

Skagit County Public Hospital District #304 DBA United General District 304

Request for Proposals

To assess our current brand awareness and provide marketing strategies to strengthen our brand awareness within our voting district.

Introduction

United General District 304 (District 304) is soliciting proposals from qualified consultants or firms (Vendors) to provide brand and marketing expertise to enhance the District 304 brand and raise awareness about our programs in the communities we serve.

Background Information

United General District 304 (District 304) is the business name for Skagit County Public Hospital District #304. A hospital district is a community-focused, governmental entity authorized by law to deliver health services. District 304's Board of Commissioners has five (5) seats representing the population of Skagit County Public Hospital District No. 304 and are elected by the voters within the district to six (6) year terms as per [RCW 70.44.040](#) . Since 1965, we have maintained hospital services to provide care for the residents of more than 2,000 square miles in Skagit County.

However, in April 2014, the District entered into an operating agreement with PeaceHealth to provide direct clinical and hospital services at the United General campus and within District 304 boundaries. They now operate the existing hospital as PeaceHealth United General Medical Center (PHUGMC).

District 304's mission is to improve the health and quality of life for the residents of the communities it serves. We currently employ approximately 40 full-time and part-time staff. Our work focuses on six areas of wellbeing: Active Living, Community & Professional Education, Engaged Youth & Communities, Healthy Eating, Thriving Children & Families, and Stewarding Assets & Opportunities. District 304 operates from:

District Administration
2031 Hospital Drive
Sedro-Woolley, WA 98284

For more information about District 304, visit www.UnitedGeneral.org

Services/Scope of Work

In early 2023, after a small team of District 304 staff began exploring a levy lift, we recognized the need to strengthen brand awareness to distinguish District 304 programs from those of PeaceHealth, United General Hospital, and other local hospital

districts. Through informal focus groups, community outreach, and conversations with key stakeholders, we determined an experienced consultant would be the most effective way to build community awareness about who we are, the health and wellness programs we offer, and how they benefit Skagit County residents.

District 304 is interested in proposals which would provide the following services:

Brand Analysis:

- Conduct a thorough assessment of our current brand awareness, positioning, and market perception across all relevant channels.

Brand Strategy Development

- Identify opportunities and strategies to differentiate ourselves from other entities with similar names and/or services.
- Define our unique qualities and key messaging to convey our brand's essence effectively to our core demographic in the communities we serve.
- Propose strategies to monitor and manage our brand's reputation effectively.

Content and Communication Strategy

- Devise a content strategy that reflects our brand personality, emphasizes that we are publicly owned and community focused and resonates with our core audience(s).
- Suggest effective communication channels and messaging to enhance brand awareness and engagement as well as associating our DBA name with our legal name.

Submission Requirements

Letter of Transmittal – not to exceed one (1) page.

Include:

- Company name, primary contact name and title, physical address, website address and telephone number(s) of the firm submitting the proposal.
- Employer identification number.
- Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.

General Vendor Information - not to exceed one (1) page.

Include:

- Length of time in business.
- Total number of clients.
- Number of full-time personnel. Identify key personnel who will perform consultation/support services. Summarize the experience and background of these staff.
- Location of office(s) that would service our account.
- Other information the firm believes would assist District 304 in its evaluation.

- Provide the name, title, address, and contact information of three (3) entities for whom you have provided similar services. Provide information on the actual services provided to these clients, customer size, and the length of time services have been provided.

Services/Experience – not to exceed three (3) pages

Include:

- Overview of your agency, including relevant experience in brand strengthening projects.
- Approach and methodology for addressing each aspect of the scope of work (services).
- Case studies showcasing successful brand strengthening projects.
- Timeline for project execution.
- Detailed budget breakdown, including any possible additional costs.

Evaluation Criteria and Process

District 304 will evaluate proposals based on best value including relative merit, risk, and value for District 304. The evaluation may include interviews with vendors. District 304 will verify that firms are in good standing with appropriate governmental agencies and that there are no suspension/debarment concerns. The award shall be made to the qualified bidder(s) whose proposal is most advantageous to District 304 with price and other factors considered.

District 304 will utilize the following criteria:

- Staff expertise and overall experience with brand enhancement projects. **(25%)**
- Thoroughness and understanding of the task to be completed. Overall content quality and responsiveness to RFP requirements. **(30%)**
- Background and experience with similar projects and organizations. **(20%)**
- Cost. **(25%)**

District 304 reserves the right to negotiate with any Vendor. The successful Vendor may be asked to participate in negotiations and be asked to revise their proposals based on these negotiations. District 304 reserves the right to request additional written or oral information to supplement all written statements of qualifications or proposals. District 304 is not obligated to accept the lowest cost or any other proposal.

Notification to the successful bidder will be made on or before October 31, 2023, pending Board approval. District 304 intends to initiate brand enhancement services in the first quarter of 2024.

Bid Packages

Proposals will be accepted electronically and via mail. Late proposals will not be accepted.

To receive consideration, responses must be submitted according to the following instructions:

1. **Submit one (1) copy of the response on or before 3:00 pm on September 15, 2023.**

2. All electronic response submittals shall be sent to:

Carol.Hawk@unitedgeneral.org

Files should be attached as PDF documents.

3. All hard copy response submittals shall be sealed, clearly marked "RFP – Brand Strengthening Services"; may be delivered in person, via USPS, or other courier to:

United General District 304
Attn: RFP – Brand Strengthening Services
2031C Hospital Drive
Sedro-Woolley, WA 98284

District 304 assumes no responsibility for delays caused by the U.S. Postal Service or other delivery service.

4. Modifications to submissions may be submitted prior to the date and time specified for receipt of submissions.
5. District 304 reserves the right to reject any and all responses, and has the right, at its sole discretion, to accept the submittal it considers most favorable to District 304's interest and the right to waive minor irregularities in procedures.

Requests for clarifications may be directed to Suzanne Carr at Suzanne.Carr@unitedgeneral.org Please include Brand Strengthening RFP in the subject line.

United General District 304 is an equal opportunity employer and provider and encourages all qualified individuals and firms to respond.