

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1870

ISSUE DATE: April 16, 2015

TITLE: Maryland Tobacco Quitline Website Design and Maintenance

**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/bsol> 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 updates and maintenance of the existing website www.smokingstopshere.com.

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 September 1, 2015 through December 31, 2015. Only Financial Proposals equal to \$6,500 will be considered responsive.

Background

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006. The QL 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.

The QL's website, www.smokingstopshere.com, is also a unique way that partners and consumers communicate and can share information and stories. The website includes key information on how to quit smoking, outlines the cessation counseling process in four simple

steps, explains the phone counseling services, provides stories and photos of real Marylanders who have successfully quit, explains why the services are free and provides information on local cessation resources. The website also includes county resources for cessation classes and a materials order form which is fulfilled by Maryland Correctional Enterprises. Web visitors can link to the QL via the “Click to Call” feature where individuals enter their contact information, and within a few minutes a trained Quit Coach™ calls them back. Visitors to the site can also receive cessation help online when they click on the “Enroll Online Now” button. This takes them to the Quitline vendor’s site — <https://www.quitnow.net/maryland/> for enrollment into cessation services. (The selected Contractor will not be responsible for updating this site.) In March of 2013, CTPC transferred the website into Word Press to make design and updates easier.

Scope of Work

The Offeror awarded a contract will be required to assume responsibility for all services offered in the proposal and will be monitored by CTPC.

The successful Offeror shall:

1. Maintain the website:

- Provide website maintenance throughout contract period. Offeror shall review and update the current interactive website and ensure that the website complements and highlights the services provided by the Maryland Tobacco Quitline. A maintenance schedule will be decided and agreed upon by the selected Offeror and the Contract Monitor within 2 weeks of award. Current areas in need of constant updates include, but are not limited to: homepage, events, news and announcements. The Offeror shall anticipate updating at least one (1) of these areas on a weekly basis.
- Compose, edit and proof content throughout the contract period. Website content should be written and presented in language and style of fifth grade reading level.
- Outline and implement strategies for keeping the website contemporary, informative, attractive and engaging to Maryland residents including tobacco users and providers.
- After reviewing the current website, consult with the Contract Monitor about any additions or deletions within the current website.
- At the close of the contract, hold a meeting to review modifications, administrative updates and transfer all deliverables and reports to CTPC.

2. Develop and Design Elements:

- Describe and implement interactive activities and features. A redesign of the website style is *not* desired (i.e., homepage, structure of pages), however the Offeror shall be responsible for *enhancements*. Offeror may consider developing features that make the site attractive, informative and contemporary, including social media initiatives, with the understanding that the Offeror will be promoting and regularly monitoring such features. All recommended features must be reflected in the submitted budget.

3. Provide a Communication/Promotion Plan:

- Assist with implementing low-cost strategies to promote the website and service of the QL.
- Provide consultation and description to Contract Monitor regarding promotion of the website and ways to attract residents and providers to the site.
- Consult with Contract Monitor for ways of streamlining communication with groups through the website.

4. Manage the website:

- Coordinate current administrator tools (i.e., analytics, and website database). Suggestions for managing these important tools efficiently should be included.
- Provide monthly evaluation data to the Contract Monitor, including methods for analysis and tracking of web user statistics and for assessing progress toward achieving the stated goals.
- Sustain and update security features for website.

***Please note: All content and materials must be approved by the Contract Monitor prior to posting online.**

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.

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 budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be placed in a sealed envelope labeled “Technical Proposal.”

Technical Proposal 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. Please include expertise related to development of websites.
3. Provide descriptions of prior projects and/or materials developed as part of the agency's portfolio; in particular those developed targeting tobacco users, tobacco prevention and control and other health-related topics.

C. Work Plan

1. The Offeror shall submit a work plan that includes a timeline describing website maintenance plan that extends through December 31, 2015. The plan shall discuss proposed enhancements (updates, features and/or additions) to the current site.
2. Discuss the rationale for selecting the strategies discussed and explain the expected benefits of the features discussed.
3. Discuss methods for analysis and tracking of website statistics that will be used to monitor the website.
4. Describe the security features of the website.
5. Discuss promotional strategies for the website and describe innovative features that will be utilized.
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 Submissions

Offerors shall submit an original signed completed Financial Proposal Form (page 8), and provide an original signed separate line item budget and narrative. One original and three (3) copies shall be placed in a sealed envelope labeled "Financial Proposal."

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. Organizational Capacity –
 - a. Extent to which the Offeror has the experience and capability to design and maintain websites 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 maintenance plan for keeping website content up-to-date and one that identifies with Maryland’s Tobacco users and providers?
 - c. Do the Offeror’s proposed rationale for updates, features, and enhancements to the current site meet the goals of the Department?
 - d. Does the Offeror provide clear evaluation measures of the website, effective analysis tracking, a management plan for administrator tools, and description of security features?
 - e. Does the Offeror provide details of how the security of the website shall be maintained?
 - f. Does the Offeror provide promotional strategies for the website and innovative features that will meet the goals of the Department?

- C. 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 September 1, 2015 through December 31, 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 monthly 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 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

Offers must be mailed or hand-delivered and must be received by the Procurement Officer NO LATER than 10:00 a.m. on April 30, 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 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

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**

Financial Proposal Form

PROCUREMENT ID NUMBER: PHPA-S1870

ISSUE DATE: April 16, 2015

TITLE: Maryland Tobacco Quitline Website Design and Maintenance

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-S1870.

Department of Health and Mental Hygiene Line Item Budget*
Budget Period from September 1, 2015 to December 31, 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	\$6,500.00

* Include Budget Narrative on a separate page.

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