



Franklin County Crisis Care Center Marketing Communications Campaign

Request for Proposals

Release Date: Monday, August 12, 2024

Due Date: noon, Friday, September 6, 2024



The Alcohol, Drug and Mental Health Board of Franklin County (ADAMH) is seeking proposals from marketing communication firms for a scope of work to support the introduction and promotion of the new Franklin County Crisis Care Center as the central, preferred destination for adults and families experiencing a mental health and/or addiction related crisis.

Attached please find a copy of the request for proposals (RFP) for this project. To receive full consideration, qualified vendors should provide a cover letter and a response to this request before our target deadline of Friday, September 6, 2024. The cover letter should include all relevant contact information for the firm’s main point of contact. All statements of qualifications should incorporate the specifications stated in the RFP. Creative partnerships are encouraged.

The anticipated project timeline is as follows:

Vendor Selection

RFP posted.....	Monday, August 12, 2024
Pre-application webinar.....	2 p.m. Thursday, August 29, 2024
Proposals due	Noon, Friday, September 6, 2024
Recommendation made to ADAMH board of trustees.....	Tuesday, October 22, 2024
Applicants notified	Wednesday, October 23, 2024
Contract executed.....	Friday, November 1, 2024

Contract Deliverables

Work commences	Monday, November 4, 2024
Plan and budget approved.....	Monday, December 2, 2024
Campaign launch	March/April 2025

Please send all questions and final documentation to RFPsubmission@adamhfranklin.org.

Sincerely,

Erika Clark Jones

CEO

**ADAMH BOARD OF FRANKLIN COUNTY REQUEST FOR PROPOSALS
FRANKLIN COUNTY CRISIS CARE CENTER MARKETING COMMUNICATIONS CAMPAIGN**

I. GENERAL OVERVIEW

The Alcohol, Drug and Mental Health Board of Franklin County (ADAMH) is leading the construction of the new [Franklin County Crisis Care Center](#), which will serve as the cornerstone of the continuum of adult crisis care, becoming the preferred destination for anyone 18 years or older experiencing a mental health or addiction related crisis in Franklin County. This will include a full array of services with integrated peer support at all levels and a no-wrong-door approach to ensure any adult, 18 or older, arriving at the crisis care center receives services. The crisis center is currently under construction at 465 Harmon Avenue, Columbus, Ohio, and is set to open to the public in spring 2025. ADAMH is seeking a firm to develop and execute an integrated marketing communications strategy to introduce this new, first-of-its-kind behavioral health care facility to the community.

A. Alcohol, Drug, and Mental Health Board of Franklin County (ADAMH)

[ADAMH](#) is a local, levy-funded agency that plans, funds and evaluates behavioral healthcare services in our community. In this role, ADAMH is responsible for coordinating the ongoing assessment of needs of all Franklin County residents for services and supports across Franklin County’s continuum of care. ADAMH does not provide direct services, but instead contracts with more than 30 non-profit organizations to provide them.

B. Project Background (Franklin County Crisis Center)

ADAMH and its many partners are working to enhance the crisis care continuum in Franklin County, ensuring that there is someone to call, someone to come and a place to go for individuals in crisis. To be successful we must meet people where they are, with the most appropriate response for an individual’s situation, and ensure better care and timely access for all persons.

The cornerstone of our crisis care continuum is the new adult-serving Franklin County Crisis Care Center, which began construction in April 2023. More than 100 community partners gathered in February 2023 to celebrate the ceremonial groundbreaking on-site at the property located at 465 Harmon Avenue, Columbus, Ohio.

When it opens in spring 2025, the more than 70 thousand-square-foot community-based facility will serve up to 80 individuals at any point in time and offer an array of critical crisis intervention services through both walk-in and inpatient units. The center will offer a no-wrong-door approach to ensure that any adult arriving at the crisis center receives services regardless of ability to pay.

This project is several years in the making. Voices from every part of the community were a part of the planning process and included local mental health and addiction service providers, hospitals, law enforcement, advocacy organizations, and most importantly individuals and families with lived experience.

The Franklin County Crisis Care Center has benefited from tremendous collaborative support in its planning and has received [funding from an array of institutions and donors](#). Furthermore, government financial support has come at every level—federal, state, county and local.

The result is a crisis care facility uniquely designed for Franklin County that will meet a range of needs through an innovative model that integrates recovery, clinical and medical services together to provide comprehensive, person-centered care.

**ADAMH BOARD OF FRANKLIN COUNTY REQUEST FOR PROPOSALS
FRANKLIN COUNTY CRISIS CARE CENTER MARKETING COMMUNICATIONS CAMPAIGN**

C. Goals and Objectives of This Request

The purpose of this request is to identify qualified vendors to plan and execute an integrated marketing communications strategy to bring energy and creativity into introducing the new Franklin County Crisis Care Center to the community. A successful campaign will both create awareness about the crisis center and educate about how the new facility is an available alternative to emergency departments for adults experiencing a mental health or addiction-related crisis.

The chosen event vendor will have experience successfully developing and executing creative strategies to educate Franklin County residents about community-based services. Experience with health care and behavioral health services is a plus.

The duration of the contract will be from Friday, November 1, 2024, to Wednesday, December 31, 2025.

D. Calendar of Events and Project Timetable

Crisis Care Center community opening events and activities will take place in March/April 2025. The marketing communications strategy must be in alignment with and support center’s opening planning, which is being managed by a separate vendor. Opportunities for collaboration with the event planning team are anticipated throughout the marketing communications planning process.

The initial months of engagement will be dedicated to gathering stakeholder input, the research and development of messaging and campaign creative, and development of a plan and accompanying budget. The expectation is that the campaign will launch in tandem with opening events in spring 2025 and continues through December 2025.

The schedule for the project is given below and is subject to change in the best interest of ADAMH. ADAMH may change the schedule at any time. If ADAMH changes the schedule before the due date listed in this RFP, it will publish those changes on the ADAMH website.

Vendor Selection

RFP posted.....	Monday, August 12, 2024
Pre-application webinar.....	2 p.m., Thursday, August 29, 2024
Proposals due	Noon, Friday, September 6, 2024
Recommendation made to ADAMH board of trustees.....	Tuesday, October 22, 2024
Applicants notified	Wednesday, October 23, 2024
Contract executed.....	Friday, November 1, 2024

Contract Deliverables

Work commences	Monday, November 4, 2024
Plan and budget approved.....	Monday, December 2, 2024
Campaign launch	March/April 2025
Campaign ends	Wednesday, December 31, 2025

ADAMH will offer a pre-application technical assistance webinar via Microsoft Teams at 2 p.m. on Thursday, August 29, 2024, to clarify ambiguities and answer questions regarding this request. Questions should be submitted for this webinar no later than 5 p.m. on Wednesday, August 28, 2024. Those interested in attending the webinar must request access before noon on August 29, at RFPsubmission@adamhfranklin.org.

**ADAMH BOARD OF FRANKLIN COUNTY REQUEST FOR PROPOSALS
FRANKLIN COUNTY CRISIS CARE CENTER MARKETING COMMUNICATIONS CAMPAIGN**

E. Non-discrimination

It is the policy of the ADAMH Board to follow the laws and executive orders relevant to equal employment opportunity. Therefore, no qualified person will be discriminated against in recruitment, appointment, promotion, retention, or any other aspect of personnel administration, based on race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

The vendor will take affirmative action to ensure that employees are treated without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. Such action shall include, but not be limited to, employment, upgrading, promotion, demotion, termination, rates of pay, or other forms of compensation, and selection for training. The vendor agrees to post in conspicuous places, available to employees and applicants for employment, notices summarizing the provisions of this equal opportunity clause. The vendor, in all solicitations or advertisements for employees placed by, or on behalf of the vendor, state that they are an equal opportunity employer.

II. SCOPE OF SERVICES

ADAMH is soliciting proposals for marketing communications services to introduce the Franklin County Crisis Care Center as a vital, new behavioral health care resource for the community. This is a 13-month contract that runs from November 4, 2024, through December 31, 2025.

Services will include:

- Research and discovery process with input from key community partners
- Develop and test key messaging
- Develop and test creative concepts
- Develop creative assets and collateral materials incorporating ADAMH brand guidelines
- Establish and manage budget
- Oversee execution of plan and campaign management
- Regular reporting in three-month intervals and a final year-end report

Cost Estimates: The total budget is up to \$235,000 and the breakdown is:

- Research and planning.....\$30,000
- Campaign creative asset development\$30,000
- Paid media budget (must include commissions) \$175,000

Note that \$30,000 for the research work must be billed in 2024.

**ADAMH BOARD OF FRANKLIN COUNTY REQUEST FOR PROPOSALS
FRANKLIN COUNTY CRISIS CARE CENTER MARKETING COMMUNICATIONS CAMPAIGN**

III. SPECIFICATION OF DELIVERABLES

Work shall begin after a fully executed contract between ADAMH and the chosen applicant is completed. The deliverables are as follows:

1. An integrated marketing communications campaign to launch in spring 2025 and concludes at year-end that incorporates community outreach, digital and social paid media and organic posts, and a mix of out-of-home and print ad placement.
2. Development of equitably accessible and relevant messaging, campaign assets and collateral materials for diverse populations and individuals with lived experiences as well as translation services for some digital and print assets into Spanish, Somali, Nepali, French, and Arabic should be incorporated in the bid.
3. Development of key collateral materials to complement paid campaign assets that include, but are not limited to designs for rack cards, postcards, posters, fact sheets and digital boards.
4. Enhancements to the existing Franklin County Crisis Care Center website to support campaign activity in collaboration with existing web services vendor.
5. Campaign execution, management, ongoing optimizations, and reporting. Measurable outcomes should include the number of people reached and number of website visits. Defined metrics will be identified by ADAMH during the planning phase.

Bids should also account for working closely with the ADAMH Public Affairs team on implementation of the plan. For relationship purposes, there may be some tactics that are identified to be led by the ADAMH Public Affairs team and others that are led by the firm. For instance, earned media likely will be handled by the ADAMH team, however, that strategy must align with the overall marketing communications plan.

IV. SUBMISSION REQUIREMENTS

A cover letter, statement of qualifications, SEBE form, SEBE affidavit, and work products should be submitted as separate files to RFPsubmission@adamhfranklin.org. Use “ADAMH Marketing Communications Campaign RFP Response – [Agency Name]” in the subject field. An individual email must not be larger than 10MB or it will not reach the intended inbox. Multiple emails can be submitted and should include that detail in the subject line: “ADAMH Marketing Communications Campaign RFP Response – [Agency Name] (1 of 2)” and “ADAMH Marketing Communications Campaign RFP Response – [Agency Name] (2 of 2)”, etc. Proposals received after noon local time on Friday, September 6, 2024, shall not be considered.

To receive full consideration, applicant’s statement of qualifications must include all the information as written in this section.

A. Cover Letter: Applicants should identify a point of contact with all associated contact information, including name, title, phone number, and email address.

B. Statement of Qualifications: The applicant provides a succinct statement of qualifications that addresses the topics listed below. A table of contents that identifies the corresponding section and page numbers should be included.

**ADAMH BOARD OF FRANKLIN COUNTY REQUEST FOR PROPOSALS
FRANKLIN COUNTY CRISIS CARE CENTER MARKETING COMMUNICATIONS CAMPAIGN**

C. Expertise

- Applicant must *demonstrate their ability* to perform the kinds of event planning work as listed in the scope of services and specifications of deliverables.
- Applicant should *discuss relevant partnerships or strategic relationships* that add to their capability to deliver the requested services.
- Applicant should *provide previous marketing communications experience and relevant educational background*.
- Applicant may *provide names and contact information for one or two entities at which they have performed strategic marketing and communications services* for in the past five years. These references should be able to corroborate applicant's claim of having the expertise necessary to successfully market the Franklin County Crisis Care Center.

D. Project Costs: Applicants are asked as part of this RFP for detailed cost estimates for each deliverable. A final budget will be negotiated with the vendor we deem qualified and with whom we are interested in working.

E. SEBE form and SEBE affidavit