

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1400

ISSUE DATE: May 1, 2014

TITLE: Design and Development of Materials to Support Smoke-Free Multi-Unit Housing Implementation

PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL

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

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emaryland.buyspeed.com/bs/> 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 Form.

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 the design and development of materials and resources targeting landlords, property owners, managers, and others (hereafter referred to collectively as “landlords”) of market rate, voucher based, affordable and public housing. These materials will highlight the benefits of and ability to implement smoke-free/tobacco-free multi-unit housing and provide resources and tools to assist with implementation.

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* May 27, 2014 through October 15, 2014. **Financial proposals must equal \$25,000.**

Background

In 2006 and 2010, the U.S. Surgeon General’s office issued two reports providing evidence of the links between increased health risks and exposure to secondhand tobacco smoke (SHS). The reports stated that there is “no risk-free level of exposure to secondhand smoke,”^{1,2} and that

1 U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General—Executive Summary*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

“Tobacco smoke contains more than 7,000 chemicals and compounds, including hundreds that are toxic and at least 69 that cause cancer.”² Not only are there cases of cancers related to exposure to SHS, but the 2006 Surgeon General’s Report (SGR) concluded that SHS increases the risk of cardiovascular and pulmonary diseases among adults exposed.¹ Among children, exposure to SHS can exacerbate and even cause certain health conditions, such as asthma, ear infections, respiratory problems, Sudden Infant Death Syndrome, and can slow lung development.^{1,2} The risk and severity of health impact does depend on the duration and level of exposure to tobacco smoke;² therefore, prolonged exposure indoors may be more detrimental. The SGR stated that only by eliminating smoking in indoor areas would non-smokers be fully protected from exposure.²

The State of Maryland has been successful with protecting residents from SHS exposure in areas where they work and play through various state- and local-level policies. In 2008, the Maryland Clean Indoor Air law was implemented, which bans smoking any tobacco products in public places, including bars and restaurants. Additionally, many businesses and county government-owned properties have established smoke-free grounds policies (including some parks and beaches) further protecting residents from SHS exposure in areas frequented and attended on a daily basis. While great strides have been made, many residents are still exposed to SHS in areas where they live – particularly in multi-unit housing complexes. Smoke can drift and seep into neighboring apartments through ventilation systems, windows, doors, fixture joints on walls, any cracks or even through open windows and shared hallways, endangering the health of residents in the vicinity.

Establishing smoking restrictions is lawful, and in addition to protecting residents from the harmful chemicals found in SHS, “landlords” can save time, money, and protect the value of their property by: decreasing turn-over and maintenance costs; decreasing fire risks; decreasing liability and legal action from residents feeling that a safe living environment is not being provided; and reducing litter on property grounds. A recent study showed that by prohibiting smoking in all U.S. subsidized housing alone, there would be a cost-savings of \$521 million/year in healthcare, renovation, and smoking-attributable fire losses.³ The federal Department of Housing and Urban Development has recognized the importance of establishing smoke-free housing and issued two recent notices and materials to support and encourage public housing authorities to adopt smoke-free housing policies.⁴

CTPC is looking to develop materials that will assist landlords along the stages of change to adopt smoke-free policies, in particular from Pre-Contemplation (never thought about it) and Contemplation (heard about it but not ready) to Preparation (planning implementation) and Action (implementing the policy). Suggested resources are outlined in Attachment B.

2 U.S. Department of Health and Human Services. *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010.

3 King, B.A, Peck, R.A., and Babb, S.D. *Cost-Savings Associated with Prohibiting Smoking in U.S. Subsidized Housing*. *American Journal of Preventive Medicine* 2013; 44(6):631-634.

4 U.S. Department of Housing and Urban Development. *Smoke-free Multi-family Housing*. Retrieved October 15, 2013 from: <http://portal.hud.gov/hudportal/HUD?src=/smokefreetoolkits1>.

The selected Offeror shall design, develop, and print professional toolkits and ancillary materials that are Maryland specific and that are easy to use in order to reach landlords with information and messaging about the benefits of implementing smoke-free multi-unit housing and to provide tools to assist with implementation.

Scope of Work

- 1) Work Plan. The selected Offeror shall provide a work plan, including a specific timeline for the development and printing of all materials requested.
 - a) Within five (5) working days of award, the selected Offeror shall schedule an in-person meeting with CTPC staff at DHMH headquarters in Baltimore, MD. At this meeting a project timeline and work-plan will be finalized.
 - b) The selected Offeror shall provide three (3) design concepts each with different creative, look and feel, as well as overall summaries/descriptions for suggested ancillary material designs to CTPC staff, due no later than June 13, 2014. CTPC staff, in consultation with the selected Offeror, will review and decide on materials to be focus group tested. Upon approval by CTPC, the design concepts and draft materials will be focus group tested at a later time in June 2014. Information gathered from these sessions will guide further development of materials. *Focus group testing is not included as part of the deliverables for this contract. Testing will be completed through separate contract.*
 - c) Upon completion of the focus groups, CTPC staff and the selected Offeror will make final decisions on the direction of material concepts/design/development.
 - d) Once materials are developed, the creative will be reviewed and approved by CTPC staff. Approval may also be required by higher government authorities; potential final edits required by this review process will be the responsibility of the Offeror. Final approval must be received from CTPC prior to printing materials.
- 2) Creative Design Components.
 - a) Design: The selected Offeror shall design and brand outreach materials that shall be distributed to landlords of market-rate, voucher-based, affordable, and public multi-unit housing. In order to further direct overall design, a summary from preliminary focus groups with landlords will be provided to the selected Offeror upon award. CTPC will provide the required DHMH logos and other mandatory tags or disclaimers as needed.
 - i) Materials shall be Maryland specific and professional in design. General copy/text will be provided to the selected Offeror by CTPC; however, it shall be the responsibility of the selected Offeror to edit and organize information and ensure materials are easy to read, written in plain language, are not text-heavy, include relevant/appropriate images and follow core health literacy concepts.

- ii) Materials shall be available as both print and electronic downloadable formats. The electronic formats will be placed on existing Department and DHMH-funded Resource Center websites.
 - iii) Materials shall direct users to the existing website – www.mdsmokefreeapartments.org.
- b) Material Components: After discussion and focus group testing, CTPC staff and the selected Offeror will determine the final format and components. For planning purposes the selected Offeror shall *at a minimum* provide the following:
- i) Toolkit: As part of an overall packet, the toolkit shall include a guidebook outlining the basic benefits and steps to adopting smoke-free multi-unit housing. The toolkit shall personalize and localize the issue by illustrating “success stories” and/or “words of advice” from others in the Maryland housing industry that have successfully implemented smoke-free properties. **CTPC plans to provide information from actual Maryland-based property owners/managers to incorporate into the materials.*

The guidebook shall also include, but not be limited to, information on cost-saving benefits of smoke-free housing, legality of implementing such policies, market demand for smoke-free housing, development and enforcement of policy, and additional resources for landlords.

The toolkit packet shall separately include fact sheets, talking points, and sample tools that can be modified by owners/managers for their specific properties.

**For planning purposes, the Offeror shall estimate a full-color glossy folder/cover for the entire toolkit, 12 pages front/back full-color bound guidebook, 6 pages front/back full-color fact sheets and tools (for this estimate, assume all are 8.5”x11”).*

For sample guidebook, view: “A Landlord’s Guide to No-Smoking Policies” http://www.idph.state.il.us/wechoosehealth/rai_resources/Landlord_Guide_No-Smoking_Policies.pdf.

- ii) Video(s): As an additional avenue for landlords to hear from peers and experts, video(s) shall feature testimonials from experts in the field of tobacco control, landlords who have implemented smoke-free policies, housing industry experts from Maryland, and other potential experts in related fields. The selected Offeror shall be responsible for all arrangements and coordination for filming, producing and finalizing the video. CTPC will work with the selected Offeror to confirm participants and experts to appear in the video. The video will be featured on Department and Resource Center-run websites, and used during presentations. Video(s) must be in a format that is compatible with most computer interfaces. It is not expected that talent fees will be needed; however, all participants must complete releases/waivers to be collected, compiled and provided to CTPC by the selected

Offeror.

For sample videos, view:

Live Smoke-Free Minnesota:

http://www.mnsmokefreehousing.org/landlords/benefits_video.html

California's Clean Air Project: <http://www.youtube.com/watch?v=oyt37w562VI>

Smoke-free Housing Coalition of Maine:

<http://www.youtube.com/watch?v=qlT9wAvQ20w>

- iii) Signage: The selected Offeror shall design signage in multiple sizes for landlords to tailor and post on their properties to notify residents of new or existing smoke-free policies.
 - iv) Mailers: The selected Offeror shall design full-color mailers in multiple sizes front/back to introduce landlords to the concept of smoke-free multi-unit housing and/or direct them where to find resources and tools.
 - v) Ancillary materials/other items: The selected Offeror shall use their expertise to propose and design additional low cost ancillary materials that will best reach landlords. The selected Offeror shall take into account that items must be able to be distributed at reasonable costs.
- c) Printing. The selected Offeror shall print 100 toolkits including all of the components (i.e., guidebook, factsheets, and other toolkit items proposed).

The selected Offeror will NOT be responsible for printing signs, mailers or ancillary items that are not included in the toolkit. The Department will print these items at a later time.

Once the materials are approved by CTPC and other governmental authorities, the selected Offeror shall provide print files for all materials to the State printing agency, confirming that files are in the correct format and making any necessary tweaks if needed for printing purposes.

3) Final Products.

- i) **All design, production, and printing-related fees must be included in the final bid price.** Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is proposed beyond those contacted by the Department, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. Any releases/consents/waivers for those participating in videos or images in materials

must be collected, compiled and provided to the Department to keep on file. If stock photos/artwork/images are purchased, proof of buy-out/licensing documents must be provided to the Department to keep on file. The Department will have final approval on the final toolkit design, content, videos, and other materials as proposed. All materials will be the property of and solely owned by the Department.

- ii) The selected Offeror shall be responsible for **all** creative services necessary for production, including, but not limited to, design, typesetting, formatting and sizing of files, editing, photographic services, filming, recording, dubbing and purchase of stock photos and artwork.
 - iii) The selected Offeror shall provide all final products in “ready to use” formats for both print and video. All print materials shall be packaged and sent in both high resolution PDF formats (300 dpi at full size or better) and their original file formats (I.e., InDesign, Photoshop, Illustrator, etc.). Any vector based graphics shall be submitted in their original, editable file formats. The selected Offeror shall provide a summary document outlining all of the specs (I.e., fonts, colors, etc.) used in the designs, so the Department may use the ads in the future. The selected Offeror shall provide all material files in a variety of electronic formats (I.e., JPEG, PDF, gif, tif, DVD copies, etc.) as deemed necessary by the Department. Video files shall be provided in formats requested by the Department to be used for website and presentation purposes. .
 - iv) In order to approve all creative designs, the selected Offeror shall establish an electronic delivery/sharing system in a format to be determined upon award.
- 4) The selected Offeror shall provide a summary report at the conclusion of the contract detailing completion of deliverables, expenditures, any suggested next steps for utilizing the materials and an outline of printing specifications and costs. All final files shall be provided at this time.

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.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

Technical Proposal Submissions

The Offeror shall 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 placed in a sealed envelope labeled “Technical Proposal”.

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 the experience and capabilities of the organization relevant to accomplishing this project. Please include expertise related to development of toolkits and outreach materials.
2. Include descriptions of prior relevant projects; in particular those working within the housing industry, tobacco prevention and control, and/or other public health-related topics.
3. Submit a required minimum of two (2) letters of recommendation from other agencies with whom the organization has collaborated or from former or current clients.

C. Work plan:

1. The Offeror shall submit a work plan that includes a timeline for design and development of the materials.
2. The Offeror shall describe an overall concept and rationale for design and features in general terms and how the materials will reach and be meaningful in promoting smoke-free housing to owners/managers.
3. The Offeror shall describe innovative features that will be utilized and rationale for including these features.
4. 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. 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.

Financial Proposal Submissions

Offerors shall submit an original signed completed Financial Proposal Form and provide an original signed separate line item budget and narrative (Attachment A). The financial proposal shall be placed in a sealed envelope labeled “Financial Proposal.”

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. The technical component and financial component are given equal weight.

Technical 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 produce materials to meet the goals of the Department.
 - b. Strength of the letters of recommendation and relevant past projects to demonstrate Offeror capabilities for the project outlined in this solicitation.
- B. Work Plan–
- a. To what extent does the Offeror provide a work plan and timeline that are realistic?
 - b. Does the Offeror provide a strong rationale for the development and overall design concept and features for the proposed toolkit, materials and additional components, and describe how these will best reach and be meaningful to the target audience and meet the goals of the Department?
 - c. Does the Offeror’s proposal and past works demonstrate their experience with similar projects, creativity and ability to provide innovative design ideas for the materials?
- C. Does the Offeror have any conflicts of interest?

Financial Evaluation Criteria of Proposal

The State will evaluate financial proposals based on the following evaluation criteria.

- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

Contract Term

The term of this contract shall be on or about May 27, 2014 through October 15, 2014.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected Offeror. **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 place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The financial proposal 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 10:00 a.m. on May 16, 2014** in order to be considered. Submission envelope must show the Procurement ID number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

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
Phone: 410-767-5039
michael.trombetta@maryland.gov

ISSUING OFFICE:

Dana Moncrief
Chief, Statewide Public Health Initiatives
Center for Tobacco Prevention and Control
201 West Preston Street
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Attachment A – Financial Proposal Form

PROCUREMENT
I.D. NUMBER: PHPA-S1400

ISSUE DATE: May 1, 2014

TITLE: *Design and Development of Materials to Support Smoke-Free Multi-Unit Housing Implementation*

A. Offeror Information:

Vendor Name: _____
Federal Tax ID (FEIN#): _____
Contact Person: _____
Address: _____
Telephone/Email: _____
Fax: _____
SBR Number: _____

B. Total cost of contract must equal \$25,000 (excluding added value components)

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-S1400.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from 5/27/14 to 10/15/14

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Design of toolkits and materials	
4. Printing of toolkits	
5. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost ¹	
TOTAL COST	\$25,000

* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form.

¹ Indirect cost may not exceed 7% of personnel in item 1.

ATTACHMENT B – SUGGESTED RESOURCES (not comprehensive)

- CDC Healthy Homes Manual - http://www.cdc.gov/healthyhomes/healthy_homes_manual_web.pdf
- A Landlord's Guide to No-Smoking Policies: http://www.idph.state.il.us/wechoosehealth/rai_resources/Landlord_Guide_No-Smoking_Policies.pdf
- Live Smoke-free Minnesota: <http://www.mnsmokefreehousing.org/cppw>
 - Developing a Smoke-free Multi-Unit Housing Program: <http://www.mnsmokefreehousing.org/fckfiles/ CPPW%20SF%20MUH%20manual.pdf>
 - An Apartment Manager's Guide to Adopting a Smoke-Free Building Policy: http://www.mnsmokefreehousing.org/documents/owner_booklet_2010_readable_spreads.pdf
 - The Case for Smoke-Free Apartments: http://www.mnsmokefreehousing.org/documents/Case_SF_apts.pdf
 - Chapter 2: Getting to know the Multi-Unit Housing Industry: http://www.mnsmokefreehousing.org/fckfiles/file/ CPPW_Manual/ CPPW%20SF%20MUH%20manual%20Chapter2.pdf
 - Chapter 5: Reaching out to the Multi-Unit Housing Industry: http://www.mnsmokefreehousing.org/fckfiles/file/ CPPW_Manual/ CPPW%20SF%20MUH%20manual%20Chapter5.pdf
- Americans for Non-Smokers' Rights: <http://www.no-smoke.org/goingsmokefree.php?id=101>
- Maryland Smoke-free Apartments: www.mdsmokefreeapartments.org
 - Smoke-free Housing Owner/Manager Tips & Tools: http://www.mdsmokefreeapartments.org/docS/SFH_Toolkit.pdf