

# BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1694

EMARYLAND MARKETPLACE BID NUMBER: MDM0031016986

ISSUE DATE: September 23, 2014

TITLE: Development of Television and Radio Ads to Increase Awareness of the Maryland Tobacco Quitline

**PLEASE READ THE ENTIRE SOLICITATION  
BEFORE SUBMITTING YOUR PROPOSAL**

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

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This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <http://emaryland.buyspeed.com/bsa> 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 Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting services to develop and produce complementary television and radio ads for a statewide health communications campaign – *Text Support Program and Maryland Tobacco Quitline Testimonials*.

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* October 15, 2014 through March 30, 2015. **Proposals must equal \$25,000. Budgets not totaling \$25, 000 will be considered non-responsive.**

Funds for this promotion are available through a cooperative agreement between DHMH and the 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**

The Maryland Department of Health and Mental Hygiene's Center for Tobacco Prevention and Control (CTPC) has successfully managed the Maryland Tobacco Quitline, 1-800-QUIT-NOW, counseling service since 2006, with an established quit rate of 30%. In the past year, the prevalence of smoking decreased significantly from 19.1 percent to 16.2 percent of adults; however, more than 740,000 adults still smoke.<sup>2</sup> During 2009–2010, 66.0% of Maryland adult smokers made a quit attempt in the past year, ranking 1st among the states.<sup>3</sup> With a large portion of Marylanders wanting to quit, promoting effective interventions is vital to encourage and maintain quitting.

To continue to promote evidenced based resources for residents who want quit tobacco, CTPC is issuing this request for proposals to develop ads for a health communications campaign to increase awareness of the current Text Support Program (more information can be found here <http://smokingstopshere.com>) and to feature real Marylander's success in utilizing the Quitline phone services. The Text Support Program is a free service for residents 18 years and older and can be used with the phone or the web based program, and serves as additional help to residents to assist them with setting a quit date, sending motivational text messages to control cravings, providing tips on how to use Nicotine Replacement Therapy correctly and providing continued motivational messages for up to four months after their quit date. The real life success stories will feature real people who have quit tobacco successfully with help from the Maryland Tobacco Quitline. **CTPC shall provide contact information of participants who wish to share their stories to Selected Offeror, and the Offeror shall arrange recording times with the participants.** The ads will be serve to promote the Text Support Program and highlight new success stories with real people who have used the Maryland Quitline. Previous success stories can be found at [www.smokingstopshere.com](http://www.smokingstopshere.com).

The selected Offeror shall coordinate, tape, produce, and edit **TV and radio** ads featuring at least three (3) Maryland resident testimonials highlighting how they were successful at quitting tobacco using the Maryland Tobacco Quitline and one (1) TV ad promoting the Maryland Tobacco Quitline Text Support Program. In the Text support TV ad, the Offeror must highlight that residents must register through phone or web to participate in the Text Support Program.

### **Scope of Work**

- 1) Provide a work plan outlining the specific timeline of the development of all ads requested.
- 2) Within two weeks of award, the selected Offeror will have an in-person meeting with CTPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and production schedule will be finalized.
- 3) The selected Offeror shall tape, produce and edit three testimonials from Maryland residents for TV and radio and one TV ad promoting the Maryland Quitline Text Support Program. Note: It is permitted to use the same ad in edited versions. All final ads must be approved by CTPC and other Departmental offices. Edits may be required subsequent to Departmental review. The Selected Offeror may choose to provide a small stipend for Maryland Tobacco Quitline participants. Please include this in the budget if proposed.

- 4) Provide three (3) mock-ups for the Text Support ads and end tags for Quitline Testimonials, due no later than December 15, 2014. All mock-ups shall be presented to CTPC staff who will select one in consultation with the selected Offeror. Ads shall direct people to visit the website or call for further information. *\*CTPC will provide the required DHMH logo and other mandatory tags or disclaimers as needed to be placed in ads.*
- 5) The selected Offeror shall be responsible for all creative services necessary for production, including, but not limited to, filming, dubbing, recording, editing, and photographic services/photo shoots, as necessary. The selected Offeror shall provide a file sharing program in order for CTPC to review and approve ads.

Final products must be ready for the perpetual use of CTPC for future campaigns at no additional cost. The selected Offeror shall purchase all rights to any images, photos, pictures, music, etc. used in conjunction with the TV ads. CTPC/DHMH will own the rights for all materials purchased. If talent will be used in the ads, all associated talent fees (union or non-union) must be covered by the selected Offeror for indefinite use by CTPC/DHMH. All arrangements and coordination for production and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. Copies of all agreements and contracts must be provided to CTPC to have on file.

- 6) The selected Offeror shall provide at least one value-added component in which the Quitline can be promoted.
- 7) The selected Offeror may consider providing an incentive for residents featured. Please include this in the work plan and budget narrative.
- 8) The selected Offeror shall provide CTPC with “ready-to-use” files in broadcast quality format for TV and radio ads, as well as any other necessary files required by CTPC.
- 9) The selected Offeror shall provide a summary report at the conclusion of the contract detailing an overview of services and deliverables, and contract successes and barriers. The selected Offeror shall provide any remaining materials or files to CTPC 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.

### **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 8 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. How the agency is organized and who will be responsible for working on this project.
  - 2. The experience and capabilities of the organization and particular individuals relevant to accomplishing this project.
  - 3. Descriptions of prior projects and/or materials developed as part of the agency's portfolio, in particular those that are "hard-hitting" and with tobacco or other health-related topics.
  - 4. 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.
  
- C. Work Plan
  - 1. The Offeror shall submit a work plan that includes a timeline for development of all of the ads to be produced.
  - 2. The Offeror shall include the length and number of both TV and radio ads, and if incentives shall be used.
  - 3. Describe features for TV and radio ads that will continue to reach the targeted population (adults) with messaging.
  - 4. Describe innovative features that will be utilized.
  - 5. 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 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 the materials to be mailed.*

- D. Provide a description of any value-added component(s).
- 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. Completed Financial Proposal Form with a line item budget and submit
- B. Separate budget narrative. **Budgets must be all inclusive of proposed services.**

**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 and Financial Proposals will be weighted equally.

**Technical Proposal Evaluation Criteria**

The State will evaluate Technical Proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capacity –
  - a. To what extent does the Offeror have in experience and capability to develop and produce TV and radio ads that meet the goal of the Department?
  - b. How strong are the letters of recommendation and reference resources of past materials and projects?
- B. Work Plan –
  - a. Does the Offeror’s proposal provide a work plan that includes a realistic timeline?
  - b. Does the Offeror describe the proposed features for the TV and radio ads and provide rationale for and creativity of those selected?
  - c. Does the Offeror provide the exact number and length of the TV and radio ads?
  - d. Does the Offeror describe how the ads will reach the targeted population (adults), and maintain “brand awareness”?
- C. How strong is the Offeror’s value-added component?

D. 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 October 20, 2014 through March 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**

**Offers must be mailed or hand-delivered and must be received by the Procurement Officer NO LATER than 10:00 a.m. on October 8, 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 proposal, please obtain a receipt.

Offerors who 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 proposal, 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 Offerors 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 email only, no phone calls 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](mailto:chuck.bailey@maryland.gov)

**ISSUING OFFICE:**

Department of Health and Mental Hygiene  
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**

<sup>2</sup> Source: <http://www.americashealthrankings.org/md>

<sup>3</sup> Source: [http://www.cdc.gov/tobacco/data\\_statistics/state\\_data/state\\_highlights/2012/states/maryland/index.htm](http://www.cdc.gov/tobacco/data_statistics/state_data/state_highlights/2012/states/maryland/index.htm)

# Financial Proposal Form

**PROCUREMENT ID NUMBER: PHPA-S1694**

**ISSUE DATE: September 24, 2014**

**TITLE: Development of Television and Radio Ads to Increase Awareness of the Maryland Tobacco Quitline**

**A. Offeror Information:**

Vendor Name: \_\_\_\_\_  
 Federal Tax ID (FEIN#): \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone/Email: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 SBR Number: \_\_\_\_\_  
 eMaryland Registration No.: \_\_\_\_\_

\_\_\_\_\_  
**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-S1694**

**Department of Health and Mental Hygiene Line Item Budget\***  
**Budget Period from October 20, 2014 to March 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 <sup>1</sup>	
<b>TOTAL COST</b>	<b>\$25,000</b>

\* Include Budget Narrative on a separate page.

<sup>1</sup> Indirect cost may not exceed 7% of personnel in item 1.