

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1238

ISSUE DATE: February 12, 2013

TITLE: Design Services for Promoting the Maryland Tobacco Quitline, 1-800-QUIT-NOW

**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://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 design and development of health communications materials that will promote the new and expanded services available through the Maryland Tobacco Quitline, 1-800-QUIT-NOW.

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 March 5, 2013 through April 26, 2013. Proposals must equal \$25,000.

Funds for this promotion are available through a cooperative agreement between DHMH and the federal Office on Smoking and Health (OSH), 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.*

Background

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006, and has received over 100,000 calls, with a 97% customer satisfaction rate. The QL provides free evidence-based telephone tobacco use cessation counseling to assist Marylanders ages 13 and older with quitting tobacco use. Individuals using quitlines have success rates up to seven times greater than those trying to quit alone. Quit Coaches are available 24 hours a day,

seven days per week to assist callers through their quit process. More information may be found on www.smokingstopshere.com.

Beginning in December 2012, the services provided by the QL were expanded to include specialized services for youth and pregnant callers, along with the addition of web- and text-based support programs for those who are 18 years and older – Web Coach® and Text2Quit®. Web Coach® is an interactive online cessation service that can be paired with phone and text services. Text2Quit® includes tailored text messages sent to the caller’s mobile device. Marylanders can enroll in these free services by calling 1-800-784-8669 or online at www.quitnow.net/maryland. See Attachment B for fact sheets detailing the new services.

The selected Offeror shall design print, out-of-home, and web ads and materials to assist CTPC in promoting the availability of the new and enhanced services of the QL. Not only will the materials be used to increase awareness of the services to the populations being served, but also to healthcare providers in order to provide them with resources when counseling their patients and clients. Materials shall direct people to the Quitline, and also to the websites www.smokingstopshere.com and www.quitnow.net/maryland.

Scope of Work

- 1) The selected Offeror shall provide a work plan outlining the specific timeline of the development of all materials requested.
- 2) Within three business days of award, the selected Offeror shall have an in-person meeting with CTPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and production schedule shall be finalized.
- 3) Creative Design Components. All of the current materials can be found on www.smokingstopshere.com, and please see Attachment B fact sheets describing the new services.
 - a) **Print Ads:**
 - i) Tri-fold brochure developed in English and Spanish. Brochure shall be a full-color, glossy brochure that promotes all of the Quitline services available. Brochure shall be 8.5”x11” in size.
 - ii) Posters developed in English and Spanish. Separate poster designs shall promote the enhanced counseling services offered to pregnant women and youth, and address the importance of quitting. Posters shall be 11”x17” in size.
 - b) **Out-of-home:**
 - i) Billboard ads. Billboard ads shall promote the enhanced counseling services offered to pregnant women and the importance of quitting. Offeror shall provide two different ads. Files shall be sized for both bulletin (14’x48’) and poster (10’5” x22’8”) sized billboards.
 - ii) Transit ads. Poster and billboard designs promoting the enhanced counseling services offered to pregnant women shall be resized and tweaked to fit on various transit

mediums, including but not limited to: Baltimore City bus sides/tails, Metro interior cards, MARC interior cards, and up to two county specific transit medium sizes.

iii) Web ads: Web ads shall promote the new services provided through the Quitline and direct people to the new online cessation website, www.quitnow.net/maryland. Ads shall be available in various sizes, including a web banner.

c) Material Content.

- i) Information regarding the new services is available on the fact sheets found in Attachment B. The selected Offeror shall take this language and modify as appropriate, combined with design and visuals, for print, out-of-home, and web ad creative formats.
- ii) The selected Offeror shall re-tag all materials with the existing Maryland Tobacco Quitline logo, other Department logos, and/or other mandatory tags or disclaimers requested by the Department. CTPC will provide Quitline and required DHMH logos and other mandatory tags or disclaimers as needed to be placed on materials. CTPC has available success stories from Maryland residents who have successfully quit using the Quitline, should the selected Offeror choose to include these in the ads.
- iii) The selected Offeror shall provide at least three design concepts and tag lines for all materials for CTPC staff to choose from. The selected Offeror shall also edit/condense text to fit all required creative formats (print, out-of-home, and web).
- iv) Proposed materials will be reviewed and approved by the Department. Approval may also be required by higher governmental authorities; potential rounds of final edits required by this review process shall be the responsibility of the selected Offeror.
- v) The selected Offeror shall ensure materials meet basic literacy needs which shall not be higher than fifth grade reading level.
- vi) Spanish language materials shall not be just a translation, but shall be culturally appropriate with corresponding imagery and logos. All Spanish materials shall include the new Spanish portal number, 1-855-DEJELLO-YA ([1-855-335-3569](tel:1-855-335-3569)), which means “Quit it now” or “Stop now.” The portal will function similarly to 1-800-QUIT-NOW, which routes callers to that Maryland Tobacco Quitline to receive cessation services. The goal of the portal is to provide Spanish-speaking callers with (1) a number that is meaningful and easy to remember for Spanish speakers, and (2) seamless Spanish-language services throughout the Quitline process – from answering the phone, to intake, to coaching.

d) Final Product.

- i) **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.

- 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, and purchase of stock photos and artwork.
- iii) The selected Offeror shall provide all final products as “print ready” formats. All ads 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 contractor 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.
- e) 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 at least one value added component in which the Quitline can be promoted.
- 5) Once materials are approved by CTPC and other governmental authorities, the selected Offeror shall also provide print files to the State printing agency, Maryland Corrections Enterprises, confirming that files are in the correct format and making any necessary tweaks if needed. **NOTE: The selected Offeror is not required to pay for printing and distribution of materials under this contract.*
- 6) The selected Offeror shall provide a summary report at the conclusion of the contract detailing completion of deliverables, expenditures and any suggested next steps for utilizing the materials.

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 Spanish language materials.
 - 3. Descriptions of prior projects and/or materials developed as part of the agency's portfolio, in particular those developed targeting pregnant women, 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 of all of the materials to be produced.
 - 2. The Offeror shall describe an overall concept for design and features in general terms for materials and how the materials will reach and be meaningful in promoting the Quitline services.
 - 3. The Offeror shall describe innovative features that will be utilized.
 - 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.*
 - 5. The Offeror shall describe their value added component.

- 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 produce materials 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 for the materials?
 - c. Does the Offeror provide a strong rationale for development of Spanish language materials?
 - d. Does the Offeror’s proposal and past works demonstrate their creativity and ability to provide innovative design ideas for the materials?
- C. How strong is the Offeror’s value-added component(s)?
- D. Does the Offeror have any conflicts of interest?
- E. A clear and rational budget and budget narrative.

Contract Term

The term of this contract shall be on or about March 5, 2013 through April 26, 2013.

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.

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached “Bid Form” as a cover sheet; see page 8. 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 10:00 a.m. on February 25, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand deliver bids are requested to please ask the building’s security desk to telephone the **Procurement Officer**.

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **Procurement Officer**. Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the bidder must confirm, at least 60 minutes before the deadline, that the bids were received in PHPA Procurement. PHPA is not responsible for bids dropped off in the mailroom. Questions regarding this solicitation should be directed to the **Procurement Officer**.

NO FAX OR EMAIL BIDS WILL BE ACCEPTED.

PROCUREMENT OFFICER:

Vern Shird
Family Health Administration
201 West Preston Street Room 306
Baltimore, MD 21201
Phone: 410-767-5555
Email: vern.shird@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

Bid Form

PROCUREMENT

I.D. NUMBER: PHPA-S1238

ISSUE DATE: February 12, 2013

TITLE: Design Services for Promoting the Maryland Tobacco Quitline

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 \$25,000.

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-S1238.

Attachment A

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from 3/05/13 to 04/26/ 13

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	

TITLE OF PROJECT: _____

AGENCY NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____

* Include Budget Narrative on a separate page.

¹ Indirect cost may not exceed 10% of personnel in item 1.