

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1558

ISSUE DATE: May 12, 2014

TITLE: *Diabetes Self-Management Education Radio Campaign -- Central Maryland Region (Baltimore City, Baltimore County, Harford County, Cecil County, Carroll County, Howard County, Montgomery County and Anne Arundel County)*

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/bsr> 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 Financial Proposal Form.

Summary Statement

The Center for Chronic Disease Prevention and Control (hereafter referred to as CCDPC) within the Maryland Department of Health and Mental Hygiene (hereafter referred to as the Department) is soliciting for a four week media buy and placement on radio station(s) in the Central Maryland region for the purpose of increasing enrollment in Diabetes Self-Management Education (DSME) classes offered in community settings in the region, which includes Baltimore City and Baltimore, Harford, Cecil, Carroll, Howard, Montgomery and Anne Arundel counties.

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 June 30, 2014. The radio campaign must air within this contract period. **Financial Proposals must equal \$25,000.**

Background

Diabetes is a chronic disease with serious health and economic implications. Nationwide, 7% of the population was diagnosed with diabetes in 2012, resulting in a total estimated economic cost of \$245 billion. This marks a 41% increase in the national economic cost of diabetes since 2007.

The prevalence and incidence of diabetes in Maryland exceeds national averages. In 2010, 8.9% of Maryland adults had diagnosed diabetes, which has increased from 6.8% in 2001. Individuals with diabetes are at greater risk of severe complications such as stroke, heart disease, kidney disease, amputations, blindness, and nervous system damage. Additionally, diabetic Marylanders often have other health issues and lifestyle risk factors that further predispose them to adverse health outcomes. In 2009, 66.3% of Marylanders with diabetes had hypertension and 61.3% had high cholesterol. In 2010, 54.7% were obese, 15.3% were current smokers, and 39.9% were physically inactive.

Self-care and management are critical to both prevention of diabetes and avoidance of complications of diagnosed diabetes. The American Diabetes Association (ADA) found that among individuals who have not received formal education on self-care practices there was a four-fold increase in diabetic complications compared with diabetics who had participated in some form of educational intervention. Critical self-care behaviors include activities such as; following a diabetic diet, increasing exercise, monitoring of blood glucose, receiving annual eye exams and foot care. Currently in Maryland, 51.2% of individuals diagnosed with diabetes have taken a class on managing their diabetes. The goal of the CCDPC is to increase this percentage, moving toward the Healthy People 2020 goal of 62.5%.

DSME classes are offered throughout Maryland in a variety of community settings. Many of these programs rely primarily on physician referral for enrollment and are not widely advertised to the public. Physicians may not be aware of DSME programs in their community, and may fail to advise patients of this critical resource for health improvement.

Since the risk of diabetes increases with age, the target population for marketing the DSME classes is adults age 40 and over. To address the target audience, CCDPC would like to utilize a radio campaign, which will be coupled with other Department efforts throughout the State of Maryland. Radio remains a cost-effective and popular media outlet that can reach a large number of people within a geographic region.

Scope of Work

The selected offeror shall:

- A. Provide a work plan outlining the radio media buy and placement that includes a specific timeline of placement for all ads and added value components.
- B. Provide a schedule including days and times of where and when the media will air, focusing on times of high listenership, paying close attention to the target population of adult men and women over the age of 40. Placement shall maximize reach in Maryland counties of this region. A rationale for station(s) and schedule selected shall be provided.
- C. Utilize supplied draft scripts to produce and record, using professional voice talent, two appropriate DSME awareness spots, including one 30-second spot and one 60-second spot. These will include any required tags or disclaimers as needed. The CCDPC will provide any mandatory tags or disclaimers to the selected vendor. All produced messages will be the property of the Department, and must be approved by the Department prior to placement/airing.

- D. Supply the Department with electronic copies, in a format usable to DHMH, of all messages/advertisements produced.
- E. Place the radio ads per the approved placement schedule and work plan.
- F. Provide a report of when media actually occurred, due within five days of final ad airtime.
- G. Provide at least one additional value-added component, e.g., bonus buys, interviews, community event, web banner placement on affiliated station website, etc.—in which campaign messaging can be further promoted.

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. All related fees must be included in the final proposal price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, 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. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

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. The Offeror's experience with radio media buys in the targeted region; a minimum of two (2) letters of recommendation must be submitted from other agencies with whom the Offeror has collaborated or from former or current clients.
- C. The Offeror shall submit a work plan that includes a timeline for placement of radio ads and added value components.
- D. The Offeror shall submit a media schedule that reflects the total number and length of ads that shall be aired, at what times the ads shall be aired and on what station(s) for a four (4) week period *on or about* May 19, 2014 through June 15, 2014, paying close attention to the target population – adult men and women over the age of 40. The Offeror shall provide the most advantageous combination of air time for (:60s) and (:30s) ads.
- E. The Offeror shall provide the listener profile of station(s) selected, including a breakdown of the counties where the spots will air and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience and maximize reach in this region of Maryland.
- F. The Offeror shall describe promotional added value – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – and include the actual dollar amounts that will be offered to the State.
- G. 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.
- H. Offerors shall submit a completed Bid Form (page 7), and provide a separate line item budget and narrative (Attachment A).

Financial Proposal Submissions

- A. Offerors shall submit an original signed completed Financial Proposal Form (page 8), and provide an original signed separate line item budget and narrative. One original and three (3) copies 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 technical proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How experienced is the Offeror in providing radio buys in the region?
- B. How strong are the letters of recommendation?
- C. To what extent does the Offeror's proposal provide a work plan that includes a realistic timeline for placement of the radio ads and added value components?
- D. To what extent does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times and stations sufficient to reach the Department's target audience in this region?
- E. To what extent does the Offeror's proposal provide number of ads that will maximize State resources?
- F. How strong is the Offeror's value-added component?
- G. 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 June 30, 2014.

Billing

Payment will be made by CCPC upon receipt of acceptable deliverables and invoices from the contractor. 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 vendor. A final invoice for services rendered along with a summary report of all media activities must be submitted **no later than June 30, 2014.** 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

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on May 19, 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.**

Offerors 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 proposal, please obtain a receipt indicating proposal was received.

Offerors 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 proposal, please obtain a receipt indicating proposal was received.

Offerors 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 calls 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

ISSUING OFFICE:

Ashley Fried, MS
Clinical-Community Linkages Coordinator

Center for Chronic Disease Prevention and Control
201 West Preston Street, Suite 306-J
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**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Financial Proposal Form

PROCUREMENT

I.D. NUMBER: PHPA- 1558

ISSUE DATE: May 12, 2014

TITLE: *Diabetes Self-Management Education Radio Campaign – Central Maryland Region*

A. Offeror Information:

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

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-S1558.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from May 27, 2014 to June 30, 2014

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Radio Airtime	
2. Other (please specify)	
3. TOTAL COST	\$25,000

*** Include Budget Narrative on a separate page and attach it to the Financial Proposal Form. Budget Narrative must include full breakdown of costs for each line item.**