

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1933

ISSUE DATE: June 5, 2015

TITLE: *Radio Media Buy and Placement Promoting Responsible Tobacco Retailer Initiative– Maryland/DC Capitol Metro Area/Southern Maryland Region (Frederick, Montgomery, Prince George's, Calvert, Charles, and St. Mary's 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/bs/> 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 radio station(s) that reach Frederick, Montgomery, Prince George's, Calvert, Charles, and St. Mary's Counties. The ads will support initiatives to promote responsible tobacco retailing in sales outlets, change community norms, and reinforce that selling tobacco to youth under the age of 18 is in violation of local, state and federal laws.

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* **July 1, 2015** through **September 15, 2015**. **Financial proposals must equal \$25,000.**

Background

Tobacco use remains the number one cause of preventable death and disease in the United States. Currently, more than 480,000 Americans lose their lives each year due to smoking-related diseases, with almost 90% of these smokers starting in their teens. If current trends continue, 5.6 million youth who are currently under the age of 18 will ultimately die prematurely in their adult

lives from smoking. Each day in the United States, more than 3,200 youth (younger than 18 years of age) smoke their first cigarette and another 2,100 youth and young adults who are occasional smokers progress to become daily smokers.¹ Efforts focusing on preventing youth tobacco initiation, and helping those who do use to quit should remain in the forefront of public health initiatives.

Retailers play an important role in preventing youth tobacco initiation by eliminating or reducing access to tobacco. In fact, retailer behavior is the strongest predictor in the sale of cigarettes to youth;² youth who perceive cigarettes as easy to get are more likely to become regular smokers than those who perceive them as hard to get.³ Underage smokers who are older are more likely than younger smokers to buy cigarettes directly in stores and become regular smokers.⁴ Youth who are regular smokers are also the most likely to supply other youth with tobacco products.⁵

Data from the 2013 MD YTRBS shows that asking for photo identification does reduce cigarette sales to underage youth. When Maryland tobacco retailers requested to see photo identification, 32.7% of underage youth succeed in buying cigarettes— compared with a 78.7% success rate when photo identification is not requested.⁶

CTPC is seeking a vendor to place radio ads on stations that will reach the thousands of retailers who sell tobacco products in the Maryland/DC Capitol Metro Area/Southern Maryland Region. CTPC will provide four ads to the selected Offeror in broadcast ready format upon award: (:60s) and (:30s) spots featuring a male voice and (:60s) and (:30s) spots featuring a female voice. More information can be found at www.NoTobaccoSalesToMinors.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 radio ad placement, implementation of added value components, and final reporting.
- B. Provide a media placement schedule including stations, days, and times of where and when the media will air, focusing on times of high listenership. Placement shall maximize reach in Maryland counties of this region. A rationale for station(s) and schedule selected shall be

1 U.S. Department of Health and Human Services. *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

2 Klondoff, A & Landrine, H, “Predicting youth access to tobacco: the role of youth versus store-clerk behavior and issues of ecological validity,” *Health Psychology* 23(5):517-524, September 2004.

3 Doubeni, C, et al., “Perceived Accessibility as a Predictor of Youth Smoking,” *Annals of Family Medicine* 16(1):137-45, July/August 2008.

4 Substance Abuse & Mental Health Services Administration, U.S. Dept of Health & Human Services, 2003 National Survey on Drug Use and Health, September 9, 2004. <http://www.oas.samhsa.gov/nhsda.htm#NHSDAinfo>.

5 Campaign for Tobacco-Free Kids Factsheet, Where Do Youth Smokers Get Their Cigarettes, <http://tobaccofreekids.org/research/factsheets/pdf/0073.pdf>.

6 Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland General Assembly and Governor, Fiscal Year 2013. (2014, August). Baltimore, MD: Maryland Department of Health and Mental Hygiene <http://phpa.dhmh.maryland.gov/ohpetup/Documents/HG%2013-1004%20-%20PHPA%20-%20Biennial%20Tobacco%20Study%20.pdf>

provided. Offerors must justify how the media plan will best reach the target population—retailers who sell tobacco products.

A mix of ads featuring a male voice in (:60s) and (:30s) spots and female voice in (:60s) and (:30s) spots must be used. Placement of ads on internet radio (for example, Pandora Internet Radio) and other music streaming services are permitted. However, if streaming services are used, the media placement schedule must also include placement of ads on traditional radio stations.

- C. Provide at least one additional added value component – E.g., news story, newsletter mentions, interviews, bonus buys, web banner placement on affiliated station website, additional ad development, Google or Facebook ad placement, etc. – in which campaign messaging can be further promoted.

A (:10s) spot will be made available to the selected Offeror upon request. If the selected Offeror chooses to include the (:10s) spot as part of the media placement schedule, the (:10s) spot may only be placed as an added value component. If interviews are proposed as added value components it shall be the responsibility of the selected Offeror to coordinate and serve as a liaison for the interviews. Copies of interviews conducted as a result of this solicitation must be provided to CTPC for use at the Department’s discretion.

Additionally, estimated reach data must be provided for each proposed added value component. Offerors must differentiate impressions/reach to be achieved for added value components from paid spots.

- D. Place the radio ads and added value components as per the approved placement schedule and work plan for a four (4) week period *on or about* **July 20, 2015** through **August 17, 2015**. CTPC will provide four ads to the selected Offeror in broadcast ready format upon award: (:60s) and (:30s) spots featuring a male voice and (:60s) and (:30s) spots featuring a female voice. A (:10s) spot will be made available to the selected Offeror upon request, the (:10s) spot may only be placed as an added value component.
- 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 (including reach data) of all added value components, due no later than **September 15, 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 and its designees 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 Department shall use all final ads at their discretion. Any media that is developed must be available for use on any radio station or music streaming service at the Department's discretion. 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). Offerors 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 radio 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: radio ad placement; implementation of added value components; and final reporting. A mix of ads featuring a male voice in (:60s) and (:30s) spots and female voice in (:60s) and (:30s) spots must be used. A (:10s) spot

will be made available to the selected Offeror upon request, the (:10s) spot may only be placed as an added value component.

- D. The Offeror shall submit a media placement schedule that reflects the total number and length of ads that shall be aired, at what times and days the ads shall be aired and on what station(s) (and music streaming service if proposed) for a four (4) week period *on or about* **July 20, 2015** through **August 17, 2015**. GRP/reach data or impressions for Maryland counties in this region must be provided for all stations proposed. If streaming services are used, the media placement schedule must also include the placement of ads on traditional radio stations.
- E. The Offeror shall identify and summarize the total number of ads, length of ads, and impressions. The Offeror must differentiate impressions/reach to be achieved for added value components from paid spots
- F. The Offeror shall provide a summary of the listener profile of station(s)/music streaming service(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. The Offeror must describe how the selected station(s) and schedules will best reach retailers who sell tobacco products in this region of Maryland.
- G. The Offeror shall describe promotional added value – E.g., news story, newsletter mentions, interviews, bonus buys, web banner placement on affiliated station website, additional ad development, Google or Facebook ad placement, etc– in which campaign messaging can be further promoted. 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 (Attachment A) along with three (3) copies. Offerors shall also provide one original signed separate line item budget and narrative 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 radio 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? Does the Offeror's proposal describe how the station(s) selected will reach retailers who sell tobacco?
- 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 **July 1, 2015** through **September 15, 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, contract dates, 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 June 18, 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 PPHA 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-S1933

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TITLE: *Radio Media Buy and Placement Promoting Responsible Tobacco Retailer Initiative– Maryland/DC Capitol Metro Area/Southern Maryland Region (Frederick, Montgomery, Prince George's, Calvert, Charles, and St. Mary's Counties)*

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-S1933.

 Department of Health and Mental Hygiene Line Item Budget*
 Budget Period from 7/1/15 to 9/15/15

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 ⁷	
TOTAL COST	\$25,000

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

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