

State of Colorado
Department of Human Services
Office of Self-Sufficiency and Independence
Low-Income Energy Assistance Program (LEAP)



REQUEST FOR PROPOSALS

RFP# NCRK1105025LEAP

ADVERTISING AND MARKETING CAMPAIGN 2011-12

RFP Published: June 15, 2011

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SECTION I: ISSUE AND TIMELINE INFORMATION

- A. **ISSUING OFFICE:** This Request for Proposal (RFP) **#NCRK1105025LEAP** is issued for the State of Colorado by the Department of Human Services, Division of Procurement, for the benefit of the Office of Self-Sufficiency, Low-Income Energy Assistance Program (LEAP). The Division of Procurement is the **SOLE** point of contact for this RFP. All communication must be done through the Division of Procurement.
- B. **INVITATION TO SUBMIT PROPOSALS:** The State of Colorado is posting this RFP on the BIDS system so that offerors who have an interest may submit a proposal in accordance with the terms of this RFP. Please read and be aware of the administrative information attached to this RFP. The successful offeror shall be a member of the Colorado BIDS system at the time a proposal is submitted in order to participate in the RFP process.
- C. **PURPOSE:** This RFP provides prospective offerors with sufficient information to enable them to prepare and submit proposals for consideration to satisfy the need for expert assistance in the completion of the goals of this RFP.
- D. **SCOPE:** This RFP contains the instructions governing the proposal to be submitted and the material to be included therein; mandatory requirements which must be met to be eligible for consideration; and other requirements to be met by each proposal.

SCHEDULE OF ACTIVITIES:		TIMELINE (Local Time)
	Activity	DATE
1.	RFP PUBLISHED ON BIDS WEB PAGE www.gssa.state.co.us	06/15/2011
2.	PROSPECTIVE OFFERS WRITTEN INQUIRY DEADLINE (NO QUESTIONS ACCEPTED AFTER THIS DATE) See Administrative Information Section A for INQUIRY details & submission criteria	07/6/2011
3.	PROPOSAL SUBMISSION DEADLINE See Administrative information Section C for submission details.	8/4/2011
4.	PROPOSAL SELECTION (Estimated/Week of)	8/21/2011
5.	CONTRACT FINALIZED (Estimated/Week of) Contract process takes approximately 30 days)	09/12/2011

The anticipated initial term of the resulting contract is October 1, 2011 through September 30, 2012. At the end of that initial term, the contract may be renewed for up to four (4) additional one-year periods, at the sole discretion of the State, contingent

upon funds being appropriated, budgeted, and otherwise made available and other contractual requirements, if applicable, being satisfied.

Submit one (1) original (marked "original") and six (6) copies of the proposal sealed in a single package. Submit two electronic copies of the complete proposal via compact disc (CD) compatible with Microsoft Office and Excel.

SECTION II: ADMINISTRATIVE INFORMATION

- A. **INQUIRIES:** Unless otherwise noted, prospective offerors may make written, faxed, or e-mail inquiries concerning this RFP to obtain clarification of requirements. E-mail is the preferred method for vendors to submit inquiries. No inquiries will be accepted after the date and time indicated in the Schedule of Activities.

e-mail all inquiries to:

Department of Human Services
North/Central Procurement Office, Attn:
7866 W. Mansfield Parkway
Denver, CO 80235
E-mail: kathy.oconnor@state.co.us

Fax numbers: 303 987 4596 or 303 987 4610

Clearly identify your inquiries as RFP #NCRK1105025LEAP, Advertising & Marketing Campaign 2011-12, Inquiry.

Response to offeror's inquiries will be published as a modification on the State of Colorado BIDS web page in a timely manner.

- B. **MODIFICATION OR WITHDRAWAL OF PROPOSALS:** Proposals may be modified or withdrawn by the offeror prior to the established due date and time.
- C. **PROPOSAL SUBMISSION:** Proposals must be received on or before the date and time indicated in the Schedule of Activities. Late proposals will not be accepted. It is the responsibility of the offeror to ensure that the proposal is received by the Division of Procurement on or before the proposal opening date and time. Offerors mailing their proposals shall allow sufficient mail delivery time to ensure receipt of their proposals by the time specified. The proposal package shall be delivered or sent by mail to:

Department of Human Services
North/Central Procurement Office
7866 W. Mansfield Parkway
Denver, CO 80235

The State of Colorado Request for Proposal Signature Page **MUST** be signed in ink by the offeror or an officer of the offeror legally authorized to bind the offeror to the proposal.

Proposals which are determined to be at a variance with this requirement may not be accepted.

See the Issue and Timeline Information for the number of copies of the proposal that must be submitted.

Proposals must be submitted and sealed in a package showing the following information.

OFFEROR'S NAME

RFP #, <title>

PROPOSAL DUE <date>, <time>., local time

The Division of Procurement desires and encourages that proposals be submitted on recycled paper, printed on both sides. While the appearance of proposals and professional presentation is important, the use of non-recyclable or non-recycled glossy paper is discouraged.

**Vendors must be registered with Colorado BIDS
by the proposal submission due date and time.**

- D. **ADDENDUM OR SUPPLEMENT TO REQUEST FOR PROPOSAL:** In the event that it becomes necessary to revise any part of this RFP, an addendum/amendment will be published on the BIDS web site at www.gssa.state.co.us/varsols It is incumbent upon offerors to carefully and regularly monitor BIDS for any such postings. It is the offeror's responsibility to make known to the Division of Procurement its interest in any addendum/amendment if it has received the RFP in a direct mailing from the Division of Procurement and no addendum has been received by mail.
- E. **ORAL PRESENTATIONS/SITE VISITS:** Offerors may be asked to make oral presentations or to make their facilities available for a site inspection by the evaluation committee. Such presentations and/or site visits will be at the offeror's expense.
- F. **ACCEPTANCE OF RFP TERMS:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated by the autographic signature of the offeror or an officer of the offeror legally authorized to execute contractual obligations. It is assumed by the offeror's response that it acknowledges all terms and conditions of this invitation for an offer. An offeror shall identify clearly and thoroughly any variations between its proposal and the State's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- G. **PROTESTED SOLICITATIONS AND AWARDS:** Any actual or prospective offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to Stephen Rosenthal, Director, Division of Procurement, Department of Human Services 7866 W. Mansfield Parkway,

Denver, Co 80235. The protest shall be submitted in writing within seven working days after such aggrieved person knows, or should have known, of the facts giving rise thereto. Reference C.R.S. Title 24, Article 109.

- H. **CONFIDENTIAL/PROPRIETARY INFORMATION:** Any restrictions of the use or inspection of material contained within the proposal shall be requested prior to the submission of the proposal itself. Written requests for confidentiality shall be submitted, by the offeror prior to the proposal submission date. The offeror must state specifically what elements of the proposal that would be considered confidential/proprietary. The Division of Procurement will make a written determination as to the apparent validity of any written request for confidentiality, the written determination will be sent to the offeror.

Requests that are granted shall use the following format:

- Confidential/proprietary information must be readily identified marked and separated/packaged from the rest of the proposal.
- Co-mingling of confidential/proprietary and other information is NOT acceptable. Neither a proposal, in its entirety, nor proposal price information will be considered confidential and proprietary.
- Any information that will be included in any resulting contract cannot be considered confidential.

After award, the offers shall be open to public inspection subject to any continued prohibition on the disclosure of confidential data, C.R.S. Title 24, Article 72, Part 2 as amended.

- I. **RFP RESPONSE MATERIAL OWNERSHIP:** All material submitted regarding this RFP becomes the property of the State of Colorado. Proposals may be reviewed by any person after the "Notice of Intent to Make an Award" letter has been issued, subject to the terms of C.R.S. Title 24, Article 72, Part 2 as amended.
- J. **PROPOSAL PRICES:** Estimated proposal prices are not acceptable. Best and final offers may be considered in determining the apparent successful offeror. Proposals shall be firm for a period of not less than One hundred eighty (180) calendar days from the date of award.
- K. **EVALUATION:** The evaluation will identify the proposals that most effectively meet the requirements of this RFP. The work will be offered to the Offerors whose proposals, conforming to the RFP, will be most advantageous to the State of Colorado, price and other factors considered.

The State of Colorado will conduct a comprehensive, fair and impartial evaluation of each proposal received. First, all proposals will be submitted to the Division of

Purchasing for acceptance. The Division of Purchasing will be responsible for ensuring that:

- The Offeror's proposal complied with the due date and time.
- The Offeror's "Colorado Request for Proposal Signature Page" meets content and other requirements.
- The Offeror included the appropriate number of proposal copies.

On the date and time shown on the Request for Proposal Signature Page, the Division of Purchasing will hold a Public Opening of Proposals. The Public Opening will only disclose the names of all Offerors who have submitted a proposal for evaluation by DHS. Information on costs and qualifications will be available from the Division of Procurement following selection of the winning Offeror.

Evaluation Process:

The Department plans an intensive, thorough, complete and fair evaluation process. Proposals will be evaluated on both the proposed service and the cost of the service. The evaluation will be performed and an award recommendation made to the Division of Procurement by the Evaluation Committee. Members will be selected who do not have a conflict of interest in this procurement. The Committee will be responsible for the evaluation process that will include the following steps:

- Review proposals for any conditions that may disqualify the Offeror and to ensure that required terms and conditions have been met.
- Review proposal content, contact references and assign a preliminary score to each factor for each proposal.
- Determine whether, as part of the deliberations, any Offerors will be invited to participate in discussions with the Committee. (Offerors would be those who, based on preliminary scores, are reasonably susceptible of being selected for the award.) However, proposals may be reviewed and determinations made without discussion. Therefore, it is important that proposals are complete, and Offerors should recognize that opportunity for further explanation may not exist.
- Oral presentations, if required, for invited offerors to demonstrate their proposed service.
- Adjust points or ratings as necessary.
- Best and final offers may take place at the State's option.
- Make final selection recommendation to the Division of Procurement.

- L. **PROPOSAL SELECTION:** Upon review and approval of the evaluation committee's recommendation for award, the Division of Procurement will issue a "Notice of Intent to Make an Award" on BIDS. Fax or email notice will be sent to all offeror's indicating the notice of intent has been posted. A contract must be completed and signed by all parties concerned on or before the date indicated in the Schedule of Activities. If this date is not met, through no fault of the State,

the State, at its sole discretion, may elect to cancel the "Notice of Intent to Make an Award" notice and make the award to the next most advantageous offeror.

- M. **AWARD OF CONTRACT:** The award will be made to that offeror whose proposal, conforming to the RFP, will be the most advantageous to the State of Colorado, price and other factors considered.
- N. **PROPOSAL CONTENT ACCEPTANCE:** The contents of the proposal (including persons specified to implement the project) of the successful offeror will become contractual obligations if acquisition action ensues. Failure of the successful offeror to accept these obligations in a contract, purchase document, delivery order or similar acquisition instrument may result in cancellation of the award and such offeror may be removed from future solicitations.
- O. **STANDARD CONTRACT:** The State of Colorado incorporates standard State contract provisions (General and Special Provisions) into any contract resulting from this RFP. The General Provisions and Special Provisions are available on BIDS.
- P. **RFP CANCELLATION:** The State reserves the right to cancel this Request for Proposal at any time, without penalty.
- Q. **STATE OWNERSHIP OF CONTRACT PRODUCTS/SERVICES:**
 - 1. Proposals upon established opening time become the property of the State of Colorado. All products/services produced in response to the contract resulting from this RFP will be the sole property of the State of Colorado, unless otherwise noted in the RFP. The contents of the successful offeror's proposal will become contractual obligations.
 - 2. The State of Colorado has the right to retain the original proposal and other RFP response materials for our files. As such, the State of Colorado may retain or dispose of all copies as is lawfully deemed appropriate. Proposal materials may be reviewed by any person after the "Notice of Intent to Make an Award" letter(s) has/have been issued, subject to the terms of Section 24-72-201 et seq., C.R.S., as amended, Public (open) Records. The State of Colorado has the right to use any or all information/material presented in reply to the RFP, subject to limitations outlined in the clause, Proprietary/Confidential Information. Offeror expressly agrees that the State may use the materials for all lawful State purposes, including the right to reproduce copies of the material submitted for purposes of evaluation, and to make the information available to the public in accordance with the provisions of the Public Records Act.

- R. **INCURRING COSTS:** The State of Colorado is not liable for any cost incurred by offerors prior to issuance of a legally executed contract or procurement document. No property interest, of any nature shall occur until a contract is awarded and signed by all concerned parties.
- S. **PROPOSAL REJECTION:** The State of Colorado reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of a proposal or all items proposed if deemed in the best interest of the State of Colorado.
- T. **VENDOR IDENTIFICATION:** The tax identification number provided must be that of the offeror responding to the RFP. The offeror must be a legal entity with the legal right to contract.
- U. **NEWS RELEASES:** News releases pertaining to this RFP shall NOT be made prior to execution of the contract without prior written approval by the State.
- V. **CERTIFICATION OF INDEPENDENT PRICE DETERMINATION:**
1. By submission of this proposal each offeror certifies, and in the case of a joint proposal each party, thereto certifies as to its own organization, that in connection with this procurement:
 - (a) The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror or with any competitor;
 - (b) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the offeror and will not knowingly be disclosed by the offeror prior to opening, directly or indirectly to any other offeror or to any competitor; and
 - (c) No attempt has been made or will be made by the offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
 2. Each person signing the Request for Proposal Signature Page of this proposal certifies that:
 - (a) She/he is the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein and that she/he has not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above; or she/he is not the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein but that she/he has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above, and as their agent

does hereby so certify; and she/he has not participated, and will not participate, in any action contrary to (1)(a) through (1)(c) above.

3. A proposal will not be considered for award where (1)(a), (1)(c), or (2) above has been deleted or modified. Where (1)(b) above has been deleted or modified, the proposal will not be considered for award unless the offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the head of the agency, or her/his designee, determines that such disclosure was not made for the purpose of restricting competition.

W. **CONFLICTS OF INTEREST:** The holding of public office or employment is a public trust. A public officer or employee whose conduct departs from his fiduciary duty is liable to the people of the State. Rules of conduct for public officers and state employees:

1. Proof beyond a reasonable doubt of commission of any act enumerated in this section is proof that the actor has breached his fiduciary duty.
2. A public officer or a state employee shall not:
 - (a) Engage in a substantial financial transaction for her/his private business purposes with a person whom she/he inspects, regulates, or supervises in the course of his official duties;
 - (b) Assist any person for a fee or other compensation in obtaining any contract, claim, license, or other economic benefit from her/his agency;
 - (c) Assist any person for a contingent fee in obtaining any contract, claim, license, or other economic benefit from any state agency; or
 - (d) Perform an official act directly and substantially affecting its economic benefit a business or other undertaking in which she/he either has a substantial financial interest or is engaged as counsel, consultant, representative, or agent.
 - (e) Serve on the Board of any entity without disclosure to the entity, the Secretary of State, and his/her employer.
3. A head of a principal department or a member of a quasi-judicial or rule-making agency may perform an official act notwithstanding paragraph (d) of subsection (2) of this section if her/his participation is necessary to the administration of a statute and if she/he complies with the voluntary disclosure procedures under C.R.S. 24-18-110.
4. Paragraph (c) of subsection (2) of this section does not apply to a member of a board, commission, council, or committee if she/he complies with the voluntary disclosure procedures under C.R.S. 24-18-110 and if she/he is not a full-time state employee.

Reference C.R.S. 24-18-108, as amended.

- X. TAXES: The State of Colorado, as purchaser, is exempt from all federal excise taxes under Chapter 32 of the Internal Revenue Code (Registration No. 84-730123K) and from all state and local government use taxes C.R.S. 39-26-114(a). Our Colorado State and Local Sales Tax Exemption Number is 98-02565. Seller is hereby notified that when materials are purchased in certain political sub-divisions (for example - City of Denver) the seller may be required to pay sales tax even though the ultimate product or service is provided to the State of Colorado. This sales tax will not be reimbursed by the State.

SECTION III: BACKGROUND AND OVERVIEW

BACKGROUND

The Colorado Department of Human Services (CDHS) oversees the Low-Income Energy Assistance Program (LEAP) that provides cash benefits to eligible Colorado residents to help pay the costs of winter home heating. County departments of human/social services administer the LEAP and accept applications between November 1st and April 30th each year.

Over the past several years, the need for energy assistance has increased. Many Colorado families living on the margins simply cannot afford today's heating bills. Despite this pressing need, LEAP must conduct an aggressive annual promotional campaign to notify residents of the availability of energy assistance and advise them how to access it.

Funding for this project will come from LEAP. The maximum available for this project is \$160,000, which includes, but is not limited to, administrative costs, personnel costs, offeror's overhead, costs for "media buy" public relations, billboard space, and other advertising expenses. This amount may increase if a determination is made that additional expenses are warranted.

GOALS

The primary focus of The Low-Income Energy Assistance Program (LEAP) is to serve the most vulnerable citizens in our community. This includes the "working poor." The number of LEAP applicant households has increased approximately 35% over the past two years. Several factors contributed to the increase. Some of the factors include increases in heating costs, the economy, local news stories and direct advertising.

CDHS is seeking a contractor to manage the LEAP advertising campaign. The objectives of the advertising campaign are:

1. Promote awareness and understanding of the availability of LEAP assistance.
2. Reduce the "welfare" stigma associated with government assistance programs.

Creative materials used in previous years will be available to the successful bidder for use in the 2011 – 12 campaign.

SECTION IV: REQUIREMENTS

The successful bidder must demonstrate expertise in managing advertising campaigns such as the one described herein. Experience with promoting participation in government sponsored public assistance programs like LEAP, or related advertising efforts, e.g. for non-profit agencies, is preferred.

The selected contractor will be responsible for completing the following tasks, including, but not limited to:

- 4.1. Designing a statewide campaign proposal targeted toward Colorado's low-income population to be submitted to CDHS LEAP designated staff by November 1, 2011. At a minimum, the proposal must include the following:
 - i. Identification of the target low-income population that would be positively impacted from receiving LEAP benefits.
 - ii. Analysis of the optimum combinations of advertising methods, timing, and placement to achieve maximum effectiveness in promoting LEAP participation.
 - iii. Design the appropriate market research tool(s) to identify the relevant message to accomplish project goals in both English and Spanish.
 - iv. Assessing the feasibility of using existing creative materials for the 2011-12 campaign and the need for new materials to accomplish project goals.
 - v. Determine what combination of English and Spanish ads through what media and at what cost, will be most effective in maximizing LEAP participation.
 - vi. Prepare a proposed timeline for the campaign and supporting narrative, at a minimum mid-December through mid-February.
 - vii. Draft budget and budget narrative detailing how the campaign will operate within the funding limits. Include a detailed budget listing the necessary advertising campaign components and associated costs.
- 4.2 Promote awareness of LEAP through mainstream news media using outlets like bonus spots on local news broadcasts and public service announcements.
- 4.3 Design new creative materials as needed. CDHS LEAP staff will have final approval of materials prior to release.
- 4.4 Recommend changes in conduct of the campaign as needed through its duration.

- 4.5 Schedule and conduct meetings, as needed, with LEAP staff and energy vendors to evaluate the needs of each agency/company and design the advertising campaign components accordingly.
- 4.6 Provide a list of staff with applicable advertising/public relations experience that demonstrates the ability to maximize media relations opportunities. The offeror shall provide a description of relevant staff experience, specifically experience(s) with promoting participation in public assistance programs like LEAP. Furthermore, the contractor must submit résumés of persons subsequently hired in positions of responsibility subject to review and approval by the Colorado LEAP manager and/or designee.
- 4.7 Purchase the appropriate advertising media specified in the campaign plan (e.g., radio, television, billboard, bus bench, etc.).
- 4.8 Utilize technology as LEAP program evolves, i.e. Internet and/or website and online.
- 4.9 Prepare and submit a final report to designated CDHS LEAP staff summarizing the results of the advertising initiative including recommendations for future efforts by June 30th each year for the duration of the RFP contract.

All Colorado Department of Human Services contracts are on a reimbursement basis. The contractor shall submit payment for service no more frequently than monthly, within 60 days of the month in which the service was delivered. Requests for payment shall include a detailed invoice listing the services provided and the itemized costs.

SECTION V: OFFEROR'S RESPONSE FORMAT

Responses to this RFP shall be organized, tabbed and indexed to match the components described above. Each proposal must be prepared with the original and six (6) copies sealed in a single package as well as two copies submitted on a compact disc (CD). You must use the outline described below and the format described in this RFP. Failure to follow the outline below and/or to provide the requested information may result in disqualification of the proposal.

State of Colorado Request for Proposal Signature Page

Include the State of Colorado Request for Proposal Signature Page. The Offeror or an Officer of the Offeror who is legally authorized to bind the Offeror to the proposal must sign this page in ink.

Transmittal Letter

Submit a Transmittal Letter that:

- Is on your official business letterhead.
- States your willingness to comply with all work requirements and other terms and conditions as specified in this RFP. If, for some reason, this is not the case, explain any deviations or changes in full.
- Identifies all material and attachments that comprise your proposal.
- Is signed by an individual authorized to commit your company to the work proposed.
- Discloses the intended use of any subcontracts.

Business Proposal

The Business Proposal should present a full and complete description of the qualifications and approach of the Offeror to carry out the requirements set forth in the *section III Requirements*. It is important that the proposal outline described below be followed since any deviation from this may disqualify a proposal.

Table of Contents (Detailed)

Executive Summary:

Condense and highlight the contents of the Business Proposal. The summary should convey a clear and concise overview of your proposal.

Company Overview and Relevant Business Experience.

Provide information about your company, its capabilities, and details of the corporation in addition to each proposed subcontractor, its size, and resources. This information must cover at a minimum:

- Full name and address of organization,
- Date established,

- Ownership (public company, partnership, subsidiary, and so forth),
- A list of participating staff, subcontractors, and their qualifications related to the requirements of this RFP. CDHS LEAP designated staff shall require resumes and approval of replacement staff involved with this project.
- Staffing levels over the past three years
- A organizational chart including a description of your company's management structure
- Corporate resources and availability, as well as;
- A description of your company's fiscal controls, bookkeeping procedures, and/or fiscal safeguards

If any part of the work is subcontracted, the Offeror must provide the above information for each subcontractor, including the type of work and percentage of the work that shall be subcontracted. All subcontractors shall be subject to approval by the Department.

Relevant Business Experience

The Offeror must provide a detailed description of projects completed within the last five (5) years relevant to the type, size, and scope of this project. The Offeror must provide examples, which demonstrates their ability to meet the requirements located at section *IV Requirements*.

Work Plan: Use this section to describe the planned approach to be used to meet requirements described in the RFP. Restate each of the requirements and describe in detail how you propose to provide the service and meet each of the requirements.

Legal Entity Type: State in the proposal whether you are a partnership, a non-profit corporation, a Colorado corporation, a non-Colorado corporation, or some other business structure. Non-Colorado corporations must register as a foreign corporation to conduct business in Colorado and appoint a resident agent to the review process. If you are a foreign corporation, a limited liability limited partnership, state that you currently have a Certificate of Good Standing or Certificate of Existence to do business in Colorado. Proof of such certification shall be provided upon request.

SECTION VI: EVALUATION OF PROPOSALS

The evaluation will identify the proposal that most effectively meets the requirements of this RFP. The work will be awarded to the Offeror whose proposal, conforming to the RFP, will be most advantageous to the Colorado Department of Human Services (CDHS), price and other factors considered.

6.1 Evaluation Criteria

All proposals shall be reviewed and scored by a panel, comprised of county, utility company, and at-large members. The panel shall consider three primary categories in scoring the proposals: 1) Technical Approach 2) Background/ Qualifications, and 3) Cost Proposal.

Technical Criteria

1. Technical Competence – level of experience and measurable results in managing past advertising campaigns, especially for social programs like LEAP.
2. Staff/Subcontractor Qualifications – skills, experience and education of key staff and/or subcontractors assigned to this project.
3. Evaluation Plan – comprehensiveness of plan to evaluate the effectiveness of the 2011-12 LEAP advertising campaign.
4. Management Structure – how decisions are made and follow-up occurs.
5. Fiscal controls – bookkeeping procedures and fiscal safeguards.
6. Accountability Procedures – how work will be conducted and timelines maintained.

Cost Criteria

1. Budget – the total amount required to carry out the project broken down by cost components and associated costs.
2. Budget Narrative – narrative explanation of the itemized budget categories and associated costs.

While a numerical rating system may be used to assist the panel in identifying those proposals considered most competitive, the award decision ultimately is a business judgment that will reflect an integrated assessment of the relative merits of the proposals using these factors set forth in the RFP and their relative weights.

1. Project Requirements/Technical Approach (50%)
2. Background and qualifications (30%)
3. Cost Proposal (20%)

6.2 BASIS FOR AWARD

The proposals will be assessed based on the soundness of the Offeror's overall approach and understanding of the requirements. Assessments may include a judgment concerning the potential risk of unsuccessful or untimely performance, and the anticipated amount of state involvement necessary (beyond that reasonably necessary) to ensure timely, successful performance.

The State may disqualify from consideration any Offeror who is involved in bankruptcy proceedings or in a financial condition deemed to pose a risk to the State for successful performance of the contract.

The Proposal Review Panel shall select the Offeror(s) that appears to be most advantageous to the State with the highest final scores and present their recommendation to the Department of Human Services, North Central District Procurement Office, for approval and announcement for intent to award.