

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-1695

PROCUREMENT ID NUMBER: MDM0031017740

ISSUE DATE: November 17, 2014

TITLE: Smoking Cessation Health Communication Campaign – Special Population

**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 <http://emaryland.buyspeed.com/bs0> 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 a media contractor that shall develop and execute a health communications campaign to promote cessation messages and services such as the cessation benefits that are available through the state employee health plan to Maryland State employees and the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669). The campaign shall highlight benefits of quitting, cost of using tobacco, and other evidenced based cessation interventions.

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 December 15, 2014 to March 28, 2015.

Funds for this promotion are available through a cooperative agreement between DHMH and Centers for Disease Control and Prevention (CDC) and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.* **Proposals must equal \$10,000.**

Background

The prevalence of smoking among adults in Maryland decreased significantly from 19.1% in 2012 to 16.4% in 2013; however, more than 740,000 adults still smoke.¹ Promoting cessation is a core component of a state tobacco control program's efforts to reduce tobacco use as cited by the Center for Disease Control and Prevention 2014 Best Practices for Comprehensive Tobacco Control Programs. Motivating and helping tobacco users to quit is an evidenced based approach to reducing tobacco-related disease, death and health care costs. Quitting tobacco has immediate and long-term health benefits. Increasing tobacco cessation by motivating tobacco users to quit and making it easier for them to do so is a population-wide intervention that can change societal norms.

The Selected Offeror shall develop and execute a health communications campaign to promote smoking cessation messages and services such as the cessation benefits that are available through the state employee health plans to Maryland State employees and The Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669). Information on state employee benefits can be found here <http://dbm.maryland.gov/benefits/Pages/HBHome.aspx>. Information on the Maryland Tobacco Quitline can be found at www.smokingstopshere.com. The campaign shall include efforts to reach as many state employees as feasible.

Scope of Work

The Selected Offeror shall:

1. Provide a work plan outlining the specific timeline of the campaign activities, deliverables, strategies, and rationale for the proposed campaign.
2. Within five business days of award, the selected Offeror shall schedule in-person meeting with CTPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and health communication schedule shall be finalized.
3. Develop all proposed media in proposed work plan.
4. Execute the work plan developed for the campaign.
5. Provide a summary report at the conclusion of the contract highlighting details of the campaign and lessons learned.
6. Provide all associated costs with this initiative in the financial proposal.
7. Provide at least one value added component in which the Quitline can be 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 design and production 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 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). You must be registered as an SBR in order to submit a proposal.

Proposal Format

The Offeror shall submit a sealed Technical 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 and any attachments regarding organizational capabilities).

The Offeror shall also submit a sealed Financial Proposal that includes the completed form provided on Page 7 and a separate budget narrative.

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 health communication campaigns and any experience with government or state employees.
 - 3. Include descriptions of prior projects and/or materials developed as part of the agency's portfolio; in particular those developed for workplace wellness, tobacco prevention and control, employee benefits promotion and other health-related topics.

- C. Work plan

1. The Offeror shall provide a work plan outlining the specific timeline of the campaign activities, deliverables, strategies, and rationale for the proposed campaign.
 2. The Offeror shall describe an overall concept and rationale for design and features of the campaign and how the materials will reach the target audience.
 3. The Offeror shall describe innovative features that will be utilized, and rationale for including these features, especially as they pertain to reaching state employees.
 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. 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.
- 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.

Financial Proposals Shall Include:

- A. Offerors shall submit a completed Financial Proposal Form and provide a separate budget narrative.

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 and Financial Proposals are weighted equally in the evaluation.

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 execute a health communications campaign 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 strong rationale for development of campaign?
- c. Does the Offeror provide a strong rationale for execution of campaign including added value?
- d. Does the Offeror’s proposal and past works demonstrate their creativity and ability to provide innovative design ideas for the materials?

C. Does the Offeror have any conflicts of interest?

Financial Proposal Evaluation Criteria

The State will evaluate Financial Proposals based on the following evaluation criteria.

- A. 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 December 15, 2014 to March 28, 2015.

Billing

Payment will be made by CTPC 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. **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.**

PROPOSAL SUBMISSION INFORMATION

Interested parties must submit one (1) original and three (3) copies of their Technical Proposal in an envelope marked “Technical Proposal” and one (1) original and three (3) copies of their Financial Proposal Form and budget narrative in an envelope marked “Financial Proposal.” Offerors must then 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.

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 December 2, 2014** in order to be considered. Submission envelope must show the Procurement ID number.

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 Chuck Bailey. *NOTE: When dropping off the bid, please obtain a receipt.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). *NOTE: When dropping off the bid, please obtain a receipt.

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 call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:

Chuck Bailey
Procurement Specialist
Department of Health and Mental Hygiene
201 West Preston Street,
Baltimore, Maryland 21201
Phone: (410) 767-5601
chuck.bailey@maryland.gov

ISSUING OFFICE:

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

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

Financial Proposal Form

PROCUREMENT ID NUMBER: PHPA-S1695

ISSUE DATE: November 17, 2014

TITLE: Smoking Cessation Health Communication Campaign – Special Population

A. Offeror Information:

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

B. Total cost of contract must equal \$10,000

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-S1695.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from December 15, 2014 to March 28, 2015

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost ¹	
TOTAL COST	\$10,000

* Include Budget Narrative on a separate page.

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