

Rx Misuse Media Campaign

DHS seeks a contract to raise awareness of the problem, promote safe and healthy behaviors associated with prescription drugs, and mobilize community level efforts to reduce misuse of prescriptions.

Open	5/11/2020 9:00 AM MDT	Type	Request for Proposal No Line Item
Close	5/25/2020 4:00 PM MDT	Number	NH20-84
		Currency	US Dollar

Sealed Until 5/25/2020 4:00 PM MDT

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Commodity Codes

Commodity Code	Description
80140	Marketing and distribution including market research and sales and business promotion activities and trade shows and exhibits
82100	Advertising including public relations and consulting services and advertising agency services and media placement and fulfillment and video production and video editing services

Description

Issuing Procurement Unit
Conducting Procurement Unit

State of Utah Division of Purchasing
Department of Human Services

REQUEST FOR PROPOSALS

RX MISUSE MEDIA CAMPAIGN SOLICITATION #NH20-84

This Request for Proposals ("RFP"), having been determined to be the appropriate procurement method to provide the best value to the Conducting Procurement Unit, is designed to provide interested Offerors with sufficient basic information to submit proposals. This Request for Proposals ("RFP") is issued in accordance with the Utah Procurement Code and applicable administrative rules of the Utah Administrative Code. If any provision of this RFP conflicts with the Utah Procurement Code or Utah Administrative Code, then the Utah Procurement Code or Utah Administrative Code will take precedence. It is not intended to limit a proposal's content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the specifications to evidence service capability.

Purpose of this Solicitation

The purpose of this RFP is to enter into a contract to provide: An outreach, marketing and public information campaign that coordinates closely with community level primary prevention efforts. The goal of the campaign is to raise awareness of the problem, promote safe and healthy behaviors associated with prescription drugs, and mobilize community level efforts to reduce the misuse and abuse of prescription drugs.

It is anticipated that this RFP will result in a single contract award to the responsive and responsible offeror with the highest score justified by the procurement code.

Closing date and time

The closing date and time for this sourcing event is **Monday May 25, 2020 at 4 PM Mountain Time**. If your time is different from that shown, your profile may be set to a different time zone. Please see the attachment titled "Changing Your Time Zone" in the Buyer Attachments section for directions on how to update your profile. It is your responsibility to make sure you submit your response by the date and time indicated above.

Length of the Contract

The contract resulting from this RFP will be for FIVE (5) years with funding being guaranteed through June 30, 2025

Budget

The anticipated five (5) year budget is currently listed at \$3,842,000. Additional funding may become available to increase the total budget to \$5,000,000. Again, additional funding is not guaranteed. The offeror should not expect nor anticipate receiving additional funding and must guarantee that they can at a minimum complete the project within the stated budget of \$3,842,000.

Background

Due to the opioid crisis, The goal of the campaign is to raise awareness of the misuse and abuse of prescription drugs, promote safe and healthy behaviors associated with prescription drugs, and mobilize community-level efforts to reduce the problems created by the misuse and abuse of prescription drugs

Issuing Procurement Unit, Conducting Procurement Unit, and Solicitation Number

The State of Utah Division of Purchasing is the issuing procurement unit and **Department of Human Services** is the conducting procurement unit for this RFP (referred to as "the State"). The reference number for this RFP is Solicitation #**NH20-84**. This solicitation number must be referred to on all proposals, correspondence, and documentation submitted to the State relating to this RFP.

Additional Information

Offerors are prohibited from communications regarding this RFP with the conducting procurement unit staff, evaluation committee members, or other associated individuals EXCEPT the State of Utah Division of Purchasing procurement officer overseeing this RFP.

Wherever in this RFP an item is defined by using a trade name, brand name, or a manufacturer and/or model number, it is intended that the words, "or equivalent" apply; and invites the submission of equivalent products by the Offerors.

Offerors may be required to submit product samples to assist the chief procurement officer or head of a procurement unit with independent procurement authority in evaluating whether a procurement item meets the specifications and other requirements set forth in the request for proposals. Product samples must be furnished free of charge unless otherwise stated in the invitation for proposals, and if not destroyed by testing, will upon written request within any deadline stated in the invitation for proposals, be returned at the Offeror's expense. Samples must be labeled or otherwise identified as specified in the invitation for proposals by the procurement unit.

The State reserves the right to conduct discussions with the Offerors who submit proposals determined to be reasonably susceptible of being selected for award, followed by an opportunity to make best and final offers pursuant to UCA § 63G-6a-707.5, but proposals may be accepted without discussions.

The solicitation is divided into three stages: 1) Mandatory Minimum Requirements stages, 2) Technical Criteria Stage, and 3) Cost stage. The Department of Human Services (DHS) reserves the right to conduct interviews/presentations with offerors who receive at least 70% of available technical points within stage 2. If DHS elects to have interviews/presentations at this time and before proceeding to the cost stage, all vendors that received at least 70% of available technical points, will be invited for an interview/presentation. At the conclusion of the interviews, the evaluation team may adjust their final technical score on the applicants which interviewed/presented on how well they elaborated on their submitted proposal. However, interviews/presentations are not obligated at this time. Interviews/presentations will only be conducted if DHS feels it is necessary for the evaluators to have clarity on the vendors proposals.

Evaluation Administrative and Mandatory Minimum Requirement Compliance

Each proposal received shall be evaluated as outlined in this RFP and the Utah Procurement Code.

To be responsive and responsible Offerors must review and respond to the following sections of this RFP: prerequisites, buyer attachments, questions, and items.

- The Prerequisites section includes the objective and subjective criteria that will be used to evaluate the proposals, which include the mandatory minimum requirements, technical criteria, and other prerequisites that Offerors must read and agree to in order to respond to this RFP.
- The Buyer Attachments section includes the standard contractual terms and conditions of this RFP and other documents required for this RFP.
- The Questions section allows the State to ask Offerors questions regarding this RFP.

Offerors must review each section carefully.

To determine which proposal provides the best value to the conducting procurement unit, the evaluation committee shall evaluate each responsive and responsible proposal that has not been disqualified from consideration under the provisions of Part 7 of Utah Code 63G-6a, using the criteria described in this RFP.

After the evaluation and final scoring of proposals is completed, the State shall award the contract as soon as practicable (subject to the requirements of Utah Code Section 63G-6a-708) to the eligible responsive and responsible Offeror, subject to Utah Code Section 63G-6a-709(2), provided the RFP is not canceled in accordance with Utah Code Section 63G-6a-709(2)(b).

Prerequisites

- ★ 1. Offerors are encouraged to review this RFP prior to the deadline to submit a proposal, even if a proposal has been submitted, in case an addendum has been issued by the issuing procurement unit.
- ★ 2. All questions must be submitted through SciQuest during the Question and Answer period.
- ★ 3. Offeror must guarantee its pricing for the period described in this RFP.
- ★ 4. If it is determined to be in the best interest of the Conducting Procurement Unit, interviews and presentations may be held at the option of the State.
- ★ 5. Offerors may request that part of its proposal be protected by submitting a Claim of Business Confidentiality Form. See the Buyers Attachment section.
- ★ 6. The proposed Scope of Work has been attached to this RFP in the Buyer's Attachment.
- ★ 7. The mandatory minimum requirements are the objective criteria in which the conducting procurement unit will evaluate proposals. Offerors must upload a document which provides a point by point response to the mandatory minimums listed in this prerequisite.
To determine which proposal provides the best value to the State, the evaluation committee will evaluate each responsive and responsible proposal that has not been disqualified or rejected using the subjective criteria listed in this prerequisites section.
- ★ 8. Offeror's cost proposals will be evaluated independently.
- ★ 9. Offeror's cost proposals will be evaluated independently.
- ★ 10. All proposals in response to this RFP will be evaluated in a manner consistent with the Utah Procurement Code, Administrative Rules, policies and the evaluation criteria in this RFP. Offerors bear sole responsibility for the items included or not included within the proposal submitted by the Offeror. Each area of the evaluation criteria must be addressed in detail in the proposal.
- ★ 11. Offeror may take exception and/or propose additional language to the Standard Terms and Conditions that have been attached to this RFP.
- ★ 12. The issuing procurement unit may not accept a proposal after the time for submission of a proposal has expired.
- ★ 13. Offeror acknowledges the requirements to submit a proposal through SciQuest.
- ★ 14. Responses should be concise, straightforward and prepared simply and economically.
- ★ 15. Proposals must be submitted electronically, through SciQuest.

Buyer Attachments

1. [Attachment A TCs for Services](#)
2. [Attachment B Scope of Work](#)
3. [Attachment C Cost Sheet](#)
4. [Attachment D Score Sheet](#)
5. [Claim of Business Confidentiality Form](#)
6. [Changing your Time Zone](#)

Group 1: Acceptance of Prerequisites

- 1.1 Offeror acknowledges that they do not have financial ties to individuals or entities on an OFAC sanctions list. ★
- 1.2 Is Offeror presently or has Offeror ever been debarred, suspended, proposed for debarment, or declared ineligible by any governmental department or agency, whether international, national, state, or local? ★
- 1.3 If Offeror has any information that is not already provided within its proposal that if known to the State would impact the State's determination on offeror's responsiveness for a contract award (i.e., legal action, recent turn-over in major personnel, loss of a major contract, any alleged violations of federal, state or local regulations, etc.), please mark "yes" to this question and upload such information in the space provided below. Otherwise, please mark "no". Please see UCA 63G-6a-709 for additional details. ★
- 1.4 Please upload information impacting Offeror's responsiveness here. ★
- 1.5 Offeror acknowledges that it must acquire and maintain all applicable federal, state, and local licenses before the contract is entered into. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise shall be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: www.commerce.utah.gov. ★
- 1.6 Offeror acknowledges that it has uploaded a document providing a point-by-point response to the following prerequisites: the mandatory minimum requirements prerequisite, the technical requirements prerequisite, and any other prerequisite that required a document to be uploaded. ★
- 1.7 In the event that an Offeror offers pricing discounts for educational entities that (1) are applicable to this solicitation and (2) result in lower pricing than what is generally offered to other governmental entities, please attach a separate cost proposal labeled "Educational Pricing" to your proposal. This cost proposal for Educational Pricing is to be submitted in addition to the original Cost Proposal Form and will only be available to authorized end users. The Educational Pricing will not be used to evaluate costs. Offeror acknowledges that it has read and understands this question. ★
- 1.8 Does Offeror have an outstanding tax lien in the State of Utah? If yes, Offeror must provide a statement regarding its debarment or suspension. ★
- 1.9 Is Offeror an employee of the State of Utah? If yes, then Offeror must submit an external employment form signed by Offeror's manager at the State of Utah. ★

Group 2: Vendor Information

- 2.1 Please provide your firm's legal company name. ★
- 2.2 Please provide your federal tax identification number. (If the vendor is sole proprietor please do not provide your social security number.) ★
- 2.3 Please provide your firm's contact information for this contract, including the name, phone number, and email address of your firm's authorized representative. ★
- 2.4 Please provide your ordering address and the remit to address. Please clearly identify each address. ★
- 2.5 Please provide your firm's State of Utah Sales Tax ID Number. If you do not have a State of Utah Sales Tax ID Number, please write "N/A". ★
- 2.6 Identify your firm's type of business. ★
- 2.7 Is Offeror (owners, principles, partners) a retiree currently receiving benefits through the Utah Retirement Systems (URS)? ★

Group 3: Mandatory Minimum Requirements

- 3.1 Offeror MUST certify they have a minimum five (5) years experience specializing in similar statewide and/or social cause campaigns. ★
- 3.2 Offeror MUST certify that they can complete the Scope of Work and will stay within the budget of \$3,842,000 ★
- 3.3 Offeror MUST upload a Technical Response. ★
- 3.4 Offeror MUST upload a Cost Sheet. ★

Group 4: Vendor's Submission

- 4.1 If your firm is requesting parts of its proposal be protected please upload your Claim of Business Confidentiality Form here as well as your redacted proposal. ★

- 4.2 If the Utah Department of Technology Services (DTS) is the Conducting Procurement Unit, vendor understands all terms within section 2. Non-Negotiable Provisions of Attachment A: State of Utah Standard Information Technology Terms and Conditions are required by certain state and federal laws and policies and are therefore non-negotiable for Contract purposes. Redlines to this section will not be accepted. Vendor must also modify or remove any vendor terms and conditions that conflict with those listed in section 2 prior to submitting a bid/proposal, if applicable. Failure to acknowledge this requirement with a "yes" will result in disqualification of the submitted bid/proposal. ★
- 4.3 Any exceptions to the Terms and Conditions must be uploaded here in the format outlined in Prerequisites: Standard Terms and Conditions (Exceptions and Negotiations). If you are submitting exceptions you must also provide contact information of your firm's legal personnel (name, email, and phone #) for T&Cs negotiations. Exceptions and/or additions submitted after the date and time for receipt of proposals will not be considered. If you have no exceptions, upload a document stating "None" . ★
- 4.4 Vendor understands and acknowledges that its response, including all uploaded documents, will not be considered received by the State of Utah unless the Vendor clicks submit. Even if Vendor uploads all required documents and responds to all required questions its response will not be considered if it does not click submit. Offeror acknowledges that after completing the solicitation it must click on the link in the left hand menu bar labeled "Review & Submit", then check the box under the "Certification" heading to certify their bid. Then click the blue box labeled "Submit Response" in order to submit their bid. Once the response has been submitted, Vendor will receive a confirmation that the response was successfully submitted. Vendors who fail to submit their response will not have their response reviewed and will be ineligible for further consideration under this solicitation. ★