



**Request for Proposals  
(RFP)  
Marketing and Media**

LifeBridge Community Services, Inc.  
475 Clinton Ave.  
Bridgeport, CT 06605

Due Date  
October 27, 2023  
5:00 pm

## GENERAL INFORMATION

### A. Introduction

LifeBridge is a leading non-profit organization providing trauma-informed behavioral health services in both Bridgeport and Fairfield, CT, supporting adults, children, and adolescents through mental health and substance use recovery. We offer individual, family, and group counseling, and medication management.

### B. Instructions to Bidders

**Description of Work:** LifeBridge Community Services (LifeBridge) is seeking a marketing and media vendor familiar with the greater Bridgeport area and the population served. As part of LifeBridge's mental health awareness campaign, the vendor will redesign and make improvements to LifeBridge's website to increase visibility and awareness of LifeBridge services while addressing barriers to accessing care such as mental health stigma, in addition to updating LifeBridge marketing collateral towards the targeted audience (urban BILPOC children, youth, and families).

- 1. Project Discussion:** Vendors interested in scheduling an onsite visit to further evaluate and ask questions prior to submitting a proposal should contact Lori Goertz, Director of Marketing and Development at [lgoertz@lifebridgect.org](mailto:lgoertz@lifebridgect.org), no later than October 20, 2023.
- 2. Receipt of Bids:** Vendors will review the RFP specifications carefully and return them by the due date, October 27, 2023. Bids should be emailed to Lori Goertz at [lgoertz@lifebridgect.org](mailto:lgoertz@lifebridgect.org).
- 3. Bid Submission Form:** Proposal bids shall be submitted on the forms furnished in the packet.
- 4. Conditions of the Work:** Each bidder is responsible for understanding the conditions relating to the scope of the project and the employment of labor therein. Failure to do so will not relieve a successful bidder of the obligation for all material and labor necessary to complete the contract provisions.
- 5. Schedule:** The following schedule is for information purposes only and is subject to change at LifeBridge's discretion.

#### RFP Process

Scheduling time to discuss project

Proposal due date

Notice of Negotiations/Award

Project completion deadline

#### Anticipated Date

No later than October 20, 2023

October 27, 2023

On or about October 30, 2023

March 30, 2024



## SCOPE OF WORK

LifeBridge Community Services (LifeBridge) is seeking a marketing and media vendor familiar with the greater Bridgeport area and the population served. As part of LifeBridge's mental health awareness campaign, the vendor will redesign and make improvements to LifeBridge's website to increase visibility and awareness of LifeBridge services while addressing barriers to accessing care such as mental health stigma, in addition to updating LifeBridge marketing collateral towards the targeted audience (urban BILPOC children, youth, and families).

Additionally, website redesign will improve overall functionality and LifeBridge's ability to maximize search engine optimization to increase visibility and attract children, youth, and families to LifeBridge services. Vendor will improve functionality; update website content to keep it relevant to attract new website visitors; increase loading speed; implement animated elements to increase the interactive experience; check HTML code for SEO improvements; and improve usability for an intuitive user experience. In addition, vendor will revise agency collateral such as marketing flyers, brochures, etc., as needed, to align with the targeted audience (urban BILPOC children, youth, and families).

## MINIMUM INFORMATION REQUIRED

### PROPOSAL FORMAT

- A. Fee Proposal
- B. Commission on Human Rights and Opportunities (CHRO) Contract Compliance Regulations
  - A. **Fee Proposal**
    - The bid proposal must be completed: **Attachment A.**
  - B. **(CHRO) Contract Compliance Regulations**
    - The CHRO must be completed: **Attachment B.**

## GENERAL CONTRACT CONDITIONS

General conditions stated below are examples of content that may be included in the service contract between LifeBridge and the vendor.

### Section 1. Cost Liability

LifeBridge assumes no responsibility or liability for costs incurred by the vendor prior to the execution of a Standard Contract. The liability of LifeBridge is limited to the terms and conditions outlined in the contract. By submitting a proposal, the vendor agrees to bear all costs incurred or related to the preparation, submission, and selection process for the proposal.

### Section 2. Debarment

Submission of a proposal in response to this RFP is certification that the bidder is not currently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal departments or agency. Submission is also agreement that LifeBridge will be notified of any changes in this status.

### **Section 3. IRS Form W-9**

The selected vendor will be required to provide LifeBridge an IRS form W-9.

### **Section 4. Schedule and Order of Completion**

Schedules showing the order in which the vendor proposes to complete the work, with the start date, estimated date of completion for each part of the project, and important milestones within the several parts.

### **Section 5. Familiarity with Work**

The bidder or its representative shall complete an evaluation of the project and shall determine with complete satisfaction the conditions to be encountered, the nature of the project, the difficulties involved, and all other factors affecting the work proposed under this contract.

### **Section 6. Materials and Labor**

Unless otherwise stipulated, the vendor shall provide and pay for all materials, labor, tools, equipment and transportation, and other facilities necessary or used for the execution and completion of the work. Unless otherwise specified, all materials incorporated in the permanent work shall be as recommended as replaced or refurbished and both workmanship and materials shall be of the highest quality. The vendor shall, if required, furnish satisfactory evidence as to the kind and quality of materials.

### **Section 7. Protection of the Public and of Work and Property**

The vendor is responsible for the means, methods, sequences, techniques, and procedures of safety programs associated with the work contemplated by this contract. The vendor, or its agents, shall comply with the 'General Rules and Regulations' and to all other local, State and Federal laws, ordinances, rules, and regulations pertaining to safety of persons and property.

### **Section 8. Changes in the Work and Project Timeline**

LifeBridge may make changes to the general scope of the contract at any time by a written order and without notice. All changes altering the contract terms, cost, and project deadline, LifeBridge will contact the vendor immediately and the contract will be adjusted accordingly.

### **Section 9. Claims for Extra Cost**

No additional compensation will be provided for additional equipment, materials, personnel, overtime, or special charges required to perform the work without approval from LifeBridge CFO and CEO.

### **Section 10. Acceptance and Final Payment**

Upon receipt of written notice that the work is ready for final inspection and acceptance, and LifeBridge is satisfied the work has been completed per the contract agreement and conditions of the contract, the entire balance due to the contractor, including the retained percentage, shall be paid to the vendor by LifeBridge within 30 days after the project completion.

### **Section 11. Suspension, Delays and/or Termination of Work**



LifeBridge may at any time suspend, delay, or terminate the work with written notice; terms and circumstances fully detailed in the service agreement.

#### **Section 12. Work and Warranties**

The vendor assumes full responsibility for any and all materials and equipment used in the project and may not make claims against LifeBridge for damages to materials and equipment from any cause except negligence or willful act of LifeBridge. Until its final acceptance, the vendor shall be responsible for damage to or destruction of the project (except for any part covered by Partial Completion and Acceptance).

#### **Section 13. Assignment**

Neither party to the contract shall assign the contract without the written consent of the other. The vendor may assign monies due to it to a third party acceptable to LifeBridge.

#### **Section 14. Rights of Various Interests**

The vendor is responsible for coordinating all aspects of the project.

#### **Section 15. Subcontracts**

The vendor shall not award any work to any subcontractor without prior written approval of LifeBridge. The approval will not be given until the vendor submits to LifeBridge a written statement concerning the proposed award to the subcontractor. The statement shall contain all information LifeBridge may require.

### **ATTACHMENTS**

Attachment A: Bidder's Proposal

Attachment B: Commission on Human Rights and Opportunities Contract Compliance Regulations Notification to Bidders



**ATTACHMENT A**

**Bidder's Proposal**

Having carefully read and examined the 'Request for Proposals' content in its entirety, addenda issued as shown below, for the project,

**Marketing and Media, 2023, LifeBridge Community Services, Bridgeport, Connecticut,**

the undersigned hereby declares that this bid is made without connection to any other person, company, or parties making a similar response and that the bidder is in all respects fair and in good faith, without collusion or fraud.

The bidder agrees the Total Bid includes all labor, equipment, materials, and supervision to complete the Scope of Work.

**Proposal Cost**

Materials \$ \_\_\_\_\_

Materials justification: \_\_\_\_\_

Equipment \$ \_\_\_\_\_

Equipment justification: \_\_\_\_\_

Labor \$ \_\_\_\_\_

Labor justification: \_\_\_\_\_

**Total: \$** \_\_\_\_\_

\_\_\_\_\_  
(Vendor Signature) (Date)

The vendor proposes the time to complete the project is \_\_\_\_\_ calendar days.