

VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

REQUEST FOR PROPOSALS

Freelance Writer Pool

- | | |
|--|---|
| 1. Date of Issue: | 6.14.19 |
| 2. Submission of questions on the RFP | 7.10.19 |
| 3. Deadline to Submit Proposals | 7.12.19 @ 4:00 p.m. |
| 4. Award to Successful Offerors | Selections will be made as need arises |

The Mat-Su Health Foundation (MSHF) is requesting proposals from qualified consultants interested in performing freelance writing work. Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically by 4:00 PM, Alaska Time, 7.12.19, to:

Mat-Su Health Foundation
Attn: Robin Minard, Chief Communications Officer
rminard@healthymatsu.org

I. About Mat-Su Health Foundation

The Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital and protect the community's interest in this important healthcare asset through board oversight. The MSHF invests its share of Mat-Su Regional's profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

- Vision:** A community where all persons have the opportunity for a healthy life
Mission: To Improve the Health and Wellness of Alaskans Living in the Mat-Su
Values: Prevention, Access, Wellness, Fairness, Leadership, Collaboration

Definitions

- Health – Complete physical, mental and social well-being and not merely the absence of disease and infirmity
- Wellness – A healthy balance of the mind, body and spirit that results in an overall feeling of well-being
- Wellbeing – A good or satisfying condition of existence; a state characterized by health, happiness and prosperity (Quality of Life)

II. Scope of Work and Deliverables

The Mat-Su Health Foundation seeks to establish a pool of professional writers available on an as-needed basis. Selected writers will be responsible for researching, writing and editing a variety of projects that tell compelling stories supported by data. The content developed by these writers may be used in whole or in part on the MSHF website, in print publications (including newspapers and magazine), email newsletters, blogs, news releases, social media, and advertising. Target audiences include grantees, prospective grantees, government officials, policy makers, news media, members of the health and wellness communities, and the general public. All content will be the property of MSHF and may be edited by MSHF staff and used in any format in perpetuity. The writer's byline may or may not be included at the discretion of the MSHF. Exact deliverables will vary depending upon each assigned project.

III. Work Schedule

Work schedules will be established on a case-by-case basis, depending on each particular assignment.

IV. Proposal Format and Content

MSHF seeks simplified, cost-effective proposals. However, in order for MSHF to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

- a) **Cover Letter:** The cover letter must include the complete name, mailing address, email address and telephone number of the offeror. Proposals must confirm that the offeror will comply with all provisions in this RFP. Proposals must be signed by a company officer empowered to bind the company. A statement that the proposal will remain in effect for 60 days after receipt by the Mat-Su Health Foundation must be included.
- b) **Objectives and Services:** The offeror should describe their understanding of the objectives of this RFP and define any assumptions made in formulating the response. They should identify any distinct and substantive qualifications for undertaking the proposed contract.
- c) **Relevant Project Experience:** The response must describe three recently completed previous projects that the offeror has completed and must include reference contact names, email addresses and phone numbers for each project.
- d) **Writing Samples:** At least three writing samples must be included. Ideally the samples will reflect a variety of mediums, such as articles that appeared in general circulation publications (newspapers or magazines); blog posts; op-eds; and/or social media posts/campaigns.

V. Cost Proposal

Proposals should include the hourly rate and/or per project charge that the consultant requires.

VI. Proposal Evaluation Criteria

The following criteria will be weighed in evaluating the proposals for each response:

- Skill/Creativity (40 points): The samples submitted by the contractor demonstrate exceptional reporting and writing skills as well as the ability to use data to tell compelling stories.
- Competency and Experience (40 points): The contractor demonstrates that they have successfully completed similar projects. A background in print journalism is preferred but not required.
- Value/Pricing Structure (20 points): The hourly rate is commensurate with the value offered by the contractor.

VII. Additional Instructions

Location of Work

The work is to be performed, completed and managed at the contractor's site and at locations where the stakeholders convene. MSHF will not provide work space for the contractor. The contractor must provide its own work space. The contractor should include in its price proposal: transportation and per diem costs sufficient to pay for staff to make necessary trips to the Mat-Su-based meetings.

Right of Rejection

Offerors must comply with all of the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. MSHF may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of MSHF. If an offeror does, MSHF may find the proposal to be a non-responsive counter-offer and reject the proposal. Minor informalities that do not affect responsiveness and/or change the meaning/scope of the RFP may be waived by MSHF.

MSHF reserves the right to refrain from making an award if it determines that to be in its best interest.

MSHF Not Responsible for Preparation Costs

MSHF will not pay any cost associated with preparation, submittal or presentation of any proposal.

Disclosure of Proposal Contents

All proposals and other material submitted become the property of MSHF and may be returned only at MSHF's option. All proposal information will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing and that MSHF agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified, and the offeror must include a brief statement that sets out the reasons for confidentiality.

Offeror's Certification

By signature on the proposal, offerors certify that they comply with:

- (a) the laws of the State of Alaska;
- (b) the applicable portion of the Federal Civil Rights Act of 1964;
- (c) the Equal Opportunity Act and the regulations issued thereunder by the federal government;
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- (e) all terms and conditions set out in this RFP and;
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and
- (g) that the offers will remain open and valid for at least 30 days.

By signature on the proposal, offerors also certify that programs, services, and activities provided to the general public under the resulting contract conform to the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with (a) through (g) of this paragraph, MSHF reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. MSHF reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. MSHF's determination regarding any questions of conflict of interest shall be final.

Discussions with Offerors

MSHF will answer questions pertaining to this RFP via email submitted prior to 7.10.19. The answers to these questions will be posted on the MSHF website. Additionally, the MSHF may conduct discussions with offerors in order to determine if a proposal is reasonably susceptible for award. Such discussions between the offeror and MSHF staff are permitted to clarify uncertainties or eliminate confusion concerning the contents of a proposal and which do not result in a material or substantive change to the proposal.

MSHF may also conduct discussions with offerors for the purpose of ensuring full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by MSHF. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by MSHF. If modifications are made as a result of these discussions, they will be put in writing. Following discussions, MSHF may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact MSHF prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal should be reduced to writing by the offeror.

Alaska Business License and Other Required Licenses

At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive.

Proposed Payment Procedures

MSHF will make payments based on a negotiated payment schedule. Each billing may not exceed 40% of the contract amount and must consist of an invoice and progress report. No payment will be made until the progress report and invoice have been approved by the Executive Director. MSHF will retain 20% of the contract amount until the contract is successfully completed.