



INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852M916

Issue Date: March 7, 2019
Title: Social Marketing Initiatives, Messaging, and Media
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From July 1, 2019 through June 30, 2020, with four additional options to renew, in whole or in part, at the sole discretion of the Board of Trustees of the VFHY.
- Anticipated amount of awards: Not to exceed \$3,500,000 (initial period of contract).
- This is an online proposal process. No hard copy proposals will be accepted.
- Online proposals are due and must be uploaded by **11:59 pm, Eastern Standard Time, April 17, 2019**, to be considered. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. *Be aware that technical assistance is not available after 5:00 p.m.* No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Daniel Saggese, Director of Marketing at (804) 225-3624 or dsaggese@vfhy.org.
- Note: This Public Body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.
- **Late proposals will not be accepted. Proposals will be accepted until 11:59 p.m., April 17, 2019.**
- All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section 2.2-4342 (F) of the *Code of Virginia*, in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The

proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. A bidder, offeror, or contractor shall not designate as trade secrets or proprietary information (a) an entire bid, proposal, or prequalification application; (b) any portion of a bid, proposal, or prequalification application that does not contain trade secrets or proprietary information; or (c) line item prices or total bid, proposal, or prequalification application prices. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

I. PURPOSE

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract or contracts through competitive negotiations for the purchase of the continued implementation of youth tobacco-use prevention and obesity prevention campaigns/initiatives by the Virginia Foundation for Healthy Youth (also referred to herein as the Purchasing Agency). This could include, but not be limited to: developing, producing, and delivering prevention messaging, and the use of all appropriate mediums to communicate those messages. This solicitation is using *Best Value* procurement procedures.

VFHY uses best practices from the Centers for Disease Control & Prevention (CDC), numerous social norms change models, and marketing segmentation strategies to inform our advertising and marketing approach. These tools have demonstrated the importance of identifying at-risk and underserved populations, and that the frequency of a behavior decreases when that behavior becomes less acceptable and less desirable. The successful candidate(s) will be expected to use best practices while continuing to build upon the strengths and strategies of VFHY's long-running prevention media and messaging campaigns. Please visit the Marketing section of vfhy.org for more info.

II. BACKGROUND

The Virginia Foundation for Healthy Youth was established by the Virginia General Assembly to lead statewide efforts to reduce and prevent youth tobacco use and childhood obesity. In 1999, the Virginia General Assembly created the Virginia Foundation for Healthy Youth (VFHY) to distribute monies from the Virginia Tobacco Settlement Fund for the purpose of restricting the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors, and enforcement of laws restricting the distribution of tobacco products to minors. Because of the Foundation's great success at reducing youth tobacco use and helping youth in Virginia learn to make positive, healthy lifestyle choices, the Virginia General Assembly voted unanimously in 2009 to rename the Virginia Tobacco Settlement Foundation (VTSF) as the Virginia Foundation for Healthy Youth, adding childhood obesity prevention and reduction to our mission.

III. STATEMENT OF NEEDS

The VFHY is seeking agency or agencies for continued implementation of the VFHY's current social marketing campaigns/initiatives. A total of up to \$3,500,000 is available.

IV. EVALUATION AND AWARD CRITERIA

All proposals will be reviewed and evaluated by a Review Panel comprised of members of the VFHY Board of Trustees Marketing Committee and other experts in the field of tobacco use prevention, childhood obesity prevention, and social marketing. "Best Value" concepts will be used for the evaluation and award. "Best Value" means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body's needs. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panel will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be "best value."

A. Evaluation Criteria: Proposals will be evaluated by VFHY using the following adjectival rating method:

Acceptable:

Offeror's proposal demonstrates an acceptable understanding of goals and objectives of the procurement. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror's proposal demonstrates a fair understanding of the goals and objectives of the procurement. Weaknesses have been found that may outweigh strengths that exist. Weaknesses may be difficult to correct.

Unacceptable:

Offeror's proposal fails to demonstrate an understanding of the goals and objectives of the procurement. The proposal has one or more significant weaknesses that will be very difficult to correct or are not correctable.

The following areas of the proposal will be evaluated by reviewers for completeness, clarity and understanding:

A. Responses to questions/statements:

1. Strategy and Vision of VFHY Social Marketing Campaigns
2. Focused Experience
3. Capacity of Agency
4. Client Management/Agency Structure
5. Other Branding Efforts
6. Budget

B. Work Samples

C. Letters of reference

B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers' individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the VFHY. This provides an opportunity for

the Offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted.

- D. Media Buy Samples: Offerors who submit a proposal in response to this RFP may be required to provide a sample media buy based on the proposed target audience for the VFHY's marketing efforts.

ONLINE PROPOSAL INSTRUCTIONS

General Requirements:

- **Read the entire online RFP, VFHY Terms and Conditions, and Proposal Instructions before completing a proposal.**
- To complete the application online, go to:
<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2> or connect directly from the VFHY website, www.vfhy.org, under the “Funding Opportunities” tab.
- VFHY Terms and Conditions/Required Statements must also be downloaded, read and attested to in the online proposal.
- All sections must be completed. All questions must be answered to ensure a complete proposal. Non-responsive proposals may not be forwarded for review.

Specific Requirements:

- A. Proposals should include responses to the following questions and statements:
1. Strategy and Vision of VFHY Social Marketing Campaigns
 - a. What do you envision as the major components of your plan for the campaigns of the VFHY? Plan should contain one tobacco use prevention initiative and one initiative focused on promoting nutrition and/or physical activity.
 - b. Please include the segments of Virginia population your plan will reach, and all the mediums utilized.
 - c. Explain how behavior change will be a component of the campaign objectives
 2. Focused Experience
 - a. Provide your experience in creating and producing youth-focused social marketing campaigns, messages, materials, etc. Provide relevant examples and descriptions including: Rational, Collaboration, Methods, Audience Segments, Strategies, and Outcomes.
 - b. Discuss examples of your experience implementing a marketing campaign that helped to influence policy/systems/environment
 - c. What is your experience working with a government entity? List examples.
 - d. Provide examples of your experience in collaborating with outside agencies, other than subcontractors, to finish a project for a client.
 3. Capacity of Agency
 - a. Include the agency history, annual billings, number of clients, and number of staff.
 - b. Describe your experience conducting a statewide campaign using a variety of mediums.
 - d. What is your capacity for purchasing both traditional, non-traditional, and new media, and your ability to leverage buying power?
 - e. Do you consider using outside vendors for a typical project? Describe your process for identifying and managing subcontracts, and how your agency typically holds a subcontractor accountable for a project.
 4. Client Management/Agency Structure
 - a. What is your business model to manage client accounts?
 - b. Are there any accounts on which the Offeror works that may be in conflict with the VFHY's mission?
 - c. What are the qualifications of the staff that will be involved in managing the account? (Please include resumes and/or position descriptions in the appendix)
 - d. How does the media buying team participate in the strategic development process?
 - e. Describe your agency's methods related to estimating, invoicing, and reconciliation of accounts.
 - f. What are the qualifications of current staff that will be assigned to these accounting duties? (Please include resumes and/or position descriptions in the appendix)
 - g. List your attorney of record and provide a description of their expertise as it relates to this proposal.
 - h. Is the agency SWaM Initial Certified (Small, Woman and Minority-owned Businesses) by the Department of Minority Business Enterprises (DMBE)?

5. Other Branding Efforts
 - a. In your opinion, what are the most effective current brands marketed today? Why?
 - b. Which tobacco use prevention brand(s) and obesity prevention brand(s) do you most admire?

6. Budget
 - a. Provide a line item budget. This should align with your proposed plan from 1a and 1b.
 - b. Provide a brief narrative justification for line items, as well as methods used to calculate each line item.

B. A minimum of three (3) samples of previous work. Samples most relevant to the VFHY's mission are preferred.

C. A minimum of three (3) letters of reference. One shall be from a past client for whom you have done creative/production/media work.

D. Appendix – Terms and Conditions, Job Descriptions

Terms and Conditions/Required Statements: Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

Directions for File Conversion and Document Uploading

Several documents must be uploaded with each online proposal.

- Normal document files that are formatted in Microsoft Word, Microsoft Excel or PDF format can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.
- Only one file can be uploaded per field.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online.

REQUIRED STATEMENTS

- a. The Offeror will participate fully with other VFHY contractors as requested to coordinate efforts within its comprehensive marketing initiative.
- b. The Offeror's primary mission, the primary mission of collaborating agencies, and/or the primary mission of other agencies funding a portion of the proposed program do not conflict with VFHY's mission.
- c. The Offeror certifies it will comply with Section 32.1-361 of the Code of Virginia that requires contractors to establish and maintain policies restricting or preventing tobacco use by minors. The Offeror expressly acknowledges that Virginia law requires the establishment and maintenance of such policies by each Contractor as a condition precedent to the release of payment of any money from the Virginia Tobacco Settlement Fund to such Contractor.
- d. The Offeror certifies it has reviewed any addenda issued related to the RFP as posted on the VFHY website and/or eVA.

GENERAL TERMS AND CONDITIONS

VPPA: This solicitation is subject to the provisions of the Virginia Public Procurement Act (VPPA), Sections 2.2-4300 through 2.2-4377, *Code of Virginia*, as amended.

APPLICABLE LAWS AND COURTS: This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the courts of the Commonwealth. The Contractor shall comply with all applicable federal, state and local laws, rules and regulations.

ANTI-DISCRIMINATION: By submitting their bids or proposals, Bidders/Offerors certify to the Virginia Foundation for Healthy Youth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians With Disabilities Act, the Americans with Disabilities Act and § 2.2-4311 of the Virginia Public Procurement Act. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (*Code of Virginia*, § 2.2-4343.1E).

In every contract over \$10,000 the provisions in 1. and 2. below apply:

1. During the performance of this contract, the Contractor agrees as follows:
 - a. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, or disability or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor., The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
2. The Contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

DRUG-FREE WORKPLACE: During the performance of this contract, the contractor agrees to (i) provide a drugfree workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "*drug-free workplace*" means a site for the performance of work done in connection with a specific contract awarded to a contractor, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

CONTRACTOR/SUBCONTRACTOR PARTICIPATION IN E-VERIFY: In compliance with *Code of Virginia* § 2.2-4308.2, registration and use of federal employment eligibility verification program is required as set forth below:

A. For purposes of this section, "E-Verify program" means the electronic verification of work authorization program of the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 (P.L. 104-208), Division C, Title IV, § 403(a), as amended, operated by the U.S.

Department of Homeland Security, or a successor work authorization program designated by the U.S. Department of Homeland Security or other federal agency authorized to verify the work authorization status of newly hired employees under the Immigration Reform and Control Act of 1986 (P.L. 99-603).

B. Any employer with more than an average of 50 employees for the previous 12 months entering into a contract in excess of \$50,000 with any agency of the Commonwealth to perform work or provide services pursuant to such contract shall register and participate in the E-Verify program to verify information and work authorization of its newly hired employees performing work pursuant to such public contract.

C. Any such employer who fails to comply with the provisions of subsection B shall be debarred from contracting with any agency of the Commonwealth for a period up to one year. Such debarment shall cease upon the employer's registration and participation in the E-Verify program.

AUTHORITY TO TRANSACT BUSINESS: A Contractor organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the Code of Virginia or as otherwise required by law. A Contractor shall not allow its existence as a partnership or corporation to lapse or its certificate of authority or registration to transact business in the Commonwealth, to be revoked or cancelled at any time during the term of the Contract. The Commonwealth may void this Contract, in whole or in part, if the Contractor fails to remain in compliance with these provisions.

ETHICS IN PUBLIC CONTRACTING: By submitting their bids or proposals, Bidders/Offerors certify that their bids/proposals are made without collusion or fraud and that they have not offered or

received any kickbacks or inducements from any other Bidder/Offeror, supplier, manufacturer or subcontractor in connection with their bid/proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

IMMIGRATION REFORM AND CONTROL ACT OF 1986: By submitting their bids or proposals, Bidders/Offerors certify that they do not and will not during their performance of this contract employ an unauthorized alien as defined in the Federal Immigration Reform and Control Act of 1986.

DEBARMENT STATUS: By submitting their bids or proposals, Bidders/Offerors certify that they are not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.

ANTITRUST: By entering into a contract, the Contractor conveys, sells, assigns, and transfers to the Virginia Foundation for Healthy Youth all rights, title and interest in and to all causes of the action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Virginia Foundation for Healthy Youth under said contract.

CLARIFICATION OF TERMS: If any prospective Bidder or Offeror has questions about the specifications or other solicitation documents, the prospective Bidder or Offeror should contact the Virginia Foundation for Healthy Youth no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the buyer.

PAYMENT:

1. **To Prime Contractor:**

- a. Invoices for items ordered, delivered and accepted shall be submitted by the Contractor directly to the payment address shown on the purchase order/contract. All invoices shall show the state contract number and/or purchase order number; social security number (for individual contractors) or the federal employer identification number (for proprietorships, partnerships, and corporations).
- b. Any payment terms requiring payment in less than 30 days will be regarded as requiring payment 30 days after invoice or delivery, whichever occurs last. This shall not affect offers of discounts for payment in less than 30 days, however.
- c. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail, or the date of the offset when offset proceedings have been instituted as authorized under the Virginia Debt Collection Act.

2. **To Subcontractors:**

- a. A contractor awarded a contract under this solicitation is hereby obligated:
 - (1) To pay the subcontractor(s) within seven (7) days of the Contractor's receipt of payment from the Virginia Foundation for Healthy Youth for the proportionate share of the payment received for work performed by the subcontractor(s) under the contract; or
 - (2) To notify the agency and the subcontractor(s), in writing, of the Contractor's intention to withhold payment and the reason.
- b. The Contractor is obligated to pay the subcontractor(s) interest at the rate of one percent per month (unless otherwise provided under the terms of the contract) on all amounts owed by the Contractor that remain unpaid seven (7) days following receipt of payment from the Virginia Foundation for Healthy Youth, except for amounts withheld as stated in (2) above. The date of mailing of any payment by U.S. Mail is deemed to be payment to the addressee. These provisions apply to each sub-tier Contractor performing under the primary contract. A Contractor's obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of the Virginia Foundation for Healthy Youth.

PRECEDENCE OF TERMS: All of the above General Terms and Conditions shall apply in all instances. In the event there is a conflict between any of the other General Terms and Conditions and any Special Terms and Conditions in this solicitation, the Special Terms and Conditions shall apply.

QUALIFICATIONS OF BIDDERS/OFFERORS: The Virginia Foundation for Healthy Youth may make such reasonable investigations as deemed proper and necessary to determine the ability of the Bidder or Offeror to perform the services/furnish the goods and the Bidder/Offeror shall furnish to the Virginia Foundation for Healthy Youth all such information and data for this purpose as may be requested. The Virginia Foundation for Healthy Youth reserves the right to inspect the Bidder's/Offeror's physical facilities prior to award to satisfy questions regarding the Bidder's/Offeror's capabilities. The Virginia Foundation for Healthy Youth further reserves the right to reject any bid or proposal if the evidence submitted by, or investigations of, such Bidder/Offeror is properly qualified to carry out the obligations of the contract and to provide the services and/or furnish the goods contemplated therein.

TESTING AND INSPECTION: The Virginia Foundation for Healthy Youth reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to the specifications.

ASSIGNMENT OF CONTRACT: A contract shall not be assignable by the Contractor in whole or in part without the written consent of the Virginia Foundation for Healthy Youth.

CHANGES TO THE CONTRACT: Changes can be made to the contract in any of the following ways:

1. The parties may agree in writing to modify the scope of the contract. An increase or decrease in the price of the contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the contract.
2. The Virginia Foundation for Healthy Youth may order changes within the general scope of the contract at any time by written notice to the Contractor. Changes within the scope of the contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. The Contractor shall comply with the notice upon receipt. The Contractor shall be compensated for any additional costs incurred as the result of such order and shall give the Virginia Foundation for Healthy Youth a credit for any savings. Said compensation shall be determined by one of the following methods:
 - a. By mutual agreement between the parties in writing; or
 - b. By agreeing upon a unit price or using a unit price set forth in the contract, if the work to be done can be expressed in units, and the Contractor accounts for the number of units of work performed, subject to the Purchasing Agency's right to audit the Contractor's records and/or to determine the correct number of units independently; or
 - c. By ordering the Contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed if provided by the contract. The same markup shall be used for determining a decrease in price as the result of savings realized. The Contractor shall present the Virginia Foundation for Healthy Youth with all vouchers and records of expenses incurred and savings realized. The Virginia Foundation for Healthy Youth shall have the right to audit the records of the Contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be asserted by written notice to the Virginia Foundation for Healthy Youth within thirty (30) days from receipt of the written order from the Virginia Foundation for Healthy Youth. If the parties fail to agree on an amount of adjustment, the question of an increase or decrease in the contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this contract or, if there is none, in accordance with the disputes provision of the VPPA. Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this contract shall excuse the Contractor from promptly complying with the changes ordered by the Virginia Foundation for Healthy Youth or with the performance of the contract generally.

DEFAULT: In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Virginia Foundation for Healthy Youth, after due oral or written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies that the Virginia Foundation for Healthy Youth may have.

TAXES: Sales to the Virginia Foundation for Healthy Youth are normally exempt from State sales tax. Deliveries against this contract shall usually be free of Federal excise and transportation taxes.

NONDISCRIMINATION OF CONTRACTORS: A bidder, offeror, or contractor shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the bidder or offeror employs ex-offenders unless the state agency, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that the agency shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.

SECTION 508 COMPLIANCE : All information technology which, pursuant to this Contract, is purchased or upgraded by or for the use of any Commonwealth agency or institution or political subdivision of the Commonwealth (the "Technology") shall comply with Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended. If requested, the Contractor must provide a detailed explanation of how compliance with Section 508 of the Rehabilitation Act is achieved and a validation of concept demonstration. The requirements of this Paragraph along with the Non-Visual Access to Technology Clause shall be construed to achieve full compliance with the Information Technology Access Act, §§2.2-3500 through 2.2-3504 of the Code of Virginia.

NON-VISUAL ACCESS TO TECHNOLOGY CLAUSE: All information technology which, pursuant to this Contract, is purchased or upgraded by or for the use of any State agency or institution or political subdivision of the Commonwealth (the "Technology") shall comply with the following nonvisual access standards from the date of purchase or upgrade until the expiration of this Contract:

- (i) Effective, interactive control and use of the Technology shall be readily achievable by nonvisual means;
- (ii) The Technology equipped for nonvisual access shall be compatible with information technology used by other individuals with whom any blind or visually impaired user of the Technology interacts;
- (iii) Nonvisual access technology shall be integrated into any networks used to share communications among employees, program participants or the public; and
- (iv) The technology for nonvisual access shall have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

Compliance with the foregoing nonvisual access standards shall not be required if the head of the using agency, institution or political subdivision determines that (i) the Technology is not

available with nonvisual access because the essential elements of the Technology are visual and (ii) nonvisual equivalence is not available.

Installation of hardware, software, or peripheral devices used for nonvisual access is not required when the Technology is being used exclusively by individuals who are not blind or visually impaired, but applications programs and underlying operating systems (including the format of the data) used for the manipulation and presentation of information shall permit the installation and effective use of nonvisual access software and peripheral devices.

If requested, the Contractor must provide a detailed explanation of how compliance with the foregoing nonvisual access standards is achieved and a validation of concept demonstration.

SPECIAL TERMS AND CONDITIONS

ADVERTISING: In the event a contract is awarded for supplies, equipment, or services resulting from this bid/proposal, no indication of such sales or services to the Virginia Foundation for Healthy Youth will be used in product literature or advertising. The Contractor shall not state in any of the advertising or product literature that the Virginia Foundation for Healthy Youth has purchased or uses its products or services without prior written approval from Virginia Foundation for Healthy Youth.

AUDIT: The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The agency, its authorized agents, and/or State auditors shall have full access to and the right to examine any of said materials during said period.

AWARD OF CONTRACT: The Virginia Foundation for Healthy Youth will make the award(s) which will be posted at the entrance to the offices of the Virginia Foundation for Healthy Youth and on the website of the Virginia Foundation for Healthy Youth for a minimum of ten days. The Virginia Foundation for Healthy Youth reserves the right to reject any or all bids, in whole or in part, to waive informalities and to delete items prior to making the award, whenever it is deemed in the sole opinion of the procuring public body to be in its best interest.

CANCELLATION OF CONTRACT: The Virginia Foundation for Healthy Youth reserves the right to cancel and terminate any resulting contract, in part, or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.

SPECIAL OR PROMOTIONAL DISCOUNTS: The Contractor shall extend any special promotional sales prices or discounts immediately to the Virginia Foundation for Healthy Youth during the term of the contract. Such notices shall also advise the duration of the specific sale or discount price.

INDEMNIFICATION: Contractor agrees to indemnify, defend and hold harmless the Virginia Foundation for Healthy Youth, its officers, agents and employees from any claims, damages, and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Contractor/any services of any kind or nature furnished by the Contractor, provided that such liability is not attributable to the sole negligence of the using agency or to failure of the using agency to use the materials, goods, or equipment in the manner already and permanently described by the Contractor on the materials, goods or equipment delivered.

INSURANCE: By signing and submitting a bid or proposal under this solicitation, the Bidder or Offeror certifies that if awarded the contract it will have the following insurance coverage at the time the contract is awarded.

The Bidder or Offeror further certifies that the contractor and any subcontractors will maintain these insurance coverage during the entire term of the contract and that all insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

INSURANCE COVERAGES AND LIMITS REQUIRED:

1. Worker's Compensation - Statutory requirements and benefits
2. Employers Liability - \$100,000
3. Commercial General Liability - \$1,000,000 per occurrence and \$2,000,000 in the aggregate. The Virginia Foundation for Healthy Youth is to be named as an additional insured with respect to the services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability, Professional Liability Insurance and Personal Injury Liability.
4. Automobile Liability - \$1,000,000

OWNERSHIP OF PRINTING MATERIALS: All artwork, camera ready copy, negative, dies, photos, and similar materials used to produce a printing job shall become the property of VFHY. Any furnished materials shall remain the property of VFHY. All such items and materials shall be delivered to VFHY in usable condition after the completion of the work, and prior to submission of the invoice for payment.

OWNERSHIP OF INTELLECTUAL PROPERTY/PRESENTATION: All copyright and patent rights and all other intellectual property rights to all papers, reports, forms, materials, creations, or inventions created or developed in the performance of this contract shall become the sole property of the Commonwealth. On request, the contractor shall promptly provide an acknowledgement or assignment in a tangible form satisfactory to the Commonwealth to evidence the Commonwealth's sole ownership of specifically identified intellectual property created or developed in the performance of the contract.

VFHY reserves the right to review and comment on all abstracts, publications, reports and presentations about any and all of the interactive effectors, processes and outcomes, prior to distribution.

Offeror also agrees that if awarded a contract and it enters into any agreement with other parties in order to perform any part of the work required under this contract, Contractor shall include the ownership of intellectual property/presentation clauses listed above in all of this subcontracts and shall also require all sub-tier agreements to include the intellectual property/presentation clauses

listed above, thereby obligating acknowledgement by subcontractors of the Commonwealth's property rights in all work performed under the Contract and requiring subcontractors to provide assignments evidencing the Commonwealth's ownership.

PRIME CONTRACTOR RESPONSIBILITIES: The Contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime Contractor. The Contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.

SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent of the purchasing agency. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish the purchasing agency the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.