

# BID BOARD NOTICE

**PROCUREMENT ID NUMBER: PHPA-S1366**

**ISSUE DATE: September 04, 2013**

**TITLE: Maryland Tobacco Quitline Website Design and Maintenance**

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING  
YOUR PROPOSAL**

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**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL  
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

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**This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://ebidmarketplace.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.**

## **Summary Statement**

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting services for updates and maintenance of the existing website [www.smokingstopshere.com](http://www.smokingstopshere.com).

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about October 15, 2013 through August 31, 2014. Proposals must equal \$12,000.

## **Background**

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006, and has received over 115,000 calls, with a 98% customer satisfaction rate. The QL provides FREE telephone counseling to Marylanders 13 years and older to help them quit tobacco. Services are available 24/7, in English, Spanish, and other languages. Special services are available for pregnant tobacco users and youth. Residents 18 years and older can receive a free supply of Nicotine Replacement Therapy, web, and text support.

The QL's website, [www.smokingstopshere.com](http://www.smokingstopshere.com), is also a unique way that partners and consumers communicate and can share information and stories. The website includes key information on how to quit smoking, outlines the cessation counseling process in four simple steps, explains the phone counseling services, provides stories and photos of real Marylanders

who have successfully quit, explains why the services are free, and provides information on local cessation resources. The website also includes an event calendar and a materials order form which is fulfilled by Maryland Correctional Enterprises. Web visitors can link to the QL via the “Click to Call” feature where individuals enter their contact information, and within a few minutes a trained Quit Coach™ calls them back. Visitors to the site can also receive cessation help online when they click on the “Enroll Online Now” button. This takes them to the Quitline vendor’s site- <https://www.quitnow.net/maryland/>, for enrollment into cessation services. (The Selected Contractor will not be responsible for updating this site.) In March of 2013, CTPC was able to transfer the website into Word Press to make design and updates easier.

### **Scope of Work**

The Offeror awarded a contract will be required to assume responsibility for all services offered in the proposal and will be monitored by CTPC.

The successful Offeror shall:

#### **1. Maintain the website:**

- Provide website maintenance throughout contract period. Offeror shall review and update the current interactive website and ensure that the website complements and highlights the services provided by the Maryland Tobacco Quitline. A maintenance schedule will be decided and agreed upon by the selected Offeror and the Contract Monitor within 2 weeks of award. Current areas in need of constant updates include, but are not limited to: homepage, events, news and announcements. The Offeror shall anticipate updating at least one of these areas on a weekly basis.
- Compose, edit and proof content throughout the contract period. Website content should be written and presented in language and style of fifth grade reading level.
- Outline and implement strategies for keeping the website contemporary, informative, attractive, and engaging to Maryland residents including tobacco users and providers.
- After reviewing the current website, consult with the Contract Monitor about any additions or deletions within the current website.

#### **2. Develop and Design Elements:**

- Describe and implement interactive activities and features. A redesign of the website style is *not* desired (i.e., homepage, structure of pages), however the Offeror shall be responsible for *enhancements*. Offeror may consider developing features that make the site attractive, informative and contemporary, including social media initiatives, with the understanding that the Offeror will be promoting and regularly monitoring such features. All recommended features must be reflected in the submitted budget. In addition, Offeror may consider providing a stipend for residents featured on the site who have quit using tobacco through DHMH funded programs.

#### **3. Provide a Communication/Promotion Plan:**

- Assist with implementing low-cost strategies to promote the website and service of the QL.

- Provide consultation and description to Contract Monitor regarding promotion of the website and ways to attract residents and providers to the site.
- Consult with Contract Monitor for ways of streamlining communication with groups through the website.

#### **4. Manage the website:**

- Coordinate current administrator tools (i.e., analytics, and website database). Suggestions for managing these important tools efficiently should be included.
- Provide monthly evaluation data to the Contract Monitor, including methods for analysis and tracking of web user statistics and for assessing progress toward achieving the stated goals.
- Sustain and update security features for website.

**\*Please note: All content and materials must be approved by the Contract Monitor prior to posting online.**

### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland.**

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal. Failure to supply your SBR number on the Bid Form will deem you as non-responsive.

### **Proposal Submissions**

The Offeror shall complete the attached Bid Form (page 8) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

### **Technical proposals shall include:**

- A. Background Information:
  1. Organization Name
  2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  3. The Offeror’s small business reserve number and federal identification number.

B. Organizational Capability

1. Describe how the agency is organized and who will be responsible for working on this project.
2. Describe the experience and capabilities of the organization and particular individuals relevant to accomplishing this project. Please include expertise related to development of websites.
3. Provide descriptions of prior projects and/or materials developed as part of the agency's portfolio; in particular those developed targeting tobacco users, tobacco prevention and control, and other health-related topics.

C. Work plan

1. The Offeror shall submit a work plan that includes a timeline describing website maintenance plan that extends through 8/31/14. The plan shall discuss proposed enhancements (updates, features, and/or additions) to the current site.
2. Discuss the rationale for selecting the strategies discussed and explain the expected benefits of the features discussed.
3. Describe how Offeror will take over management of the current website and administrator tools.
4. Discuss methods for analysis and tracking of website statistics that will be used to monitor the website.
5. Describe the security features of the website.
6. Discuss promotional strategies for the website and describe innovative features that will be utilized.
7. The Offeror shall provide and explain relevant reference materials to demonstrate past experience, including 2-3 samples of similar work produced (samples can be included as attachments and are not required to be part of the six (6) page limit). *Sample materials can be returned to the Offeror after review by the evaluation committee. The Offeror must state this in their proposal and provide a return address for materials to be mailed.*

D. Submit a required minimum of two (2) letters of support from other agencies with whom the organization has collaborated or from former or current clients.

E. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.

F. Offerors shall submit a completed bid page, and provide a separate line item budget and narrative (Attachment A).

**Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

### **Evaluation Criteria of Proposal**

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capacity –
  - a. Extent to which the Offeror has the experience and capability to design and maintain websites to meet the goals of the Department.
  - b. Strength of the letters of recommendation and relevant reference samples of past materials and projects to demonstrate Offeror capabilities for the project outlined in this solicitation.
  
- B. Work Plan–
  - a. Is the Offeror’s work plan timeline realistic?
  - b. Does the Offeror provide a maintenance plan for keeping website content up-to-date and one that identifies with Maryland’s Tobacco users and providers?
  - c. Do the Offeror’s proposed rationale for updates, features, and enhancements to the current site meet the goals of the Department?
  - d. Does the Offeror discuss how they will take over the management of the site and administrative tools?
  - e. Does the Offeror provide clear evaluation measures of the website, effective analysis tracking, a management plan for administrator tools, and description of security features?
  - f. Does the Offeror provide details of how the security of the website shall be maintained?
  - g. Does the Offeror provide promotional strategies for the website and innovative features that will meet the goals of the Department?
  
- C. Does the Offeror have any conflicts of interest?
  
- D. A clear and rational budget and budget narrative.

### **Contract Term**

The term of this contract shall be on or about October 15, 2013 through August 31, 2014.

### **Billing**

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department monthly upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor’s name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

**BID SUBMISSION INFORMATION**

Interested parties should submit bids using the attached “Bid Form” as a cover sheet; see page 7  
The final bid must include ALL final costs for completing the project.

**SUBMISSION DEADLINE**

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 2:00 p.m. on September 19, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building’s security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michael Trombetta. \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building’s security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039).  
\*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. PHPA is not responsible for proposals dropped off in the mailroom. Questions regarding this solicitation should be directed (By e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

**NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

**PROCUREMENT OFFICER:**

Michael J. Trombetta  
Agency Procurement Specialist II  
201 W. Preston Street  
Baltimore, Maryland 21201  
Voice: [410-767-5039](tel:410-767-5039)  
[michael.trombetta@maryland.gov](mailto:michael.trombetta@maryland.gov)

**ISSUING OFFICE:**

Center for Tobacco Prevention and Control  
(Attn: Sara Wolfe)  
201 West Preston Street  
Baltimore, MD 21201  
Phone: 410-767-1364

**NORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITAT**

# Bid Form

## PROCUREMENT

I.D. NUMBER: PHPA-S1366

ISSUE DATE: September 04, 2013

TITLE: Maryland Tobacco Quitline Website Design and Maintenance

### A. Offeror Information:

Vendor Name: \_\_\_\_\_

Federal Tax ID (FEIN#): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

SBR Number: \_\_\_\_\_

B. Total cost for parameter outlined in scope of work section is equal to \$12,000.

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**Signature**

**Date**

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1366.

Attachment A

Department of Health and Mental Hygiene Line Item Budget\*

Budget Period from \_\_\_\_\_ to \_\_\_\_\_

<b>BUDGET ITEM</b>	<b>PROPOSED DHMH SUPPORT</b>
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost <sup>1</sup>	
<b>TOTAL COST</b>	

TITLE OF PROJECT: \_\_\_\_\_

AGENCY NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

FEDERAL IDENTIFICATION NUMBER: \_\_\_\_\_

\* Include Budget Narrative on a separate page.

<sup>1</sup> Indirect cost may not exceed 10% of personnel in item 1.