

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1877

EMARYLAND MARKETPLACE BID NUMBER: MDM0031019919

ISSUE DATE: April 3, 2015

**TITLE: Development of a Product to Promote the Maryland Tobacco
Quitline Pregnancy Incentive Program**

**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 design, produce and distribute a product to promote the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) pregnancy incentive program to pregnant women and their healthcare providers.

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 April 27, 2015 through June 30, 2015.

Proposals must equal \$15,000.

Background

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006, and has a 30% quit rate. The Quitline 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. Learn more at www.smokingstopshere.com.

CTPC has made it a priority to increase efforts in reaching the pregnancy population as well as the providers who serve them. According to the 2011 Maryland Pregnancy Risk Assessment Monitoring System, seven percent of women smoked during the last three months of pregnancy and twelve percent of mothers smoked postpartum. Only 68% of women reported that their healthcare provider discussed the effects of smoking during prenatal visits. Statistics show women who are less educated, non-Hispanic white are below age of 30 had higher smoking rates during pregnancy in MD.¹ To promote Quitline services and increase outreach to pregnant women, CTPC, along with partners from the DHMH's Center for Chronic Disease Prevention and Control and Maternal and Child Health Bureau developed the Pregnancy and Tobacco Cessation Help (PATCH) initiative.

To support PATCH's ongoing efforts, CTPC developed and distributed a toolkit to all obstetricians and gynecologists in Maryland. The toolkit provides information for referring pregnant, post-partum and women of child-bearing age to the Quitline to assist them with quitting tobacco. Included in the toolkit is information about the pregnancy incentive program. To participate in the Pregnancy Rewards Program, a pregnant woman can simply call the Quitline and inform the intake specialist that she is pregnant and interested in the rewards/incentive program. No referral is required and the participant can earn up to \$90 if she completes all calls. Learn more at http://smokingstopshere.com/wp-content/uploads/2015/01/qldhmh_flyer2.pdf.

According to the National Vital Statistics Report 2013, in Maryland there were 71, 953 live births.² It is CTPC's priority to increase call volume to the Quitline from pregnant women, but the long term goal is to reduce smoking among females of child-bearing age-thus reducing the number and proportion of women who become pregnant and are already smoking. Learn more at <http://smokingstopshere.com/wp-content/uploads/2014/11/Toolkit-For-Pregnant-Women1.pdf>

The Selected Offeror shall design, produce and distribute a product to promote the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) pregnancy incentive program to pregnant women and their healthcare providers.

Scope of Work

The selected Offeror shall:

1. The selected Offeror shall provide a work plan outlining the specific timeline of the deliverables, strategies, and rationale for the proposed product.
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. Produce and deliver products to stakeholders on list provided by DHMH.

¹ http://phpa.dhmh.maryland.gov/mch/Documents/PRAMS_2011_Annual_Report_Web_040213.pdf

² http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64_01.pdf

4. The Department will supply all necessary logos, disclaimers, and guidance on branding the product. Logos will be submitted electronically.
5. Total costs shall be all inclusive and include all design, production and shipping fees.
6. Provide a summary report at the conclusion of the contract highlighting details of the product, number of women and providers reached and lessons learned.
7. Provide at least one value added component in which the Qutline 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 Proposal

Must include the following mandatory submissions:

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.
3. Include descriptions of prior projects and/or materials developed as part of the agency's portfolio; in particular those developed targeting underserved populations, tobacco prevention and control, and other health-related topics.

C. Work Plan

1. The Offeror shall submit a work plan that includes a timeline for development and execution of the product including any proposed materials that shall be produced.
2. The Offeror shall describe an overall concept and rationale for design of the product and how they will reach the target audiences.
3. The Offeror shall describe innovative features that will be utilized, and rationale for including these features, especially as they pertain to reaching women of child bearing age and their health care providers.
4. The Offeror shall provide the number of women and providers they intend reach.
5. The Offeror shall describe promotional added value (i.e. community event, news story, etc., as well as additional spots, if applicable) and include the actual dollar amounts that will be offered to the State.
6. 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.

Financial Proposal:

Must include the following mandatory submissions:

- A. A completed Financial Proposal Form
- B. 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.

Technical Proposal Evaluation Criteria

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, produce materials and execute a media 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 the overall design concept and execution for the product?
 - c. Does the Offeror’s proposal and past works demonstrate their creativity and ability to provide innovative design ideas for the product?
 - d. How strong is the offeror’s value-added component?

- 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:

Rate the budgeted costs in relation to the parameters stated within the solicitation.

Contract Term

The term of this contract shall be on or about April 27, 2015 through June 30, 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 Friday, April 17, 2015** 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
Prevention and Health Promotion Administration
Department of Health and Mental Hygiene
201 W. Preston St.
Baltimore, MD 21201
Phone: 410-767-5601
Fax: 410-333-7106
Email: chuck.bailey@maryland.gov

ISSUING OFFICE

Maternal and Child Health Bureau
(Attn: Alison Whitney)
201 West Preston Street
Baltimore, MD 21201
Phone: 410-767-3409

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

Financial Proposal Form

PROCUREMENT ID NUMBER: PHPA-S1877

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A. Offeror Information:

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

B. Total cost of contract must equal \$15,000

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-S1877.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from April 27, 2015 to June 30, 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 ²	
TOTAL COST	\$15,000

* Include Budget Narrative on a separate page.

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