instructions. All inquiries shall be directed to Kevin Lynn in writing at: [klynn@willcountyllinois.com](mailto:klynn@willcountyllinois.com).
4. Changes or corrections may be made in the documents after they have been issued and before responses are received. In such cases a written addendum describing the change or correction will be issued by the County of Will to all parties recorded as having received the documents and will be available for inspection wherever issued. The County of Will shall issue a written addendum to all recorded parties via email and post on [www.demandstar.com](http://www.demandstar.com) and [www.willcountyllinois.com](http://www.willcountyllinois.com). Such addendum shall take precedence over that portion of the documents concerned and any conflicting provisions, and shall become part of the documents. Unless impracticable, such an addendum will be issued to reach the respondents at least five (5) days prior to date established for receipt of bids.

## **REJECTION OF RESPONSES:**

The respondent acknowledges the right of the County of Will to reject any or all statements of qualifications, to waive any non-material informality or irregularity in any statements of qualifications received, and to accept the statements of qualifications deemed most favorable to the interest of the County of Will after all have been examined and evaluated. In addition, the respondent recognizes the right of the County of Will to reject a statement of qualifications if it is in any way incomplete or irregular.

## **CONTRACT COMMENCEMENT:**

The contract is expected to commence on or after February 8, 2021, upon approval by Will County Board.

## **PRIME CONTRACTOR CERTIFICATION:**

Included in this packet is a prime contractor certification form. This form **must** be filled out, signed and returned with your proposal or it will not be considered.

## **NON-DISCRIMINATION:**

The respondent shall at all times observe and comply with any applicable laws, statutes, regulations or the like relating in any way to civil rights including but not limited to the Public Works Employment Discrimination Act, 775 ILCS 10/0.01 et seq.

**DEFAULT:**

In case of default by the successful respondent, the County of Will may procure the services from other sources and may deduct from the unpaid balance due the successful respondent any of its costs resulting from the default, and the prices paid by the County of Will shall be considered the prevailing market price at the time such purchase is made.

**HOLD HARMLESS CLAUSE:**

The respondent will save and hold harmless the County of Will from and against all causes of action, liabilities, claims, demands and damages of whatsoever kind or nature arising out of or connected with the performance of services by the respondent, whether such injury, death, loss or damage shall have been occasioned by the negligence of the respondent in whole or in part, or a sub-consultant of the respondent, or their employees, or otherwise. The respondent will defend at its own expense any actions based thereon and shall pay all charges of reasonable attorneys, all costs, damages and other expenses arising therefrom. All obligations arising from this clause shall survive termination of the agreement resulting from award of a contract derived from this RFQ.

**TAX EXEMPTION:**

The County of Will is exempt from Federal, State and Municipal Taxes.

**TERMINATION:**

Either party hereto may, at any time during the term hereof, terminate the contract, without cause, upon thirty (30) days written notice to the other party of such termination. At the end of said thirty (30) days' notice period, the contract shall be terminated.

Either party may also terminate the contract for cause upon material breach of the terms of the final contract and with 7 days written notice. Upon mutual agreement of the parties, the material breach may be cured during the 7 days notice period.

Immediately upon the termination of the contract for any reason, all debts, obligations and liabilities theretofore accrued between the vendor and Will County will be paid, performed and discharged except for the provisions of the Hold Harmless Clause and liability arising therefrom, which shall survive any termination of the Agreement resulting from the award of this proposal.

**COMPLIANCE WITH APPLICABLE LAW:**

In all aspects relative to the performance of their respective obligations under this contract, the respondent and County of Will shall conduct their respective businesses in accordance with all applicable federal, state and local laws.

**CHOICE OF LAW**

Responses to this RFQ and any agreement connected herewith shall be governed by the laws of the State of Illinois, without regard to conflict of law provisions.

## **VENUE**

Venue for any cause of action related to this RFQ and any agreement connected herewith shall be filed with the Twelfth Judicial Circuit, Will County, Illinois.

## **ILLINOIS FREEDOM OF INFORMATION ACT**

Any and all submissions to the County of Will become the property of the County of Will and these and any late submissions will not be returned. Responses will be open to the public under the Illinois Freedom of Information Act (FOIA) (5 ILCS 140) and other applicable laws and rules, unless you request in your response that we treat certain information as exempt. We will not honor requests to exempt entire responses. You must show the specific grounds in FOIA or other law or rule that support exempt treatment. If you request exempt treatment, you must submit an additional copy of the response with exempt information deleted. This copy must tell the general nature of the material removed and shall retain as much of the response as possible. In the event the County of Will receives a request for a document submitted, the County of Will shall provide notice to the respondent, as soon as practicable. Regardless, the respondent will be responsible for any costs or damages associated with defending any request for exempt treatment. Furthermore, respondent warrants that County of Will's responses to requests for a document submitted that is not requested to be exempt will not violate the rights of any third party.

Please be advised that if your response is accepted by the County of Will and a contract between the respondent and County of Will results for subsequent negotiations, all related records maintained by, provided to, or required to be provided to the County of Will are subject to FOIA. In the event the County of Will receives a request for a document relating to the respondent, its provision of services, or the arranging for the provision of services, the County of Will shall provide notice to the respondent as soon as practicable; and, within the period available under FOIA, respondent may then identify those records, or portions thereof, that it in good faith believes to be exempt from production and the justification for such exemption. Regardless, respondent will be responsible for any costs or damages associated with defending the request for exempt treatment. Furthermore, respondent will warrant that County of Will's responses to requests for a document relating to the respondent, its provision of services, or the arranging for the provision of services, will not violate the rights of any third party.

Please also be advised that FOIA provides that any record in the possession of a party with whom the County of Will has contracted to perform a governmental function on behalf of the County of Will, and that directly relates to the governmental function and is not otherwise exempt under FOIA is considered a public record of the County of Will for purposes of FOIA (5 ILCS 140/7(2)). As such, upon request by the County of Will (or any of its officers, agents, employees or officials), the respondent shall provide to the County of Will at no cost and within the timeframes of FOIA, a copy of any "public record" as required by FOIA and in compliance with the provisions of FOIA. After request by the County of Will, the respondent may then identify those records, or portions thereof, that it in good faith believes to be exempt from production and the justification for such exemption. Regardless, the respondent will be responsible for any costs or damages associated with defending the request for exempt treatment.

**TENTATIVE TIMELINE:**

January 25, 2021	RFQ Released/Available
February 1, 2021	Deadline for Submittal of Questions
February 5, 2021	RFQ due in Purchasing Department by 4:00 P.M.(CST)

**SUBMITTAL REQUIREMENTS:**

Each of the following items shall be submitted by the time mentioned herein in order that the RFQ will be considered:

1. One (1) Complete original, four (4) paper copies (plainly marked) and one (1) electronic copy (CD or Flash Drive) of all submitted materials
2. References (Min 3)
3. **Signed** Copy of Prime Contractor Certification
4. **Signed** Copy of RFQ Form
5. **Signed** Copy of Addenda Form (mark n/a if none issued)

# Request For Qualifications – Will County COVID-19 Vaccination Communications Management

## 1. Background

As the COVID-19 pandemic continues to surge across the country and in our communities, ensuring the Will County Health Department is providing timely and pertinent information to the public at-large is vitally important to the health and well-being of our residents. Further, as the Health Department, under the guidance of the Illinois Department of Public Health, oversees the County's vaccination rollout plan, communication to our healthcare systems and community leaders will help ensure our maximum compliance with COVID-19 vaccination.

## 2. Scope of Program

- i. Overall communication strategy, including both internal and external communications, project management, and coordination of different communication work streams, including crises communication.
  - a. Create an internal communication plan – a process for reaching county employees through combinations of emails, intranet postings, flyers/ posters, leader talking points, FAQs or a website situation room. The plan should identify simple, key messages, a reliable process and the vehicles for providing continual updates and collecting feedback from employees.
  - b. Create an external communication plan – a process for reaching external stakeholders, community leaders, media, public officials, local community, and health care providers.
- ii. Creative development of the overall vaccine marketing/communications campaign, including design and creative work related to communication outreach
- iii. Developing and executing a communications strategy to reach the County's Black communities and residents
- iv. Developing and executing a communications strategy to reach our Latinx communities and residents
- v. Media planning and buying, primarily in local media, both in traditional and digital channels.

## 3. Budget and Available Resources

Currently, the County has budgeted approximately \$75 thousand in federal grant funds for the project. If additional funds become available in the future, the County, in its discretion, may increase the Program budget. In addition, we have a wide range of free media assets to launch this campaign, including all of the County's social media assets, PSA opportunities on local TV stations, and more. Contractor will work closely with County and Health Department staff responsible for marketing, communications, and the public health response.

After the contractor selection, we expect the work to span a 6 month period that would begin immediately and end before end of year, 2021. The contract will have up to one extension, not to exceed one year, at the discretion of the County based on the availability of funds, the need to extend services, and the respondent's performance.



#### **4. Required Information**

Please provide answers and perspectives to the following questions:

- Provide an overview of your experience conducting general health awareness campaigns or public health-related campaigns over the last three years.
- How would you ensure that your messaging would resonate with all residents in Will County?
- Who would be the key members of your team?
- What about your agency's experience or qualifications makes you a good fit for this work?
- Please list any government clients.
- How do you develop big breakthrough creative ideas?
- What do you believe makes for a productive agency/client relationship?

#### **5. Staffing Plan**

Please describe how many staff (part time, full time, or hourly) will be staffed to support this project, including information on the staff's title, role and percent allocation. If one or more agencies will serve as subcontractors to the respondent, be specific in outlining the roles each agency will play in performance of the duties.

#### **6. Financial Proposal**

Please provide your agency's rate card for review, including billable rates and potential hours estimates for components of the work.

**PRIME CONTRACTOR CERTIFICATION:**

The undersigned hereby certifies that \_\_\_\_\_

Company Name

Is not barred from contracting with any unit of State or local government as a result of a violation of either Section 33E-3 or 33E-4 of the Criminal Code of 1961.

\_\_\_\_\_  
Name of Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Note: A person who makes a false certificate commits a Class 3 Felony.

Sections 33E-3 and 33E-4 provide as follows:

**33E-3. Bid-rigging.** A person commits the offense of bid-rigging when he knowingly agrees with any person who is, or but for such agreement would be, a competitor of such person concerning any bid submitted or not submitted by such person or another to a unit of State or local government when with the intent that the bid submitted or not submitted will result in the award of a Contract to such person or another and he either (1) provides such person or receives from another information concerning the price or other material term or terms of the bid which would otherwise not be disclosed to a competitor in an independent noncollusive submission of bids or (2) submits a bid that is of such a price or other material term or terms that he does not intend the bid to be accepted.

Bid-rigging is a Class 3 felony. Any person convicted of this offense or any similar offense of any state or the United States which contains the same elements as this offense shall be barred for 5 years from the date of conviction from Contracting with any unit of State or local government. No corporation shall be barred from Contracting with any unit of State or local government as a result of a conviction under this Section of any employee or agent of such corporation if the employee so convicted is no longer employed by the corporation and: (1) it has been finally adjudicated not guilty or (2) if it demonstrates to the governmental entity with which it seeks to Contract and that entity finds that the commission of the offense was neither authorized, requested, commanded, nor performed by a director, officer or a high managerial agent in behalf of the corporation as provided in paragraph (2) of subsection (a) of Section 5-4 of this Code.

**33E-4 Bid rotating.** A person commits the offense of bid rotating when, pursuant to any collusive scheme or agreement with another, he engages in a pattern over time (which, for the purposes of this Section, shall include at least 3 Contract bids within a period of 10 years, the most recent of which occurs after the effective date of this amendatory Act of 1988) of submitting sealed bids to units of State or local government with the intent that the award of such bids rotates, or is distributed among, persons or business entities which submit bids on a substantial number of the same Contracts. Bid rotating is a Class 2 felony. Any person convicted of this offense or any similar offense of any state or the United States which contains the same elements as this offense shall be permanently barred from Contracting with any unit of State or local government. No corporation shall be barred from Contracting with any unit of State or local government as a result of a conviction under this Section of any employee or agent of such corporation if the employee so convicted is no longer employed by the corporation and: (1) it has been finally adjudicated not guilty or (2) if it demonstrates to the governmental entity with which it seeks to Contract and that entity finds that the commission of the offense was neither authorized, requested, commanded, nor performed by a director, officer or a high managerial agent in behalf of the corporation as provided in paragraph (2) of subsection (a) of Section 5-4 of this Code.

Possible violations of Section 33 can be reported to the Office of the Will County State's Attorney at (815) 727-8453.

**RFQ FORM  
SUBMIT TO:**

**Date Released: January 25, 2021  
Due: February 5, 2021, 4:00 P.M.**

WILL COUNTY  
PURCHASING DEPARTMENT  
302 N. CHICAGO STREET  
JOLIET, IL 60432

**#2021-61  
Covid-19 Vaccination  
Communication Strategy**

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SOC. SEC # or FEIN: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

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Agency Name and Delivery Address:	WILL COUNTY 302 N. CHICAGO STREET, JOLIET, IL 60432
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For Additional information contact:	KEVIN LYNN, PURCHASING DIRECTOR, <a href="mailto:klynn@willcountyillinois.com">klynn@willcountyillinois.com</a>
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Signed by: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Representative of Company

**RFQ FORM  
SUBMIT TO:**

**Date Released: January 25, 2021  
Due: February 5, 2021, 4:00 P.M.**

WILL COUNTY  
PURCHASING DEPARTMENT  
302 N. CHICAGO STREET  
JOLIET, IL 60432

**#2021-61  
Covid-19 Vaccination  
Communication Strategy**

COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
SOC. SEC. or F.E.I.N. # \_\_\_\_\_  
CONTACT \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

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ADDENDUM RECEIPT: Receipt of the following Addendum to the Bidding Documents is hereby acknowledged:

No. \_\_\_\_\_, dated \_\_\_\_\_, signed \_\_\_\_\_

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ADDENDUM RECEIPT: Receipt of the following Addendum to the Bidding Documents is hereby acknowledged:

No. \_\_\_\_\_, dated \_\_\_\_\_, signed \_\_\_\_\_

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ADDENDUM RECEIPT: Receipt of the following Addendum to the Bidding Documents is hereby acknowledged:

No. \_\_\_\_\_, dated \_\_\_\_\_, signed \_\_\_\_\_

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ADDENDUM RECEIPT: Receipt of the following Addendum to the Bidding Documents is hereby acknowledged:

No. \_\_\_\_\_, dated \_\_\_\_\_, signed \_\_\_\_\_

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**LATE RESPONSES CANNOT BE ACCEPTED!**

<b><u>Respondents Return Address:</u></b>	
<b><u>RFQ #:</u></b>	<b>2021-61 Covid-19 Vaccination Communication Strategy</b>
<b><u>DUE DATE:</u></b>	<b>2/5/21 4:00 PM</b>
<b><u>DUE:</u></b>	<b>4:00 P.M.</b>
<b>DATED MATERIAL-DELIVER IMMEDIATELY</b> <b>WILL COUNTY PURCHASING DEPARTMENT</b> <b>302 N. CHICAGO ST., 2<sup>ND</sup> FLOOR</b> <b>JOLIET, IL 60432</b>	

PLEASE  
CUT OUT AND AFFIX THIS LABEL (ABOVE) TO  
THE OUTERMOST PACKAGE OF YOUR SEALED RESPONSE  
TO HELP ENSURE PROPER DELIVERY!

**LATE RESPONSES CANNOT BE ACCEPTED!**