



REQUEST FOR PROPOSALS

Project

“Ready? Set? Good!” Regional Emergency Preparedness Campaign

Contract #: 1875611

Due Date:

Thursday, August 3, 2017

Submit Qualifications to:

Baltimore Metropolitan Council
ATTN: Laura Van Wert
1500 Whetstone Way, Suite 300
Baltimore, MD 21230

Contact for More Information:

Laura Van Wert, Communications Officer
Email: lvanwert@baltometro.org

TABLE OF CONTENTS

| | |
|---|-------------------------------------|
| I. INTRODUCTION | 3 |
| II. PURPOSE | 3 |
| CONSULTANT QUALIFICATIONS | 4 |
| III. SCOPE OF WORK | 4 |
| IV. PROPOSAL CONTENT | 6 |
| TECHNICAL PROPOSAL | 6 |
| COST PROPOSAL | 7 |
| V. SUBMISSION OF PROPOSALS | 7 |
| VI. TENTATIVE SCHEDULE | 8 |
| VII. CONSULTANT SELECTION CRITERIA | 8 |
| VIII. MANDATORY STATEMENTS | 9 |
| PUBLIC INFORMATION ACT NOTICE | 9 |
| DISADVANTAGED BUSINESS ENTERPRISE NOTICE | 9 |
| REQUIRED TERMS AND CONDITIONS | ERROR! BOOKMARK NOT DEFINED. |

I. INTRODUCTION

The Baltimore Metropolitan Council (BMC) is a private nonprofit organization committed to identifying regional interests and developing collaborative strategies through plans and programs which will improve the quality of life and economic vitality throughout the region. BMC’s Board of Directors includes the executives of Anne Arundel, Baltimore, Harford and Howard counties, the mayor of the City of Baltimore, a member of the Carroll County Board of Commissioners, a member of the Maryland State Senate, a member of the Maryland House of Delegates, and a gubernatorial appointee from the private sector.



The work of BMC staff includes transportation forecasting and analysis, housing and workforce development planning, economic and demographic research, air and water quality programs, cooperative purchasing, and emergency preparedness.

Staff’s participation in emergency preparedness planning activities is done through the Baltimore Region Urban Area Homeland Security Work Group (UAWG), which is funded through the Maryland Emergency Management Agency (MEMA) by the federal Urban Area Security Initiative (UASI). These activities include a variety of evacuation planning tasks such as plans, resource documents, tabletop exercises, and educational and outreach initiatives, which includes the “Ready? Set? Good!” emergency preparedness campaign.

II. PURPOSE

“Ready? Set? Good!” is a regional emergency preparedness campaign that uses a simple, targeted message to educate the public about the need to be prepared for any disaster. The Johns Hopkins University Bloomberg School of Public Health, Center for Communications Programs, with input from local emergency planners and first responders, designed the campaign more than a decade ago. UASI funds pay for media buys. The UASI Public Information Officer subcommittee coordinates the buys with related events and campaigns, such as hurricane season or National Preparedness Month, which is September. The campaign will begin September 2017 and conclude May 2018.

On behalf of the UASI and UAWG, the BMC seeks a vendor or vendors to create, publish and promote “Ready? Set? Good!” advertisements through all types of media, including but not limited to television, radio, print, digital, social media, mobile and/or outdoor.

Consultant Qualifications

BMC seeks a vendor or vendors that work in advertisement creation and placement within the Baltimore region with the capability of reaching a wide audience and targeting specifically heads of households, homeowners, families and related people or organizations.

III. SCOPE OF WORK

It is anticipated that the selected vendor or vendors will have the skills and experience to assist the “Ready? Set? Good!” campaign in creating strategic advertisements for television, radio, print, online, social media, mobile and/or outdoor; providing deliberate placement and timing for those advertisements; working within a strict budget; and providing statistics and feedback on the advertisements’ success. BMC will provide the selected vendor or vendors with the “Ready? Set? Good!” campaign logos, suggested script text, and other suggestions specific for the chosen medium, such as audience, timing and placement. The selected vendor or vendors will create advertisements based on the logos and suggested script text, and will work with BMC to target audience through timing and placement in the abovementioned mediums. The following details the specifics of the scope of work:

Collaborate to Create Advertisements

“Ready? Set? Good!” is an emergency preparedness campaign that targets people living in the Baltimore region – Anne Arundel, Baltimore, Carroll, Harford and Howard counties and Baltimore City. Emergency preparedness should address all kinds of disasters, such as extreme weather, pandemics, terrorist and cyber attacks. The campaign is a way to provide facts and a call to action to help residents prepare for an emergency at home, specifically directing homeowners to procure a portable radio, flashlight with batteries and a gallon of water per day, per person for three days. The idea is that these simple items could help families get through the first 72 hours after an emergency, until basic services are restored.

Previous “Ready? Set? Good!” campaigns included advertisements, primarily in television and radio public safety announcements, as well as digital and outdoor initiatives. The goal of the 2017 “Ready? Set? Good!” campaign is to create advertisements for (but not limited to) the mediums of television, radio, print, digital, social media, mobile and/or outdoor. “Ready? Set? Good!” already has a logo and other graphics that accompany the campaign. BMC will collaborate with a vendor or vendors to create advertisements for those abovementioned mediums. BMC does not seek the services of a third-party vendor to serve as the middle man between BMC and creative service providers and/or advertisement placement providers.

BMC will collaborate with the vendor or vendors to create advertisements that target key stakeholders, time periods and disaster conditions. Specific messaging will be key to targeting families and homeowners in the Baltimore region. Likewise, messaging will vary based on the medium. All advertising will direct the audience to www.readysetgood.org. Finally, messaging should target specific emergency preparedness situations, such as weather, pandemics or any region-specific incidences.

Provide Strategic Placement and Timing of the Advertisements

The timing of the “Ready? Set? Good!” campaign is strategic, and will include a fall 2017 launch and spring 2018 push. The fall campaign will run from September to November 2017, which will coincide with the beginning of the school year, National Emergency Preparedness Month in September, hurricane season, the beginning of winter weather and holiday season safety. The spring campaign will run from March to May 2018, which coincides with the end of winter weather, flooding, road repairs, erratic thunder and lightning storms, tornado threats and summer safety. BMC will collaborate with a vendor or vendors to strategically time and place “Ready? Set? Good!” advertisements in all types of media. BMC does not seek the services of a third-party vendor to serve as the middle man between BMC, and creative service providers and/or advertisement placement providers.

A successful vendor will demonstrate how “Ready? Set? Good!” advertisement placement and timing will highlight the campaign and make it more likely for key stakeholders and audiences to receive and interact with the message.

Keep Advertisements and Placement within Budget

Funding for the “Ready? Set? Good!” campaign is limited to a total of \$40,000 for the duration of the campaign (from September 2017 through May 2018). BMC will collaborate with the successful vendor or vendors to keep the creation, placement, timing and evaluation of advertisements within the budget per medium. The estimated breakdown of funding per medium is as follows:

- Television - \$10,000
- Radio - \$10,000
- Digital: Print/Online/Mobile/Social Media/Email - \$15,000
- Outdoor - \$5,000

Vendors that work with one medium may submit proposals specifically for that medium. BMC encourages vendors that work with several mediums to submit proposals to package media.

BMC is committed to swift payment of services and therefore must establish consistent standards for invoices. Invoices from vendors must include the following information on the first page:

- Address invoices to Laura Van Wert, BMC’s communication officer
- The invoice is for the “Ready? Set? Good!” campaign
- BMC’s contract number - 1875611
- The vendor’s invoice number
- The media buying organization’s account representative’s name and contact information

Invoices that do not include the above-stated information will be returned to the

sender and will not be paid until the necessary information is provided.

Provide Advertisement Feedback

The contracted vendor or vendors will provide statistical feedback of the success of the advertisement campaign. Each vendor will provide feedback in print once a month. BMC will also work with vendors to adjust advertisement placement throughout the duration of the campaign.

IV. PROPOSAL CONTENT AND REQUIREMENTS

The proposal should consist of two separate parts:

Part 1:

One (1) physical copy and one (1) digital copy of the Technical Proposal. Digital copy should be emailed to Laura Van Wert at lvanwert@baltometro.org; and

Part 2:

One (1) physical copy and one (1) digital copy of the Cost Proposal (enclosed in a sealed envelope). Digital copy should be emailed to Laura Van Wert at lvanwert@baltometro.org.

Proposals that do not meet the above-stated requirements will be disqualified.

Proposals shall meet, at a minimum, the following additional requirements.

Technical Proposal

The Technical Proposal should contain the following:

- *Cover Letter* – signed by an executive with authority to commit the proposing firm and stating the period for which the proposal is valid. The cover letter must reference Contract #: 1875611
- *Experience and Qualifications* – Please list your qualifications with regard to the Scope of Work and Consultant Qualifications identified in this RFP. Your summary should contain:
 - (1) Information on projects of similar nature that you or your firm have completed, including brief descriptions, dates, and names of contact persons. Within each project description, identify the roles of the identified project manager and key personnel. Please include links to relevant work, if possible; and
 - (2) The resumes of the proposed project manager and key team personnel for this project.

- *Project Management* – Identify the project manager and the responsibilities of the manager and key personnel. Note that the resulting contract will require commitment of the specified personnel. Provide an outline showing estimated hours by each staff member by task.
- *Project Proposal* – Outline how you will execute Tasks 1, 2, 3 and 4 of the Scope of Work.
- *Other Information* – Provide any additional relevant material that may demonstrate your abilities.

Cost Proposal

The Cost Proposal should be composed of two parts: (1) Project Budget; and (2) Affidavits and Certifications.

1. *Project Budget*: When submitting your cost proposal, please address the items below:
 - Provide your price quote as a fixed price in United States dollars.
 - The price quote shall include the number of labor hours and cost by staff member and total hours and cost estimated for each section of the Scope of Work.
 - Direct costs shall be itemized by category (e.g., travel, per diem, printing and reproduction, etc.) for the entire project.
 - The contract type is anticipated as fixed price with partial payments paid based on task completion.
2. *Affidavits and Certifications* – An original signed copy of Proposal Affidavit attached at the end of this RFP shall be included in the Cost Proposal.

Proposals that do not meet the above-stated requirements will be disqualified.

V. SUBMISSION OF PROPOSALS

All respondents shall submit **(1) physical copy and (1) digital copy** of their proposal to:

Baltimore Metropolitan Council
Attn: Laura Van Wert, Communications Officer
1500 Whetstone Way, Suite 300
Baltimore, MD 21230

The proposal must be received by BMC no later than **4:00 p.m. on Thursday, August 3, 2017**. Allow adequate time for mail or other carrier delivery. Proposals arriving after the deadline will not be accepted. Please direct any questions to Laura Van Wert by phone: 410-732-9564; fax: (410) 732-8248; or email: lvanwert@baltometro.org.

In addition, BMC will host a pre-proposal meeting on **Thursday, July 27, 2017 from 2-4 p.m.**

The meeting will be held at BMC, located at 1500 Whetstone Way, Baltimore MD, 21230. Please R.S.V.P. to Laura Van Wert if you plan to attend.

BMC will not pay for the development and submission of proposals in response to this RFP. BMC reserves the right to disqualify any proposals without cost or detriment to BMC.

The vendor shall not make changes in the specifics put forth in a proposal, including staff participation, without the prior written consent of BMC.

The BMC Staff member listed above shall be the sole point of contact for any offeror during the procurement process.

BMC reserves the right to waive minor irregularities, to negotiate in any manner necessary to best serve the public interest, and to make a whole award, multiple awards, a partial award, or no award. BMC reserves the right to cancel this RFP, in whole or in part, any time before the closing date.

VI. TENTATIVE SCHEDULE

| | |
|-----------------------|----------------------------------|
| RFP Issued: | Thursday, July 13, 2017 |
| Pre-proposal Meeting | Thursday, July 27, 2017 |
| Proposals Due: | Thursday, August 3, 2017, 4 p.m. |
| Consultant Selection: | Friday, August 18, 2017 |
| Start of Work: | September 2017 |
| Completion of Work: | May 31, 2018 |

VII. CONSULTANT SELECTION CRITERIA

All proposals will be evaluated on the basis of technical merit and proposed cost. This is not a low-bid procurement. BMC staff and/or appropriate project partners will conduct the evaluation of proposals. Technical merit includes work program and approach, as well as staff experience and qualifications. Teaming is permissible but the contract will be with a single prime contractor.

BMC reserves the right to negotiate with one or more respondents selected on the basis of the initial technical merit and proposed cost. Respondents may be asked to make personal appearances to provide additional information on proposals.

VIII. “SAMPLE” FORM CONTRACT

BMC’s form contract is available on BMC’s website and is incorporated into this solicitation. By the act of submitting a proposal, the offeror expressly acknowledges that he/she/it accepts the terms and conditions as stated in the form contract unless exceptions are submitted in writing with the proposal. BMC reserves the right to amend the terms of the form contract as it sees fit during contract negotiation.

The offeror’s acceptance of, or deviations from, the form contract terms and conditions will be considered during the evaluation and subsequent award.

If the offeror submits an exception, which alters BMC’s risk, liability, exposure in, or the intent of this procurement, BMC reserves the right in its sole and absolute discretion to deem the offeror non-responsive.

IX. CONFIDENTIALITY

Offerors must specifically identify any portions of their proposals deemed to contain confidential information, proprietary information or trade secrets. Those portions must be readily separable from the balance of the proposal. Such designations will not be conclusive, and offerors may be required to justify why such material should not, upon written request, be disclosed by BMC under the Public Information Act, State Government Article, Title 10, Sub-Title 6, of the Annotated Code of Maryland, as amended. BMC may disclose such information if required by law, court order or subpoena.

X. MARYLAND REGISTRATION/QUALIFICATION REQUIREMENTS

BMC requires vendors to register or qualify to do business with Maryland Department of Assessments and Taxation (SDAT) in accordance with the Annotated Code of Maryland, Corporations and Associations Article: §2-102 Formation generally, §7-202 Registration to do interstate and foreign* business, and/or §7-203 Qualification to do intrastate.

For information on registering or qualifying a corporation, LLC, LLP or LP call SDAT at 410-767-1340. Sole Proprietors and General Partnerships should call 410-767-4991 or you may download the SDAT forms at <http://www.dat.state.md.us/sdatweb/sdatforms.html>

The successful bidder may be required to submit a Good Standing Certificate (also known as “Certificate of Status”) issued by SDAT within 10 days of being notified of potential award.

*(*Note: “a corporation, association, or joint-stock company organized under the laws of the United States, another state of the United States, a territory, possession, or district of the United States, or a foreign country,” § 1-101 Annotated Code of Maryland Corporations and Associations.*

XI. MANDATORY STATEMENTS

Public Information Act Notice

Respondents should give specific attention to the identification of those portions of their proposals they deem to be confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

Disadvantaged Business Enterprise Notice

Disadvantaged business enterprises (DBEs) are encouraged to respond to this solicitation. It is the intent of BMC that certified minority business enterprises and sub-contractors be given the opportunity to submit proposals to this RFP and will not be subject to discrimination

on the basis of race, color, sex, or national origin in consideration for an award.

PROPOSAL AFFIDAVIT

A. (ANTI-BRIBERY AFFIRMATION). I HEREBY CERTIFY THAT

(1) I am the (title) _____ and the duly authorized representative of (vendor) _____ and that I possess the legal authority to make this Affidavit on behalf of myself and the vendor for which I am acting.

(2) Except as described in paragraph 3 below, neither I, nor to the best of my knowledge, information, and belief, the above vendor, nor any of its officers, directors, or partners, nor any of its employees directly involved in obtaining contracts with the State or any county, bi-county, multicounty agency or subdivision of the State has been convicted of, or has pleaded nolo contendere to a charge of, or has during the course of an official investigation or other proceeding, admitted in writing or under oath acts or omissions committed after July 1, 1977, which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or federal government.

(3) State "none" or, as appropriate, list any conviction, plea or admission described in paragraph 2 above, with the date; court official, or administrative body; and the sentence or disposition, if any:
_____.

(4) I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer, and may be furnished to the Attorney General pursuant to Sections 16-201, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland. I acknowledge that if the representations set forth in this Affidavit are not true and correct, the Council may terminate any contract awarded and take any other appropriate action.

B. (NON-COLLUSION AFFIRMATION). I HEREBY FURTHER AFFIRM THAT neither I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

(1) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith;

(2) In any manner, directly, or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the bidder or respondent herein or any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the within bid or offer is submitted.

C. (PROCUREMENT AFFIRMATION). I HEREBY FURTHER AFFIRM THAT

(1) Neither the above business nor, to the best of my knowledge, information, and belief, any officer, controlling stockholders, partner, principal, or other person substantially involved in the contracting activities of the business has in the past five (5) years: (a) been convicted under state or federal statute of a criminal offense incident to obtaining or attempting to obtain or performing a public or private contract, fraud, embezzlement, theft, forgery, falsification or destruction of records, or receiving stolen property; (b) been found civilly liable under state or federal antitrust statutes for acts or omissions in connection with the submission of bids or proposals for a public or private contract; (c) been convicted of any violation of a state or federal antitrust statute; (d) been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organizations Act, 18 USC Section 1961 et seq.; or (e) the Mail Fraud Act, 18 USC Section 1341 et seq., for acts arising out of the submissions that would constitute grounds for conviction or liability under any statute described above. Also, the undersigned vendor was not founded or established or is not operated in a manner designed to evade the application or defeat the purpose of the Debarment Regulations, COMAR 21.08; is not currently suspended or debarred pursuant to COMAR 21.08 or by the action of any other public entity; and is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business.

(2)

(a) If the affirmation described in subsection (1) cannot be given and debarment proceedings have not been instituted against the business pursuant to COMAR 21.08, indicate the reasons why the affirmation cannot be given, including any conviction or admission described in subsection (1), above, with the date, court and sentence or disposition, if any; the name(s) of the person(s) involved, and their current positions and responsibilities with the business; the activity specified in COMAR 21.08 in which each person was involved; and the details of the person's participation in the activity, including the name(s) of an entity involved and the person's positions and responsibilities with the entity. (Attach additional sheets as necessary.)

(b) If the affirmation described in subsection (1) cannot be given, and debarment proceedings have been instituted against the business pursuant to COMAR 21.08, indicate the status of such proceedings.

I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland in respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above firm in respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.

(Date)

(Affidavit)
