**STATE OF MAINE**

**Department of Health and Human Services**

*Office of the Commissioner*



**RFP# 202203034**

**Pre-Qualified Vendor List for**

**Marketing and Communication Services**

|  |  |
| --- | --- |
| **RFP Coordinator** | *All communication, including questions and proposal submission, regarding this RFP must be made using the email address below.*  **Contact Information:** [brittany.hall@maine.gov](mailto:brittany.hall@maine.gov) |
| **Submitted Questions Due** | *Questions regarding this RFP can be submitted at any time while this RFP is open. All questions must be submitted, by e-mail, to the address identified above. Please include* “RFP # 202203034”*in the subject line of your email.* |
| **Proposal Submission** | *Proposals must be received by the Division of Procurement Services by:*  **Submission Deadline:** May 20, 2022, no later than 11:59 p.m., local time  *Proposals must be submitted electronically to the following address:*  **Electronic (email) Submission Address:** [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| **Annual**  **Enrollment** | *After the initial RFP proposal submission deadline, proposal evaluations will be held on an annual basis. Annual proposal submission deadlines will be* ***11:59 p.m. on the******1st business day of April*** *while the RFP is active. Proposals are required to be submitted prior to the submission date and time in order to be considered for that enrollment period.*  **Electronic (email) Submission Address:** [Proposals@maine.gov](mailto:Proposals@maine.gov) |

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PUBLIC NOTICE

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**State of Maine**

**Department of Health and Human Services**

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

The State of Maine is seeking proposals to be considered for inclusion on a Pre-Qualified Vendor List for marketing and communication services supporting the various marketing, outreach, health promotion, awareness, distribution, and education programs of the Department of Health and Human Services.

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/pqvls>

Proposals must be submitted to the State of Maine Division of Procurement Services, via e-mail, to the following email address: [Proposals@maine.gov](mailto:Proposals@maine.gov). Proposal submissions must be submitted no later than 11:59 pm, local time, on May 20, 2022. Proposals will be opened the following business day. Proposals not submitted to the Division of Procurement Services’ aforementioned email address by the aforementioned deadline will not be considered for contract award.

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**RFP TERMS/ACRONYMS with DEFINITIONS**

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

|  |  |
| --- | --- |
| **Term/Acronym** | **Definition** |
| **Department** | Department of Health and Human Services |
| **PQVL** | Pre-Qualified Vendor List |
| **RFP** | Request for Proposal |
| **State** | State of Maine |

**State of Maine - Department of Health and Human Services**

*Office of the Commissioner*

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

**PART I INTRODUCTION**

1. **Purpose and Background**

The Department of Health and Human Services (Department) is seeking proposals for a Pre-Qualified Vendor Lists (PQVLs) to provide a spectrum of marketing, advertising, and communications services and products with an ability to support the Department Statewide, as defined in this Request for Proposals (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the Vendor(s) will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Vendors(s).

The Department is dedicated to promoting health, safety, resiliency, and opportunity to all Maine Residents. Through the many services the Department provides, there continues to be a variety of marketing, communication, and public relations efforts needed to support multiple projects. These efforts are to provide a greater awareness to the State’s residents and its visitors.

Through this RFP, the Department will establish a PQVL of organizations and/or individuals to perform marketing, advertising, and communications services and products as described in this RFP. Through the established PQVL, the Department will invite Vendors to respond to the marketing and/or communications mini-bid process. The mini-bid process may be the result of new content or content to supplement services and/or existing projects.

1. **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](http://www.mainelegislature.org/legis/statutes/1/title1sec401.html) 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. The State of Maine Division of Procurement Services reserves the right to authorize other Departments to use the contract(s) resulting from this RFP, if it is deemed to be beneficial for the State to do so.
   10. 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.
2. **Pre-Qualified Vendor List Term**

The Department is seeking a cost-efficient proposal(s) to provide services, as defined in this RFP, for the anticipated Pre-Qualified Vendor List (PQVL) period defined in the table below. Please note that the dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with this RFP process. Utilization of a PQVL for will begin once the RFP process has been finalized.

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

|  |  |  |
| --- | --- | --- |
| **Period** | **Start Date** | **End Date** |
| Period of Performance | 7/1/2022 | Termination of RFP |

This RFP offers an annual enrollment for new Vendors to be included on the PQVL. Once selected, Vendors do not need to reapply during the annual enrollment. Proposals will be accepted from Vendors not currently on the PQVL as long as this RFP is active. Proposals submitted during the annual enrollment will be evaluated and the Vendors will be notified of the decision within 30 days.

A “pre-qualified list” means that only those Vendors who are placed on the list as a result of this RFP will be considered to perform specific, future assignments. This RFP is not set up to perform any one specific marketing, advertising, and communications service, but at a minimum, to service needs of the Department on an ongoing basis.

## D.  Mini-bid Process and Awards

Once the pre-qualified list is established, the Department will notify all Vendors when specific services are needed. Each Vendor on the PQVL will be given a description of the particular services needed and asked to respond within a specific timeframe with information on how that Vendor proposes to provide the particular services, along with the project-specific cost proposal for those services. Vendors should respond to each mini-bid with their proposal or provide a “no-bid” as a response. The Department will then select one Vendor based on the project-specific cost proposal submitted during the “mini-bid” process of those pre-qualified Vendors who can meet the specific service requirements.

The Department reserves the right to select Vendors from the pre-qualification list without using the mini-bid process for emergencies (if the need arises). The Department also retains the discretion to issue new RFPs for specific projects. Vendors for those projects will not be selected from the PQVL, but rather through the separate RFP or other procurement process based on the Department’s specific needs/timelines.

# **PART II SCOPE OF SERVICES TO BE PROVIDED**

# 

**Marketing, Advertising, and Communications Services and Products**

**Strategic Communication Planning Development and Execution**

1. Develop and execute a multi-platform campaign to support one or more of the Department’s programs, including, but not be limited to:
   * 1. Target audiences.
     2. Context.
     3. Intended outcomes.
     4. Key messages.
     5. Appropriate media.
     6. Preferred messengers.
     7. Measure of effectiveness.
2. **Brand Development and Marketing**
3. Develop and execute a strategy or strategies to cultivate the Department’s public identity, including, but not be limited to:
   * 1. Brand identity.
     2. Brand personality (tone, voice, style of brand.)
     3. Brand positioning (unique value Department provides.)
     4. Brand equity (influence of Department programs.)
     5. Brand assets (logo, slogans, influencer endorsements.)
4. **Crisis Communication Planning and Execution**
   * + - 1. The plan and its execution shall contain, but not be limited to:

Management team construction and guidance.

Identify crisis scenarios.

Identify/address stakeholders.

Establish monitoring and alert systems.

Develop key messages/ID appropriate media.

Identify internal communication procedures.

Develop external information center and contacts/media list.

Assess plan execution.

1. **Copywriting**

Produce content for, including but not limited to, the Department’s website and informational and marketing brochures, publications, electronic mail, and social and broadcast media.

1. **Technical Writing**

Produce content for public dissemination describing Department programs and policies in clear and precise language.

1. **Graphic Design**

Produce content for, including but not limited to, the Department’s website and informational and marketing brochures, publications, electronic mail, and digital, social, and broadcast media all within the guidance of the Department’s visual brand.

1. **Photography**

Provide still and video event, promotion, and aerial, as well as portrait and landscape, photography.

1. **End-To-End Print Production**

Provide complete print production services through any of the various printing processes including, but not limited to, offset, digital, and screen.

1. **Video Production Services:**
2. Provide the spectrum of video production services, including but not be limited to, filming or capturing video, editing, and final production. 
   1. Provide all production personnel, equipment, transportation, set up, and execution.
   2. Video products may be used in public and/or employee education and public service communication, all through a variety of visual media.
   3. Projects may include field work, including outdoors.
   4. Source on-air talent, as appropriate and as approved by the Department.
   5. Write/edit script and/or develop storyboards.
   6. Utilize Department personnel or other on-air talent appearing in the production to effectively deliver video’s message.
   7. Edit audio/video.
   8. Create graphics, soundbites, voiceovers, and/or royalty-free music.
   9. Deliver projects in digital formats as specified by the Department.
3. **Video Animation and Motion Graphics**

Develop story-board concepts and produce animated video incorporating infographics, animated characters, and/or narration.

1. **Voice-Over Production**
   * + - 1. Provide all production personnel and studio or equipment, transportation and set up necessary to record, process, and edit audio messages delivered by Department personnel or voice-over actors provided by the Vendor.

Incorporate voice-over recordings into existing video/eLearning products.

1. **Media Purchase, provide**
2. Strategic research.
3. Insights on emerging trends and new media.
4. Recommendations on budget allocation, market prioritization, and media mix.
5. Offline and online media buying.

Linear TV airing live and on a set schedule.

Targeted TV buys to reach exact households.

Non-linear TV for internet-connected devices.

Social media.

Print.

Radio.

Digital.

1. Based on message content and Department’s desired outcome, ensure messaging receives maximum exposure among target audience at the lowest possible rates.
2. Budget and cost management.
3. Provide real-time analytics to measure impact of buy across all media.
4. Leverage viewer/listener data to increase effectiveness of messaging.
5. **Promotional/Amenity Items**
   1. Supply a wide array of promotional/amenity items, to include, but not be limited to, pocket folders, pens, mugs, hats, and clothing.
      1. Items may incorporate multiple variations of artwork depending on the use.
6. **Special Event Planning and Execution**
   * + - 1. Execute local, regional, or State-wide public events, planned in collaboration with the Department, that promote or educate the public about one or more of the Department’s programs. Activities include, but are not limited to:

Identify venues to reach target audience(s).

Secure event locations.

Create the design and layout of and produce booth or display items.

Coordinate transportation of supplies and materials.

Set up and break down of booth/display.

Evaluation of event effectiveness.

**General Requirements**

1. All work shall be reviewed and approved by the Department prior to publication.
2. All work provided shall be considered a work made for hire under the copyright laws and the State, not the selected Vendor, and shall be vested with all rights, title, and interests including patents, copyright, trade secret and trademark rights to the work.
3. Selected Vendors shall be responsible for providing an experienced account team to manage and execute the activities of any mini-bid award, including but not limited to:
   1. Being responsible for establishing regular communications with the Department.
   2. Developing an understanding of the Department’s mission.
4. All resulting programs/products shall contain messaging and creative concepts in a manner that creatively, culturally, and linguistically reach diverse groups comprising target audience(s). Language translation of copy, scripts, or wording shall be accomplished through existing State Master Agreements.

**PART III KEY RFP EVENTS**

## Questions

* 1. **General Instructions:** It is the responsibility of all Vendor s and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
     1. Vendors and other interested parties may use **Appendix E** (Submitted Questions Form) for submission of questions. The form is to be submitted as a WORD document.
     2. The Submitted Questions Form must be submitted, by e-mail, and received by the RFP Coordinator, identified on the cover page of the RFP.
     3. 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.

* 1. **Question & Answer Summary:** Responses to all questions will be compiled in writing and posted on the [Division of Procurement Services RFP Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps). Vendors should submit questions 15-days prior to the most current proposal submission deadline in order to receive a response 7-days prior to that deadline. All other questions will be addressed after the current deadline. 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.

1. **Amendments**

All amendments released in regard to the RFP will also be posted on the following website: [Division of Procurement Services RFP Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps). 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.

1. **Submitting the Proposal**
2. **Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of this RFP. Proposals will be opened the next business day. Proposals received **after** the 11:59 p.m. deadline will be **held until the next open enrollment opening**.
3. **Delivery Instructions:** Email proposal submissions are to be submitted to the State of Maine Division of Procurement Services at [Proposals@maine.gov](mailto:Proposals@maine.gov).
   * 1. Only proposal submissions received by e-mail will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
     2. 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.
     3. 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.
     4. File size limits are 25MB per e-mail. Vendor s 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.
     5. Vendor s are to insert the following into the subject line of their e-mail proposal submission: **“RFP# 202203034 Proposal Submission – [Vendor’s Name]”**
     6. Vendor’s proposals are to be sent as one document. PDF is preferred but other formats, such as MS Word, will be accepted.
     7. Vendor’s proposals must include (in the order below):

- Proposal Cover Page (**Appendix A**)

- Debarment, Performance and Non-Collusion Certification (**Appendix B**)

- Qualifications and Experience Form (**Appendix C**)

- Litigation

- Certificate of Insurance

- Response to Proposed Services (**Appendix D**)

- Company Rate Sheet(s)

**PART IV PROPOSAL SUBMISSION REQUIREMENTS**

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

The Vendor’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.

Vendor s 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**

* 1. **Proposal Cover Page**

Vendor s must complete **Appendix A** (Proposal Cover Page). It is critical that the cover page show the specific information requested, including Vendor 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 Vendor.

* 1. **Debarment, Performance and Non-Collusion Certification**

Vendor s 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 Vendor.

**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.

* 1. **Litigation**

Vendors must attach a list of all current litigation in which the Vendor is named and a list of all closed cases that have closed within the past five (5) years in which the Vendor 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.

* 1. **Certificate of Insurance**

Vendors must provide a valid certificate of insurance on a standard ACORD form (or the equivalent) evidencing the Vendor’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) | Litigation |
| Three (3) | Certificate of Insurance |

Attachments 1 – 3, must be included in numerical order, as part of File 2, as outlined in PART III “Submitting the Proposal” of this RFP. Attachments 1 – 3 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)

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

**Section IV Cost Proposal**

**General Instructions**

The Respondent must submit a current rate sheet. Rate sheets must provide a listing of all the typical fixed and hourly rates for all services and the positions expected to be involved in the services provided as well as all other expected expenses. Respondents must provide a narrative explaining the basis of the proposed rates.

# **PART V PROPOSAL EVALUATION AND SELECTION**

Evaluation of the submitted proposals shall be accomplished as follows:

## Evaluation Process - General Information

* + - 1. An evaluation team, comprised 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 Vendor 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 Vendors, 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, Vendors must submit proposals that present their rates and other requested information as clearly and completely as possible.

## 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 (35 points)**

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

**Section III. Proposed Services (40 points)**

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

**Section IV. Cost Proposal (25 points)**

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

* 1. **Scoring Process:** The evaluation team will use a consensus approach to evaluate and score Sections II, III, and 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.

Proposals will be required to score a minimum of sixty (60) total points in order to be placed on the resulting PQVL. Proposals not meeting the stated minimum scoring requirement will not be considered for the PQVL. However, Vendors may resubmit a proposal during the annual enrollment period.

* 1. **Negotiations:** The Department reserves the right to negotiate with the successful Vendor to finalize a contract at the same rate or cost of service as presented in the selected proposal. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department’s Request for Proposals to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with a selected Vendor 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 Vendor, the Department may withdraw its award and negotiate with the next-highest ranked Vendor, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

## Selection and Award

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.

Notification of contractor selection or non-selection will be made in writing by the Department.

Issuance of this 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 this request, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Vendor.

The Department reserves the right to reject any and all proposals or to make multiple awards.

Selection to be included on the PQVL is not a guarantee of work.

Updated documentation pertaining to Certification of Insurance, Certification/Licensure, and Rates will be required to be submitted to the RFP Coordinator by all Vendors on the PQVL on an annual basis.

## 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](http://www.mainelegislature.org/legis/statutes/5/title5sec1825-E.html) and [18-554 Code of Maine Rules Chapter 120](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/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.

Since this RFP results in a PQVL, the appeal procedures mentioned above are available upon the original determination of that Vendor list. The appeal procedures will not be available during subsequent competitive procedures involving only the PQVL participants if cost is the sole determining factor.

## Removal from Pre-Qualified Vendors List

The Department may remove a pre-qualified Vendor from the PQVL at any time, upon giving 30 days’ written notice to the pre-qualified Vendor, if the Department determines that during the pre-qualification term the pre-qualified Vendor:

* 1. Fails or refuses to perform its contractual obligations;
  2. Performance is unsatisfactory including, but not limited to, the quality and timeliness of services provided;
  3. No longer can perform the services specified in this RFP; or
  4. Is continually “unresponsive” to providing any feedback to the Department’s mini-bid solicitations.

**PART VI 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** – Response to Proposed Services Form

**Appendix E** – Submitted Questions Form

**APPENDIX A**

**State of Maine**

**Department of Health and Human Services**

*Office of the Commissioner*

**PROPOSAL COVER PAGE**

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

|  |  |  |  |
| --- | --- | --- | --- |
| **Check each box to identify which list(s) the Vendor is applying for.** | | | |
|  | 1. Strategic Communication Planning Development and Execution |  | 1. End-To-End Print Production |
|  | 1. Brand Development and Marketing |  | 1. Video Production Services |
|  | 1. Crisis Communication Planning and Execution |  | 1. Video Animation and Motion Graphics |
|  | 1. Copywriting |  | 1. Voice-Over Production |
|  | 1. Technical Writing |  | 1. Media Purchase |
|  | 1. Graphic Design |  | 1. Promotional/Amenity Items |
|  | 1. Photography |  | 1. Special Event Planning and Execution |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Vendor’s Organization Name:** | |  | | | |
| **Chief Executive - Name/Title:** | |  | | | |
| **Tel:** |  | | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | | |
| **Headquarters City/State/Zip:** | |  | | | |
| ***(Provide information requested below if different from above)*** | | | | | |
| **Lead Point of Contact for Proposal - Name/Title:** | | |  | | |
| **Tel:** |  | | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | | |
| **Headquarters City/State/Zip:** | |  | | | |

**APPENDIX A (continued)**

* 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 Vendor 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 the Commissioner*

**DEBARMENT, PERFORMANCE, and NON-COLLUSION CERTIFICATION**

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

|  |  |
| --- | --- |
| **Vendors Organization Name:** |  |

*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:*

1. *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.*
2. *Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:*
   1. *Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.*
   2. *Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.*
3. *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.*
4. *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*.
5. *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:** |

**APPENDIX C**

**State of Maine**

**Department of Health and Human Services**

*Office of the Commissioner*

## QUALIFICATIONS and EXPERIENCE FORM

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

|  |  |
| --- | --- |
| **Vendor’s Organization Name:** |  |

|  |
| --- |
| **Present a brief statement of qualifications describing the history of the Vendor’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 Vendor.** |

|  |  |
| --- | --- |
| **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** | |
|  | |

**APPENDIX D**

**State of Maine**

**Department of Health and Human Services**

*Office of the Commissioner*

## RESPONSE TO PROPOSED SERVICES FORM

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

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



**APPENDIX E**

**State of Maine**

**Department of Health and Human Services**

*Office of the Commissioner*

**SUBMITTED QUESTIONS FORM**

**RFP# 202203034**

**Pre-Qualified Vendor List for Marketing and Communication Services**

|  |  |
| --- | --- |
| **Organization Name:** |  |

|  |  |
| --- | --- |
| **RFP Section & Page Number** | **Question** |
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*\* If a question is not related to any section of the RFP, state “N/A” under “RFP Section & Page Number”.*

*\*\* Add additional rows, if necessary.*