

STATE OF MAINE
Department of Health and Human Services
Office of Behavioral Health



RFP# 202203025

OPTIONS Public Health Campaign

RFP Coordinator	<p><i>All communication regarding the RFP <u>must</u> be made through the RFP Coordinator identified below.</i></p> <p>Name: Brittany Hall Title: Procurement Administrator Contact Information: brittany.hall@maine.gov</p>
Submitted Questions Due	<p><i>All questions <u>must</u> be received by the RFP Coordinator identified above by:</i></p> <p>Date: March 17, 2022, no later than 11:59 p.m., local time</p>
Proposal Submission	<p><i>Proposals <u>must</u> be received by the Division of Procurement Services by:</i></p> <p>Submission Deadline: April 1, 2022, no later than 11:59 p.m., local time. <i>Proposals <u>must</u> be submitted electronically to the following address:</i></p> <p>Electronic (e-mail) Submission Address: Proposals@maine.gov</p>

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PUBLIC NOTICE

**State of Maine
Department of Health and Human Services
RFP# 202203025
OPTIONS Public Health Campaign**

The State of Maine is seeking proposals for a public health informational campaign to help reduce fatal drug overdoses, decrease stigma, and connect individuals to recovery.

A copy of the RFP, as well as the Question & Answer Summary and all amendments related to the RFP, can be obtained at:

<https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps>

Proposals must be submitted to the State of Maine Division of Procurement Services, via e-mail, at: Proposals@maine.gov. Proposal submissions must be received no later than 11:59 p.m., local time, on April 1st, 2022. Proposals will be opened the following business day. Proposals not submitted to the Division of Procurement Services' aforementioned e-mail address by the aforementioned deadline will not be considered for contract award.

RFP TERMS/ACRONYMS with DEFINITIONS

The following terms and acronyms, as referenced in the RFP, shall have the meanings indicated below:

<u>Term/Acronym</u>	<u>Definition</u>
Department	Department of Health and Human Services
Digital Ads	When businesses leverage internet technologies to deliver advertisements to consumers.
Earned Media	Publicity gained through efforts other than paid media advertising.
The Good Samaritan Law	Refer to 17-A M.R.S. § 1111-B .
Opioid Use Disorder	The continued use of an opioid despite clinically significant distress or impairment.
<u>OPTIONS</u>	Overdose Prevention Through Intensive Outreach Naloxone and Safety
RFP	Request for Proposal
Social Media	The collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration.
State	State of Maine
Testimonial Videos	Videos where persons make statements about their experiences in an effort to educate or influence others.

State of Maine - Department of Health and Human Services
Office of Behavioral Health
RFP# 202203025
OPTIONS Public Health Campaign

PART I INTRODUCTION

A. Purpose and Background

The Department of Health and Human Services (Department) is seeking a public health informational campaign to help reduce fatal drug overdoses, decrease stigma, and connect individuals to recovery as defined in this Request for Proposal (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the awarded Bidder will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Bidder.

The Department is dedicated to promoting health, safety, resilience, and opportunity for Maine residents. The Department's Office of Behavioral Health (OBH) is responsible for ensuring the safety, permanency, and well-being of individuals suffering from mental illness and substance use.

One hundred thirty-two (132) Maine residents died from drug overdoses in the second quarter of 2020, representing a four percent (4%) increase over the first quarter of 2020. In total, two hundred fifty-eight (258) Maine residents died from drug overdoses through the first six (6) months of 2020, representing a twenty-seven percent (27%) percent increase over the last two (2) quarters of 2019. Eight percent (8%) of the fatal overdoses in 2020 were homeless individuals.

In October 2020, The Overdose Prevention Through Intensive Outreach Naloxone and Safety (OPTIONS) initiative was implemented in a coordinated effort of the OBH and other state agencies to improve the health of Maine residents who use substances through harm reduction strategies, helping them on the road to recovery, and dramatically reducing the number of fatal and non-fatal drug overdoses.

The OPTIONS Public Health Program goal is to reduce overdose deaths and compliment the OPTIONS Liaison Program. Goals of the OPTIONS Public Health Campaign are to:

- Improve the understanding of The Good Samaritan Law and increase calls to 911 for medical assistance in the event of an overdose emergency;
- Invigorate the [Have It On Hand](#) campaign to increase the distribution and availability of life saving Naloxone across the State;
- Educate individuals at-risk on safer drug use practices that reduce the risk of both fatal and non-fatal overdose; and
- Connect individuals affected by the opioid epidemic with local prevention, harm reduction, recovery, treatment, general support resources, and OPTIONS Liaisons.

The services provided as a result of this RFP will develop and implement a public health informational and intervention campaign for reducing fatal drug overdoses and to connecting individuals with Substance Use Disorder to resources related to harm reduction, treatment, and recovery while reducing the stigma around drug use.

The Department has identified a total budget for this project of \$965,000.

B. General Provisions

1. From the time the RFP is issued until award notification is made, all contact with the State regarding the RFP must be made through the RFP Coordinator. No other person/ State employee is empowered to make binding statements regarding the RFP. Violation of this provision may lead to disqualification from the bidding process, at the State's discretion.
2. Issuance of the RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to the RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
3. All proposals must adhere to the instructions and format requirements outlined in the RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals are to follow the format and respond to all questions and instructions specified below in the "Proposal Submission Requirements" section of the RFP.
4. Bidders will take careful note that in evaluating a proposal submitted in response to the RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating a Bidder's experience and capabilities.
5. The proposal must be signed by a person authorized to legally bind the Bidder and must contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
6. The RFP and the awarded Bidder's proposal, including all appendices or attachments, will be the basis for the final contract, as determined by the Department.
7. Following announcement of an award decision, all submissions in response to this RFP will be public records, available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) ([1 M.R.S. § 401](#) et seq.).
8. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to the RFP.
9. All applicable laws, whether or not herein contained, are included by this reference. It is the Bidder's responsibility to determine the applicability and requirements of any such laws and to abide by them.

C. Contract Term

The Department is seeking a cost-efficient proposal to provide services, as defined in the RFP, for the anticipated contract period defined in the table below. Please note, the dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with the RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

The term of the anticipated contract, resulting from the RFP, is defined as follows:

Period	Start Date	End Date
Period of Performance	7/1/2022	6/30/2023

D. Number of Awards

The Department anticipates making one (1) award as a result of the RFP process.

PART II SCOPE OF SERVICES TO BE PROVIDED

Specific instructions for the Bidder to provide a narrative response to the Scope of Services may be found in Part IV, Section III, Services to be Provided.

A. Marketing Campaign

1. Provide consultation on the most effective marketing strategies and effective messaging and calls to action based on industry standards and/or specific scientific evidence, for reaching and engaging with the target audience of People Who Use Drugs (PWUD) and their support systems.
2. Develop a Strategic Communications Plan, to be approved by the Department, focused on the development of an outreach campaign to change the attitudes and behaviors of PWUD, their support systems, and the public.
 - a. The Strategic Communications Plan shall include at a minimum:
 - i. The plan for the OPTIONS Public Health Campaign initiative.
 - ii. How it fits within existing communication efforts by other Department offices.
 - iii. How it will leverage existing public health resources for State and national sources.
 - iv. How the awarded Bidder will use evidence based pretested messaging.
 - v. The timeline of media buys.
 - vi. A summary of stakeholders engaged to develop the messaging platform.
3. Consider Maine's populations and tailor the campaign to reach and resonate with both a general Statewide audience and specific populations disproportionately impacted by the opioid epidemic.
4. Encourage individuals in the same location of an individual experiencing an overdose to call 911.
5. Educate PWUD, their support networks, the public, and law enforcement personnel on The Good Samaritan Law.
 - a. Create digital and physical resources as necessary, to be approved by the Department.
6. Use person-first language when discussing Opioid Use Disorder and those struggling with it.
7. Develop and implement a multi-platform public and targeted education and intervention campaign that supports the goals of reducing fatal overdoses, decreasing stigma, and connecting PWUD with harm reduction, treatment, and recovery resources.
8. Ensure the campaign is accessible to the public and includes messaging to reach target groups of PWUD and their support systems and specifically PWUD who are also experiencing homelessness.
9. Collaborate with community and external stakeholders to leverage existing research, materials, and resources that are evidence based and/or reflect best practices at engaging and/or changing behavior of PWUD and their support systems.
10. Execute Department-approved advertising buys, Digital Ads, Social Media, potential streaming advertisements, and print materials.
11. Procure Department-approved educational supplies and/or materials to be provided to the Department for disseminated to targeted communities.
 - a. Examples include: brochures and rack cards to be printed and used to support the Department Overdose Prevention Through Intensive Outreach Naloxone and Safety (OPTION) initiative at conferences and focus groups as the need arises, in order to support grant initiatives including retrieval, analysis, and publication of unique data sets across multiple interested parties.

12. Ensure all materials and the OPTIONS website is available in multiple languages to reflect the diversity in the State.
13. Ensure all materials produced comply with State and federal policies/guidelines, including but not limited to:
 - a. [Digital Accessibility and Usability Policy](#).
 - b. Ensuring materials are no higher than a sixth (6th) grade reading level.
 - i. If a sixth (6th) grade reading level cannot be obtained, reading levels shall not be higher than an eighth (8th) grade reading level.
14. Design an overarching brand development, segmented message grids, communications platform to guide design and development of materials.
15. Develop and produce Department-approved videos for broadcast.
 - a. Collect and use Department-approved Testimonial Videos from community members and other stakeholders as appropriate.
16. Develop various methods to ensure OPTIONS messaging reaches Target Audiences which may include printing and/or digital outreach.
17. Purchase a variety of media spots, both digital and traditional; as well as, search engine ads and search engine optimization.
18. Create Earned Media via public health campaign activity.
19. Provide a communications plan to the Department within five (5) business days of the initial start of the contract period resulting from this RFP.
20. Implement the communications plan within ten (10) business days of written approval from the Department.
 - a. Any changes to the communications plan shall be submitted to and approved by the Department prior to implementation.
 - b. All Department requested revisions shall be implemented within five (5) business days.

B. Ownership of Materials

1. Provide the master copy of all materials developed under the contract resulting from this RFP, including website and other communications, on an accessible disk or flash drive (or other appropriate mediums as agreed upon by the Department).
2. All material shall be available to the Department for reuse and edit (for the original intended purpose/topic) at any point in the future.
3. Adhere to the U.S. Centers for Disease Control and Prevention [Rx Awareness](#) campaign framework.
4. Adhere to the requirements and elements of Strategy 9: Empowering Individuals to Make Safer Choices as described in the Funding Opportunity Announcement [CDC-RFACE19-1904 "Overdose Data to Action"](#).

C. Reports

1. Track and record all data/information necessary to complete the required reports listed in **Table 1**:

Table 1 – Required Reports		
Name of Report		Description
a.	Weekly Progress Report	Report shall detail progress on the campaign’s various tasks, activities, and benchmarks tracked by this campaign.

b.	Strategic Communications Plan	Proposed communication strategy for OPTIONS Public Health Campaign.
c.	Monthly Analytics Report	<p>1) Social Media:</p> <ul style="list-style-type: none"> a. Page/Account Setup; b. Organic posting; c. Paid ads and associated analytics; and d. Monitoring of Social Media usage of key hashtags. <p>2) Analytics:</p> <ul style="list-style-type: none"> a. Impressions delivered; b. Clicks (via Digital Ads); c. Completed video views; d. Related cost indicators (cost per click, cost per completed view); e. On-site metrics including average session duration, multi-page visits, video views, links to referring resources or content; f. Insights from monitoring of search trends for relevant keywords; and g. Attempt to gather and include the following data points, assuming cooperation of various stakeholders. <ul style="list-style-type: none"> i. Requests for help after an overdose and rescue; ii. Calls to 211 Maine regarding help with addiction; and iii. Number of overdose calls relative to the number of fatal overdoses.
d.	Mid-Campaign Summary	Summarize trends of the campaign: 1) Success and challenges; and 2) Recommendations of changes to campaign strategies.
e.	Final Report and Recommendations	Detail work and performance of the OPTIONS public health campaign in both its paid media campaign, website, and Earned Media components.

2. Submit all the required reports to the Department in accordance with the timelines established in **Table 2**:

Table 2 – Required Reports Timelines			
Name of Report		Period Captured by Report	Due Date
a.	Weekly Progress Report	Weekly	As agreed upon between the awarded Bidder and the Department
b.	Strategic Communications Plan	Entire project	Five (5) business days after the start of the contract period
d.	Monthly Analytics Report	Monthly	By the fifteenth (15 th) of the following month
d.	Mid-Campaign Summary	First six months of the contract period	Six (6) months after the start of the contract period
e.	Final Report and Recommendations	Entire contract period	Thirty (30) days after end of the contract period

PART III KEY RFP EVENTS

A. Questions

1. **General Instructions:** It is the responsibility of all Bidders and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
 - a. Bidders and other interested parties must use **Appendix G** (Submitted Questions Form) for submission of questions. The form is to be submitted as a WORD document.
 - b. The Submitted Questions Form must be submitted, by e-mail, and received by the RFP Coordinator, identified on the cover page of the RFP, as soon as possible but no later than the date and time specified on the RFP cover page.
 - c. Submitted Questions must include the RFP Number and Title in the subject line of the e-mail. The Department assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.
2. **Question & Answer Summary:** Responses to all questions will be compiled in writing and posted on the following website no later than seven (7) calendar days prior to the proposal due date: [Division of Procurement Services RFP Page](#). It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website will be considered binding.

B. Amendments

All amendments released in regard to the RFP will also be posted on the following website: [Division of Procurement Services RFP Page](#). It is the responsibility of all interested parties to go to this website to obtain amendments. Only those amendments posted on this website are considered binding.

C. Submitting the Proposal

1. **Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of the RFP. E-mails containing original proposal submissions, or any additional or revised proposal files, received after the 11:59 p.m. deadline will be rejected without exception.
2. **Delivery Instructions:** E-mail proposal submissions are to be submitted to the State of Maine Division of Procurement Services at Proposals@maine.gov.
 - a. Only proposal submissions received by e-mail will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
 - b. E-mails containing links to file sharing sites or online file repositories will not be accepted as submissions. Only e-mail proposal submissions that have the actual requested files attached will be accepted.
 - c. Encrypted e-mails received which require opening attachments and logging into a proprietary system will not be accepted as submissions. Please check with your organization's Information Technology team to ensure that your security settings will not encrypt your proposal submission.
 - d. File size limits are 25MB per e-mail. Bidders may submit files separately across multiple e-mails, as necessary, due to file size concerns. All e-mails and files must be

received by the due date and time listed above.

- e. Bidders are to insert the following into the subject line of their e-mail proposal submission: “**RFP# 202203025 Proposal Submission – [Bidder’s Name]**”
- f. Bidder’s proposal submissions are to be broken down into multiple files, with each file named as it is titled in bold below, and include:
 - **File 1 [Bidder’s Name] – Preliminary Information:**
PDF format preferred
Appendix A (Proposal Cover Page)
Appendix B (Debarment, Performance and Non-Collusion Certification)
All required eligibility documentation stated in PART IV, Section I.
 - **File 2 [Bidder’s Name] – Organization Qualifications and Experience:**
PDF format preferred
Appendix C (Organization Qualifications and Experience Form)
Appendix D (Subcontractors Form), if applicable
All required information and attachments stated in PART IV, Section II.
 - **File 3 [Bidder’s Name] – Proposed Services:**
PDF format preferred
Appendix E (Response to Proposed Services Form)
All required information and attachments stated in PART IV, Section III.
 - **File 4 [Bidder’s Name] – Budget Narrative:**
PDF format preferred
Appendix F (Budget Narrative Form)
All required information and attachments stated in PART IV, Section IV.

PART IV PROPOSAL SUBMISSION REQUIREMENTS

This section contains instructions for Bidders to use in preparing their proposals. The Department seeks detailed yet succinct responses that demonstrate the Bidder's qualifications, experience, and ability to perform the requirements specified throughout the RFP.

The Bidder's proposal must follow the outline used below, including the numbering, section, and sub-section headings. Failure to use the outline specified in PART IV, or failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive or receiving a reduced score. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFP specifications will result either in disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in the RFP will, at best, be considered minimally responsive.

Bidders are not to provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated. Include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.

Proposal Format and Contents

Section I Preliminary Information (File #1)

1. Proposal Cover Page

Bidders must complete **Appendix A** (Proposal Cover Page). It is critical that the cover page show the specific information requested, including Bidder address(es) and other details listed. The Proposal Cover Page must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

2. Debarment, Performance and Non-Collusion Certification

Bidders must complete **Appendix B** (Debarment, Performance and Non-Collusion Certification Form). The Debarment, Performance and Non-Collusion Certification Form must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

Section II Organization Qualifications and Experience (File #2)

1. Overview of the Organization

Bidders must complete **Appendix C** (Qualifications and Experience Form) describing their qualifications and skills to provide the requested services in the RFP. Bidders must include three examples of projects which demonstrate their experience and expertise in performing these services as well as highlighting the Bidder's stated qualifications and skills.

2. Subcontractors

If subcontractors are to be used, including consultants, Bidders must complete **Appendix D** by providing a list that specifies the name, address, phone number, contact person, and a brief description of the subcontractors' organizational capacity and qualifications.

3. Organizational Chart

Bidders must provide an organizational chart. The organization chart must include the project being proposed. Each position must be identified by position title and corresponding to the personnel job descriptions.

4. Litigation

Bidders must attach a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree. For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation has occurred, write "none" on the submitted attachment.

5. Financial Viability

- a. Bidders must provide the three (3) most recent years of Financial Statements audited or reviewed by a Certified Public Accountant; and
- b. Bidders must provide a current copy of their Dun & Bradstreet Business Information Report Snapshot.

6. Certificate of Insurance

Bidders must provide a valid certificate of insurance on a standard ACORD form (or the equivalent) evidencing the Bidder's general liability, professional liability and any other relevant liability insurance policies that might be associated with the proposed services.

Required Attachments Related to Organization Qualifications and Experience	
Attachment #:	Attachment Name:
One (1)	Qualifications and Experience Form
Two (2)	Subcontractors/Consultants
Three (3)	Organizational Chart
Four (4)	Litigation
Five (5)	Financial Viability
Six (6)	Certificate of Insurance

Attachments 1 – 6, must be included in numerical order, as part of File 2, as outlined in PART III "Submitting the Proposal" of this RFP. Attachments 1 – 6 will be reviewed and evaluated by the Department's evaluation team under the Organization Qualifications and Experience section of this RFP.

Section III Proposed Services (File #3)

Bidder must complete **Appendix E - Response to Proposed Services** form by providing a detailed response to the requirements outlined in this RFP.

Required Attachments Related to Proposed Services	
Attachment #:	Attachment Name:
Seven (7)	Job Descriptions
Eight (8)	Staffing Plan
Nine (9)	Implementation - Work Plan

Attachments 7 – 9, must be included in numerical order, as part of File 3, as outlined in PART III "Submitting the Proposal" of this RFP. Attachments 7 – 9 will be reviewed and

evaluated by the Department's evaluation team under the Proposed Services section of this RFP.

Section IV Budget Narrative (File #4)

1. General Instructions

- a. Bidders must submit a budget narrative that covers the initial period of performance, starting 7/1/2022 and ending on 6/30/2023.
- b. The budget narrative must include the costs necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements.
- c. No costs related to the preparation of the proposal for the RFP, or to the negotiation of the contract with the Department, may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.

2. Budget Narrative Form Instructions

Bidders must fill out **Appendix F** (Budget Narrative Form), following the instructions detailed here and in the form. Failure to provide the requested information, and to follow the required format provided, may result in the exclusion of the proposal from consideration, at the discretion of the Department. The budget narrative must explain the basis for determining the expenses submitted on the budget forms.

The Department has identified a total budget for this project of \$965,000.

PART V PROPOSAL EVALUATION AND SELECTION

Evaluation of the submitted proposals will be accomplished as follows:

A. Evaluation Process - General Information

1. An evaluation team, composed of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP.
2. Officials responsible for making decisions on the award selection will ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal provides the best value to the State of Maine.
3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders, if needed, to obtain clarification of information contained in the proposals received. The Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations. Changes to proposals, including updating or adding information, will not be permitted during any interview/presentation process and, therefore, Bidders must submit proposals that present their rates and other requested information as clearly and completely as possible.

B. Scoring Weights and Process

1. **Scoring Weights:** The score will be based on a 100-point scale and will measure the degree to which each proposal meets the following criteria.

Section I. Preliminary Information (No Points)

Includes all elements addressed above in Part IV, Section I.

Section II. Organization Qualifications and Experience (30 points)

Includes all elements addressed above in Part IV, Section II.

Section III. Proposed Services (30 points)

Includes all elements addressed above in Part IV, Section III.

Section IV. Budget Narrative (40 points)

Includes all elements addressed above in Part IV, Section IV.

2. **Scoring Process:** The evaluation team will use a consensus approach to evaluate and score Sections II, III, & IV above. Members of the evaluation team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections.
3. **Scoring the Cost Proposal Narrative:** The budget narrative will be scored based on the proposed scope and impact of the campaign for the budget amount.

No Best and Final Offers: The State of Maine will not seek or accept a best and final offer (BAFO) from any Bidder in this procurement process. All Bidders are expected to provide their best value pricing with the submission of their proposal.

- 4. Negotiations:** The Department reserves the right to negotiate with the awarded Bidder to finalize a contract. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department's Request for Proposal to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with an awarded Bidder who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

C. Selection and Award

1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Procurement Review Committee.
2. Notification of conditional award selection or non-selection will be made in writing by the Department.
3. Issuance of the RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to the RFP, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
4. The Department reserves the right to reject any and all proposals or to make multiple awards.

D. Appeal of Contract Awards

Any person aggrieved by the award decision that results from the RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in [5 M.R.S.A. § 1825-E](#) and [18-554 Code of Maine Rules Chapter 120](#). The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of conditional contract award.

PART VI CONTRACT ADMINISTRATION AND CONDITIONS

A. Contract Document

1. The awarded Bidder will be required to execute a State of Maine Service Contract with appropriate riders as determined by the issuing department.

Forms and contract documents commonly used by the Department can be found on the Department's [Division of Contract Management website](#).

2. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Department of Administrative and Financial Services, [Chapter 110, § 3\(B\)\(i\)](#).)

This provision means that a contract cannot be effective until at least 14 calendar days after award notification.

3. The State recognizes that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Procurement Review Committee. Any appeals to the Department's award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date listed in the RFP may need to be adjusted, if necessary, to comply with mandated requirements.
4. In providing services and performing under the contract, the awarded Bidder must act as an independent contractor and not as an agent of the State of Maine.

B. Standard State Contract Provisions

1. Contract Administration

Following the award, a Contract Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the awarded Bidder in the finalization of the contract.

2. Payments and Other Provisions

The State anticipates paying the Contractor on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from the RFP.

PART VII LIST OF RFP APPENDICES AND RELATED DOCUMENTS

Appendix A – Proposal Cover Page

Appendix B – Debarment, Performance, and Non-Collusion Certification

Appendix C – Qualifications and Experience Form

Appendix D – Subcontractors Form

Appendix E – Response to Proposed Services Form

Appendix F – Budget Narrative Form

Appendix G – Submitted Questions Form

State of Maine
Department of Health and Human Services
Office of Behavioral Health
PROPOSAL COVER PAGE
RFP# 202203025
OPTIONS Public Health Campaign

Bidder's Organization Name:			
Chief Executive - Name/Title:			
Tel:		E-mail:	
Headquarters Street Address:			
Headquarters City/State/Zip:			
<i>(Provide information requested below if different from above)</i>			
Lead Point of Contact for Proposal - Name/Title:			
Tel:		E-mail:	
Headquarters Street Address:			
Headquarters City/State/Zip:			

- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
- No personnel currently employed by the Department or any other State agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder's proposal.
- No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
- The above-named organization is the legal entity entering into the resulting contract with the Department if they are awarded the contract.
- The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Name (Print):	Title:
Authorized Signature:	Date:

APPENDIX B

State of Maine
Department of Health and Human Services
Office of Behavioral Health
DEBARMENT, PERFORMANCE, and NON-COLLUSION CERTIFICATION
RFP# 202203025
OPTIONS Public Health Campaign

Bidder's Organization Name:	
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By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:

- a. Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
- b. Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:
 - i. Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.*
 - ii. Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.**
- c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification.*
- d. Have not within a three (3) year period preceding this proposal had one or more federal, state, or local government transactions terminated for cause or default.*
- e. Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*

Name (Print):	Title:
Authorized Signature:	Date:

State of Maine
Department of Health and Human Services
Office of Behavioral Health
QUALIFICATIONS and EXPERIENCE FORM
RFP# 202203025
OPTIONS Public Health Campaign

Bidder's Organization Name:	
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Present a brief statement of qualifications, including any applicable licensure and/or certification. Describe the history of the Bidder's organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.

APPENDIX C (continued)

Provide a description of projects that occurred within the past five years which reflect experience and expertise needed in performing the functions described in the “Scope of Services” portion of the RFP. For each of the project examples provided, a contact person from the client organization involved should be listed, along with that person’s telephone number and e-mail address. Please note that contract history with the State of Maine, whether positive or negative, may be considered in rating proposals even if not provided by the Bidder.

Project One	
Business Reference Name:	
Reference Contact Person:	
Telephone:	
E-Mail:	
Description of Project	

Project Two	
Business Reference Name:	
Reference Contact Person:	
Telephone:	
E-Mail:	
Description of Project	

APPENDIX C (continued)

Project Three	
Business Reference Name:	
Reference Contact Person:	
Telephone:	
E-Mail:	
Description of Project	

State of Maine
Department of Health and Human Services
Office of Behavioral Health
SUBCONTRACTORS FORM
RFP# 202203025
OPTIONS Public Health Campaign

Bidder's Organization Name:	
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If subcontractors are to be used, including consultants, provide each individual subcontractor business name, contact person, address, phone number, and a brief description of the subcontractor's organizational capacity and qualifications.

Subcontractor	
Subcontractor Business Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor's organizational capacity and qualifications	

Subcontractor	
Subcontractor Business Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor's organizational capacity and qualifications	

APPENDIX D (continued)

Subcontractor	
Subcontractor Business Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor's organizational capacity and qualifications	

Subcontractor	
Subcontractor Business Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor's organizational capacity and qualifications	

APPENDIX E

State of Maine
Department of Health and Human Services
Office of Behavioral Health
RESPONSE TO PROPOSED SERVICES FORM
RFP# 202203025
OPTIONS Public Health Campaign

The response to proposed services form may be obtained in a Word (.docx) format by double clicking on the document icon below.



Response to
Proposed Services For

APPENDIX F

State of Maine
Department of Health and Human Services
Office of Behavioral Health
BUDGET NARRATIVE FORM
RFP# 202203025
OPTIONS Public Health Campaign

Bidder's Organization Name:

Instructions: The Bidder must complete and submit the budget narrative form providing a detailed breakdown of expenses in performing the services for the period of performance as described in this RFP and in the Bidder's proposal.

The Budget Narrative Form may be obtained in an Excel (.xlsx) format by double clicking on the document icon below.



Budget Narrative
Form.xlsx

