



REQUEST FOR INFORMAL PROPOSAL (RFIP)

Solicitation Number: 0610-171

Radio and Television PSA Campaign Relating to Stroke, Heart Attack, and High Blood Pressure

Issued By
STATE OF ALASKA
Department of Health & Social Services
350 Main Street, Room 6
Juneau, Alaska 99801-1149
or
PO Box 110650
Juneau, Alaska 99811-0650

Issue Date:
July 7, 2010

Closing Date:
July 15, 2010
3:00 PM Alaska Prevailing Time

Hilary Porter
Procurement Officer
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Introduction

The Alaska Department of Health & Social Services (DHSS), Division of Public Health (DPH) seeks to hire a contractor to purchase media time on various radio and television stations throughout Alaska for a PSA campaign related to stroke, heart attack and high blood pressure.

Term of Contract

The term of the contract will be from date of award through September 30, 2010.

Unless otherwise provided in this RFIP, the State and the successful offeror/contractor agree: (1) that any holding over of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect and (2) to provide written notice to the other party of the intent to cancel such month-to-month extension at least thirty (30) days before the desired date of cancellation.

Contract Budget

The total budget for the completion of this project is \$50,000.00. Proposals priced at more than \$50,000.00 will be considered non-responsive and be rejected. **Cost proposals must be submitted in a separate sealed envelope or be a separate attachment when submitting by email. References to dollar amounts must not appear in the proposal.**

Issuing Office Address

The issuing office address for this Request for Informal Proposals (RFIP) is:

Alaska Department of Health & Social Services
Contract Support Team
Attention: Hilary Porter

Request for Informal Proposal (RFIP) Number: **0610-171**

Project name: **Radio and Television PSA Campaign Relating to Stroke, Heart Attack, and High Blood Pressure**

hilary.porter@alaska.gov

350 Main Street, Room 6
Juneau, Alaska 99801-1149

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PO Box 110650
Juneau, Alaska 99811-0650

Deadline for Receipt of Proposals and Addresses

Offerors must submit one (1) email copy of their proposal to the attention of the Procurement Officer and if desired Offeror may also submit one (1) Original Proposal by mail. Proposals must reference in the address or email subject line the RFIP number and project name. Proposals must be received prior to the date and time indicated on page 1 of this document or the proposal will be considered non-responsive and be rejected.

Contact Person

Any technical or procedural questions regarding this RFIP should be addressed to the Procurement Officer using the contact information listed on page 1 and 2 of this document. All questions shall be received in writing and must be received by **July 12, 2010, at 3:00 p.m.** No further questions will be allowed after this date.

STANDARD PROPOSAL INFORMATION

Required Review

Offerors shall carefully review this solicitation without delay, for defects and questionable or objectionable matter. Questions, objections, or comments must be brought to the attention of the Procurement Officer. A protest filed based upon any omission, error, or the context of the solicitation will be disallowed if not brought to the attention of the Procurement Officer prior to the scheduled RFIP closing date. Verbal contact must be followed up with written notification.

Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest (e.g., employed by the State of Alaska) and, if so, the nature of that conflict. The Commissioner, Department of Health and Social Services, reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. The Commissioner's determination regarding any questions of conflict of interest shall be final.

Authorized Signature

An individual authorized to bind the offeror to the provisions of the RFIP must sign the proposal. The proposal must remain valid for at least ninety (90) days from the proposal receipt deadline.

By signing their proposal, the offeror certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States. Failure to comply with this requirement may cause the state to reject the bid or proposal as non-responsive, or cancel the contract.

Aggrieved Respondents

An interested party shall attempt to informally resolve a dispute with the Procurement Officer. If the attempt is unsuccessful, the interested party may protest the solicitation or the award of a small procurement in accordance with Title 2 of the Alaska Administrative Code (AAC) 12.695.

ADA Certification

The State of Alaska complies with Title II of the Americans with Disabilities Act (ADA) of 1990. Individuals with disabilities who may need auxiliary aids, services, and/or special modifications to submit a proposal should call the Procurement Officer named above to make necessary arrangements.

By signing their proposal, the offeror certifies compliance with the ADA of 1990 and that program; services and activities provided to the general public on behalf of the state under a contract resulting from this solicitation comply with the ADA of 1990, CFR, Part 35, Subpart B 35.130 of the federal government.

Business License

Offerors must have a valid Alaska Business License or application on file for one, by the date of award in order to provide services in the State of Alaska. Offerors should contact the Department of Commerce, Community, and Economic Development, Division of Occupational Licensing, P.O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. ABL information may also be accessed at the following website:

<http://www.commerce.state.ak.us/CBP?/>

Note: The Alaska Business License is not required if the vendor is located out of state and ships a product to Alaska or performs a service outside the State of Alaska.

STANDARD CONTRACT INFORMATION

Contract Approval

This RFIP does not obligate the state until a contract is signed and approved by both parties. If approved, it is effective from the date of approval by the DHSS. The state shall not be responsible for work done, even in good faith, prior to DHSS approval of the contract.

Nondisclosure and Confidentiality

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA. The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the state or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is classified confidential as defined by State of Alaska classification and categorization guidelines (i) provided by the state to the contractor or a contractor agent or otherwise made available to the contractor or a contractor agent in connection with this contract, or (ii) acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, trade secrets, equipment specifications, user lists,

passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc).

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the state with written notice of the requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the state within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public; information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

Payment of Invoices

Invoices are to be mailed directly to the Contract Support Team at the address on the Standard Agreement Form (contract document). The state will pay all invoices within thirty (30) days of payment approval by the Project Director.

BACKGROUND, SCOPE AND LOCATION OF WORK

Background

The Department of Health and Social Services (DHSS), Division of Public Health (DPH) seeks to establish a contract to purchase media time on various radio and television stations throughout Alaska. The selected contractor will purchase media time to promote a PSA campaign aimed at increasing awareness and knowledge about high blood pressure, heart attack, and stroke. Each PSA will be created in house by DHSS. The PSAs should air from the date of award of this contract through September 30, 2010.

The television PSA encourages individuals with high blood pressure to regularly take their medication. The announcement links the danger of high blood pressure to the risk of stroke, as well as addresses how the risk factor decreases when medication is taken on a regular basis. The radio PSAs will serve to increase the number of people who can recognize the signs and symptoms of a heart attack and/or stroke and to understand the importance of calling 911 immediately. The PSA addresses calling 911 to treat the symptoms early to help decrease morbidity and increase heart attack survival. Increasing the recognition of heart attack and/or stroke symptoms can lead to earlier contact with emergency medical staff and other health providers and increase the chance for early treatment and better outcomes.

Scope of Work

The goal of these PSAs is to increase awareness and educate the public on the importance of taking high blood pressure medication and how to recognize the warning signs of a heart attack and/or stroke. The contractor will work collaboratively with the project director to purchase the necessary media time on various stations. The selected contractor will purchase media time from multiple commercial television and radio stations. The PSAs should be aired as frequently as possible in time slots and on stations that will reach the largest target audience. The primary target audience for this media campaign is people forty (40) and older. The secondary target audience is people twenty (20) and older.

The selected contractor will be allotted a percentage of the proposed budget, as identified below, to purchase the maximum amount of media time for each PSA. The PSAs will not be aired past September 30, 2010. Proposals must include information regarding the number of spots possible, time of day placement, and ability to reach the target audience. Offeror must include a sample media placement schedule with their proposal.

Consultant will prepare the following deliverables:

- Use 36% of the total proposed budget to purchase television media time on stations/networks throughout Alaska for PSAs aimed at promoting high blood pressure treatment and awareness and encourage people currently living with high blood pressure to take their medication.
- Use 32% of the total proposed budget to purchase radio media time on stations throughout Alaska for PSAs aimed at promoting heart attack and stroke prevention and awareness.
- Use 16% of the total proposed budget to purchase radio media time on stations located in Juneau, Alaska to promote stroke treatment and awareness and the importance of calling 911.
- Use 16% of the total proposed budget to purchase radio media time on stations located in Kodiak, Alaska to promote stroke treatment and awareness and the importance of calling 911.

Location of Work

The location(s) the work is to be performed, completed and managed at the contractor's work site in Alaska as necessary to perform the scope of services described in this RFIP.

EVALUATION CRITERIA

The total number of points used to score proposals is 100. All proposals will be reviewed to determine if they are responsive. They will then be evaluated using the criteria set out below.

Minimum Responsiveness

In order to be deemed responsive, offerors must demonstrate a minimum of three (3) years in the field of media advertising in Alaska and demonstrate prior knowledge of the Alaska broadcast marketplace in radio and television. Vendor must list the ***page number(s)*** showing that minimum responsiveness has been met.

Understanding of the Project (5 points)

Understanding will be a five percent (5%) evaluation factor. Offerors should provide a concise narrative statement that illustrates their understanding of the requirements of the project.

Methodology and Management Plan (40 points)

Methodology will be a forty percent (40%) evaluation factor. Offerors should provide a concise narrative statement that sets out the methodology and management plan they intend to employ if awarded the contract, illustrating how this methodology and management plan will serve to accomplish the work.

Experience & Qualifications (5 points)

Experience and qualifications will be a five percent (5%) evaluation factor. Proposals should demonstrate the applicable education and experience of the personnel designated to work on the project.

Cost (40 points)

Cost will be a forty percent (40%) evaluation factor. The lowest priced proposal will receive the maximum number of points allocated to cost. Other proposals for cost point allocation will be determined by the following formula:

$$\text{Lowest Cost Proposal} \times \text{Maximum Points for Cost} / \text{Cost of Each Higher Priced Proposal} \\ = \text{TOTAL POINTS for cost}$$

Alaska Offeror's Preference (10 points)

If an offeror qualifies for the Alaska Bidder Preference, the offeror will also receive the Alaska Offeror's Preference. The preference will be 10% of the total available points. This amount will be added to the overall score of each Alaska offeror after evaluation of proposals.

5% Alaskan Bidder Preference

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to a person who:

- (a) holds a current Alaska business license and;
- (b) submits a proposal for goods or services under the name on the Alaska business license and;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal and;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship, and the proprietor is a resident of the state or is a partnership, and all partners are residents of the state and;
- (e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

PROPOSAL FORMAT AND CONTENT

The Department wishes to discourage unnecessarily lengthy and costly proposal preparation; however, all proposals must contain the following information in the following format. Proposals should be limited to the requested information and shall consist of six parts – Cover Letter, Understanding, Methodology, Management, Experience & Qualifications and Cost.

All pages must be consecutively numbered.

Cover Letter

An individual authorized to bind the offeror to the provisions of the RFIP must sign the proposal. The cover letter should contain the complete name, mailing address, email address, telephone number, a statement confirming that the proposal is valid for ninety (90) days from the closing date for receipt of proposals, a certificate or statement that the firm qualifies for the Alaska Bidders Preference, Alaska Business License number (if applicable) and a statement relating to any perceived or potential conflict of interest.

Cost Proposal

The Cost Proposal must be submitted on the form attached to this document. **Only one copy of the Cost Proposal need be submitted and must be submitted in a separate, sealed envelope or separate e-mail attachment. No portion of the Cost Proposal shall be included within the body of the proposal.**

COST PROPOSAL (OPTION A)

INSTRUCTIONS:

The following must be completed by each offeror. The “Estimated Rates” table will be used to establish contract rates and provide an estimate of travel expenses to complete this project.

- In Column A (Hours) fill in the number of hours estimated to complete this project.
- In Column B (Rate) fill in the hourly rate charge. This number should include your overhead and profit.
- Total Contractor rates by multiplying hourly rate by number of hours and enter this total figure as your “Subtotal” in Column C.
- Total both costs and enter this total figure as your “Grand Total.” **This value will be used to allocate points for cost.**

Estimated Rates

	A	B	C
Skill	Hours	Rate \$	Totals
Contractor			\$

Grand Total \$

CHECKLIST

IMPORTANT NOTE TO OFFERORS: This checklist is provided to assist offerors and the Procurement Officer in addressing and/or locating specific requirements identified in the RFIP for the offeror's proposal. **Offerors must complete and return this form.** Completion of this form does not guarantee a declaration of responsiveness.

Offeror:

1. ☐ **check box**

Evidence that the offeror holds a valid Alaska business license.

Evidence is provided on page #_____.

2. ☐ **check box**

The budget does not exceed \$50,000.

Evidence is provided on page #_____.

3. ☐ **check box**

Evidence that the offeror meets the minimum prior experience requirements.

Evidence is provided on page #_____.