

State of Minnesota

Minnesota Department of Education Early Learning Services Division



REQUEST FOR PROPOSAL

Conducting Communications, Marketing and Public Engagement Campaigns for MN Help Me
Connect and Developmental and Social-Emotional Screening

Event ID: 2000013842

Date Posted: February 10, 2023

- Responses must be received not later than 2:00PM, Central Time, March 7, 2023.
- Late responses will not be considered

Minnesota's Commitment to Diversity and Inclusion

The State of Minnesota is committed to diversity and inclusion in its public procurement process. The goal is to ensure that those providing goods and services to the State are representative of our Minnesota communities and include businesses owned by minorities, women, veterans, and those with substantial physical disabilities. Creating broader opportunities for historically under-represented groups provides for additional options and greater competition in the marketplace, creates stronger relationships and engagement within our communities, and fosters economic development and equality.

To further this commitment, the Department of Administration operates a program for Minnesota-based small businesses owned by minorities, women, veterans, and those with substantial physical disabilities. For additional information on this program, or to determine eligibility, please call 651-296-2600 or go to [the Office of Equity in Procurement home page, at www.mn.gov/admin/oep](#).

SPECIAL NOTICE: This is a request for proposal. It does not obligate the State of Minnesota to award a contract or complete the proposed program, and the State reserves the right to cancel this solicitation if it is considered in its best interest.

SWIFT SUPPLIER PORTAL SECURITY CHANGES

There are new security measures that the Minnesota Management and Budget implemented on October 16, 2022. It is a new multi-factor authentication (MFA) to enhance the security of the [State of Minnesota Supplier Portal](#). MFA is an authentication method that requires bidders and suppliers provide two verification factors to log into the SWIFT Supplier Portal. The goal of MFA is to create a layered defense that makes it more difficult for unauthorized system access to occur.

For information about these changes, please refer to the [SWIFT Supplier Portal Multi-Factor Authentication FAQ](#) document.

If you have not done so already, please make sure to log into the SWIFT Supplier Portal as soon as possible to get this authentication set up early so there are no issues when submitting a response to an RFP.

You are strongly encouraged to set your MFA during business hours of 8:00 A.M. to 4:00 P.M., Central Time, Monday through Friday. You may experience delay setting your MFA after hours.

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Solicitation Attachments

- Attachment A: Responder Declarations
- Attachment B: Exceptions to State's Terms and Conditions
- Attachment C: Cost Detail
- Attachment D: Responder Forms
 - Veterans Preference Form
 - Workforce Certification

Sample Contract

- Exhibit A: Contract Terms
- Exhibit B: Insurance Requirements
- Exhibit C: Specifications, Duties, and Scope of Work
- Exhibit D: Pricing

SECTION 1 – INSTRUCTIONS TO RESPONDERS

Steps for Completing Your Response	Follow the steps below to complete your response to this Solicitation: Step 1: Read the solicitation documents and ask questions, if any Step 2: Write your response Step 3: Submit your response
Incomplete Submittals	A response must be submitted along with any required additional documents. Incomplete responses that materially deviate from the required format and content may be rejected.

STEP 1 – READ THE SOLICITATION DOCUMENT & ASK QUESTIONS, IF ANY

How to Ask Questions	<p>The contact person for questions is: Laurie Hanrahan, Contracts Administrator (“Solicitation Administrator”) Minnesota Department of Education Laurie.Hanrahan@state.mn.us</p> <p>Questions should be emailed to the contact no later than 2:00 P.M. Central Time, Friday, February 24, 2023. In the subject line of the e-mail, please include the reference “Conducting Communications, Marketing and Public Engagement Campaigns for MN Help Me Connect and Developmental and Social/Behavioral Screening. Other personnel are not authorized to answer questions regarding this Solicitation.</p>
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STEP 2 – WRITE YOUR RESPONSE

The Proposal Content section is in Section 4. Prepare a written response and supply all requested content. Responses should address the requested information and documents detailed in Section 4. **DO NOT INCLUDE** Non-Public/Trade Secret data (as defined by Minn. Stat. § 13.37).

Review, sign, and include the Responder Declarations with your response.

STEP 3 –SUBMIT YOUR RESPONSE

Where to Send Your Response	<p>All responses to this solicitation (termed an “Event” within SWIFT) must be submitted through SWIFT using the Supplier portal (https://mn.gov/supplier) no later than 2:00 p.m., Central Time, Tuesday, March 7, 2023. Fax, e-mail, and printed responses will not be accepted or considered. All costs incurred in responding to this solicitation will be borne by the responder.</p> <p>Late responses will not be considered. Responses received after End Date above will not be considered, even if errors or delays were caused by issues outside of responders’ control. If you need assistance please contact the SWIFT Vendor Assistance Helpline at 651-201-8100, Option 1, and then Option 1.</p> <p>By submitting a response, your company is making a binding legal offer for the period of time set forth below in Section 6, Conditions of Offer.</p>
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SECTION 2 – SUMMARY OF SCOPE

1. Project Overview.

The State of Minnesota has been awarded a Federal Preschool Development Birth through Five (PDG B-5) implementation grant (“Grant”), a \$26.7 million federal grant effective from December 2019 to December 30, 2023.

The Grant focuses on supporting expectant and parenting families with young children who are experiencing racial, geographic, and economic inequities so children can thrive within their families and community. The Grant supports the state’s vision by aligning and coordinating multiple systems to help families with young children (prenatal to age 5) navigate through the system more efficiently focusing on the goal areas of health & wellbeing; early learning; economic security; and safe, stable, nurturing relationships.

The Grant is being implemented under the community-defined guiding principles of racial equity, trauma-informed, whole family systems, cross-agency collaboration, intersectionality, geographic responsiveness and belonging and inclusion. The Grant moves towards an ultimate goal of collective impact to best serve children and families as well as continuously working towards inclusive and responsive programs, practices and policies. The funding will be used to improve how state systems serve families with young children.

MN Help Me Connect: [Help Me Connect](#) (HMC) launched in May 2021 as an electronic navigator designed to connect expectant families, families with young children up to 8 years of age, and professionals that are working with families, to services in their local communities that support healthy child development and family well-being. HMC is a joint initiative between the MN Departments of Health, Education, Human Services, and the Governor’s Children’s Cabinet. The navigator was developed based on parent and community provider feedback, including tribal liaisons, health care, education, and local public health and human services providers. HMC includes over 12,000 individual listings of non-profits, for-profits (licensed by the state of Minnesota) and government agencies that provide health prenatal, early childhood, education, safety, and family support programs. A primary mission of HMC is to connect families to resources that support the diverse needs of children and families across the state of Minnesota, especially those experiencing racial, economic, and geographic disparities.

Over 145,000 unique visitors from all regions of Minnesota and neighboring states have explored HMC since its launch, with a monthly average of 10,500 users. The top key word search queries are autism, transportation, housing, diapers, and food. Many communication and marketing strategies have been implemented over the past 18 months, including video and print promotional development, social media and google search paid ads, electronic newsletter templates, and professional development training sessions. However, they have been created by separate entities without an overall communication work plan in place that aligns all efforts.

Developmental and Social/Behavioral Screening: Research strongly supports the importance of early and periodic use of standardized developmental and social-emotional screening and referral systems. Such systems are vital in identifying children’s strengths and minimizing potential adverse health, social, emotional, and educational effects on children and their families. They are also key for identifying developmental concerns so referrals to early intervention and other needed resources can be made. There are numerous agencies across the state that are currently working to meet best practice standards and recommendations for developmental and social-emotional screening of children birth to 60 months, including Head Start, school district early childhood programs (early childhood family education, early childhood screening, early childhood special education), public health (follow along program, family home visiting), health care providers, and child welfare.

The state recently completed a discovery project to understand the considerations for developing and implementing a centralized universal developmental screening registry (UDS) which would allow for sharing of screening and referral information between providers and parents. One challenge identified through this process was that families lack an awareness or understanding about screening guidelines for young children, do not always know the value and benefits of early childhood screening, and do not know where to go to obtain needed screening or follow-up resources if a provider does not offer it to their child proactively. The recommendation to address this challenge was to develop unified messaging and communications tools around the importance and benefits of early childhood developmental and social emotional screening and available follow-up resources. Currently, each agency and program administered at the local level develops their own messaging and marketing tools to perform outreach to families.

2. Goals.

The goals of this project are to develop and implement coordinated communication activities that increase awareness of and traffic to MN Help Me Connect, with an emphasis on connecting to professionals that are serving families with young children and families that are experiencing disparities; develop and test messaging about the value of developmental and social-emotional screening; and produce a communications toolkit to be used by local screening programs.

3. Sample Tasks and Deliverables.

MDE's Early Learning Division requests proposals from responders to provide two communications plans. Plan 1, for Help Me Connect, is to be focused on marketing and campaign activities for the already established Help Me Connect brand and messaging. Plan 2, for developmental and social-emotional screening and follow-up, should be focused on message development and public engagement.

Plan 1: Help Me Connect Marketing Campaign

1. Develop a Help Me Connect communication plan that utilizes diverse methods of communication both digital and print to appeal to different audiences, and that considers inequities in access to communication materials.
2. Design and implement communication strategies and messaging that increases traffic to the Help Me Connect website and public awareness of the resources available on Help Me Connect.
3. Highlight different Help Me Connect resources by promoting targeted messages surrounding the most-searched topics on the website and other early childhood and family support resources.
4. Translate communications and marketing materials and work with diverse media vendors to reach appropriate target audiences.
5. Promote the Help Me Connect videos and infographics to target audiences.
6. Develop videos that share messaging about the positive impact of Help Me Connect to families, navigators, and community organizations.
7. Compile a summative report about findings from the evaluation of the effectiveness of communication methods in engaging the public around Help Me Connect.

Plan 2: Developmental and social-emotional screening, includes message development and public engagement.

1. Convene with local and state screening providers to understand current messaging used to promote screening.
2. Collaborate with local and state screening providers and parents with young children to create unified messages about early childhood screening in Minnesota that can be used by all screening providers and state staff.
3. Utilize newly developed messaging to do the following:
 - a. Increase public awareness about the components of, and guidelines for early childhood screening.

- b. Increase public awareness of the value and benefits of early childhood screening for the health and wellbeing of children and families.
 - c. Increase public awareness about the early childhood screening resources available to them, and how to access these resources via Help Me Connect.
4. Compile a summative report on the major findings from the provider and parent engagement activities.
 5. Develop a communications toolkit based on provider collaboration and feedback for early childhood screening that can be customized and utilized by various local providers in Minnesota, such as easily customizable templates and ready-to-use messaging materials.

Please note that both plans should occur concurrently. Considering these two communications plans share similar audiences (families with young children, early childhood providers), engagement and testing activities should occur together whenever possible to reduce burden on target audience and promote cohesive messaging. Routine check-in meetings will be held between the contractor and state agency representatives to assure the project goals are on track for each plan.

Desired Qualifications

Previous experience developing communication strategies that support connections to families from a variety of diverse cultural backgrounds and geographic areas, including Tribal Nations; and connections with professionals and/or agencies that support expectant families and those with young children.

SECTION 3 – PROPOSAL INSTRUCTIONS AND ADDITIONAL INFORMATION

1. Anticipated Contract Term.

The term of this contract is anticipated to be from upon execution to December 2023. with the option to extend up to an additional 2 years, in 1-year increments determined by the State.

2. Question and Answer Instructions.

Prospective Responders who have any questions regarding this solicitation may contact:

Laurie Hanrahan, Contract Administrator
Minnesota Department of Education
Laurie.Hanrahan@state.mn.us

All questions should be submitted no later than the date and time listed in Section 1, Instructions to Responders. The State is not obligated to answer questions submitted after the questions/clarifications due date and time.

Only personnel listed above are authorized to discuss this solicitation with responders. Contact regarding this solicitation with any personnel not listed above could result in disqualification. This provision is not intended to prevent responders from seeking guidance from state procurement assistance programs regarding general procurement questions.

If a Responder discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in the solicitation, please immediately notify the contact person detailed above in writing of such error and request modification or clarification of the document.

3. Additional Tasks or Activities.

Responders are encouraged to propose additional tasks, activities, or goods above and beyond the scope of what is requested in this solicitation if they will substantially improve the results of this procurement. Any costs associated with these additional tasks, activities, or goods should be clearly marked and separated from costs associated with the tasks, activities, or goods specifically requested under this solicitation. Because cost is a factor in the evaluation of responses

to this solicitation, failure to separate costs for additional tasks, activities, or goods may result in those costs being included in a responder's cost proposal and result in a lower cost score for that proposal.

4. **Response Submission Instructions.**

All responses should include the following separately attached documents, unless otherwise specified: Submit all requested documentation, including, but not limited to, the following documents:

- A Technical Proposal
- Attachment A: Responder Declarations
- Attachment B: Exceptions to State's Standard Terms and Conditions
- Attachment C: Cost Proposal-Price Schedule in SWIFT
- Attachment D: Responder Forms
 - Veterans Preference Form
 - Workforce Certification
- Two (2) accessibility documents (1 Word document and 1 PDF document). All submitted documents will be scored based on whether they demonstrate an understanding of and the ability to meet Accessibility Standards. Accessibility documents should be labeled with the following titles to easily distinguish from other submitted documents as follows:
 - Word Accessibility Document (.doc/.docx)
 - PDF Accessibility Document (.pdf)
- Completed VPAT for learning management system that will be used to house the professional development.

DO NOT INCLUDE Non-Public/Trade Secret data (as defined by Minn. Stat. § 13.37).

Responses received after End Date above will not be considered, even if errors or delays were caused by issues outside of Responders' control. If you need assistance, please contact the SWIFT Vendor Assistance Helpline at 651-201-8100, Option 1, and then Option 1.

SECTION 4 – PROPOSAL CONTENT

1. Statement of the Nature of Contract, Objectives and Goals. A Cover letter indicating the responders understanding of the nature of the contract and general goals, objectives and tasks. Include a brief description of the tasks (or services) the responder proposes to provide, outlining (a) the needs of families with young children in connecting to early childhood and family support services, especially populations experiencing inequities and/or disparities, geographically diverse communities, and historically underrepresented communities of color, and (b) how the proposed services will support the needs and resource connections of this population.
2. Qualifications and Experience. A description of responder's ability and capacity to perform the tasks identified under Section 2 "Sample Tasks and Deliverables" above. Responder should provide an outline of background and experience with examples of similar work done by the Responder and a list of personnel who will conduct the project and risk/management plan, detailing their qualifications, training, and work experience in providing the services as identified in the "Desired Qualifications" section above. Responder should include any demonstrated work history serving or engagement with black, indigenous, and people of color communities. Responder should address its capacity for statewide outreach. Describe what role, if any, staff proposed for this project had in the referenced service.

Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, home addresses, or home email addresses. If it is necessary to include personal contact information, please clearly indicate in the response that personal contact information is being provided.

3. Deliverables and Work Plan. Responder should provide a description of the deliverables to be provided by the Responder with a detailed work plan that identifies the major tasks to be accomplished, including the tasks outlined under the “Sample Tasks and Deliverables” section above, and be used as a scheduling and managing tool, as well as the basis for invoicing. This document should NOT list cost detail. If cost detail is included in this document, the State may disqualify the proposal as non-responsive.

In addition, Responder’s Work Plan should have a clear process breakdown between Plan 1 and Plan 2, including milestones; a roadmap with timing that ensures successful outreach and engagement for both Help Me Connect and early childhood screening; and evidence of engagement/input from state staff, providers, and families to develop effective communications.

Responder should submit deliverables and documents/end products from a previous project (that meet Accessibility Standards provided in 4.a below) in which they successfully provided relevant services addressing the following topics:

1. Development of communication strategies that support connections to families from a variety of diverse cultural backgrounds and geographic areas, including Tribal Nations
2. Connections with professionals and/or agencies that support expectant families and those with young children.

4. Accessibility.

- a. A description of how Responder will produce deliverables and documents in compliance with the State of Minnesota Accessibility Standards (see <https://mn.gov/mnit/government/policies/accessibility/> for additional information).

To demonstrate Responder’s understanding of accessibility standards, Responder should submit the following two (2) documents as examples of accessible deliverables it has produced:

1. Word Accessibility Document (.doc/.docx)
2. PDF Accessibility Document (.pdf)

Responders may submit Word and PDF versions of the same document. Responder’s documents will be scored based on the State of Minnesota’s Accessibility Standards.

The State of Minnesota has developed Accessibility Standards effective September 1, 2010, which entails, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 which can be viewed on the Minnesota IT Services website (<https://mn.gov/mnit/about-mnit/accessibility>). The Standards apply to web sites, software applications, electronic reports and output documentation, training delivered in electronic formats (including, but not limited to, documents, videos, and webinars), among others. Responders are encouraged to reference Minnesota IT Services website (<https://mn.gov/mnit/about-mnit/accessibility>) for information and instructions on meeting the State’s Accessibility standards.

If any issues arise due to nonconformance with the above-mentioned Accessibility Standards, the Responder agrees to provide alternative solutions upon request at no additional charge to the State. MDE is particularly concerned with following Accessibility Standards for all end products and the two (2) submitted Accessibility Responder documents should show an understanding of accessibility. Responder acknowledges that the final

reports will need to be shared with MDE for accessibility testing before the work product can be accepted by MDE as final. MDE will not make final payment until deliverables have cleared accessibility testing.

- b. The Responder must complete, in an accessible format, the Section 508 and WCAG 2.0 A and AA sections in a VPAT® 2.0 (or newer) for all software, hardware, and websites (as applicable) as proposed in response to the solicitation. Vendors can use the VPAT form from the [ITIC VPAT site \(https://www.itic.org/policy/accessibility/vpat\)](https://www.itic.org/policy/accessibility/vpat). (Under “Resources,” select the “508” option, as it contains both 508 and WCAG forms.) For systems with multiple interfaces (such as an admin and user interface), complete a VPAT for each interface. These documents will be scored according to the solicitation evaluation.

Responders are encouraged to reference the “Vendor VPAT Guidance” (<https://mn.gov/mnit/about-mnit/accessibility/it-procurement.jsp>) in the “Products” tab on the Accessible IT Procurement page (<https://mn.gov/mnit/about-mnit/accessibility/it-procurement.jsp>) for information and instructions on completing the VPATs. Respondents should also review the related guidance documents on the same site for solicitation reviewers to understand expectations. The Responder is strongly encouraged to provide remarks and explanation that both support compliance and detail any deficiencies, as even if you claim “supports” unless there are remarks and explanations, you may score low.

5. **Cost Detail.** This is also known as the Price Schedule in SWIFT. Responder must complete and submit Attachment C, “Cost Proposal,” as a separate document(s) using the worksheet attached to this solicitation in SWIFT Strategic Sourcing.

DO NOT INCLUDE Non-Public/Trade Secret data (as defined by Minn. Stat. § 13.37).

Responses received after End Date above will not be considered, even if errors or delays were caused by issues outside of Responders’ control. If you need assistance, please contact the SWIFT Vendor Assistance Helpline at 651-201-8100, Option 1, and then Option 1.

SECTION 5 – EVALUATION PROCEDURE AND CRITERIA

Standard Solicitation Evaluation Process

The State will conduct an evaluation of responses to this Solicitation. The evaluations will be conducted in three phases:

- Phase 1 - Review responses for responsiveness and pass/fail requirements
- Phase 2 - Evaluate responses
- Phase 3 - Select finalist(s)

1. Phase 1 – Responsiveness and Pass/Fail Requirements

The purpose of this phase is to determine if each response complies with mandatory requirements. The State will first review each proposal for responsiveness to determine if the Responder satisfies all mandatory requirements. The State will evaluate these requirements on a pass/fail basis.

Mandatory Requirements. The following will be considered on a pass/fail basis:

- Responses must be received by the due date and time specified in this RFP.
- Responders must submit the completed VPAT form(s) from the [ITIC VPAT site \(https://www.itic.org/policy/accessibility/vpat\)](https://www.itic.org/policy/accessibility/vpat). (Under “Resources,” select the “508” option, as it contains both 508 and WCAG forms.)

2. Phase 2 - Evaluate Responses

Only those responses found to have met Phase 1 criteria will be considered in Phase 2.

The factors and weighting on which responses will be evaluated are:

- | | |
|--|---|
| 1. Statement of the Nature of Contract, Objectives and Goals | 10 points |
| 2. Qualifications and Experience | 25 points |
| 3. Deliverables and Work Plan | 25 points |
| 4. Accessibility | 10 points |
| 5. Cost | <u>30 points</u>
100 points |
| 6. Preference Points (if applicable) | 6 points (in addition to 100 available) |

3. Phase 3 - Select Finalist(s)

Only those responses that have been evaluated under Phase 2 shall be eligible for Phase 3.

The State will make its selection based on best value, as determined by this evaluation process. The State reserves the right to pursue negotiations on any exception taken to the State's standard terms and conditions. In the event that negotiated terms cannot be reached, the State reserves the right to terminate negotiations and begin negotiating with the next highest scoring responder or take other actions as the State deems appropriate. If the State anticipates multiple awards, the State reserves the right to negotiate with more than one Responder.

It is anticipated that the evaluation and selection will be completed by **March 2023**.

SECTION 6 – SOLICITATION TERMS

1. Competition in Responding

The State desires open and fair competition. Questions from responders regarding any of the requirements of the Solicitation must be submitted in writing to the Solicitation Administrator listed in the Solicitation before the due date and time. If changes are made the State will issue an addendum.

Any evidence of collusion among responders in any form designed to defeat competitive responses will be reported to the Minnesota Attorney General for investigation and appropriate action.

2. Addenda to the Solicitation

Changes to the Solicitation will be made by addendum with notification and posted in the same manner as the original Solicitation. Any addenda issued will become part of the Solicitation.

3. Data Security - Foreign Outsourcing of Work is Prohibited

All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all levels.

4. Joint Ventures

The State allows joint ventures among groups of responders when responding to the solicitation. However, one responder must submit a response on behalf of all the others in the group. The responder that submits the response will be considered legally responsible for the response (and the contract, if awarded).

5. Withdrawing Response

A responder may withdraw its response prior to the due date and time of the Solicitation. For solicitations in the SWIFT Supplier Portal, a responder may withdraw its response from the SWIFT Supplier Portal. For solicitations done any other way, a responder may withdraw its response by notifying the Solicitation Administrator in writing of the desire to withdraw.

After the due date and time of this Solicitation, a responder may withdraw a response only upon showing that an obvious error exists in the response. The showing and request for withdrawal must be made in writing to Solicitation Administrator within a reasonable time and prior to the State's detrimental reliance on the response.

6. Rights Reserved

The State reserves the right to:

- Reject any and all responses received;
- Waive or modify any informalities, irregularities, or inconsistencies in the responses received;
- Negotiate with the highest scoring Responder[s];
- Terminate negotiations and select the next response providing the best value for the State;
- Consider documented past performance resulting from a State contract may be considered in the evaluation process;
- Short list the highest scoring Responders;
- Require Responders to conduct presentations, demonstrations, or submit samples;
- Interview key personnel or references;
- Request a best and final offer from one or more Responders;
- The State reserves the right to request additional information; and
- The State reserves the right to use estimated usage or scenarios for the purpose of conducting pricing evaluations. The State reserves the right to modify scenarios, and to request or add additional scenarios for the evaluation.

7. Samples and Demonstrations

Upon request, Responders are to provide samples to the State at no charge. Except for those destroyed or mutilated in testing, the State will return samples if requested and at the Responder's expense. All costs to conduct and associated with a demonstration will be the sole responsibility of the Responder.

8. Responses are Nonpublic during Evaluation Process

All materials submitted in response to this Solicitation will become property of the State. During the evaluation process, all information concerning the responses submitted will remain private or nonpublic and will not be disclosed to anyone whose official duties do not require such knowledge. Responses are private or nonpublic data until the completion of the evaluation process as defined by Minn. Stat. § 13.591. The completion of the evaluation process is defined as the State having completed negotiating a contract with the selected responder. The State will notify all responders in writing of the evaluation results.

9. Trade Secret Information

9.1 Responders must not submit as part of their response trade secret material, as defined by Minn. Stat. § 13.37.

9.2 In the event trade secret data are submitted, Responder must defend any action seeking release of data it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments awarded against the State in favor of the party requesting the data, and any and all costs connected with that defense.

9.3 The State does not consider cost or prices to be trade secret material, as defined by Minn. Stat. § 13.37.

9.4 A responder may present and discuss trade secret information during an interview or demonstration with the State, if applicable.

10. Conditions of Offer

Unless otherwise approved in writing by the State, Responder's cost proposal and all terms offered in its response that pertain to the completion of professional and technical services and general services will remain firm for 180 days, until they are accepted or rejected by the State, or they are changed by further negotiations with the State prior to contract execution.

11. Award

Any award that may result from this solicitation will be based upon the total accumulated points as established in the solicitation. The State reserves the right to award this solicitation to a single Responder, or to multiple Responders, whichever is in the best interest of the State, providing each Responder is in compliance with all terms and conditions of the solicitation. The State reserves the right to accept all or part of an offer, to reject all offers, to cancel the solicitation, or to re-issue the solicitation, whichever is in the best interest of the State.

12. Requirements Prior to Contract Execution

Prior to contract execution, a responder receiving a contract award must comply with any submittal requests. A submittal request may include, but is not limited to, a Certificate of Insurance.