

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1833

ISSUE DATE: April 13, 2015

TITLE: *Network TV Media Buy and Placement to Increase Awareness of the Toxicity of Tobacco Litter – Central Maryland/Baltimore Metro Area (Baltimore City and Baltimore, Carroll, Harford, Howard, and Anne Arundel Counties)*

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 Bid 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 bids for a four (4) week media placement on TV station(s) that reach Baltimore City and Baltimore, Carroll, Harford, Howard, and Anne Arundel Counties. The ads will support initiatives to reduce tobacco litter in Central Maryland/Baltimore Metro Area by increasing awareness about the toxicity of cigarette butts and other tobacco waste.

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 6, 2015 through June 30, 2015. **Financial proposals must equal \$25,000.**

Background

In addition to harmful health effects, tobacco use takes a significant toll on our environment. Cigarette butts and tobacco products are often discarded on beaches, streets, state/county parks

and trails, and other public places. Cigarette filters are slow to degrade, if they degrade at all. Tobacco litter is *more* than just an eyesore; its toxic waste leaching heavy metals and chemicals such as Lead and Cyanide into our environment, poisoning our water and our communities where we live, work, and play. Cigarette butts and other tobacco waste have a financial burden as well, the increased litter requires more money to be spent on personnel to remove the litter from public places and has a negative financial impact on businesses where the litter accumulates. Additionally, tobacco waste makes our communities look neglected and unwelcoming to both residents and tourists alike.

In the summer months, the Baltimore Inner Harbor Water Wheel collects on average about 1 million cigarette butts per month and environmental cleanups consistently report cigarette butts as the number one picked up item. With over 12,000 cigarette butts collected along Maryland beaches during the 2013 International Coastal Cleanup, tobacco litter is an issue that deserves increased awareness to promote healthy and safe communities.

A recent study¹ examined the attitudes and behaviors of both smokers and non-smokers towards tobacco litter. While non-smokers were more likely to view cigarette butts as litter and harmful to the environment, “86% of smokers considered cigarette butts as litter, yet three-quarters reported disposing of them on the ground or out of a car window at one time or another.” Despite believing that cigarette butts are considered litter and may have damaging effects, smokers’ beliefs did not always match behaviors. The authors suggest a need for education about the harms of tobacco litter.

The TV ads placed as a result of this solicitation stress the toxic effects of tobacco products on the environment and ecosystems. This adds to the list of good reasons to quit smoking or to not start at all. The ads encourage both smokers and non-smokers to take pride in where they live, work, and play. Reducing the presence of tobacco waste will increase the safety and quality of outdoor areas and assist with establishing a tobacco-free norm.

CTPC is seeking a vendor to place TV ads on network stations that will reach residents of all ages in Central Maryland/Baltimore Metro Area. The primary target audience for this campaign is individuals who self-identify as smokers, with a secondary target audience of the general population. CTPC will provide (:60s), (:30s), and (:15s) TV ads to the selected Offeror upon award in broadcast ready format. More information can be found at www.NoTobaccoLitter.com.

Scope of Work

The selected Offeror shall:

- A. Provide a work plan that outlines deliverables of the contract and provides a detailed timeline for TV ad placement for (:60s), (:30s), and (:15s) TV ads, implementation of added value components, and final reporting.
- B. Provide a media placement schedule including network stations, days, and times of where and when the media will air on the networks station, focusing on times of high viewership.

¹ Rath, J.M., Rubenstein, R.A., Curry, L.E., Shank, S.E., and Cartwright, J.C. Cigarette Litter: Smokers’ Attitudes and Behaviors. *Int J. Environ. Res. Public Health* 2012, 9, 2189-2203

Placement shall maximize reach in Maryland counties of this region. A rationale for station(s) and schedule selected shall be provided.

- C. Provide at least one additional added value component – E.g., bonus buys, interviews, web banner placement on affiliated station website, community event, etc. – in which campaign messaging can be further promoted.
- D. Place the TV ads and added value components as per the approved placement schedule and work plan for a four (4) week period *on or about* May 18, 2015 through June 14, 2015. CTPC will provide (:60s), (:30s), and (:15s) TV ads to the selected Offeror upon award in broadcast ready format.
- E. Provide a summary report in a format provided by CTPC that provides details of the contract deliverables, including final air times; any deviations, modifications, and/or ‘make goods’ from the original placement schedule and work plan; reach, impression, and frequency data; and description of added value components, due no later than June 30, 2015.

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 bid price.**

If any additional media is developed, 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. The selected Offeror shall provide all material files in formats 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.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

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 attachments regarding organizational capabilities). The Offeror should secure the Technical Proposal using a single staple (no binding please). One original and three (3) copies should be placed in a sealed envelope labeled “Technical Proposal.” The only reference to price in the

Technical Proposal shall be for the Added Value Component. **Do NOT include any other financial information or reference to price in the 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 TV 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 on similar projects. Letters of recommendation must be dated no more than three (3) years prior to the solicitation date.
- C. The Offeror shall submit a work plan that includes the process/timeline for all contract deliverables including: TV ad placement; implementation of added value components; and final reporting. A mix of (:60s), (:30s), and (:15s) ads must be used.
- D. The Offeror shall submit a media placement schedule that reflects the total number and length of ads that shall be aired on the network stations, at what times and days the ads shall be aired and on what station(s) for a four (4) week period *on or about* May 18, 2015 through June 14, 2015. GRP/reach data for Maryland counties in this region must be provided for all stations proposed.
- E. The Offeror shall identify and summarize the total number of ads, length of ads, and impressions. The Offeror shall differentiate the impressions to be achieved from ads aired and added value components.
- F. The Offeror shall provide a summary of the viewer 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 maximize reach in this region of Maryland.
- G. The Offeror shall describe promotional added value – E.g., bonus buys, interviews, web banner placement on affiliated station website, community events, etc. The Offeror shall describe the reach of the added value components. Please include the actual dollar amounts of added value components that will be offered to the State.
- H. 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 Submissions

Offerors shall submit one original signed and completed Financial Proposal Form along with three (3) copies. Offerors shall also provide one original signed separate line item budget and narrative (Attachment A) along with three (3) copies. The Offeror should secure the Financial Proposal using a single staple (no binding please). The Financial Proposal shall be placed in a sealed envelope labeled "Financial Proposal." The Financial Proposal shall be all inclusive – all costs associated with completing the deliverables of the contract must be included in the budget.

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. Does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run and do the proposed times, number of ads and stations provide sufficient reach of the region to maximize State resources?
- B. How experienced is the Offeror in providing TV buys in the region (including relevant past projects to demonstrate Offeror capabilities for the project outlined in this solicitation).
- C. Does the Offeror's proposal provide a clear audience profile that identifies and justifies the station(s) selected?
- D. Does the Offeror's proposal provide a work plan that includes a realistic timeline for completing the project?
- E. How strong is the Offeror's added value component?
- F. 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 6, 2015 through June 30, 2015.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. 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 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

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 12 p.m. NOON April 28, 2015** 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 Chuck Bailey. *NOTE: When dropping off the offer, 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 offer, 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 W. Preston St., Rm. 306
Baltimore, MD 21201
Phone: 410-767-5601
chuck.bailey@maryland.gov

ISSUING OFFICE:

Dana Moncrief
Chief, Statewide Public Health Initiatives
Department of Health and Mental Hygiene
Center for Tobacco Prevention and Control
201 W. Preston St.
Baltimore, MD 21201

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

Attachment A – Financial Proposal Form

PROCUREMENT I.D. NUMBER: PHPA-S1833

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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 \$25,000 (excluding added value components)

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-S1833.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from 5/6/15 to 6/30/15

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (media placement, etc. please explain)	
Total DIRECT Costs	
Indirect Cost ²	
TOTAL COST	\$25,000

* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form.

² Indirect cost may not exceed 10% of personnel in item 1.