

Solicitation NO10005

Advertising Agency for Agriculture Awareness Campaign

State of Utah



State of Utah

Bid NO10005

Advertising Agency for Agriculture Awareness Campaign

Bid Number	NO10005
Bid Title	Advertising Agency for Agriculture Awareness Campaign
Bid Start Date	Jul 28, 2009 3:49:49 PM MDT
Bid End Date	Aug 19, 2009 3:00:00 PM MDT
Question & Answer End Date	Aug 10, 2009 3:00:00 PM MDT
Bid Contact	Nancy Orton Assistant Director Administrative Services
Contract Duration	1 year
Contract Renewal	2 annual renewals
Prices Good for	Not Applicable
Bid Comments	Questions concerning this solicitation should be submitted via the BidSync electronic system. ----- If you have any trouble submitting your response or attaching documents in the BidSync site, please contact Vendor Customer Support at (801) 765-9245.

Changes made on Jul 28, 2009 4:11:41 PM MDT

Previous End Date Aug 17, 2009 3:00:00 PM MDT

New End Date Aug 19, 2009 3:00:00 PM MDT

Item Response Form

Item	NO10005-1-01 - Advertising Agency for Agriculture Awareness Campaign
Quantity	1 contract
Unit Price	
Delivery Location	State of Utah <u>N/A</u> * * UT * Qty 1

Description

The primary purpose of this RFP is to enter into a contract with a qualified firm (advertising, marketing, or public relations agency) to produce and provide messages and message products and to develop collateral items that inform the target populations that:

- 1) Farmers and ranchers care for the land and animals and are the source of a safe and abundant food supply.
- 2) The agriculture industry offers positive cultural and economic benefits to the state.
- 3) Farmers and ranchers are stewards of the land and offer positive environmental benefits.

The primary goal of the campaign is to increase public awareness among Utahns of the importance of agriculture and its value to them, per the attached specifications.

Questions concerning this solicitation should be submitted via the BidSync electronic system.

If you have any trouble submitting your response or attaching documents in the BidSync site, please contact Vendor Customer Support at (801) 765-9245.

ATTACHMENT A: STATE OF UTAH STANDARD TERMS AND CONDITIONS

1. **AUTHORITY:** Provisions of this contract are pursuant to the authority set forth in 63G-6, Utah Code Annotated, 1953, as amended, Utah State Procurement Rules (Utah Administrative Code Section R33), and related statutes which permit the State to purchase certain specified services, and other approved purchases for the State.
2. **CONTRACT JURISDICTION, CHOICE OF LAW, AND VENUE:** The provisions of this contract shall be governed by the laws of the State of Utah. The parties will submit to the jurisdiction of the courts of the State of Utah for any dispute arising out of this Contract or the breach thereof. Venue shall be in Salt Lake City, in the Third Judicial District Court for Salt Lake County.
3. **LAWS AND REGULATIONS:** The Contractor and any and all supplies, services, equipment, and construction furnished under this contract will comply fully with all applicable Federal and State laws and regulations.
4. **RECORDS ADMINISTRATION:** The Contractor shall maintain, or supervise the maintenance of all records necessary to properly account for the payments made to the Contractor for costs authorized by this contract. These records shall be retained by the Contractor for at least four years after the contract terminates, or until all audits initiated within the four years, have been completed, whichever is later. The Contractor agrees to allow State and Federal auditors, and State Agency Staff, access to all the records to this contract, for audit and inspection, and monitoring of services. Such access will be during normal business hours, or by appointment.
5. **CERTIFY REGISTRATION AND USE OF EMPLOYMENT "STATUS VERIFICATION SYSTEM":** The Status Verification System, also referred to as "E-verify", only applies to contracts issued through a Request for Proposal process, and to sole sources that are included within a Request for Proposal. It does not apply to Invitation to Bids nor to the Multi-Step Process.

5.1 Status Verification System

1. Each offeror and each person signing on behalf of any offeror certifies as to its own entity, under penalty of perjury, that the named Contractor has registered and is participating in the Status Verification System to verify the work eligibility status of the contractor's new employees that are employed in the State of Utah in accordance with UCA Section 63G-11-103.
2. The Contractor shall require that the following provision be placed in each subcontract at every tier: "The subcontractor shall certify to the main (prime or general) contractor by affidavit that the subcontractor has verified through the Status Verification System the employment status of each new employee of the respective subcontractor, all in accordance with Section 63G-11-103 and to comply with all applicable employee status verification laws. Such affidavit must be provided prior to the notice to proceed for the subcontractor to perform the work."
3. The State will not consider a proposal for award, nor will it make any award where there has not been compliance with this Section.
4. Manually or electronically signing the Proposal is deemed the Contractor's certification of compliance with all provisions of this employment status verification certification required by all applicable status verification laws including UCA Section 63G-11-103.

5.2 Indemnity Clause for Status Verification System

1. Contractor (includes, but is not limited to any Contractor, Design Professional, Designer or Consultant) shall protect, indemnify and hold harmless, the State and its officers, employees, agents, representatives and anyone that the State may be liable for, against any claim, damages or liability arising out of or resulting from violations of the above Status Verification System Section whether violated by employees, agents, or contractors of the following: (a) Contractor; (b) Subcontractor at any tier; and/or (c) any entity or person for whom the Contractor or Subcontractor may be liable.
2. Notwithstanding Section 1. above, Design Professionals or Designers under direct contract with the State shall only be required to indemnify the State for a liability claim that arises out of the design professional's services, unless the liability claim arises from the Design Professional's negligent act, wrongful act, error or omission, or other liability imposed by law except that the design professional shall be required to indemnify the State in regard to subcontractors or subconsultants at any tier that are under the direct or indirect control or responsibility of the Design Professional, and includes all independent contractors, agents, employees or anyone else for whom the Design Professional may be liable at any tier.
6. **CONFLICT OF INTEREST:** Contractor represents that none of its officers or employees are officers or employees of the State of Utah, unless disclosure has been made in accordance with 67-16-8, Utah Code Annotated, 1953, as amended.
7. **CONTRACTOR, AN INDEPENDENT CONTRACTOR:** The Contractor shall be an independent contractor, and as such, shall have no authorization, express or implied, to bind the State to any agreements, settlements, liability, or understanding whatsoever, and agrees not to perform any acts as agent for the State, except as herein expressly set forth. Compensation stated herein shall be the total amount payable to the Contractor by the State. The Contractor shall be responsible for the payment of all income tax and social security amounts due as a result of payments received from the State for these contract services. Persons employed by the State and acting under the direction of the State shall not be deemed to be employees or agents of the Contractor.
8. **INDEMNITY CLAUSE:** The Contractor agrees to indemnify, save harmless, and release the State of Utah, and all its officers, agents, volunteers, and employees from and against any and all loss, damages, injury, liability, suits, and proceedings arising out of the performance of this contract which are caused in whole or in part by the acts or negligence of the Contractor's officers, agents, volunteers, or employees, but not for claims arising from the State's sole negligence.
9. **EMPLOYMENT PRACTICES CLAUSE:** The Contractor agrees to abide by the provisions of Title VI and VII of the Civil Rights Act of 1964 (42USC 2000e) which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; and further agrees to abide by Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; 45 CFR 90 which prohibits discrimination on the basis of age; and Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990 which prohibits discrimination on the basis of disabilities. Also, the Contractor agrees to abide by Utah's Executive Order, dated March 17, 1993, which prohibits sexual harassment in the work place.

10. **SEPARABILITY CLAUSE:** A declaration by any court, or any other binding legal source, that any provision of this contract is illegal and void shall not affect the legality and enforceability of any other provision of this contract, unless the provisions are mutually dependent.
11. **RENEGOTIATION OR MODIFICATIONS:** This contract may be amended, modified, or supplemented only by written amendment to the contract, executed by authorized persons of the parties hereto, and attached to the original signed copy of the contract. Automatic renewals will not apply to this contract.
12. **DEBARMENT:** The Contractor certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract), by any governmental department or agency. If the Contractor cannot certify this statement, attach a written explanation for review by the State. The Contractor must notify the State Director of Purchasing within 30 days if debarred by any governmental entity during the Contract period.
13. **TERMINATION:** Unless otherwise stated in the Special Terms and Conditions, this contract may be terminated, with cause by either party, in advance of the specified termination date, upon written notice being given by the other party. The party in violation will be given ten (10) working days after notification to correct and cease the violations, after which the contract may be terminated for cause. This contract may be terminated without cause, in advance of the specified expiration date, by either party, upon sixty (60) days prior written notice being given the other party. On termination of this contract, all accounts and payments will be processed according to the financial arrangements set forth herein for approved services rendered to date of termination.
14. **NONAPPROPRIATION OF FUNDS:** The Contractor acknowledges that the State cannot contract for the payment of funds not yet appropriated by the Utah State Legislature. If funding to the State is reduced due to an order by the Legislature or the Governor, or is required by State law, or if federal funding (when applicable) is not provided, the State may terminate this contract or proportionately reduce the services and purchase obligations and the amount due from the State upon 30 days written notice. In the case that funds are not appropriated or are reduced, the State will reimburse Contractor for products delivered or services performed through the date of cancellation or reduction, and the State will not be liable for any future commitments, penalties, or liquidated damages.
15. **SALES TAX EXEMPTION:** The State of Utah's sales and use tax exemption number is 11736850-010-STC. The tangible personal property or services being purchased are being paid from State funds and used in the exercise of that entity's essential functions. If the items being purchased are construction materials, they will be converted into real property by employees of this government entity, unless otherwise stated in the contract.
16. **WARRANTY:** The Contractor agrees to warrant and assume responsibility for all products (including hardware, firmware, and/or software products) that it licenses, contracts, or sells to the State of Utah under this contract for a period of one year, unless otherwise specified and mutually agreed upon elsewhere in this contract. The Contractor (seller) acknowledges that all warranties granted to the buyer by the Uniform Commercial Code of the State of Utah apply to this contract. Product liability disclaimers and/or warranty disclaimers from the seller are not applicable to this contract unless otherwise specified and mutually agreed upon elsewhere in this contract. In general, the Contractor warrants that: (1) the product will do what the salesperson said it would do, (2) the product will live up to all specific claims that the manufacturer makes in their advertisements, (3) the product will be suitable for the ordinary purposes for which such product is used, (4) the product will be suitable for any special purposes that the State has relied on the Contractor's skill or judgment to consider when it advised the State about the product, (5) the product has been properly designed and manufactured, and (6) the product is free of significant defects or unusual problems about which the State has not been warned. Remedies available to the State include the following: The Contractor will repair or replace (at no charge to the State) the product whose nonconformance is discovered and made known to the Contractor in writing. If the repaired and/or replaced product proves to be inadequate, or fails of its essential purpose, the Contractor will refund the full amount of any payments that have been made. Nothing in this warranty will be construed to limit any rights or remedies the State of Utah may otherwise have under this contract.
17. **PUBLIC INFORMATION:** Contractor agrees that the contract, related Sales Orders, and Invoices will be public documents, and may be available for distribution. Contractor gives the State express permission to make copies of the contract, related Sales Orders, and Invoices in accordance with the State of Utah Government Records Access and Management Act (GRAMA). Except for sections identified in writing and expressly approved by the State Division of Purchasing, Contractor also agrees that the Contractor's response to the solicitation will be a public document, and copies may be given to the public under GRAMA laws. The permission to make copies as noted will take precedence over any statements of confidentiality, proprietary information, copyright information, or similar notation.
18. **DELIVERY:** Unless otherwise specified in this contract, all deliveries will be F.O.B. destination with all transportation and handling charges paid by the Contractor. Responsibility and liability for loss or damage will remain with Contractor until final inspection and acceptance when responsibility will pass to the State except as to latent defects, fraud and Contractor's warranty obligations.
19. **ORDERING AND INVOICING:** All orders will be shipped promptly in accordance with the delivery schedule. The Contractor will promptly submit invoices (within 30 days of shipment or delivery of services) to the State. The State contract number and/or the agency purchase order number shall be listed on all invoices, freight tickets, and correspondence relating to the contract order. The prices paid by the State will be those prices listed in the contract. The State has the right to adjust or return any invoice reflecting incorrect pricing.
20. **PAYMENT:** Payments are normally made within 30 days following the date the order is delivered or the date a correct invoice is received, whichever is later. All payments to the Contractor will be remitted by mail unless paid by the State of Utah's Purchasing

Card (major credit card).

21. **PATENTS, COPYRIGHTS, ETC.:** The Contractor will release, indemnify and hold the State, its officers, agents and employees harmless from liability of any kind or nature, including the Contractor's use of any copyrighted or un-copyrighted composition, secret process, patented or un-patented invention, article or appliance furnished or used in the performance of this contract.
22. **ASSIGNMENT/SUBCONTRACT:** Contractor will not assign, sell, transfer, subcontract or sublet rights, or delegate responsibilities under this contract, in whole or in part, without the prior written approval of the State.
23. **DEFAULT AND REMEDIES:** Any of the following events will constitute cause for the State to declare Contractor in default of the contract: 1. Nonperformance of contractual requirements; 2. A material breach of any term or condition of this contract. The State will issue a written notice of default providing a ten (10) day period in which Contractor will have an opportunity to cure. Time allowed for cure will not diminish or eliminate Contractor's liability for damages. If the default remains, after Contractor has been provided the opportunity to cure, the State may do one or more of the following: 1. Exercise any remedy provided by law; 2. Terminate this contract and any related contracts or portions thereof; 3. Impose liquidated damages, if liquidated damages are listed in the contract; 4. Suspend Contractor from receiving future solicitations.
24. **FORCE MAJEURE:** Neither party to this contract will be held responsible for delay or default caused by fire, riot, acts of God and/or war which is beyond that party's reasonable control. The State may terminate this contract after determining such delay or default will reasonably prevent successful performance of the contract.
25. **PROCUREMENT ETHICS:** The Contractor understands that a person who is interested in any way in the sale of any supplies, services, construction, or insurance to the State of Utah is violating the law if the person gives or offers to give any compensation, gratuity, contribution, loan or reward, or any promise thereof to any person acting as a procurement officer on behalf of the State, or who in any official capacity participates in the procurement of such supplies, services, construction, or insurance, whether it is given for their own use or for the use or benefit of any other person or organization (63G-6-1002, Utah Code Annotated, 1953, as amended).
26. **CONFLICT OF TERMS:** Contractor Terms and Conditions that apply must be in writing and attached to the contract. No other Terms and Conditions will apply to this contract including terms listed or referenced on a Contractor's website, terms listed in a Contractor quotation/sales order, etc. In the event of any conflict in the contract terms and conditions, the order of precedence shall be: 1. Atth. A: State of Utah Standard Terms and Conditions; 2. State of Utah Contract Signature Page(s); 3. State Additional Terms and Conditions; 4. Contractor Terms and Conditions.
27. **ENTIRE AGREEMENT:** This Agreement, including all Attachments, and documents incorporated hereunder, and the related State Solicitation constitutes the entire agreement between the parties with respect to the subject matter, and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written. The terms of this Agreement shall supersede any additional or conflicting terms or provisions that may be set forth or printed on the Contractor's work plans, cost estimate forms, receiving tickets, invoices, or any other related standard forms or documents of the Contractor that may subsequently be used to implement, record, or invoice services hereunder from time to time, even if such standard forms or documents have been signed or initialed by a representative of the State. The parties agree that the terms of this Agreement shall prevail in any dispute between the terms of this Agreement and the terms printed on any such standard forms or documents, and such standard forms or documents shall not be considered written amendments of this Agreement.

(Revision date: 4 June 2009)



State of Utah Request for Proposal

Legal Company Name (include d/b/a if applicable) 	Federal Tax Identification Number 	State of Utah Sales Tax ID Number 	
Ordering Address 	City 	State 	Zip Code
Remittance Address (if different from ordering address)	City 	State 	Zip Code
Type: ☐ Corporation ☐ Partnership ☐ Proprietorship ☐ Government	Company Contact Person 		
Telephone Number (include area code) 	Fax Number (include area code) 		
Company's Internet Web Address 	Email Address 		
Discount Terms (for bid purposes, bid discounts less than 30 days will not be considered)	Days Required for Delivery After Receipt of Order (see attached for any required minimums)		
The undersigned certifies that the goods or services offered are produced, mined, grown, manufactured, or performed in Utah. Yes ☐ No ☐ . If no, enter where produced, etc. 			
Offeror's Authorized Representative's Signature 	Date 		
Type or Print Name 	Position or Title 		

REQUEST FOR PROPOSAL - INSTRUCTIONS AND GENERAL PROVISIONS

1. SUBMITTING THE PROPOSAL: (a) The Utah Division of Purchasing and General Services (DIVISION) prefers that proposals be submitted electronically. Electronic proposals may be submitted through a secure mailbox at BidSync (formerly RFP Depot, LLC) (www.bidsync.com) until the date and time as indicated in this document. It is the sole responsibility of the supplier to ensure their proposal reaches BidSync before the closing date and time. There is no cost to the supplier to submit Utah's electronic proposals via BidSync. (b) Electronic proposals may require the uploading of electronic attachments. The submission of attachments containing embedded documents is prohibited. All documents should be attached as separate files. (c) If the supplier chooses to submit the proposal directly to the DIVISION in writing: The proposal must be signed in ink, sealed, and delivered to the Division of Purchasing, 3150 State Office Building, Capitol Hill, Salt Lake City, UT 84114-1061 by the "Due Date and Time." The "Solicitation Number" and "Due Date" must appear on the outside of the envelope. All prices and notations must be in ink or typewritten. Each item must be priced separately. Unit price shall be shown and a total price shall be entered for each item offered. Errors may be crossed out and corrections printed in ink or typewritten adjacent and must be initialed in ink by person signing offer. Unit price will govern, if there is an error in the extension. Written offers will be considered only if it is submitted on the forms provided by the DIVISION. (d) Proposals, modifications, or corrections received after the closing time on the "Due Date" will be considered late and handled in accordance with the Utah Procurement Rules, section R33-3-209. (e) Facsimile transmission of proposals to DIVISION will not be considered.

2. PROPOSAL PREPARATION: (a) Delivery time of products and services is critical and must be adhered to as specified. (b) Wherever in this document an item is defined by using a trade name of a manufacturer and/or model number, it is intended that the words, "or equivalent" apply. "Or equivalent" means any other brand that is equal in use, quality, economy and performance to the brand listed as determined by the DIVISION. If the supplier lists a trade name and/or catalog number in the offer, the DIVISION will assume the item meets the specifications unless the offer clearly states it is an alternate, and describes specifically how it differs from the item specified. All offers must include complete manufacturer's descriptive literature if quoting an equivalent product. All products are to be of new, unused condition, unless otherwise requested in this solicitation. (c) Incomplete proposals may be rejected. (d) Where applicable, all proposals must include complete manufacturer's descriptive literature. (e) By submitting the proposal the offeror certifies that all of the information provided is accurate, that they are willing and able to furnish the item(s) specified, and that prices offered are correct. (f) This proposal may not be withdrawn for a period of 60 days from the due date.

3. FREIGHT COST: (a) Where "Freight Cost" is listed as a separate line item, suppliers are to provide product line item pricing FOB Origin Less Freight. On the line item for "Freight Cost" suppliers are to indicate the total freight cost FOB Destination Freight Prepaid, and complete the "Freight Information" document. The DIVISION will analyze freight charges separately from the item cost and determine how the shipment will be routed (either by the supplier, or by the State's carrier). (b) Where there is not a line item for "Freight Cost", suppliers are to provide line item pricing FOB Destination Freight Prepaid. Unless otherwise indicated on the contract/purchase order, shipping terms will be FOB Destination Freight Prepaid.

4. SOLICITATION AMENDMENTS: All changes to this solicitation will be made through written addendum only. Answers to questions submitted through RFP Depot shall be considered addenda to the solicitation documents. Bidders are cautioned not to consider verbal modifications.

5. PROTECTED INFORMATION: Suppliers are required to mark any specific information contained in their offer which they are claiming as protected and not to be disclosed to the public or used for purposes other than the evaluation of the offer. Each request for non-disclosure must be made by completing the "Confidentiality Claim Form" located at:

<http://www.purchasing.utah.gov/contract/documents/confidentialityclaimform.doc> with a specific justification explaining why the information is to be protected. Pricing and service elements of any proposal will not be considered proprietary. All material becomes the property of the DIVISION and may be returned only at the DIVISION's option.

6. BEST AND FINAL OFFERS: Discussions may be conducted with offerors who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of assuring full understanding of, and responsiveness to, solicitation requirements. Prior to award, these offerors may be asked to submit best and final offers. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by a competing offeror.

7. SAMPLES: Samples of item(s) specified in this offer, brochures, etc., when required by the DIVISION, must be furnished free of expense to the DIVISION. Any item not destroyed by tests may, upon request made at the time the sample is furnished, be returned at the offeror's expense.

8. AWARD OF CONTRACT: (a) The contract will be awarded with reasonable promptness, by written notice, to the responsible offeror whose proposal is determined to be the most advantageous to the DIVISION, taking into consideration price and evaluation factors set forth in the RFP. No other factors or criteria will be used in the evaluation. The contract file shall contain the basis on which the award is made. Refer to Utah Code Annotated 65-56-408. (b) The DIVISION may accept any item or group of items, or overall best offer. The DIVISION can reject any or all proposals, and it can waive any informality, or technicality in any proposal received, if the DIVISION believes it would serve the best interests of the DIVISION. (c) Before, or after, the award of a contract the DIVISION has the right to inspect the offeror's premises and all business records to determine the offeror's ability to meet contract requirements. (d) The DIVISION will open proposals publicly, identifying only the names of the offerors. During the evaluation process, proposals will be seen only by authorized DIVISION staff and those selected by DIVISION to evaluate the proposals. Following the award decision, all proposals become public information except for protected information (see number 5 above). A register of proposals and contract awards are posted at <http://purchasing.utah.gov/vendor/bidtab.html>. (e) Estimated quantities are for bidding purposes only, and not to be interpreted as a guarantee to purchase any amount. (f) Utah has a reciprocal preference law which will be applied against offerors offering products or services produced in states which discriminate against Utah products. For details see Section 63G-6-404 and 63G-6-405, Utah Code Annotated. (g) Multiple contracts may be awarded if the DIVISION determines it would be in its best interest.

9. DIVISION APPROVAL: Contracts written with the State of Utah, as a result of this proposal, will not be legally binding without the written approval of the Director of the DIVISION.

10. DEBARMENT: The CONTRACTOR certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If the CONTRACTOR cannot certify this statement, attach a written explanation for review by the DIVISION.

11. ENERGY CONSERVATION AND RECYCLED PRODUCTS: The contractor is encouraged to offer Energy Star certified products or products that meet FEMP (Federal Energy Management Program) standards for energy consumption. The State of Utah also encourages contractors to offer products that are produced with recycled materials, where appropriate, unless otherwise requested in this solicitation.

12. GOVERNING LAWS AND REGULATIONS: All State purchases are subject to the Utah Procurement Code, Title 63, Chapter 56 Utah Code Annotated 1953, as amended, and the Procurement Rules as adopted by the Utah State Procurement Policy Board (Utah Administrative Code Section R33). These are available on the Internet at www.purchasing.utah.gov.

13. SALES TAX ID NUMBER: Utah Code Annotated (UCA) 59-12-106 requires anyone filing a bid with the state for the sale of tangible personal property or any other taxable transaction under UCA 59-12-103(1) to include their Utah sales tax license number with their bid. For information regarding a Utah sales tax license see the Utah State Tax Commission's website at www.tax.utah.gov/sales. The Tax Commission is located at 210 North 1950 West, Salt Lake City, UT 84134, and can be reached by phone at (801) 297-2200.

(Revision 22 October 2008 - RFP Instructions)

REQUEST FOR PROPOSAL SOLICITATION #NO10005

Advertising Agency for Awareness Campaign

Agriculture Awareness
Utah Department of Agriculture and Food

Purpose of Request for Proposal (RFP)

The primary purpose of this RFP is to enter into a contract with a qualified firm (advertising, marketing, or public relations agency) to produce and provide messages and message products and to develop collateral items that inform the target populations that:

- 1) Farmers and ranchers care for the land and animals and are the source of a safe and abundant food supply.
- 2) The agriculture industry offers positive cultural and economic benefits to the state.
- 3) Farmers and ranchers are stewards of the land and offer positive environmental benefits.

The primary goal of the campaign is to increase public awareness among Utahns of the importance of agriculture and its value to them. As a result of this increased awareness, consumers will be more inclined to offer support for the industry.

Background

The Utah Department of Agriculture and Food (UDAF) is responsible for protecting the state's agriculture industry as well as the food security interests of Utah's 2.7 million residents. Utah is becoming increasingly urban, with its citizens becoming further removed from any direct connection with farming and ranching. This lack of connection to agriculture is viewed as a long term threat to farmers' and ranchers' ability to influence public policy and sustain or create laws that are favorable to agricultural production. The agriculture industry in Utah has struggled for some time to find ways to increase awareness among urban residents of the connection between farming and ranching and their food supply.

The lack of attention given to agriculture by the news media, and thus the consumer, could lead to long-term negative consequences for farming and the world food supply. Industry leaders believe if consumers better understood where their food comes from, they would have a greater appreciation of, and offer increased support for, the agriculture industry. An additional concern is the frequent negative portrayal of production agriculture in the media and even in school text books. This project is intended to counter the negative messaging. Another concern is the perceived attitude of consumer complacency with regards to the security of their food supply. We have noted, antidotally, that consumers feel that so long as there is an abundant supply of food in grocery stores, there is no need to worry about the needs of farmers and ranchers. The Department fully appreciates the words of statesman Henry Kissinger who said in 1970, "Control oil and you control nations; control food and you control the people."

As a means to address these issues the UDAF wishes to launch a campaign to increase public awareness of the benefits of agriculture and encourage residents to actively support agriculture.

In June of 2008, the Department commissioned a Dan Jones Public Opinion survey of Wasatch Front

residents. The quantitative telephone survey used the random-digit dial method and sampled 210 individuals. The margin of error was +/- 7.0%. Access to the results of this survey will be available to offerors in this document's appendix. In general, the results of the survey showed that respondents held Utah farming and ranching in high regard. An executive summary of the survey is attached to this document labeled Attachment B

Issuing Office and RFP Reference Number

The State of Utah Division of Purchasing is the issuing office for this document and all subsequent addenda relating to it on behalf of the UDAF. The reference number for the transaction is Solicitation #NO10005. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

Submitting Your Proposal

Proposals must be received by the posted due date and time. Proposals received after the deadline will be late and ineligible for consideration.

The preferred method of submitting your proposal is electronically through BidSync (formerly RFP Depot.) However, if you choose to submit hard copies, one original and eight (8) identical copies of your proposal must be received at the State of Utah Division of Purchasing, 3150 State Office Building, Capitol Hill, PO Box 141061, Salt Lake City, Utah 84114-1061. Hard copy proposals should not exceed the space in a 2 inch binder. All sections must be tabbed. A CD or DVD of work samples may be submitted with hard copy proposal or delivered to augment an electronic submission.

When submitting a proposal electronically through BidSync, please allow sufficient time to complete the online forms and upload documents. The solicitation will end at the closing time listed in the RFP. If you are in the middle of uploading your proposal at the closing time, the system will stop the process and your proposal will not be received by the system.

Electronic proposals may require uploading of electronic attachments. BidSync's site will accept a wide variety of document types as attachments. However, the submission of documents containing embedded documents (zip files), mov, wmp, and mp3 files are prohibited. All documents should be attached as separate files.

In order for the proposal to be evaluated and considered for award, the offeror must respond to this RFP by submitting **all requested information and addressing all specifications as required herein**. Failure to submit such data or to address all specifications may be deemed sufficient cause for disqualification of a proposal from further consideration for award. Proposals received in response to this RFP should address the entire project defined herein. **No partial proposals will be considered for award**. The offeror must certify in its proposal that it includes performance of the complete requirements of this request. Partial responses will not be accepted.

The UDAF is not liable for costs incurred by service providers prior to the issuance of any agreements, contracts, or purchase orders, and will not pay for information solicited or obtained. The information obtained will be utilized in determining suitability of services offered. Subsequent procurement, if any, will be in accordance with appropriate UDAF contractual action.

Length of Contract

It is anticipated that this RFP may result in a contract award to a single contractor. The contract resulting from this RFP will be for a period of one year. The contract may be extended beyond the original contract period on a year-to-year basis for up to 2 additional years at the State's discretion and by mutual agreement based on need and or contractor performance. The contract will start no more than 30 days after award date.

Price Guarantee Period

All pricing must be guaranteed for the entire term of the contract. Following the guarantee period, any request for price adjustment must be for an equal guarantee period, and must be made at least 30 days prior to the effective date. Requests for price adjustment must include sufficient documentation supporting the request. Any adjustment or amendment to the contract will not be effective unless approved by the State Director of Purchasing and the UDAF. The State will be given the immediate benefit of any decrease in the market or allowable discount.

Standard Contract Terms and Conditions

Any contract resulting from this RFP will include the Utah Department of Agriculture and Food's standard terms and conditions, attached.

Questions

All questions must be submitted through BidSync. Answers will be given via the BidSync site.

Discussions with Offerors (Oral Presentation)

An oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offerors expense and participation will be limited to no more than 4 individuals from the offering team. At least one team member involved in the oral presentations must be the potential Account Executive to be assigned to the campaign.

Protected Information

The Government Records Access and Management Act (GRAMA), Utah Code Ann., Subsection 63G-2-305, provides in part that:

the following records are protected if properly classified by a government entity:

(1) trade secrets as defined in Section 13-24-2 if the person submitting the trade secret has provided the governmental entity with the information specified in Section 63G-2-309 (Business Confidentiality Claims);

(2) commercial information or non-individual financial information obtained from a person if:

(a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future;

(b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access; and

(c) the person submitting the information has provided the governmental entity with the information specified in Section 63G-2-309;

* * * * *

(6) records the disclosure of which would impair governmental procurement proceedings or give an unfair advantage to any person proposing to enter into a contract or agreement with a governmental entity, except that this Subsection (6) does not restrict the right of a person to see bids submitted to or by a governmental entity after bidding has closed;

GRAMA provides that trade secrets, commercial information or non-individual financial information may be protected by submitting a Claim of Business Confidentiality.

To protect information under a Claim of Business Confidentiality, the offeror must:

1. provide a written Claim of Business Confidentiality *at the time the information (proposal) is provided to the state*, and
2. include a concise statement of reasons supporting the claim of business confidentiality (Subsection 63G-2-309(1)).
3. submit an electronic “redacted” (excluding protected information) copy of your proposal response. Copy must clearly be marked “Redacted Version.”

A Claim of Business Confidentiality may be appropriate for information such as client lists and non-public financial statements. Pricing and service elements may not be protected. An entire proposal may not be protected under a Claim of Business Confidentiality. The claim of business confidentiality must be submitted with your proposal on the form which may be accessed at:

[HTTP://WWW.PURCHASING.UTAH.GOV/CONTRACT/DOCUMENTS/CONFIDENTIALITYCLAIMFORM.DOC](http://www.purchasing.utah.gov/contract/documents/confidentialityclaimform.doc)

To ensure the information is protected, the Division of Purchasing asks the offeror to clearly identify in the Executive Summary and in the body of the proposal any specific information for which an offeror claims business confidentiality protection as "PROTECTED".

All materials submitted become the property of the state of Utah. Materials may be evaluated by anyone designated by the state as part of the proposal evaluation committee. Materials submitted may be returned only at the State's option.

The UDAF reserves the right to use any and all ideas presented in response to the RFP not identified by the offeror as proprietary. Selection or rejection of the proposals does not affect this right of the UDAF. All work products, including but not limited to electronic and physical files, developed in the performance of this contract, is work made for hire as a contribution to a collective work, and as such, is the property of the UDAF. Therefore, the offeror must assign full copyright/trademark ownership to the UDAF.

Scope of Work

The services to be provided by the successful contractor are described below. The agency selected must be able to produce and coordinate statewide media campaigns to:

- 1.) Create messages for a UDAF Agriculture Awareness campaign, operate under strict deadlines and within a budget in order to increase public awareness among Utahns of the importance of agriculture and its value to them.
- 2.) Layout potential message implementation options and related costs in cafeteria style format; including potential subsequent year activity.
- 3.) Offer proposals for best messaging and how to implement such campaign on a limited budget.

Agency Qualifications

- The Contractor must have demonstrated experience in media campaign oversight, creation and placement (media buying) of television, radio, outdoor, print advertising, new media channels, public relations, coordinating media campaigns and events, and design and development of collateral materials that promote information and public awareness and social marketing concepts.
- The proposal must describe the background and capabilities of the offeror and details of how services will be provided. This includes the qualifications and experience of the account executive, graphic designer, accountant, media buyer, public relations, video producer/writer, and other creative staff involved in the project.
- Examples of past work must be included as part of the proposal in addition to three current references (company name, contact name, and telephone number).
- The offeror should demonstrate how it measured success of previous campaigns.
- The offeror should demonstrate a good working knowledge of both mainstream media outlets and specific media resources that reach the intended audience. The offeror must be able to begin the campaign upon signing of the contract.
- The proposal should also include information that will assist the UDAF in determining the level of quality and timeliness that may be expected from the offeror.

Proposal Response Format

Proposals should be prepared in a straightforward, easy-to-read, and concise manner. Supplemental information should be referenced and included as attachments. Physical requirements for the proposal are discussed on page 2 under **Submitting Your Proposal**.

All proposals must be organized and tabbed with labels for the following headings:

1) Letter of Transmittal. The letter of transmittal should include an introduction of the offeror's company; agency Internet URL; and the name, address, and phone number of the person to be contacted in conjunction with others who are authorized to represent the company in dealing with this RFP. The letter should also include an expression of the offeror's ability and desire to meet the requirements of this RFP. Any other information not appropriately contained in the proposal itself should also be included.

2) RFP Form. The State's Request for Proposal form completed and signed.

3) Executive Summary. The executive summary should be no more than 2 pages and briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the

proposal by reading the executive summary. Proprietary information requests should be identified in this section. In addition, clearly indicate which services will be subcontracted in this section as well.

4) Detailed Response. This section should constitute the major portion of the proposal and must contain at least the following information:

- a) A complete narrative of the offeror's assessment of the work to be performed, the offeror's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate that the offeror understands the desired overall performance expectations. Clearly indicate any options or alternatives proposed.
- b) A specific point-by-point response, in the order listed, to each requirement listed under Scope of Work in this RFP.

5) Cost Proposal. Cost will be evaluated independently from the technical/creative proposal. Please enumerate all costs on the attached Cost Proposal. Your blended hourly rate includes all labor costs for staff (actual salary, fringe benefits, and overhead), and agency profit. Labor may include account supervision, media buying, art direction, planning, consultation, and other labor expenses required to accomplish the needed tasks.

Hard costs, such as talent, printing, and dubbing, will be reimbursed at actual cost. The UDAF does not pay commission on media buys or for other services and does not allow vendors to pay commissions directly to the offeror. All media placement bills will be rendered by the offeror at actual cost. Any commissions/discounts shall be applied to the services in approved Work Plan not to the offeror's salary.

Funds to be expended for the **Agriculture Awareness Campaign will not exceed \$100,000**. A detailed budget should be included for the project that outlines, in an a la carte style break out, specific costs for various project options.

The cost of proposed services must be included. The offeror will provide the method by which costs are determined. The State has the authority to evaluate and change the method. The cost of additional services that the offeror may propose will be itemized separately. The planned use of any and all subcontractors must be clearly explained in the proposal. The prime offeror shall be responsible for all costs and contract performances by subcontractors if used.

Cost will comprise 20 percent of the total evaluation. Costs will be evaluated based on the following:

a) Blended Hourly Rate:

Please provide a blended hourly rate for the tasks described below (see attached "Cost Proposal" form). Your blended hourly rate includes **labor costs for staff, and profit**. Labor may include account supervision, media buying, art direction, planning, consultation, and other labor expenses required to accomplish the needed tasks.

b) Detailed Budget for the Campaign:

The UDAF reserves the right to add and subtract elements and media strategies in order to maximize funds and reach the target audience.

6) Evaluation of media buying effectiveness. Because we are a non-profit government agency, we require an

aggressive media buyer who will negotiate with stations to provide Low Spot Quotations and Data, Inc. (SQAD) gross cost per rating points for all dayparts purchased for radio. Affidavits of performance are required following each campaign.

a) Demonstrate past media buying effectiveness, including:

- What is your history in obtaining bonus weight and PSA placements?
- What is the size of your media planning/buying department in terms of personnel, number of clients and workload?

b) Describe your media buying strategy for this campaign.

c) Provide the following information by quarter as applicable for radio and television:

- Low SQAD gross Cost Per Point Average
- Projected Target Rating Points (TRP) total
- Projected Reach and Frequency

Due to the combination of rated and un-rated radio markets, radio ad placement may not have a requirement for gross rating points. We require a minimum of a one-to-one match in bonus TRPs. For un-rated radio markets, we require a minimum of one-to-one match in spots.

Submission to this RFP for the UDAF requires agency or media buying services to be licensed to standard media purchasing resources: Arbitron, Nielson, or SQAD.

7) Agency Facts and History. Provide the size of the agency in number of employees and billings, and a list of premier agency accounts and current and/or former health-related clients. In addition, a list of all accounts lost/resigned or gained during the past two years should also be included.

8) Personnel. A list of all key personnel, including the name of the account executive, who will have direct and significant responsibilities for providing the services specified in this RFP. For each person specified, establish his or her experienced relevant to his or her ability to manage this campaign. Specific to the account executive, provide a list of his or her current accounts and estimated percentage of time that he or she will devote to this campaign.

9) Experience and Qualifications. A statement of the company's and key personnel's previous experience with similar projects and/or any other experience which qualifies him or her to successfully complete the project. Please cover all bullet points under **Agency Qualifications**. Additional information or samples of materials used in previous projects must be submitted with this proposal. **Include three sample news releases written within the last year.**

10) Subcontracting. The planned use of any and all subcontractors must be clearly explained in the proposal. However, the prime offeror shall be responsible for all costs and contract performances if subcontractors are used. Current employees of the State of Utah or any other governmental agency and consulting affiliates of the UDAF may not participate as subcontractors of the award. The UDAF has the right to approve all subcontractors and review qualitative research conducted by the subcontractor.

11) Timeframe. Describe how your agency has been able to meet deadlines and work under tight timelines in the past and/or how you plan to do this for our campaigns.

12) References. Provide the names and contact information for 3 current references. At least 2 of your 3 references should be from campaigns that required in-kind contributions from your agency.

Proposal Evaluation Criteria

A committee will evaluate proposals against the following weighted criteria. Each area of the evaluation criteria must be addressed in detail in proposal.

- 1) Scope of Work (50 points)
 - a. Past campaign effectiveness.
 - b. Quality of proposed message/campaign
 - c. Understanding of broad agricultural issues and general farming and ranching concepts
 - d. Sample creative concepts
 - e. Examples of past work
 - f. Realistic allocation of hours for each element
- 2) Specific Staff Experience (15 points)
 - a. Expertise of staff involved in project
 - b. Direct experience in specific project
 - c. Demonstrated ability to reach target audience
- 3) Media Buying (10 points)
 - a. Past media buying effectiveness
 - b. Media buying strategy, CCP, etc.
- 4) References (5 points)
- 5) Cost (20 points)

If the State awards a contract relative to this RFP, the terms of this contract will be based upon the completed proposal of the selected offeror. Therefore, the proposal should contain the most favorable business and technical terms that the offeror can submit to the State. Proposals will be evaluated by the UDAF and selected representatives. Evaluation will be focused toward, but not limited to your ability to successfully respond to the stated scope of services; to successfully complete the project based on qualifications, expertise, and previous experience of staff; ability to start and complete the project within the required time frame; quality of current references; and cost.

Cost Proposal Form

Cost is to be submitted based on the following:

(Any deviation from this format may result in disqualification of proposal)

1. Agency Costs

Blended hourly rate: \$_____/hr.

Number of hours dedicated to account: _____/hrs.

Number of hours x blended hourly rate = \$_____/total amount

Attachment B

Dan Jones 2008 survey

**Utah Department of Agriculture & Food
Questionnaire with Results**

Universe: General public—Wasatch Front
 Sample size: 210
 Margin of error: +/- 7%
 Field dates: June 17–23, 2008
 Average survey time: 10.3 minutes

Hello. I'm _____ with Dan Jones & Associates, an independent research firm in Salt Lake City. We are conducting a survey of Utah residents regarding our food supply. May I speak with one of the heads of your household? Will you help us by answering a few questions? (AS NEEDED: This survey usually takes about 8 or 9 minutes. AS NEEDED: We are only interested in your opinion. We are not selling anything.)

Please rate the importance, to you personally, of each of the following six issues. Please use a 1-to-5 scale. One means *not at all important* and five means *very important*.

(ROTATE LIST)		Not at all					Very	Don't	Mean
		important	1	2	3	4	important	know	
			<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(VOL)</u>	<u>score</u>
1.	Crime		0%	4%	11%	17%	67%	1%	4.49
2.	Education		1%	1%	2%	15%	80%	0%	4.72
3.	A safe food supply		0%	2%	8%	19%	70%	0%	4.57
4.	The environment		3%	2%	17%	31%	47%	0%	4.17
5.	The economy		0%	2%	4%	30%	65%	0%	4.57
6.	Health care		0%	2%	9%	27%	61%	0%	4.47

Synopsis of mean scores (in descending order)

Education.....4.72
 A safe food supply4.57
 The economy4.57
 Crime.....4.49
 Health care4.47
 The environment.....4.17

The State of Utah has a variety of agencies. Have you heard of the following and, if so, how familiar are you with the agency?

(ROTATE LIST)	Never heard of	Heard name only	Somewhat familiar	Very familiar	Don't know (Don't read)
7. Department of Natural Resources	10%	27%	46%	17%	1%
8. Department of Environmental Quality	21%	33%	36%	10%	0%

9.	Department of Health	0%	13%	41%	45%	0%
10.	Department of Agriculture and Food	5%	21%	51%	22%	0%
11.	Department of Human Services	9%	24%	42%	26%	0%
12.	Department of Commerce	8%	39%	38%	16%	0%

Each year, the Utah State Legislature allocates funding to accomplish different tasks. Do you feel that they should provide more funding for each of the following tasks: (Would that be *definitely* or *probably* should / should not?)

	(ROTATE LIST)	<u>Definitely should not</u>	<u>Probably should not</u>	<u>Probably should</u>	<u>Definitely should</u>	<u>Don't know (Don't read)</u>
13.	To find and remove contaminated food from grocery stores	5%	17%	39%	37%	2%
14.	To educate students in the kindergarten through the 12th grade	2%	3%	20%	74%	1%
15.	To check the accuracy of grocery store checkout scanners	9%	26%	40%	24%	1%
16.	To enforce traffic laws	2%	13%	39%	44%	1%
17.	To measure the accuracy of gasoline fuel pumps	4%	13%	34%	47%	2%

18-29. From what you know or have heard, what local, state, or federal agencies are involved in inspecting our food and ensuring its safety? (UNAIDED—MARK ALL MENTIONED)

	<u>Mentioned</u>
FDA / Food & Drug Administration	30%
Utah Department of Agriculture and Food	23%
Utah Department of Health	16%
USDA / United States Department of Agriculture	13%
County Health Department	2%
US Department of Health and Human Services	2%
Environmental Protection Agency	1%
Homeland Security	0%
Police / Fire Department	0%
Utah Department of Environmental Quality / DEQ	0%
Other (SPECIFY _____)	10%
Don't know	32%

30. In your opinion, who should have the primary responsibility to ensure that our food supply is safe? Should it be ...

Federal government	16%
State government	15%
Private business	9%
Private business, as well as state or federal government	52%
Someone else (SPECIFY _____)	7%
Neither (DO NOT READ)	0%
Don't know / refuse (DO NOT READ)	1%

The next questions are about shopping for food and groceries...

31. When shopping for food, approximately how often do you check to see where the product came from?

Always	10%
Sometimes	59%
Never	25%
Depends (SPECIFY _____)	5%
Don't know (DO NOT READ)	1%

When shopping for food, how important are each of the following. Please use a 1-to-5 scale: 1 means *not at all important*, and 5 means *very important*.

(ROTATE LIST)		Not at all important				Very important	Don't know	Mean score
		1	2	3	4	5	(VOL)	
32.	Price	0%	2%	14%	31%	51%	0%	4.31
33.	Freshness	0%	1%	3%	26%	70%	0%	4.66
34.	Nutritional value	0%	0%	15%	34%	51%	0%	4.35
35.	Organically grown	20%	22%	32%	17%	9%	0%	2.73
36.	Brand name	21%	25%	29%	18%	7%	1%	2.64
37.	Locally grown	4%	11%	36%	27%	21%	0%	3.50
38.	Location of store	3%	7%	19%	38%	33%	0%	3.92
39.	Store preference	7%	10%	22%	36%	22%	3%	3.58

Synopsis of mean scores (in descending order)

Freshness.....	4.66
Nutritional value	4.35
Price	4.31
Location of store	3.92
Store preference	3.58
Locally grown	3.50
Organically grown	2.73
Brand name.....	2.64

40. Last summer, approximately how often did you shop at a farmer's market or a roadside produce stand?

Never	25%
Once or twice	37%
About once a month	13%
A few times a month	11%
Weekly	10%
More than once a week	3%
Don't know / refuse (DO NOT READ)	0%

41. In the last month, approximately how often did you buy groceries?

Never	0%
-------	----

Once (a month)	3%
Twice (a month)	12%
Once a week	54%
A few times a week	28%
Practically every day	4%
Don't know / refuse (DO NOT READ)	0%

42. In the last month, approximately how often did you eat out at a restaurant or get fast food?

Never	6%
Once (a month)	9%
Twice (a month)	23%
Once a week	29%
A few times a week	27%
Practically every day	7%
Don't know / refuse (DO NOT READ)	0%

43. When you hear news stories from other countries about mad cow disease in their beef, how concerned are you about the safety of the beef in your local supermarket? Please use a 1-to-5 scale: one means *not at all concerned* and five means *very concerned*.

1 / Not at all concerned	22%
2	15%
3	20%
4	15%
5 / Very concerned	27%
Don't know (DO NOT READ)	1%
Mean score	3.11

Please tell me if you agree or disagree with the following statements about the production of food in Utah. Please use a 1-to-5 scale: one means *strongly disagree* and five means *strongly agree*.

44. A small portion of the existing tax on food should be spent to ensure a safe food supply.

1 / Strongly disagree	5%
2	4%
3	23%
4	29%
5 / Strongly agree	40%
Don't know (DO NOT READ)	0%
Mean score	3.95

45. Local, state, and federal government agencies do a good job of inspecting our food and ensuring its safety.

1/ Strongly disagree	2%
2	10%
3	35%
4	34%
5 / Strongly agree	18%
Don't know (DO NOT READ)	2%

	Mean score	3.57
46.	Farming and ranching are important to the future of the State of Utah.	
	1/ Strongly disagree	0%
	2	1%
	3	7%
	4	24%
	5 / Strongly agree	67%
	Don't know (DO NOT READ)	1%
	Mean score	4.56
47.	The continued development of farmland into subdivisions or other developments will eventually impact my choices at the grocery store.	
	1 / Strongly disagree	5%
	2	2%
	3	19%
	4	22%
	5 / Strongly agree	50%
	Don't know (DO NOT READ)	2%
	Mean score	4.11
48.	Bio-technology in agriculture—including modifying seeds to increase production and creating insect-resistant crops—threatens our food safety and purity.	
	1 / Strongly disagree	13%
	2	13%
	3	28%
	4	18%
	5 / Strongly agree	22%
	Don't know (DO NOT READ)	5%
	Mean score	3.24
49.	Farmers and ranchers are responsible stewards of the land.	
	1 / Strongly disagree	2%
	2	4%
	3	17%
	4	32%
	5 / Strongly agree	43%
	Don't know (DO NOT READ)	2%
	Mean score	4.11
50.	Livestock grazing on public lands is acceptable.	
	1 / Strongly disagree	5%
	2	2%
	3	18%
	4	31%
	5 / Strongly agree	41%
	Don't know (DO NOT READ)	2%
	Mean score	4.04

Synopsis of mean scores (in descending order)

<i>Farming and ranching are important to the future of the State of Utah</i>	<i>4.56</i>
<i>The continued development of farmland into subdivisions or other developments will eventually impact my choices at the grocery store</i>	<i>4.11</i>
<i>Farmers and ranchers are responsible stewards of the land.....</i>	<i>4.11</i>
<i>Livestock grazing on public lands is acceptable</i>	<i>4.04</i>
<i>A small portion of the existing tax on food should be spent to ensure a safe food supply.....</i>	<i>3.95</i>
<i>Local, state, and federal government agencies do a good job of inspecting our food and ensuring its safety</i>	<i>3.57</i>
<i>Bio-technology in agriculture—including modifying seeds to increase production and creating insect-resistant crops—threatens our food safety and purity</i>	<i>3.24</i>

Finally, we just have a few questions to help us categorize your responses...

51. Where do you get most of your news and information?

Newspaper	24%
Radio	6%
Internet	19%
Television	42%
Magazines	0%
Word of mouth (friends, family, co-workers)	0%
Other (SPECIFY _____)	8%
Don't know (DO NOT READ)	0%

What is your personal association with farming and ranching...

52. Have you ever lived on a farm or ranch?

Yes, currently	1%
Yes, in the past, but not now	37%
No, never	61%
Don't know / refuse (DO NOT READ)	0%

53. Have either of your parents lived on a farm or ranch?

Yes, currently	6%
Yes, in the past, but not now	60%
No, never	33%
Don't know / refuse (DO NOT READ)	0%

54. Have any other relatives lived on a farm or ranch?

Yes, currently	30%
Yes, in the past, but not now	45%
No, never	24%
Don't know / refuse (DO NOT READ)	0%

55. Do you have any other associations with farming or ranching?

YES (SPECIFY _____)	20%
No	78%

56.	What is your age category?	Don't know (DO NOT READ)	2%
		18 to 30	10%
		31 to 50	35%
		51 to 70	35%
		71 or older	20%
		Refuse (DO NOT READ)	0%
57.	What is the highest level of formal education you have completed?	High school or less	18%
		Some college or tech school	26%
		College graduate	35%
		Post-college graduate	21%
		Refuse (DO NOT READ)	0%
58.	How many people are there living in your household?	One	15%
		Two	36%
		Three	15%
		Four	15%
		Five or more	20%
		Don't know / refuse (DO NOT READ)	0%
59.	During a typical week in your household, approximately how much is spent on food at the grocery store? Would you say it is ...?	Less than \$50	13%
		\$51 to \$100	42%
		\$101 to \$150	27%
		\$151 to \$200	11%
		More than \$200	5%
		Don't know / refuse (DO NOT READ)	1%
60.	Which of the following categories best describes your ethnic or racial background?	Caucasian	92%
		Black or African American	0%
		Native American	1%
		Hispanic or Latino	4%
		Asian or Asian American	1%
		Other	2%
61.	Which of the following best describes your approximate annual household income?	Refuse (DO NOT READ)	0%
		Less than \$25,000	10%
		\$25,000 to \$50,000	22%
		\$50,001 to \$75,000	21%
		\$75,001 to \$100,000	16%
		\$100,001 to \$150,000	11%
		More than \$150,000	6%

Don't know / refuse (DO NOT READ)	13%
That completes our survey. Thanks for taking this call from Dan Jones & Associates.	

62. Gender (DO NOT ASK—CODE FROM OBSERVATION)

Male	50%
Female	50%

63. County (DO NOT ASK—CODE FROM SAMPLE)

Weber	11%
Davis	14%
Salt Lake	54%
Utah	21%

REQUEST FOR PROPOSAL SOLICITATION #NO10005

Advertising Agency for Awareness Campaign Agriculture Awareness Utah Department of Agriculture and Food

Score will be assigned as follows:

- 0 = Failure, no response
- 1 = Poor, inadequate, fails to meet requirement
- 2 = Fair, only partially responsive
- 3 = Average, meets minimum requirement
- 4 = Above average, exceeds minimum requirement
- 5 = Superior

1. Scope of Services (50 points possible)	
Past campaign effectiveness	15 points possible
Quality of proposed message/campaign	25 points possible
Understanding of agriculture	10 points possible
2. Specific Staff Experience (15 points possible)	
Expertise of staff involved in project	5 points possible
Direct experience in specific project	5 points possible
Demonstrated ability to reach target audience	5 points possible
3. Media Buying (10 points possible)	
Past media buying effectiveness	5 points possible
Media buying strategy & CPP, etc.	5 points possible
4. References (5 points possible)	5 points possible
5. Cost (20 points possible)	10 points possible
Detailed budget	10 points possible
TOTAL EVALUATION POINTS	100 points possible

Question and Answers for Bid #NO10005 - Advertising Agency for Agriculture Awareness Campaign

OVERALL BID QUESTIONS

There are no questions associated with this bid. If you would like to submit a question, please click on the "Create New Question" button below.

Question Deadline: Aug 10, 2009 3:00:00 PM MDT