

**Bid Board Notice**

**Procurement Number:** OPASS 15-14464  
**Issue Date:** February 19, 2015  
**Title:** Develop communications plan to support the  
*Natalie LaPrade* Medical Marijuana Commission  
**Due Date and Time:** March 9, 2015 – 2:00 PM

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE  
SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

**I. PROCUREMENT OBJECTIVES**

**A. Summary Statement**

The *Natalie M. LaPrade* Medical Marijuana Commission (MMC), Department of Health and Mental Hygiene, is seeking the services of a vendor to provide communications strategies for the new Commission and to educate the public and key stakeholders about medical marijuana and its program. For the period on or about March 16, 2015 to March 15, 2016.

**B. Issuing Office**

Department of Health and Mental Hygiene  
Office of Procurement and Support Services  
201 West Preston Street  
Baltimore, Maryland 21201  
Procurement Officer: Sharon Gambrell  
[Sharon.Gambrell@Maryland.gov](mailto:Sharon.Gambrell@Maryland.gov)  
410-767-5117

The Contract Monitor for this solicitation:

Hannah L. Byron  
Executive Director, MMC  
4201 Patterson Avenue  
Baltimore, Maryland 21215  
(410) 410-764-4793  
Email: [Hannah.byron@maryland.gov](mailto:Hannah.byron@maryland.gov)

The sole point of contact in the State for purposes of this solicitation is the Procurement Officer.

**C. Submission Deadline**

An original copy and three copies of the proposal **MUST** be received at the Issuing Office to the attention of Sharon Gambrill, Procurement Officer whose address is listed above by 2:00 p.m. Eastern Time on March 9, 2015 in order to be considered. Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the Issuing Office. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date will not be considered.

**II. GENERAL INFORMATION FOR VENDORS**

**A. Background**

The *Natalie M. LaPrade* Medical Marijuana Commission is a unit within the Department of Health Mental Hygiene charged with the responsibility of licensing growers and dispensaries for medical marijuana, approving physicians to certify patients that qualify to use medical marijuana, and registering qualifying patients and caregivers. Proposed regulations were published for comment on January 23, 2014 and will close on February 23, 2015. Planning is underway to begin program implementation this summer, with a goal of having medical marijuana available for patients in spring, 2016.

**B. Contract**

1. The contract resulting from this solicitation shall be a fixed price contract, beginning March 16, 2015 ending March 15, 2016.
2. The Department reserves the right to reduce or withhold contract payment in the event the Contractor does not provide the Department with all required deliverables within the time frame specified in the contract or in the event that the Contractor otherwise materially breaches the terms and conditions of the contract.

**C. Submission of Proposals**

Offerors **MUST** submit two separate sealed envelopes as follows: One submission is to be labeled "Technical Proposal" and the other "Financial Proposal". Both are to be identified as Sealed Proposals for this Bid Board Notice and are to contain the Offeror's name due date and time.

Faxed proposals will not be accepted for this solicitation.

### III. SPECIFICATIONS

#### A. Description

The *Natalie M. LaPrade* Medical Marijuana Commission (MMC) needs the assistance of a media consultant to help plan communications strategies for educating the public and key stakeholders about medical marijuana in Maryland.

#### B. Specifications

The successful offerer shall provide an outline and timeline that includes the strategies and a communication plan to:

- Inform and educate the general public about medical marijuana;
- Keep key stakeholders (growers, dispensaries, physicians, patients, caregivers, policymakers and the general public) informed about any key application dates or deadlines and the overall progress of the Commissions implementation of the program;
- Develop messages and announcements to the targeted audiences including the media, utilizing the Commissions website and other communication platforms;
- Communicate the needs of the Commission, as required.

#### C. Contact Terms

The contract resulting from this solicitation shall be a fixed price contract, beginning March 16, 2015 ending March 15, 2016. Total contract not to exceed \$25,000.00. Vendor will be responsible for all federal and State taxes, travel expenses, and equipment needed to complete the scope of work. Billable hours will include travel time to MMC offices and/or other sites required by MMC.

#### D. Invoice Process

Vendor will submit an detailed invoice for work performed by the 15<sup>th</sup> of the month following the month the services were performed. The invoices and the resulting payment should generally be based on performance for services provided. The invoice will comply with all State of Maryland requirements.

#### E. Vendor Experience and References

The vendor **MUST** demonstrate five (5) years experience in communications and/or project management and list three (3) references.

## IV. EVALUATION AND SELECTION PROCESS

### A. Evaluation

The criteria that will be used for the evaluation of the technical proposals are listed below.

#### TECHNICAL PROPOSAL EVALUATION CRITERIA

The following are the technical criteria for evaluating this proposal in descending order of importance. Failure to meet the minimum qualifications shall disqualify a proposal.

#### RATING CRITERIA

**Excellent:** The proposal addressed the criteria completely, exhibited outstanding knowledge, creativity, innovation or factors justifying this rating.

**Very Good:** The proposal addressed the criteria completely and addressed some elements of the criteria in an outstanding manner.

**Good:** The proposal addressed the criteria completely and addressed some elements of the criteria.

**Satisfactory:** All elements of the criteria were addressed to the satisfaction of the requirements of the RFP.

**Poor:** The proposal addressed some but not all elements of the criteria.

**Non-Responsive:** The proposal failed to address this criterion.

#### Evaluation Criteria

1. The “Proposed Work Plan” section should contain a definitive description of the offeror’s plan to meet the requirements of the solicitation. It should include a detailed description of the firm’s methods and procedures for addressing all requirements outlined in this solicitation document.

The purpose of the work plan is to demonstrate the capability of the offeror to successfully manage the overall project and the subordinate tasks while meeting the scheduled goals.

2. The “Staff Qualifications and Experience” section describes how each proposed staff’s experience relates to that person’s specific responsibilities as detailed in the work plan for this procurement.
3. The “Statement of Work” should demonstrate clearly the offeror’s understanding of the role this service plays in the responsibilities of the Issuing Office.

4. The “Corporate Qualifications and Experience” section should describe the overall capabilities of the organization to complete the work.

#### **B. The Evaluation Process**

Evaluate each technical proposal using the evaluation criteria set forth above.

After determining compliance with the requirements, an evaluation of the technical merit of the proposals shall be conducted. Only those technical proposals deemed “reasonably acceptable” for award will be considered. All other proposals will not be considered and the offerors shall be so notified and their financial proposals returned unopened. Minor irregularities in proposals which are immaterial or inconsequential in nature may be waived or permitted to be cured whenever it is determined to be in the State’s best interest.

After completing the evaluation of the technical proposals the price proposals will be opened.

#### **C. Transmittal Letter**

A transmittal letter prepared on the Offeror’s business stationary **MUST** accompany the proposal. The purpose of this letter is to transmit the proposal; therefore, it should be brief. The letter shall be signed by an individual or corporate officer who is authorized to bind his firm to all statements, including services, material availability, timeliness and prices contained in the proposal.

#### **D. Two-Volume Submission**

The selection procedure requires that the evaluation of the technical proposals be conducted before the cost data are reviewed. Consequently, each proposal **MUST** be submitted as two separate enclosures as indicated below.

#### **E. Volume I - Technical**

Vendor **MUST** submit a technical proposal containing the following sections:

1. Statement of Work
2. Proposed Work Plan

3. Corporate Qualifications and Experience
4. Staff Qualifications and Experience

**F. Volume II - Financial**

This volume is to contain complete cost information for all services provided which should include an hourly cost.

The financial proposal **MUST** be in a separate volume from the technical proposal.

Place of  
Performance: Department of Health and Mental Hygiene  
4201 Patterson Avenue  
Baltimore, MD 21215

Contract  
Monitor: Hannah Byron  
Executive Director  
*Natalie M. LaPrade* Medical Marijuana Commission  
DHMH  
4201 Patterson Avenue  
Baltimore, MD 21215  
410-764-4663

Due Date: March 9, 2015 – 2:00 PM

Basis for Award: The contract resulting from this solicitation shall be awarded to the offeror meeting the criteria noted in this solicitation document with the most advantageous offer.

**BID PAGE**  
**Develop Communications Plan to Support the**  
**Natalie LaPrade Medical Marijuana Commission**  
**OPASS #15-14464**

\_\_\_\_\_ 1040 \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Number of Hours\*                      Hourly Rate

Total: \$ \_\_\_\_\_

Bid Price Authorized by:

Name/Title \_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Federal ID #: \_\_\_\_\_

eMM# \_\_\_\_\_

Phone Number/Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

\*The Department does not guarantee a minimum or maximum of hours. The number is used for bidding purposes only.