



STATE OF ARKANSAS

DEPARTMENT OF HEALTH (ADH)

REQUEST FOR PROPOSALS

DH-16-0001

For

**Minority Focus/Tobacco Prevention & Cessation
Media/Marketing**

Date Issued:

March 1, 2016

TABLE OF CONTENTS

Minority Focus/Tobacco Media/Marketing

DH-16-0001

Section 1	Introduction
1.1	Purpose
1.2	Background
1.3	Overview of ADH Organization and Operations
1.4	Scope of Work
1.5	Contract Duration
Section 2	RFP Schedule of Events
2.1	RFP Schedule of Events
Section 3	General Requirements and Information
3.1	Issuing Officer
3.2	Questions
3.3	Proposal Submittal
3.4	Proposal Preparation Costs
3.5	Opening of Proposals
3.6	Acceptance of Proposals
3.7	Rejection of Proposals
3.8	Disposition of Proposals
3.9	Incorporation into the Contract
3.10	Subcontracting
3.11	Minority Business Policy
3.12	Independent Price Determination
3.13	Prohibited Solicitation
3.14	RFP Amendments
3.15	Proposal Amendments and Rules of Withdrawal
3.16	Respondent's Contact Person
3.17	Anticipation of Award
3.18	Awarding of Contract
3.19	Rules of Procurement
3.20	Restriction on Communications with State Staff
3.21	Equal Employment Opportunity Policy
3.22	Oral Presentations
3.23	Certification of Non- Acceptance of Tobacco Funds

- Section 4 Proposal Requirements**
 - 4.1 General Proposal Requirements**
 - 4.2 Technical Proposal Requirements**
 - 4.3 Financial Disclosure**
 - 4.4 Mandatory Requirements**

- Section 5 Evaluation and Contractor Selection**
 - 5.1 Proposal Evaluation Process**
 - 5.2 Point Assignment**
 - 5.3 Contract Award Process**
 - 5.4 Contract Negotiations**

Attachments

- A. Terms and Conditions**
- B. Statement of Acknowledgement**
- C. Example of Professional Services Form**
- D. Performance Based Contracting Examples**
- E. Resource Information**
- F. Applicant Certifications**
- G. Cost Proposal Worksheet**
- H. Media Report**

SECTION 1

INTRODUCTION

1.1 Purpose

The purpose of this Request for Proposal (RFP) is as follows:

- 1.1.1 Mass-reach Health Communication Interventions promotes and facilitates cessation, prevention of tobacco use initiation, and shaping social norms related to tobacco use.
- 1.1.2 The Community Preventive Services Task Force recommends mass-reach health communication interventions on the basis of strong evidence of effectiveness in: decreasing the prevalence of tobacco use; increasing cessation and use of available cessation services such as quitlines; and decreasing initiation of tobacco use among young people.
- 1.1.3 Best Practices for Comprehensive Tobacco Control Programs refers to mass-reach health communication as the various means by which public health information reaches large numbers of people. Available evidence suggests that the use of mass-reach vehicles, such as television, is required to make meaningful changes in population-level awareness, knowledge, attitudes, and behaviors.
- 1.1.4 The purpose of this RFP is to solicit proposals for a vendor to provide the Tobacco Prevention and Cessation Program (TPCP) with mass reach health communication interventions and social marketing services to the following public health initiatives: Stamp Out Smoking (SOS) and Project Prevent, specifically addressing tobacco use among African American and Hispanic populations in Arkansas.
- 1.1.5 Arkansas is making definite headway in the fight against tobacco. In 2002, the adult smoking rate in Arkansas was 26.3%. By 2010, that rate had been reduced to 22.9%. (Trend data from 2002 is only available up to 2010 for BRFSS data because of changes in methodology in 2011.) These declines equated to approximately 75,000 fewer smokers in Arkansas during that time period. Additionally, reductions in adult smoking have lowered hospital admissions for diseases related to tobacco use, such as heart disease, stroke, emphysema, and bronchitis; a savings of \$22 million dollars in 2006 alone. Despite this progress, there are still many areas in desperate need of improvement.
- 1.1.6 In Arkansas, 24.7% of adults report current smoking (2014 BRFSS) and 19.1% of high school students report cigarette use (2013 YRBSS). This is compared to 16.8% and 15.7% respectively in the nation (2014 NHIS and 2013 YRBSS).
- 1.1.7 Hispanics and African American youth have not experienced the same rate of decline in tobacco use as other youth populations. The percent of Hispanic high school students who reported current cigar use in 2013 YRBSS was 13.5%; this is not statistically significant from the 2007 percent of 15.6 or the 2011 percent of 7.3. The percent who reported current smokeless tobacco use in 2013 was 13.2; this is not statistically significant from 11.0% in 2007 or 6.6% in 2011.
- 1.1.8 The percent of black, non-Hispanic high school students who reported current cigar use in 2013 YRBSS was 21.4%; this is not statistically significant from the 2005 percent of 16.4 or the 2011 percent of 12.2. The percent who reported current smokeless tobacco use in 2013 was 9.5; this is not statistically significant from 6.0% in 2005 or 2.6% in 2011.

Tobacco use rate among African American and Hispanic adults are higher compared to the overall smoking rate of other populations. According the 2014 BRFSS, 28.9% of African Americans were current

smokers, compared to the national average of 17.5% in the 2014 National Health Interview Survey. For Hispanics, 16.2% are current cigarette smokers in Arkansas (2014 BRFSS), compared to the national rate of 11.2% (2014 NHIS). Educational campaigns will address tobacco use in minority communities to promote health equity in the state of Arkansas.

1.2 **Background**

Tobacco Prevention & Cessation Program

The Arkansas Department of Health's (ADH) Tobacco Prevention and Cessation Program (TPCP) was established in 1993 through a federal grant from the U.S. Department of Health and Human Services and the Centers of Disease Control and Prevention (CDC). In July 2001, the program was significantly enhanced with the receipt of funding from the Master Settlement Agreement (MSA). As designated by the Tobacco Settlement Proceeds Act of 2000, ADH receives 27.2% of the annual payment into the Arkansas Tobacco Settlement Program fund. Of this amount, 15% is set aside for minority initiatives. These initiatives are performed through the University of Arkansas at Pine Bluff.

Funding is available through the Arkansas Department of Health (ADH), Center for Health Advancement (CHA), Tobacco Prevention and Cessation Program hereafter referred to as TPCP. The estimated total of the annual amount, inclusive of media buy costs, for FY17 is \$225,000. Note: The initial period is a two-year period for a total funding estimated of \$450,000 for the two year period.

ADH has identified tobacco use as one of its strategic priorities for 2015-2019. Preventing and reducing tobacco use are the most important public health actions that can be taken to improve the health of Arkansans. Tobacco use and dependence is the leading preventable cause of morbidity and mortality in Arkansas and in the United States. It is estimated 5,800 deaths each year in Arkansas die due to their own smoking. The list of illnesses caused by tobacco use is long and contains many of the most common causes of death, including heart disease and stroke, many forms of cancer, and lung and vascular diseases.

Stamp Out Smoking (SOS) is TPCP's cessation educational campaign. Since its inception in 2002, SOS has developed creative advertising programs and utilizes a diverse mix of paid media, social media, and public relations to inform the public of the detrimental effects of tobacco use. More information about SOS can be obtained by visiting www.stampoutsmoking.com.

Project Prevent is TPCP's youth prevention educational campaign. Project Prevent was created in 2006 to decrease youth initiation of tobacco use. Project Prevent uses a mix of paid media, social media, outreach projects, and public relations to educate youth on the dangers of addiction and tobacco use. More information about Project Prevent can be obtained by visiting www.sosprojectprevent.com.

1.3 **Overview of ADH Organization and Operations**

- 1.3.1 The ADH is a centrally governed agency administered from a main office with five (5) health regions and ninety-four (94) local health units (LHUs) in seventy-five (75) counties. ADH is comprised of five (5) centers with TPCP being a part of the Center for Health Advancement (CHA).
- 1.3.2 The TPCP is one (1) of five (5) branches of the ADH/CHA. The Mass-Reach Health Communications Section is one (1) of five (5) sections under the TPCP. The Mass-Reach Health Communications Section will be responsible for project oversight as a result of this RFP.

- 1.3.3 The mission of the TPCP is to reduce the health, social, and economic burdens caused by tobacco for all population groups through the implementation of the Centers for Disease Control and Prevention's Best Practices for Comprehensive Tobacco Control Programs.

1.4 Scope of Work

The agency will be working off of a budget of \$450,000 for the first period 7/1/16 through 6/30/18, with the potential of \$225,000 during each one-year renewal period. Pending the availability of funds, share with ADH how the selected contractor intends to provide the following specific deliverables:

- 1.4.1 **Collaboration with Partners.** Cooperate fully with designated personnel from ADH/TPCP, other media/health communication partners, evaluation partners, and/or Advisory Committee members as appropriate, during the course of the contract, in order to maximize the campaign's impact, to ensure there is no duplication, and to identify and implement efficiencies and integration in as many places as possible between the programs' messages.
- 1.4.2 **Collaboration with Program.** Meet with TPCP or designees on a monthly basis, in person and via conference call, to discuss progress on projects and/or review strategic direction. Participate in annual strategic meetings, as requested. These meetings will be coordinated by TPCP and, on occasion, may include contractors and other partners. The vendor may need to meet more frequently at the discretion of TPCP during peak activity periods.
- 1.4.3 **Staffing.** Assign a specific account manager to supervise day-to-day management of the account with other qualified executives available as needed.
- 1.4.4 **Material Development.** Partner with TPCP in the development and implementation of social marketing campaigns that are customized to reach minority populations. This may include selection of pre-produced media, formative research to identify promising messages and concepts, pre-test campaign and educational materials, development of new media, production, placement and evaluation of an effective state-level, mass-reach health communication interventions delivering strategic, culturally appropriate, and high-impact messages through campaigns that are integrated into a comprehensive state tobacco control program. Campaign components must be approved by TPCP.
- Effective health communication interventions and counter-marketing strategies employ a wide range of paid and earned media, including: television, radio, out-of-home, print, and digital advertising at the state and local levels; promotion through earned media efforts; and efforts to reduce or replace tobacco industry sponsorship and promotions.
- Vendor must adhere to health literacy, layout, graphic, and branding guidelines established by ADH and TPCP when designing all materials.
- 1.4.5 **Professional Talent.** It is the responsibility of the vendor to gather all necessary signed permissions of any person featured in any media material, and submit electronic copy as part of the annual file. If professional talent is to be featured in media materials, the awarded vendor will make TPCP aware of the cost of talent fees and any restrictions on future use of media materials before hiring said talent. TPCP will be the final authority over whether the talent is to be employed.
- 1.4.6 **Media Buy.** The vendor should designate at least 60% of the budget to media placement targeting minority populations. The media buy should include at a minimum: breakout of placements for the target audience, campaign theme, budget, markets, a specific week's ads for which each theme will run, and an estimate of reach/frequency/effective reach/gross ratings points, and daily time frame for TV/radio spots. The media buy must be accompanied with a justification and must be approved by TPCP.

TPCP recognizes that the funding is limited for a statewide traditional mass media planning and placement campaign. Therefore, the proposal should be strategic with the use of earned media to garner support for statewide and community campaign activities, strategic use of digital media which has been shown to be cost effective, and selection of media placements maximizing effectiveness while minimizing costs by negotiating rates for placement and generating added value.

- 1.4.7 **Media Plan.** The vendor should use market research and analysis as well as drawing upon the current literature in social marketing and communications, to create a media plan, at the beginning of each fiscal year.
- 1.4.8 **Fiscal and Program Monitoring.** Develop and implement a monthly fiscal management and contract monitoring report for keeping TPCP apprised of expenditures against budget and progress of specific deliverables, including a summary of hourly rates as well as typical markup rates for third party costs at inception of contract and on a yearly basis. The hourly rates should be provided as part of this proposal. Format for fiscal and program monitoring reports are subject to TPCP approval.
- 1.4.9 **Reporting.** Collect and report on media indicators on a monthly basis and a summary of projects and results on an annual basis. For the monthly report, the vendor will use the Individual Media Report sheet provided by TPCP. See **Attachment H** for sample monthly report indicators.
- 1.4.10 **Ownership of Materials.** On an annual basis, the vendor will provide masters of all campaign advertising and collateral materials on an accessible disk or flash drive. Additionally, vendor is expected to provide master files in an editable format such as .PDF, .EPS, .JPEG, .AI, etc, as requested by the program. TPCP retains ownership of all materials developed under this contract.
- 1.4.11 **Evaluation.** Provide written assessment of the full campaign, reporting on the impact including a detailed post-buy analysis as well as measurable evaluation methods for campaign outcomes.

TPCP will use the following indicators to measure success of campaigns and projects implemented through this contract. Indicators are specific to African American and Hispanic populations, and include the following: (1) calls to the Arkansas Tobacco Quitline; (2) intentions to quit; (3) support of tobacco control policies that protects populations from secondhand and tobacco advertising; and (4) the tobacco use prevalence rates.

1.5. Contract Duration

Work will be done within the constraints of a professional service contract with a proposed effective period of July 1, 2016 through June 30, 2018

The contract may be extended for up to five (5) additional years, contingent upon approval by the Programs and the ADH, review by the legislature, approval by the Arkansas Department of Finance and Administration (DFA), appropriation of necessary funding and all necessary federal reviews and approvals.

SECTION 2

RFP SCHEDULE OF EVENTS

2.1. RFP Schedule of Events

The following timetable is anticipated for the procurement process. All times refer to local time (CST) in Little Rock, Arkansas.

Event	Date
RFP issued	March 1, 2016
Due date for written questions	March 15, 2016
Due date for answers to questions	March 22, 2016
Closing date and time for receipt of proposals	April 6, 2016
Oral presentations	April 20, 2016
Completion of proposal evaluation and contract selection	Approx. April 25, 2016
Anticipation of Award announcement placed on OSP website	Approx. April 29, 2016
Contract start (Subject to State approval)	July 1, 2016

SECTION 3

GENERAL REQUIREMENTS AND INFORMATION

3.1 Issuing Officer

This RFP is issued by the Arkansas Department of Health (ADH)/Tobacco Prevention & Cessation Program, hereinafter referred to as TPCP.

Although communications regarding protests are permitted in accordance with Arkansas Code Annotated (ACA) §19-11-244, from the issue date of this RFP until a successful respondent is selected and announced, respondents shall limit all other communications with any state staff about this or a related procurement to the RFP Issuing Officer. All questions and requests for clarification should be addressed to the following Issuing Officer:

Timothy Smith, CPPB **DH-16-0001**
Procurement Branch Chief
Arkansas Department of Health
4815 West Markham, Slot 58
Little Rock, AR 72205
501-280-4573
timothy.w.smith@arkansas.gov

3.2 Questions

Respondents with questions about the RFP shall submit their questions in writing by close of business on the date specified in **Section 2.1**. Respondents shall submit their written questions to the Issuing Officer identified in **Section 3.1**. Respondents may submit their questions by e-mail, but it remains the respondent's responsibility to guarantee receipt of the questions by the specified time and date. The State accepts no responsibility for accurate or timely receipt of e-mail submissions from respondents. Questions received after the due date and time will not be answered.

The Issuing Officer will post written responses to questions received, on the internet, DFA, OSP website <http://www.arkansas.gov/dfa/procurement/bids/index.php> in the form of an addendum. Respondents will be responsible for obtaining addendums.

Respondents shall rely only on these written responses as the official answers to questions related to this RFP.

3.3 Proposal Submittal

To be considered, each respondent shall submit a complete response to this RFP, using the format provided. An official who is authorized to bind the respondent to its provisions must sign the proposal in ink. The proposal must include a statement that the proposal remains valid through the evaluation, selection, and contract period.

Each proposal should be prepared simply and economically, providing a straightforward, clearly organized, and concise response by the respondent to the requirements of the RFP. Emphasis should be on completeness, clarity of content and ease of use for the reviewers/evaluators. The respondent shall not include promotional materials in the proposal or with the proposal package.

3.4 Proposal Preparation Costs

All costs for developing the response to this RFP are solely the responsibility of the respondents. The ADH will provide no reimbursement for such costs. All costs associated with any oral presentations to ADH will be the responsibility of the respondent and shall not be paid for or reimbursed by ADH. The ADH is not liable for any cost incurred by any respondent prior to the issuance of any agreement or contract.

All proposals, responses, materials, inquiries or correspondence relating to or in reference to this RFP will become the property of the ADH and will not be returned.

3.5 Opening of Proposals

The Issuing Officer will publicly open proposals on the date identified in **Section 2.1**. Individuals wishing to attend the public opening may contact the Issuing Officer for location and time information.

3.6 Acceptance of Proposals

All proposals properly submitted in accordance with the above rules shall be accepted by the ADH. However, ADH reserves the right to request necessary amendments or supplementation to proposals or to reject any or all proposals received, amend the RFP or cancel this RFP at any time, according to the best interest of ADH.

The ADH reserves the right to waive minor irregularities in proposals providing they meet the rules of procurement and mandatory requirements. Such a waiver shall be done in the best interest of the ADH and shall in no way modify the RFP requirements or excuse the respondent from full compliance with the RFP specifications, including contract requirements if the respondent is awarded the contract.

3.7 Rejection of Proposals

The ADH reserves the right to reject any and all proposals received as a result of this RFP. Failure to furnish all information may disqualify a respondent. If the respondent takes exceptions to the RFP that are not acceptable to the ADH, the proposal may be rejected.

Proposals or bids will not be considered if submitted by any person or entity subject to debarment or exclusion under applicable laws, regulations, or rules in effect at the time the bid or proposal is made, reviewed or both.

3.8 Disposition of Proposals

All proposals become the public property of the ADH and will be a matter of public record subject to the provisions of the Arkansas Freedom of Information Act, ACA §25-19-101 et seq. In accordance with ACA §25-19-105 (b) (9) (A), to prevent any parties from obtaining information that would result in an unfair competitive advantage, no proposals will be released prior to the announcement of the results of the procurement process.

If the proposal contains material that is considered by the respondent to be confidential under Arkansas law, the respondent must so designate the material and state the basis for the claim of confidentiality in the Statement of Acknowledgement. In responding to any requests under the Freedom of Information Act for materials so designated, the ADH shall review the basis for the claim of confidentiality to determine if the claim of confidentiality appears justified. If there appears to be a valid basis for the claim of confidentiality, the materials will not be released.

If, in the judgment of the ADH, there is no valid justification for the claim of confidentiality, the respondent will be notified prior to the release of the information in order to allow the respondent the opportunity to pursue any desired legal remedies.

3.9 Incorporation into the Contract

Appropriate portions of the successful proposal may be incorporated into the resulting contract and shall be a public record subject to disclosure under the provisions of the Arkansas Freedom of Information Act, ACA §25-19-101 through §25-19-107.

The ADH shall have the right to use all ideas, or adaptations of those ideas, contained in any proposal received in response to the RFP. Selection or rejection of the proposal shall not affect this right.

3.10 Subcontracting

Single and joint vendor proposals and multiple proposals by vendors are acceptable. However, a single vendor **must** be identified as the prime contractor in each proposal. The prime contractor **will** be responsible for the contract and **will** be the sole point of contact with regard to the educational campaigns and all of its support projects.

The vendor **shall not** assign the contract in whole or in part or any payment arising there from without the prior written consent of the State Procurement Official.

The contractor shall give ADH immediate notice, in writing, by certified mail of any action which, in the opinion of the contractor, may result in litigation related in any way to the contract or the State.

3.11 Minority Business Policy

Minority participation is encouraged in this and all other procurements by state agencies. "Minority" is defined by ACA §1-2-503 as "black or African American, Hispanic American, American Indian or Native American, Asian and Pacific Islander." The Division of Minority Business Enterprise of the Department of Economic Development conducts a certification process for minority businesses. Respondents unable to include minority-owned businesses as subcontractors may explain the circumstances preventing minority inclusion.

3.12 Independent Price Determination

By submission of this proposal, the bidder(s) certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal: The prices in the proposal have been arrived at independently, without collusion, and that no prior information concerning these prices has been received from, or given to, a competitive company.

If there is sufficient evidence of collusion to warrant consideration of this proposal by the office of the Attorney General, all bidder(s) **shall** understand that this paragraph may be used as a basis for litigation.

3.13 Prohibited Solicitation

It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a state contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies maintained by the contractor for the purpose of securing business (ACA §19-11-229). If this provision is violated, the ADH shall have the right to reject the proposal, annul the contract without liability, or deduct from the contract price or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

3.14 RFP Amendments

The ADH reserves the right to amend the RFP prior to opening of the proposal. Prior to the due date for proposals, amendments, addenda and clarifications will be posted on the internet at <http://www.arkansas.gov/dfa/procurement/bids/index.php>.

3.15 Proposal Amendments and Rules of Withdrawal

Prior to the proposal selection date, a submitted proposal may be withdrawn by submitting a written request for its withdrawal to the Issuing Officer, signed by the respondent.

The ADH will not accept any amendments, revisions, or alterations to the request for proposals after the proposal due date unless such changes were requested by the Issuing Officer.

3.16 Respondent's Contact Person

Respondent will provide the name, telephone number, including area code, and email address of an authorized person in its company who may be contacted regarding this RFP response.

3.17 Anticipation of Award

After complete evaluation of the bid or proposal, the anticipated award announcement will be posted on the Department of Finance and Administration, Office of State Procurement website http://www.arkansas.gov/dfa/procurement/pro_intent.php. The purpose of the posting is to establish a specific time in which vendors and agencies are aware of the anticipated award. The bid results will be posted for fourteen (14) calendar days prior to the issuance of any award. Vendors and agencies are cautioned that these are preliminary results only and no official award will be issued prior to the end of the fourteen-day (14) posting period. Accordingly, any reliance on these preliminary results is at the agency/vendor's own risk.

The Office of State Procurement (OSP) reserves the right to waive this policy, the Anticipation to Award, when it is in the best interests of the State.

3.18 Awarding of Contract

The ADH may decline to enter into a contract as a result of this RFP. If a contract is awarded, it shall be awarded to the respondent whose proposal is determined to be most advantageous to the ADH based on the selection criteria. The ADH is not liable for any cost incurred by any respondent prior to the issuance of any contract. The contract is subject to state approval processes including but not limited to approval by DFA and legislative review as well as federal agency oversight and is not valid until those processes are complete.

3.19 Rules of Procurement

Any actual or prospective respondent, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may file a written protest with the State Procurement Director within fourteen (14) calendar days after the respondent knows or should have known of the facts giving rise thereto in accordance with A.C.A. §19-11-244. The State Procurement Director or a designee, prior to commencement of an action in court or any other action provided by law, will attempt to negotiate a settlement of the protest with the parties in accordance with A.C.A. §19-11-244. This decision will be final and conclusive.

3.20 Restriction on Communications with State Staff

Although communications regarding protests are permitted in accordance with A.C.A. §19-11-246, from the issue date of this RFP until a successful respondent is selected and the selection is announced, respondents shall limit all other communications with any state staff about this or a related procurement to the RFP Issuing Officer. If this provision is violated, the state shall have the right to reject the proposal and annul the contract without liability.

3.21 Equal Employment Opportunity Policy

In compliance with **Act 2157 of 2005**, the Office of State Procurement is required to have a copy of the vendor's Equal Employment Opportunity (EEO) Policy prior to issuing a contract award to the vendor. The vendor may submit its EEO policy as a hard copy accompanying vendor's response to this solicitation or in electronic format to the Office of State Procurement at the following e-mail address: eeopolicy.osp@dfa.state.ar.us. The Office of State Procurement will maintain a file of all vendor EO policies submitted in response to solicitations issued by this office. The submission is a one-time requirement but vendors are responsible for providing updates or changes to their respective policies and of supplying EO policies upon request to other state agencies that must also comply with this statute. Vendors that do not have an established EO policy will not be prohibited from receiving a contract award, but are required to submit a written statement to that effect.

3.22 Oral Presentations

After the evaluation committee has initially scored the proposals, the candidates will be required to give a 60-minute oral presentation for the committee on the date(s) listed in **Section 2.1** at 4815 West Markham Street, Room 2508 in Little Rock, Arkansas. For questions regarding the oral presentation and availability of equipment, please contact Tim Smith at 501-280-4573 or email at timothy.w.smith@arkansas.gov

3.23 Certification of Non-Acceptance of Tobacco Funds

The offeror must certify that it has not received in the past five (5) years funding from nor have an affiliation (membership, ownership, contractual or other) with any organization that has any interest in the production, manufacture, marketing, distribution, sale or continued use of tobacco, including subsidiaries, foundations or other related parties of such organizations. This restriction shall apply throughout the entire term of the contract.

SECTION 4

PROPOSAL REQUIREMENTS

4.1 General Proposal Requirements

Proposal shall include **one original and seven (7) copies** responsive to the terms of the RFP. If the ADH requests additional copies of the proposal, they must be delivered by the vendor within twenty-four (24) hours. Envelopes must be marked with vendors name, bid/proposal number, bid opening time and date. In addition, the respondent shall include an electronic copy on a CD in Microsoft readable format with the original and each copy of the proposal. The proposal shall be received by ADH by the date and time identified in **Section 2.1**.

PROPOSALS RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED. The envelope or package must be clearly labeled with the name and number of the RFP as indicated on the cover page of this RFP.

To be considered, each respondent shall submit a complete response to this RFP, using the format provided. An official authorized to bind the respondent to its provisions must sign the proposal in ink. The proposal must include a statement that the proposal remains valid through the evaluation, selection and contract period.

Each proposal should be prepared simply and economically, providing a straightforward, clearly organized, and concise response by the respondent to the requirements of the RFP. Emphasis should be on completeness, clarity of content, and ease of use for the reviewers/evaluators. The respondent shall not include promotional materials in the proposal or with the proposal package. Fancy bindings, colored displays, etc., will receive no additional evaluation points or credit.

ANY CONFIDENTIAL, PROPRIETARY, COPYRIGHTED OR FINANCIAL MATERIAL SUBMITTED BY RESPONDENTS MUST BE MARKED AS SUCH AND SUBMITTED UNDER SEPARATE COVER.

Proposals may be hand delivered or mailed to:

Timothy Smith, CPPB **DH-16-0001**
Procurement Branch Chief
Arkansas Department of Health
4815 West Markham, Slot 58, Room L163
Little Rock, AR 72205

The proposals shall be received by the issuing officer by the date and time identified in **Section 2.1**. Proposals received after the deadline will not be considered and shall be rejected. The envelopes or packages must be clearly labeled with the name and number of the RFP as indicated on the cover page of this RFP.

4.2 Technical Proposal Requirements

4.2.1 The Technical Proposal should present a complete detailed description of the vendor's qualifications to perform and its approach to carry out the requirements as set forth in the RFP.

The Technical Proposal should be arranged in the following order:

1. Table of Contents
2. Executive Summary
3. Vendor's Background, Qualifications and Project Management
4. Technical Approach and Solutions to Scope of Work
5. References
6. Miscellaneous Requested Information (such as Minority Business Policy, EEO policy, Employment of Illegal Immigrant certification, Contract & Grant Disclosure and Certification form, etc.)
7. Financial Documentation (May only be required of the apparent winning vendor at the conclusion of the evaluation process).

4.2.2 Proposals should be indexed and tabbed with the above sections clearly marked. The respondents should make the proposal easy for the evaluators to read and reference, following the order of the proposal.

4.2.3 Proposals should be submitted on white 8 1/2" x 11" paper, single-spaced with 1" margins, typed using font no smaller than 12 point Times New Roman or similar.

4.2.4 All pages should be numbered consecutively beginning with number 1 on the first page of the narrative (this does not include the cover page or table of contents pages) through to the end, including all forms and attachments. For clarity, the vendor's name should appear on every page, including Attachments. Each Attachment must reference the section or subsection number to which it corresponds.

4.2.5 The vendor should reference or summarize interrelated topics within each section. Vendors should not include ancillary information including promotional/marketing information or anything not directly responsive to the RFP in the Technical Proposal or as attachments to the proposal.

4.2.6 Proposals should present a detailed description of all services proposed in response to this RFP. However, vendor should aim to be as brief as possible while ensuring adequate response.

4.2.7 Proposals should not include additional attachments beyond those specified in the RFP for the purpose of extending their response.

4.2.8 VENDORS SHALL NOT INCLUDE ANY KIND OF COST OR PRICING INFORMATION IN THE TECHNICAL PROPOSAL. PROPOSALS CONTAINING SUCH COST OR PRICE INFORMATION IN THE TECHNICAL PROPOSALS SHALL BE REJECTED AS NON-RESPONSIVE TO THE RFP.

4.2.1 Cover Sheet

The Cover Sheet shall identify the name and number of the RFP and the name and address of the respondent.

4.2.2 Table of Contents

The Table of Contents should itemize the contents by section, subsection, and page numbers for facilitation of the evaluators reading the proposal.

4.2.3 Statement of Acknowledgement

The Statement of Acknowledgement (**Attachment B**) must be signed by an individual authorized to legally bind the respondent. The Statement of Acknowledgement contains the following components:

1. Name, address, phone number, FAX number and tax identification number of the respondent;
2. Indication if the respondent is a state government, local government, for profit agency or not for profit agency;
3. Indication if the respondent is a minority vendor (Arkansas law defines "minority" as black or African American, Hispanic American, American Indian or Native American, Asian and Pacific Islander);
4. Indication if the respondent is a corporation, partnership, sole proprietor or individual;
5. Names and titles of the individual authorized to contractually obligate the organization, the individual authorized to negotiate the contract and the corporate president, if applicable;
6. Indication if the organization has previously contracted with ADH;
7. Statement by the respondent indicating that neither the respondent's principal officers (President, Vice President, Treasurer, Chairperson of the Board of Directors and other executive officers) nor any individuals with ownership interest in the entity have been terminated previously from a ADH program or been convicted of Medicare or Medicaid fraud;
8. Statement indicating whether or not the organization intends to offer services through a subcontractor (if "Yes", additional information is required);
9. Statement certifying that the completed proposal includes an original, an electronic copy on a CD in Microsoft readable format and the required number of hard copies of the proposal in the required format and containing all required information;
10. Statement certifying that the respondent has read, understands and agrees to comply with all the terms and conditions as set forth in the RFP without qualification;
11. Statement certifying that the respondent is a Corporation, Limited Liability Corporation (LLC) or Professional Association (PA) (If respondent is NOT one of the above, respondent must provide documentation evidencing proof of filing as either a Corporation, LLC or PA with the Arkansas Secretary of State's office.)
(Out-of-state respondents must submit a copy of their Certificate of Authority from the Arkansas Secretary of State authorizing the respondent to transact business in the State of Arkansas before a contract can be executed, in accordance with A.C.A. §4-27-1501 and §4-27-1502.)
12. Statement certifying the respondent does not discriminate in its employment practices with regard to race, color, religion, age, sex, national origin or handicap;
13. Statement certifying that the individual signing the Statement of Acknowledgement is authorized to make decisions as to, and responsible for, the prices quoted, that the offer is firm and binding and that he/she has not participated, and will not participate, in any action contrary to the above conditions;
14. Statement authorizing ADH or its agents to verify the financial information requested in the RFP;
15. Statement certifying that no attempt has been made or will be made by the respondent to persuade any other person or firm to submit or not to submit a response;
16. Statement committing the respondent to adhere to an established system of accounting and financial controls adequate to permit the effective administration of the contract;
17. Statement identifying all amendments to this RFP issued by the Issuing Officer and received by the respondent or, if no amendments have been received, a statement to that effect;
18. If services are to be provided by subcontractors, a statement of the exact amount of work to be done by the primary contractor (not less than 50%) and each subcontractor as measured by price.
19. If services are to be provided by subcontractors, statements from each subcontractor, signed by an individual authorized to legally bind the subcontractor, stating:
 - o The scope of work to be performed by the subcontractor;
 - o The subcontractor's willingness to perform the work indicated;
 - o The subcontractor's certification that he/she does not discriminate in its employment practices with regard to race, color, religion, age, sex, national origin or handicap;
20. Statement certifying acceptance of and agreement with the terms and conditions contained within this RFP.

If the respondent believes their proposal contains confidential information or information that would provide an unfair advantage to competitors, the information, justification and page number and section number must be listed as an attachment to the Statement of Acknowledgement.

If the proposal deviates from the detailed requirements of this RFP in any manner, the respondent must attach an explanation to the Statement of Acknowledgement. ADH reserves the right to reject any proposal containing such deviations.

4.2.4 Disclosure of Litigation

The respondent (and any subcontractors offering services) shall disclose in the proposal their involvement in any litigation that could affect the project or contract.

The respondent must identify, for all projects undertaken for the past three years, any claims, disputes, or disallowances imposed by any funding agency. In addition, a statement of any assignments, contractual obligations, and the respondent's involvement in litigation that could affect this work shall be included. Respondent must identify any contract termination(s) that have occurred or that were initiated by either party.

4.2.5 Executive Summary

The Executive Summary should be limited to no more than three (3) pages and should provide a concise summary of the services and deliverables being offered to meet the requirements of this solicitation; the vendor's approach to providing services; and justification as to why the vendor is the best qualified to provide services.

4.2.6 Technical Approach and Solutions to Scope of Work

1. The proposal should specify the vendor's plan and approach for meeting the objectives of the contract. The response should clearly indicate how the requirements will be met, what assurances of success the proposed approach will provide.

The vendor should describe how (including the process involved) the specifications will be fulfilled and to what degree the specifications of the scope of work described in components 2 and 3 are met and/or exceeded. This description should also include where appropriate by whom, when, with what, why, where, to what degree etc., the requirements will be satisfied as well as listing any limitations, or constraints pertaining to the product(s), service(s), capabilities, and other offerings.

The vendor should not simply state that they intend to meet the requirements of the RFP. The focus of discussion should be on plans for this project, not on previous experience.

PLEASE USE THE SAME PARAGRAPH NUMBERING SCHEME OF THE RFP WHEN RESPONDING TO EACH TECHNICAL AND PERFORMANCE SPECIFICATION.

2. The proposal should include a realistic work plan for the implementation of programming for SOS and Project Prevent for the first year of the contract to meet the described deliverables. Display each work plan in a timeline chart. Within the work plan concisely identify and describe each element of program development and each implementation task which will be delegated to sub-contractors.
3. The proposal should include a sample mass-reach health communications plan that demonstrates how the vendor will maximize use of the most effective media outlets, which are determined to reach the target populations. The vendor must include current, preferably health-related case studies which

exemplify work similar to that described in this RFP. Each study should identify the client and years of service, contain a statement about the scope of work, and provide insight into how the campaign was developed and implemented. Case studies should also detail how surveys (or other performance indicators) were used to measure health behavior change issues or the success of each program.

3. Vendor must provide a disc or flash drive with samples of work which demonstrate their experience within the following categories:
 - a. Brochure design and production;
 - b. Color magazine ad production and placement;
 - c. Newspaper ad production and placement;
 - d. Radio and television ad production and placement;
 - e. Annual report design and production;
 - f. Poster design and production;
 - g. Feature article;
 - h. Web-site development and implementation; and
 - i. Social media.

For each creative sample, include campaign name, objective, target audience, creative strategy, evaluation conducted, results, and creative team.

Service delivery must be provided in accordance with the **Section 1.4** (Scope of Work) and **Attachment D** (Performance Based Contracting). See **Section 4.2** for the specific criteria to be considered for this RFP.

4.2.7 Respondent's Background, Experience and Qualifications

4.2.7.1 Background

- a. Brief history of your agency including mission and philosophy, form of organization, locations of offices, and a list of your present directors or partners.
- b. Total number of full time equivalent (FTE) employees and minority composition.
- c. Number of FTE currently engaged in similar contracts.
- d. Names of other agencies, subcontractors, and consultants that may be involved in this project. Description of proposed sub-contracts detailing responsibilities of separate parties and budgets must be included. Award of the contract to vendor does not imply approval of proposed sub-contractors.
- e. Information that documents the depth of resources (i.e., financial, supplies, facilities, infrastructure, and human resources, etc.) to ensure completion of all RFP requirements.
- f. Description of any recent or pending mergers, acquisitions, or re-organizations that have been or may be encountered by your firm in the next 12 – 36 months and the anticipated impact of such events on your firm.
- g. Written statement that vendor does not have or will not enter into affiliation with tobacco and/or electronic smoking devices (ESD) companies. Any tobacco/ESD company affiliation disqualifies an agency from competing for the contract.

4.2.7.2 Experience

Bidders should submit a minimum of three (3) letters of recommendation from three (3) different sources or give an explanation as to why three (3) are not submitted. If sub-contractors are proposed, three (3) letters of recommendation should also be submitted for each sub-contractor. The ADH reserves the right to contact the references submitted as well as any other references, which may attest to the bidder's work experience. Letters of recommendation should meet the following criteria:

- Be on official letterhead of the party submitting recommendation;
- Be from entities with recent [within the last three (3) years] contract experience with the bidder;
- Be from individuals who can directly attest to the bidder's qualification relevant to this RFP;
- Be limited to organizational recommendations, not personal recommendations;
- Be dated not more than six (6) months prior to the proposal submission date; and
- They must not be from current ADH employees or programs.

If the bidder or sub-contractor has no recent contract experience, they should be from organizations regarding work closely related.

Recommendations may be verified, therefore the proposal must contain current phone numbers, mail addresses, and e-mail addresses for all references.

Submission of references will be evaluated on a pass/fail basis. If unfavorable information is obtained from contact with reference, the vendor may be deemed a non-responsible vendor, and the proposal may be rejected.

The provided references will be contacted and asked to confirm:

1. That the vendor has, under previous agreement, successfully performed work of a similar nature to that detailed in this RFP.
2. That the vendor met all obligations under aforementioned agreement with regard to the quality of work, completion date, and agreed upon dollar amount.
3. That the vendor and all staff conducted themselves in a highly professional and ethical manner.

4.2.7.3 Qualifications

- a. Provide an organizational chart displaying the overall business structure indicating the flow of information and authority and identifies the key personnel that it's proposed to be involved in providing direct services to ADH.
- b. Describe how your organization fulfills the mandatory vendor qualification requirements and how relevant such qualifications/experience.
- c. Describe how the vendor will manage this account to assure responsive account services and that high quality services and products which complete the scope of work are delivered in a timely and organized manner.
- d. Describe how agency personnel, departments, and services will be kept up to date on program content, direction, and best practices as they apply to health related social marketing and communication practices.
- e. Describe experience and methodology your agency has in reaching African American and Hispanic populations and other at-risk populations and how you know that you were effective in these efforts.
- f. Describe the experience of your organization with social marketing, including historical accomplishments and experience with conducting health related campaigns and health communications.

- g. Describe similar projects successfully completed and the extent of vendor's responsibility on each project.
If vendor has not provided similar services, note this, and describe experience with projects that highlight the vendor's general capabilities.
- h. Provide a cost proposal utilizing the Cost Proposal Worksheet in Attachment G. A fully disclosed and detail budget narrative, including a cost analysis, must be included with the cost proposal to support the reasonableness of the proposal. Budget narrative should explain how costs were determined, justify the amounts in the budget, and discuss the reasoning behind how you have allocated expenses across market research, creation of original products, media purchases, etc. Although specific costs related to specific media products cannot be determined until the market analysis is completed and the media plan is approved, your budget should include a line for proposed media placement using current rates, as well as a line for creation of original media products, if applicable. TPCP estimates a total annual amount of \$225,000, inclusive of media buy costs, for FY17.

Please note: Contract history with the State of Arkansas, whether positive or negative, may be considered in rating proposals even if not provided by the vendor.

4.2.8 Project Organization and Staffing

The respondent shall include a section in its proposal that details the proposed project organization and staffing. This shall include project organization charts showing all proposed personnel by job title and lines of supervision. The respondent's proposal shall identify key personnel as required in the RFP as well as all staff proposed to meet the requirements of the RFP.

4.2.9 Project Management

- a. Provide details of their intended project management and project control methods. These should clearly explain how the vendor proposes to manage the project, control project activities, report progress, how the account will be staffed, relate and report to ADH, respond to requests by ADH, and interact and coordinate with other involved parties.
- b. Demonstrate a clear understanding of the project and their particular capability of performing the work requested. The proposal should provide detailed plans for meeting the objectives of the contract, and each activity and/or requirement outlined in the RFP, while adhering to time frames for expected deliverables. The vendor should also address any challenges they foresee in meeting the obligations and responsibilities of the contract and how they would overcome them.
- c. Describe the capabilities and relevant experience of key staff and any major sub-contractor who will be involved in the contract. List the names of staff to be assigned to this project with a description of their role and responsibilities, the percentage of time they would be committed to this project, their qualifications, and experience in working with the public sector, social marketing, health promotion, and health education campaigns. Include clear and concise job descriptions and detailed resumes inclusive of employment history, education, years of experience, relevant certifications, information regarding comparable projects worked (description of project and responsibilities, dates of assignment), and project role.
- d. If any part of the work must be subcontracted, vendor should include a list of subcontractors, including firm name and address, contact person, complete description of work to be subcontracted, and descriptive information concerning subcontractor's organizational activities.

4.3 Financial Disclosure

The bidder must provide evidence of financial stability and ability to fulfill contract obligations through the contract period. The financial statements must include the following for the period of five (5) years:

- Summary of financial standing;
- Balance sheets;
- Statement of income;
- Statements of change in financial position;
- Notes to financial statements;
- Auditor's reports; and
- Certification of non-acceptance of tobacco/ESD funds or affiliation; or contractual relationship with a tobacco/ESD company, any of its subsidiaries, or parent company during the term of the contract with ADH or within the last three (3) years (**Attachment F**).

For applicants with less than five (5) years as an established business the following documents will be required:

- Letter from their bank stating their financial capability to handle this contract and attest to the character as a company; and
- DUNS numbers, if available.

4.3.1 Independent Price Determination

The Proposal shall contain a statement of independent price determination as described in **Section 3.12**.

4.3.2 Price Warranty

By submitting a proposal under this RFP, the respondent warrants their agreement to the pricing methods. Any qualifications, counter proposal, deviations or challenges related to this may render the proposal void.

4.3.3 Price

Services provided under this contract will be reimbursed based on the following method:

Payment requests may be submitted monthly for services rendered. Invoices will be original and on company letterhead. Invoices will be processed through the ADH Tobacco Prevention & Cessation Program, 4815 West Markham, Slot #3, Little Rock, Arkansas 72205 for program approval prior to submittal to Accounts Payable. The last invoice of the contract year must be submitted within 30 days of the contract's expiration date.

Contractor will not receive any other payment.

4.3.4 IRS Form W-9

The respondent shall submit a completed and signed IRS Form W-9.

4.3.5 Vendor Number

If the respondent does not already have an Arkansas vendor number issued by Office of State Procurement, DFA, they shall obtain the vendor number before the contract is signed. The respondent shall submit proof of application for the vendor number. Information and necessary forms to obtain a vendor number can be found on

the following website: http://www.arkansas.gov/dfa/procurement/pro_vendor.html

4.4 Mandatory Requirements

The following are the mandatory requirements for this RFP. Failure to provide the identified information will result in a proposal being rejected.

4.4.1 Proposal must be received by time and date specified in **Section 2.1**.

4.4.2 Proposal must be submitted in the manner specified in **Section 4.1**.

4.4.3 Statement of Acknowledgement must be completed and signed by individual authorized to legally bind the respondent, as specified in **Section 4.2.3**.

4.4.4 Technical proposal must address the criteria specified in **Sections 4.2**.

4.4.5 Prospective offeror shall be prepared for oral presentations for dates indicated in **Section 2.1**.

4.4.6 Applicant Certification statement has been signed (**Attachment F**)

SECTION 5

EVALUATION AND CONTRACTOR SELECTION

5.1 Proposal Evaluation Process

The proposals will be evaluated in various phases.

5.1.1 Evaluation of Mandatory Requirements

Following the public opening of proposals, the Issuing Officer shall begin the evaluation process by examining the proposal to determine if mandatory requirements of the RFP have been agreed to, or met as set forth in **Section 4.4**. The purpose of this phase is to determine whether each proposal has met the response submission requirements, conforms to the rules of the procurement and is sufficiently responsive to permit a further evaluation. In this phase, each proposal shall be evaluated as either “pass” or “fail”. Only those proposals which pass the first phase shall be forwarded for the second phase of evaluation.

Any response that fails to meet the mandatory requirements shall be deemed non-responsive and shall be rejected without further review or evaluation. The ADH reserves the right to reject any and all proposals.

5.1.2 Evaluation of the Technical Proposals

The second phase is an evaluation of the Technical Proposals. The ADH shall appoint an evaluation team of highly qualified members to evaluate the merit of the proposals. Each team member shall use the approved evaluation tools and forms to review each technical proposal and arrive at a technical score. Points will be awarded on a comparative evaluation as indicated below. The ADH reserves the right to request clarifications during the second phase.

During the course of the second phase, the Issuing Officer or designee may conduct corporate and personnel reference checks to verify project experience and qualifications.

5.1.3 Evaluation of Oral Presentations

In the third phase, the vendors will be given an opportunity to provide the ADH/TPCP with an oral presentation.

The oral presentation should focus on a social marketing initiative on cigarettes intended to promote cessation among African Americans. This initiative should be multi-faceted in order for the bidder to demonstrate their:

- a. Understanding of the topic
- b. Approach, skills, and expertise in market segmentation
- c. Expertise in, and understanding of, social marketing
- d. Ability to craft effective materials
- e. Capabilities of quality control

The person designated in the proposal to be the Project Manager will make the oral presentation. Creative, media placement, and other staff may share roles in the presentation, or the agency may choose to be represented solely by the Project Manager. However, during the presentation, the evaluation team members will direct any questions to the proposed Project Manager.

The ADH will not provide any type of equipment for the presentations. Vendor must provide all equipment needed for the presentation. As oral presentations are time-limited, the vendor shall use the time wisely to answer questions and present only information pertinent to the proposal. ADH is not interested in,

The oral presentation should include the basic conceptualization of, structure, and approach to this project. Bidders should use mock-ups, story boards, and other example type materials for this presentation; presentations of polished creative products are at the option of the bidder. Any media products described in the oral presentation should be feasible within the overall budget the applicant submitted with their proposal.

The oral presentation should demonstrate the bidders:

- General approach is relevant and reasonable
- A clear rationale is given that supports the general approach
- Market research methodology is sound and comprehensive
- Analysis of market research clearly supports approaches, objectives, and messages
- Methodology used to identify target market is sound
- Market research clearly supports the proposed media strategies in the target market
- Proposed media strategies offer a comprehensive approach to the issue
- Proposed promotional strategies and materials demonstrate a comprehensive understanding of the issue and the target audience
- Proposed promotional strategies and materials are evidence-based
- Quality control process will provide applicable and timely feedback allowing adjustments as necessary
- Measures of success are relevant and easily gauged

Bidders are responsible for all costs associated with preparing the presentation, including travel.

5.1.4 Ranking Proposals

In the fourth phase, the proposals are ranked from highest to lowest according to total points.

Once the proposals are ranked, the evaluation team will recommend the top ranked proposer to the Issuing Officer, who shall present to the advisory boards for final review and approval. Pending available funds and a successful negotiation, a contract will be awarded, pending review by the state legislative committee.

5.2 Point Assignment

All criteria to be considered in the evaluation of proposals are itemized below under “Criteria.” The maximum points possible for each criterion are indicated in the column entitled “POSSIBLE POINTS.”

CRITERIA	POSSIBLE POINTS
Eligibility and Proposal Requirements	Pass/Fail
Background, Qualifications and Project Management	200
Technical Approach and Solutions to Scope of Work	350
References	50
SUBTOTAL POINTS FOR TECHNICAL	600
Oral Presentation*	200
Total Possible Points	800

***Oral Presentation**

200 points will be awarded to bidders based on the following criteria:

- General approach is relevant and reasonable (20 points)
- A clear rationale is given that supports the general approach (15 points)
- Market research methodology is sound and comprehensive (20 points)
- Analysis of market research clearly supports approaches, objectives, and messages (15 points)
- Methodology used to identify target market is sound (15 points)
- Market research clearly supports the proposed media strategies in the target market (20 points)
- Proposed media strategies offer a comprehensive approach to the issue (20 points)
- Proposed promotional strategies and materials demonstrate a comprehensive understanding of the issue and the target audience (20 points)
- Proposed promotional strategies and materials are evidence-based (20 points)
- Quality control process will provide applicable and timely feedback allowing adjustments as necessary (15 points)
- Measures of success are relevant and easily gauged (20 points)

5.3 Contract Award Process

After complete evaluation of the bid or proposal, the anticipated award will be posted on the Office of State Procurement website (http://www.arkansas.gov/dfa/procurement/pro_intent.php). The purpose of the posting is to establish a specific time in which vendors and agencies are aware of the anticipated award. The bid results will be posted for a period of fourteen (14) days prior to the issuance of any award. Vendors and agencies are cautioned that these are preliminary results only, and no official award will be issued prior to the end of the fourteen (14TH) day posting period. Accordingly, any reliance on these preliminary results is at the agency/vendor's own risk

The contract will be awarded to the respondent that provides the most effective solution(s).

The format for the professional services contract, as prescribed by Arkansas law, can be found in **Attachment C**.

5.4 Contract Negotiations

After recommendation of a selected Offeror(s) by appropriate officials of the State, contract negotiations may commence. The contract will be based on the required clauses in the RFP, clauses by the Offeror that are acceptable to the State and additionally, on any clauses agreed upon by all parties to be incorporated into the contract. Offeror(s) selected to participate in negotiation will be given an opportunity to submit a best and final offer to the committee. Prior to a specified cut-off time for best and final offers, vendor may submit revisions to their technical and business, and cost proposals. Meeting before the committee is not subject to the Arkansas Freedom of Information Act. All information received prior to the cut-off time will be considered part of the Offeror's best and final offer.

If at any time contract negotiations are judged ineffective by the State Procurement Director or designee, negotiators will cease all activities with the Offeror and begin contract negotiations with the next highest ranked Offeror or Offeror the Director determines to be in the State's best interest. This process may continue until both the Offeror and the State of Arkansas (Office of State Procurement) execute a completed contract or OSP determines that no acceptable alternative proposal exists.

Attachment A

Except upon the approval of the ADH, the terms and conditions set out in this section are non-negotiable items and will be transferred to the contract as written. The ADH has determined that any attempt by any vendor to reserve the right to alter or amend the terms and conditions via negotiation, without the approval of ADH, is an exception to the terms and conditions that will result in rejection of the proposal. A statement accepting and agreeing to the terms and conditions set out in this section, or to alternate terms and conditions upon approval by ADH, is required to be submitted with the respondent's proposal. **Failure to provide this statement will result in rejection of the proposal.**

PROFESSIONAL SERVICES CONTRACT

GENERAL TERMS AND CONDITIONS FOR NON-STATE AGENCY

In consideration of the premises and the mutual agreements hereinafter set forth, the Contractor and the Arkansas Department of Health ("the Department") agree as follows:

Legal Considerations

The contract shall be construed according to the laws of the State of Arkansas. Any legal proceedings against the Department shall be brought in the State of Arkansas' administrative or judicial forums and the rights and remedies of the parties hereunder shall be determined in accordance with such laws. Venue for all legal proceedings shall be in Pulaski County, Arkansas. Nothing in this contract may be construed as a waiver of the Department's sovereign immunity.

In no event shall the initial term of this contract extend beyond the end of the current biennial period unless the General Assembly, prior to the expiration of the biennial period, makes an appropriation for such purpose.

Financial Terms of the Contract

All services rendered under this contract must be billed as set out herein. No services may be billed to a Medicaid Provider or to any other contract. Payments will be made after services are provided based on the following financial terms:

Funding Source	Reimbursement Method *	Payment Limitations **	Match Requirements***	
			Maximum Amount of Match Required <u>OR</u> Percentage of Allowable Billing Required	Type(s) of Match (Select from listing below)
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____
	_____	_____		_____

***Reimbursement Method:** (Select from the following) Actual Cost Reimbursement; Final Negotiated Rate; Fixed Rate; Scheduled Reimbursement

****Payment Limitations:** (Select from the following) Quarterly Cumulative; Monthly Cumulative; None

*****Matching Requirements:** The Contractor certifies the funds, property, goods, or services listed in this section will be used to meet the match requirements of this agreement. If there are no matching requirements for a funding source, enter "None" in the corresponding box above.

Type(s) of Match: The matching requirement may be satisfied by any one or a combination of the following methods unless specific funding source restrictions apply:

Cash Match: Cash will be obtained by the Contractor and will be applied against allowable costs covered by this agreement.

Donation of Property: Title to or the use of property or equipment has been donated by a public agency for the program(s) covered by this agreement. If title to property is donated, match value is the fair market value of the property. If the use of the property or equipment is donated, match value is the fair rental value as determined by applicable Department policy will be used as matching of the payments.

Third Party In-Kind Contributions. Property, goods, or services have been donated by a non-federal agency for the programs(s) covered by this agreement without charge to the contractor. The Code of Federal Regulations, Title 45, Part 74, Subpart G shall be used to establish the basis of valuation.

Funds Transfer: Match funds will be submitted by a third party to the Arkansas Department of Health by check or money order under the terms of this agreement. Matching funds are to be received by the Department in an amount sufficient to match billing before the contractor will be reimbursed for services.

The Contractor certifies that any funds to be donated under this agreement which are derived or come directly or indirectly from Federal or State funds, or any other contractor under contract to the Department, have been specifically listed as a source above.

The Contractor certifies that the matching arrangements comply with requirements established in the Code of Federal Regulations, Title 45, Part 74, Subpart G (Cost Sharing or Matching) and all applicable Department policy.

Term of the Contract

The Department shall notify the contractor at least thirty (30) days prior to the end of the contract period or extension thereof if the State intends to amend to extend the contract. If notification is not made, the contract will terminate at the end of the contract period or current extension thereof.

Terms of Payment/Billing

The Contractor agrees to submit all billing invoices within sixty days of the expiration of the contract. Any billings for services rendered during a particular state fiscal year which are not submitted within ninety days of the end of the fiscal year will not be paid.

Termination of Contract

The Department may cancel this contract unilaterally at any time, for any reason including unavailability of federal funds, state funds or both by giving the other party thirty (30) calendar days' written notice, and delivering notice of cancellation either in person or by certified mail, return receipt requested, restricted delivery. Availability of funds will be determined at the sole discretion of the Department.

Payments for completed services or deliverables satisfactorily delivered to and approved by the Department shall be at the contract price. Payment for partially completed services or deliverables satisfactorily delivered to and not yet approved by the Department shall be at a price mutually agreed upon by the Contractor and the Department. In addition to any other law, rule or provision which may authorize complete or partial contract termination, the Department may terminate this contract in whole or in part when the Department determines that the Contractor or subcontractor has failed to satisfactorily perform its contractual duties and responsibilities.

Procedure on Expiration or Termination

Upon delivery by certified mail to the Contractor of a Notice of Termination specifying the nature of the termination and the date upon which such termination becomes effective, the Contractor shall:

- Stop work under the contract on the date and to the extent specified in the Notice of Termination,
- Place no further orders or enter in any additional subcontracts for services,
- Terminate all orders and subcontracts to the extent that they relate to the performance of work terminated by the Notice of Termination,
- Assign to the Department in the manner and to the extent directed by the Department representative all of the right, title and interest of the Contractor in the orders or subcontracts so terminated. The Department shall have the right, in its discretion, to settle or pay any and all claims arising out of the termination of such orders and subcontracts,
- With the approval or ratification of the Department representative, settle all outstanding liabilities and all claims arising out of such termination of orders and subcontracts, the cost of which would be reimbursable, in whole or part, in accordance with the provisions of this Contract.
- Transfer title to the Department and deliver in the manner, at the time, and extent directed by the Department representative, all files, data, information, manuals, or other documentation, or property, in any form whatsoever, that relate to the work terminated by the Notice of Termination.
- Complete the performance of such part of the work as shall not have been terminated by the Notice of Termination.
- Take such action as may be necessary, or as the Department representative may direct, for the protection and preservation of the property related to the contract which is in the possession of the Contractor and in which the Department has or may acquire an interest.

The Contractor shall proceed immediately with the performance of the above obligations notwithstanding any delay in determining or adjusting the amount of any item or reimbursable price under this clause.

Termination Claims

After receipt of a Notice of Termination, the Contractor shall submit to the Department all outstanding claims within ten (10) working days. The Contractor and the Department may agree upon the amounts to be paid to the Contractor by reason of the total or partial termination of work as described in this section.

In the event of the failure of the Contractor and the Department to agree in whole or in part as to the amount with respect to costs to be paid to the Contractor in connection with the total or partial termination of work as described in this section, the Department shall determine, on the basis of information available, the amount, if any, due to the Contractor by reason of termination and shall pay to the Contractor the amount so determined.

Contractor

It is expressly agreed that the Contractor, officers, and employees of the Contractor or Sub-Contractor in the performance of this contract shall act in an independent capacity and not as officers or employees of the Department. It is further expressly agreed that the Department shall exercise no managerial responsibility over the Contractor nor shall this contract be construed as a partnership or joint venture between the Contractor or any subcontractor and the Department or the State of Arkansas.

The Contractor hereby represents and warrants to the Department that as of the execution date of this Contract:

- The Contractor has been duly organized and is validly existing and in good standing under the laws of the State of Arkansas, with power, authority, and legal right to enter into this Contract.
- There are no proceedings or investigations pending or threatened, before any court, regulatory body, administrative agency or other governmental instrumentality having jurisdiction over the Contractor or its properties (i) seeking to prevent the consummation of any of the transactions contemplated by this Contract; or (ii) seeking any determination or ruling that might materially and adversely affect the performance by the Contractor of its obligations hereunder, or the validity or enforceability of this Contract.
- All approvals, authorizations, consents, orders or other actions of any person or of any governmental body or official required to be obtained on or prior to the date hereof in connection with the execution and delivery of this Contract and the performance of the services contemplated by this Contract and the fulfillment of the terms hereof have been obtained.
- The Contractor and the executive officers of the Contractor have not been the subject of any proceeding under the United States Bankruptcy Code.

Force Majeure

The Contractor will not be liable for any cost to the Department if the failure to perform the contract arises out of causes

beyond the control and without the fault or negligence of the Contractor. Such causes may include, but are not restricted to, Acts of God, fires, quarantine restriction, strikes and freight embargoes.

Disputes

In the event of any dispute concerning any performance by the Department under the contract, the Contractor shall notify the Department Director in writing. The State Procurement Director or a designee, prior to commencement of an action in court or any other action provided by law, will attempt to negotiate a settlement of the dispute with the parties in accordance with A.C.A. § 19-11-246. If the claim or controversy is not resolved by mutual agreement, and after reasonable notice to the parties in accordance with A.C.A. § 19-11-246 (c) (1), the State Procurement Director or his designee shall promptly issue a decision in writing stating the reason for the actions taken and a copy of the decision shall be mailed or otherwise furnished to the Contractor. This decision will be final and conclusive.

Pending final determination of any dispute hereunder, the contractor shall proceed diligently with the performance of the contract and in accordance with the Division Director's instructions.

Confidentiality of Information

In connection with this Contract, each party hereto will receive certain confidential information relating to the other party. For purposes of this Contract, any information furnished or made available to one party relating to the financial condition, results of operation, business, customers, properties, assets, liabilities or information relating to recipients and providers, including but not limited to protected health information as defined by the Privacy Rule promulgated pursuant to the Health Insurance Portability and Accountability Act (HIPAA) of 1996, is collectively referred to as "Confidential Information". The Contractor shall implement and maintain reasonable security procedures and practices appropriate to the nature of the Confidential Information as required by A.C.A. §4-11-04, the Personal Information Protection Act ("the Act"), and shall disclose any breaches of the security of Contractor's system as defined by the Act to DHS by contacting the contract Administrator within one (1) business day of the breach.

The contractor shall safeguard the use and disclosure of information concerning applicants for or recipients of Title XIX services in accordance with 42 CFR Part 431, Subpart F, and shall comply with 45 CFR Parts 160 and 164 and shall restrict access to and disclosure of such information in compliance with federal and state laws and regulations.

The Contractor shall treat all Confidential Information which is obtained by it through its performance under the contract as Confidential Information to the extent that confidential treatment is provided under State and Federal law, and shall not use any information so obtained in any manner except as necessary for the proper discharge of its obligations and securing of its rights hereunder. The parties acknowledge that the disclosure of Confidential Information in contravention of the provisions hereof would damage the party to whom the information disclosed relates and such party has the right to seek all remedies at law or equity to minimize such damage and to obtain compensation therefor.

Public Disclosure

Upon signing of the contract by all parties, terms of the contract shall become available to the public, pursuant to the provisions of Ark. Code Ann., § 25-19-101 et seq.

Inspection of Work Performed

The State of Arkansas and its authorized representatives shall, at all reasonable times, have the right to enter the Contractor's work areas to inspect, monitor, or otherwise evaluate the quality, appropriateness, and timeliness of work, services, or both, that have been or are being performed.

Subcontracts

The Contractor is fully responsible for all work performed under the contract. The Contractor may, with the prior written consent of the Department, enter into written subcontract(s) for performance of certain of its functions under the contract. No subcontract under this contract shall in any way relieve the Contractor of any responsibility for performance of its duties. The Contractor agrees that all subcontracts shall adhere to Department policies.

The Contractor shall give the Department immediate notice in writing by certified mail of any action or suit filed and prompt notice of any claim made against the Contractor or any subcontractor which may result in litigation related in any way to the contract or the Department.

Audit Requirement:

Contractor shall comply with the Department audit requirements as outlined in "Arkansas Department of Health Audit Guidelines". Copies may be obtained from:

Arkansas Department of Health
Legal and Audit Section
4815 West Markham, Slot H-31
Little Rock, Arkansas 72205

Indemnification

The Contractor agrees to indemnify, defend, and save harmless the State, the Department, its officers, agents and employees from any and all damages, losses, claims, liabilities and related costs, expenses, including reasonable attorney's fees and disbursements awarded against or incurred by the Department arising out of or as a result of:

- Any claims or losses resulting from services rendered by any person, or firm, performing or supplying services, materials, or supplies in connection with the performance of the contract;
- Any claims or losses to any person or firm injured or damaged by the erroneous or negligent acts (including without limitation disregard of Federal or State regulations or statutes) of the Contractor, its officers or employees in the performance of the contract;
- Any claims or losses resulting to any person or firm injured or damaged by the Contractor, its officers or employees by the publication, translation, reproduction, delivery, performance, use, or disposition of any data processed under the contract in a manner not authorized by the contract, or by Federal or State regulations or statutes;
- Any failure of the Contractor, its officers or employees to observe local, federal or State of Arkansas laws or policies, including but not limited to labor laws and minimum wage laws.
- The Contractor shall agree to hold the Department harmless and to indemnify the Department for any additional costs of alternatively accomplishing the goals of the contract, as well as any liability, including liability for costs or fees, which the Department may sustain as a result of the Contractor's or its subcontractor's performance or lack of performance.

Assignments

The Contractor shall not assign the contract in whole or in part or any payment arising therefrom without the prior written consent of the Department representative.

Waiver

No covenant, condition, duty, obligation, or undertaking contained in or made a part of the contract will be waived except by the written agreement of the parties, and forbearance or indulgence in any other form or manner by either party in any regard whatsoever shall not constitute a waiver of the covenant, condition, duty, obligation, or undertaking to be kept, performed, or discharged by the party to which the same may apply; and until complete performance or satisfaction of all such covenants, conditions, duties, obligations, and under- takings, any other party shall have the right in invoke any remedy available under law or equity, notwithstanding any such forbearance or indulgence.

Department Property

Property, including intellectual property, acquired or created by the Contractor as a Contract deliverable, is the property of the Department. The Contractor shall be responsible for the proper custody and care of all Department owned property, including Department owned property used in connection with the performance of this contract and the Contractor agrees to reimburse the Department for its loss or damage due to negligence, theft, vandalism, or Acts of God.

Use and Ownership of Software

The Contractor will have access to all applications software that the Department requires the Contractor to use in the performance of the services covered in the contract, subject to customary confidentiality and other license terms and conditions. No changes in the applications software may be made without the written consent of the Contract Administrator if the change would have the effect of causing the Department to incur additional costs for either hardware or software upgrades or both.

Any applications software developed by the Contractor in the performance of the services under this contract must become the property of the State of Arkansas at no additional cost. Any existing software applications owned by the Contractor and used in the performance of the services under this contract must be granted to the State of Arkansas at no additional cost, subject to customary confidentiality and other license terms and conditions.

Contract Variations

If any provision of the Contract (including items incorporated by reference) is declared or found to be illegal, unenforceable, or void, then both the Department and the Contractor shall be relieved of all obligations arising under such provision. If the remainder of the Contract is capable of performance, it shall not be affected by such declaration or finding and shall be fully performed.

Attorney's Fees

In the event that either party to this Contract deems it necessary to take legal action to enforce any provision of the contract, and the Department prevails, the Contractor agrees to pay all expenses of such action, including attorney's fees and costs at all stages of litigation as set by the court or hearing officer. Legal action shall include administrative proceedings.

Liability

In the event of non-performance of a contractual obligation by the Contractor or his agents which results in the determination by Federal authorities of noncompliance with Federal regulations and standards, the Contractor will be liable to the Department in full for all penalties, sanctions and disallowances assessed against the Department.

Records Retention

The Contractor agrees to retain all records for five (5) years after final payment is made under this Contract or any related subcontract. In the event any audit, litigation or other action involving these records is initiated before the end of the five (5) year period, the Contractor agrees to retain these records until all issues arising out of the action are resolved or until the end of the five (5) year period, whichever is later. The Contractor agrees to retain all protected health information as defined by the Privacy Rule promulgated pursuant to HIPAA for six (6) years or as otherwise required by HIPAA.

Access to Contractor's Records

The Contractor will grant access to its records upon request by state or federal government entities or any of their duly authorized representatives. Access will be given to any books, documents, papers or records of the Contractor which are related to any services performed under the contract. The Contractor additionally consents that all subcontracts will contain adequate language to allow the same guaranteed access to the records of subcontractors.

Ownership of Documentation

All documents and deliverables prepared by the Contractor and accepted by the Department shall become the property of the Department and shall not be used for any other purpose by the Contractor without the Department's specific written consent.

Disclosure

The failure of any person or entity to disclose as required under any term of Executive Order 98-04, or the violation of any rule, regulation or policy promulgated by the State Department of Finance and Administration pursuant to this Order, shall be considered a material breach of the terms of the contract, lease, purchase agreement, or grant and shall subject the party failing to disclose or in violation to all legal remedies available to the Department under the provisions of existing law.

Set-Off

The parties agree that the Department, in its sole discretion, shall have the right to set-off any money Contractor owes the Department from the Department's payment to Contractor under this contract.

State and Federal Laws

Performance of this contract by both parties must comply with State and federal laws and regulations. If any statute or regulation is enacted which requires a change in this contract or any attachment, then both parties will deem this contract

and any attachment to be automatically amended to comply with the newly enacted statute or regulation as of its effective date.

Accessibility Act 1227 of 1999

The Contractor expressly acknowledges that state funds may not be expended in connection with the purchase of information technology unless that system meets certain statutory requirements, in accordance with State of Arkansas technology policy standards, relating to accessibility by persons with visual impairments.

Accordingly, the Contractor represents and warrants to the Arkansas Department of Health (ADH) that the technology provided to ADH for purchase is capable, either by virtue of features included within the technology or because it is readily adaptable by use with other technology, of: (1) providing equivalent access for effective use by both visual and nonvisual means; (2) presenting information, including prompts used for interactive communications, in formats intended for nonvisual use; and (3) after being made accessible, it can be integrated into networks for obtaining, retrieving, and disseminating information used by individuals who are not blind or visually impaired.

For purposes of this paragraph, the phrase "equivalent access" means a substantially similar ability to communicate with or make use of the technology, either directly by features incorporated within the technology or by other reasonable means such as assistive devices or services which would constitute reasonable accommodations under the Americans with Disabilities Act or similar state or federal laws. Examples of methods by which equivalent access may be provided include, but are not limited to, keyboard alternatives to mouse commands and other means of navigating graphical displays, and customizable display appearance. If requested, the Contractor must provide a detailed plan for making the purchase accessible and/or a validation of concept demonstration.

Criminal History Check/Central Registry Check

Contractor shall comply with Arkansas Code Annotated (A.C.A.) §21-15-101 *et seq*, or any amendments thereto, which requires all employees of state agencies, in designated positions including those providing care, supervision, treatment or any other services to the elderly, mentally ill or developmentally disabled persons, to individuals with mental illnesses or to children who reside in any state-operated facility or a position in which the applicant or employee will have direct contact with a child, to have a criminal history check and a central registry check. Should an applicant or employee be found to have been convicted of a crime listed in A.C.A. §21-15-101 *et seq*, that employee shall be prohibited from providing services in a designated position as defined by Arkansas law or being present at the facility.

Prohibition Against Contingent Fees

It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a state contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies maintained by the contractor for the purpose of securing business.

Compliance with Department Policy Issuances

The Contractor agrees to deliver the services authorized by this contract or any attachment in accordance with all policies, manuals and other official issuances of the State of Arkansas and Department promulgated through the Administrative Procedures Act.

Relinquishment

The failure of the Department to insist upon the performance of any of the conditions in any one or more instances shall not be construed as a waiver or relinquishment of the future benefit of said condition.

Entire Contract

The parties acknowledge that each have read this Contract, understand it and agree to be bound by the terms. The parties further agree that this Contract is the complete and exclusive statement of the agreement of the parties with respect to the subject matter hereof and that it supersedes all prior proposals, representations, arrangements, understandings, and agreements, whether oral or written, between the parties with respect to the subject matter hereof.

This Contract may not be modified, amended, or in any way altered except by a written agreement duly executed by the parties and approved in accordance with the laws and established procedures of the State of Arkansas.

Survival of Rights and Obligations

The right and obligations of the Parties under this Contract shall survive and continue after the ending or expiration of the term of this Contract, and shall bind the parties, and their legal representatives, successors, heirs and assigns.

Notices

All demands, notices and communications hereunder shall be in writing and shall be deemed to have been duly given if mailed by first class mail, postage prepaid, to:

(address)

Attention: _____
(name of contractor contact person or such other name or address as
may hereafter be furnished to Department in writing by the Contractor)

Notices to the Department should be mailed to:

Arkansas Department of Health
4815 West Markham, Slot 58
Little Rock, AR 72205

Attention: Timothy W Smith, Procurement
(Name of Department contact person)

Severability of Provisions

If any one or more of the covenants, agreements, provisions or terms of this Contract shall be for any reason whatsoever held invalid, then such covenants, agreements, provisions or terms shall be deemed severable from the remaining covenants, agreements, provisions or terms of this Contract and shall in no way affect the validity or enforceability of the other provisions of this Contract.

Certification Regarding Lobbying:

The Contractor will comply with public law 101-121, section 319 (section 1352 of Title 31 U.S.C.) for an award in excess of \$100,000.00 by certifying that appropriated federal funds have not been or will not be used to pay any person to influence or attempt to influence a federal official/employee in connection with the awarding of any federal contract, grant, loan or cooperative agreement.

If the Contractor has paid or will pay for lobbying using funds other than federal appropriated funds, Standard Form-LLL (Disclosure of Lobbying Activities) shall be completed and included as an attachment to this contract.

Certification Regarding Debarment

The Contractor, as a lower tier recipient of \$25,000.00 or more in federal funds, will comply with Executive Order 12549 (Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion-Lower Tier Covered Transactions). By signing and submitting this lower tier proposal, the prospective lower tier participant, as defined in 45 CFR Part 76, certifies to the best of its knowledge and belief that it and its principals:

- are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal or state agency
- where the prospective lower tier participant is unable to certify to any of the above, such prospective participant shall attach an explanation to this proposal.

The prospective lower tier participant further agrees by submitting this proposal that it will include this clause entitled *Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion-Lower Tier Covered Transactions* without modification in all lower tier covered transactions.

Contractor certifies that the Contractor is in compliance with Public Law 101-121 (Certification Regarding Lobbying) and Executive Order 12549 (Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion-Lower Tier Covered Transactions):

Certification Regarding Employment Practices

Neither the Contractor nor its subcontractors shall discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliation, or disability. The Contractor must take affirmative action to ensure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliation, or disability. Such action shall include, but not be limited to, the following:

- Employment
- Promotion
- Demotion or transfer
- Recruitment or recruitment advertising
- Layoff or termination
- Rates of pay or other forms of compensation, and
- Selection for training, including apprenticeship.

Contractor certifies that neither the contractor nor its subcontractors shall discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age (except as provided by law) or disability. Contractor must insure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, gender, national origin, age (except as provided by law) or disability. Such action shall include, but not be limited to, employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection of training, including apprenticeships.

Attachment B
STATEMENT OF ACKNOWLEDGEMENT

NAME OF ORGANIZATION			
ADDRESS		Phone #	
		FAX #	
TAXPAYER IDENTIFICATION / SOCIAL SECURITY NUMBER:			
<input type="checkbox"/> MINORITY VENDDR	<input type="checkbox"/> STATE AG'CY	<input type="checkbox"/> LOCAL GOVT	<input type="checkbox"/> FOR PROFIT
		<input type="checkbox"/> NON-PROFIT	<input type="checkbox"/> CORPORATION, LLC, or PA
			<input type="checkbox"/> FILED FOR INCORPORATION, LLC, or PA

PERSON AUTHORIZED BY ORGANIZATION TO CONTRACTUALLY OBLIGATE THE ORGANIZATION:

NAME:		TITLE:	
--------------	--	---------------	--

PERSON AUTHORIZED BY ORGANIZATION TO NEGOTIATE THE CONTRACT ON BEHALF OF THE ORGANIZATION:

NAME:		TITLE:	
--------------	--	---------------	--

CORPORATE PRESIDENT'S NAME AND ADDRESS (IF NOT APPLICABLE, SO NOTE):

NAME:		ADDRESS:	
OFFICIAL TITLE:			

Does this proposal contain confidential information? If "Yes", explain on an attachment to this Statement. YES NO

Have you previously been a provider for the Arkansas Department of Health? YES NO

Have you been terminated from a ADH program or convicted of Medicare / Medicaid fraud? YES NO

Do you intend to offer any services through a subcontractor? YES NO

• If so, indicate in the space provided the percentages of work that will be done by the primary contractor and the subcontractors?

• If so, have you attached the required statements from the subcontractors? YES NO

Have you included the original and copies of the proposal, in the required format and number? YES NO

(Statement has been removed – this is a placeholder)

Have you read and understood, and do you agree to comply with, the requirements of the RFP? YES NO

Do you certify that you do not and will not discriminate in employment practices? YES NO

Does the person signing certify that he/she is responsible for making decisions for the organization relevant to this RFP? YES NO

Do you authorize ADH to verify financial information requested by the RFP? YES NO

Do you certify that no attempt has been made to persuade others to or not to submit proposals? YES NO

Do you commit to adhering to an established accounting systems and financial controls? YES NO

Have you received any amendments to this RFP? YES NO If "YES", how many?

CERTIFICATION

By signature of this form and submission of a proposal in response to this RFP, the respondent acknowledges that the above certifications are true and accurate AND acknowledges acceptance of and agreement with the terms and conditions contained within this RFP.

SIGNATURE BY OFFICER OF ORGANIZATION
Authorized to Contractually Obligate

TITLE

DATE

**Attachment C (Example)
STATE OF ARKANSAS**

PROFESSIONAL CONSULTANT SERVICES CONTRACT

CONTRACT #		FEDERAL I.D. #	
VENDOR #		MINORITY VENDOR	YES <input type="checkbox"/> NO <input type="checkbox"/>

1. PROCUREMENT:

Check ONE appropriate box below for the method of procurement for this contract:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> ABA Criteria | <input type="checkbox"/> Request for Proposal | <input type="checkbox"/> Competitive Bid | <input type="checkbox"/> Request for Qualifications |
| <input type="checkbox"/> Intergovernmental | <input type="checkbox"/> Emergency | <input type="checkbox"/> Invitation for Bid | <input type="checkbox"/> Cooperative Contract |
| <input type="checkbox"/> Sole Source by Justification <i>(Justification must be attached)</i> | <input type="checkbox"/> Sole Source by Intent to Award | | |
| <input type="checkbox"/> Sole Source by Law - Ac Act # _____ | or Statute #: _____ | | |
| <input type="checkbox"/> Exempt by Law | | | |

2. TERM DATES:

The term of this agreement shall begin on _____ and shall end on _____.
(mm/dd/yyyy) (mm/dd/yyyy)

3. CONTRACTING PARTIES:

State of Arkansas is hereinafter referred to as the agency and contractor is herein after referred to as the Vendor.

AGENCY NUMBER & NAME		<input type="checkbox"/> Service Bureau
---------------------------------	--	---

VENDOR NAME			
VENDOR ADDRESS			
TRACKING # 1	TRACKING # 2		

4A. TOTAL PROJECTED CONTRACT COST:

Total Projected Cost of entire project if all available extensions of this contract are completed (up to the date anticipated and stated in Section 13)	\$ _____
---	----------

4B. CALCULATIONS OF COMPENSATION:

For work to be accomplished under this agreement, the Vendor agrees to provide the personnel at the rates scheduled for each level of consulting personnel as listed herein. Calculations of compensation and reimbursable expenses shall only be listed in this section. If additional space is required, a continuation sheet may be used as an attachment.

LEVEL OF PERSONNEL	NUMBER	COMPENSATION RATE	TOTAL FOR LEVEL

Total compensation exclusive of expense reimbursement \$ _____

REIMBURSABLE EXPENSES ITEM (Specify)	ESTIMATED RATE OF REIMB.	TOTAL

Total reimbursable expenses \$ _____

Total compensation inclusive of expense reimbursement \$ _____

5. SOURCE OF FUNDS:

Complete appropriate box(es) below to total 100% of the funding in this contract. You may use an attachment if needed.

Fund Source	Identify Source of Funds*	Fund	Fund Center	Amount of Funding	% of Total Contract Cost
Federal Funds				\$	
State Funds**				\$	
Cash Funds				\$	
Trust Funds				\$	
Other Funds				\$	
TOTALS				\$	100%

* **MUST BE SPECIFIC** (i.e. fees, tuition, agricultural sales, bond proceeds, donations, etc.)

** "State Funds" is defined as and deemed State General Revenue Dollars. If other state funds are being used such as tobacco funds, general improvement funds, etc., these should be noted. Special revenue funds from taxes or fees generated for the agencies should be shown as "Other" and the actual source of the funds should be clarified in the "Identify Source of Funds."

6. RENDERING OF COMPENSATION:

The method(s) of rendering compensation and/or evaluation of satisfactory achievement toward attainment of the agreement listed herein is as follows, or in attachment no. _____ to this agreement.

7. OBJECTIVES AND SCOPE:

State description of services, objectives, and scope to be provided. (DO NOT USE "SEE ATTACHED")

8. PERFORMANCE STANDARDS:

List Performance standards for the term of the contract. (If necessary, use attachments)

9. ATTACHMENTS:

List ALL attachments to this contract by attachment number:

10. CERTIFICATION OF VENDOR

"I, _____

(Vendor)

(Title)

A.

certify under penalty of perjury that, to the best of my knowledge and belief, no regular full-time or part-time employee of any State agency of the State of Arkansas will receive any personal, direct or indirect monetary benefits which would be in violation of the law as a result of the execution of this contract." Where the Vendor is a widely-held public corporation, the term 'direct or indirect monetary benefits' "shall not apply to any regular corporate dividends paid to a stockholder of said corporation who is also a State employee and who owns less than ten percent (10%) of the total outstanding stock of the contracting corporation."

B.

List any other contracts or subcontracts you have with any other state government entities. (Not applicable to contracts between Arkansas state agencies) (If no contracts or subcontracts, please put "N/A" or "None")

C.

Are you currently engaged in any legal controversies with any state agencies or represent any clients engaged in any controversy with any Arkansas state agency? (If no controversies, please put "N/A" or "None")

D.

The Vendor agrees to list below, or on an attachment hereto, names, addresses, and relationship of those persons who will be supplying services to the state agency at the time of the execution of the contract. If the names are not known at the time of the execution of the contract, the Vendor shall submit the names along with the other information as they become known. Such persons shall, for all purposes, be employees or independent contractors operating under the control of the Vendor (sub-contractors), and nothing herein shall be construed to create an employment relationship between the agencies and the persons listed below.

NAME	RELATIONSHIP

E.

The agency shall exercise no managerial responsibilities over the Vendor or his employees. In carrying out this contract, it is expressly agreed that there is no employment relationship between the contracting parties.

11. **DISCLOSURE REQUIRED BY EXECUTIVE ORDER 98-04:**

Any contract or amendment to a contract executed by an agency which exceeds \$25,000 shall require the Vendor to disclose information as required under the terms of Executive Order 98-04 and the Regulations pursuant thereto. The Vendor shall also require the subcontractor to disclose the same information. The Contract and Grant Disclosure and Certification Form (Form PCS-D attachment II-10.3) shall be used for this purpose.

Contracts with another government entity such as a state agency, public education institution, federal government entity, or body of a local government are exempt from disclosure requirements.

The failure of any person or entity to disclose as required under any term of Executive Order 98-04, or the violation of any rule, regulation or policy promulgated by the Department of Finance and Administration pursuant to this Order, shall be considered a material breach of the terms of the contract, lease, purchase agreement, or grant and shall subject the party failing to disclose, or in violation, to all legal remedies available to the Agency under the provisions of existing law.

12. **CANCELLATION CLAUSES**

A. **NON-APPROPRIATION CLAUSE PURSUANT TO §19-11-1012(11):**

“In the event the State of Arkansas fails to appropriate funds or make monies available for any biennial period covered by the term of this contract for the services to be provided by the Vendor, this contract shall be terminated on the last day of the last biennial period for which funds were appropriated or monies made available for such purposes.

“This provision shall not be construed to abridge any other right of termination the agency may have.”

B. **CONVENIENCE CLAUSE:**

In the event the State no longer needs the service or commodity specified in the contract or purchase order due to program changes, changes in laws, rules, or regulations, relocation of offices, the State may cancel the contract or purchase order by giving the vendor written notice of such cancellation 30 days prior to the date of cancellation.

13. **TERMS:**

The term of this agreement begins on the date in SECTION 2 and will end on the date in SECTION 2, and/or as agreed to separately in writing by both parties.

This contract may be extended until _____(mm/dd/yyyy), in accordance with the terms stated in the Procurement, by written mutual agreement of both parties and subject to: approval of the Arkansas Department of Finance and Administration/Director of Office of State Procurement, appropriation of necessary funding, and review by any necessary state or federal authority.

Contracts will require review by Legislative Council or Joint Budget Committee prior to the approval of the Department of Finance and Administration/Director of Office of State Procurement and before the execution date if the total initial contract amount or the total projected amount is greater than or equal to \$50,000, including any amendments or possible extensions.

Any amendment which increases the dollar amount or involves major changes in the objectives and scope of the contract will require review by Legislative Council or Joint Budget Committee.

14. **AUTHORITY:**

- A. This contract shall be governed by the Laws of the State of Arkansas as interpreted by the Attorney General of the State of Arkansas and shall be in accordance with the intent of Arkansas Code Annotated §19-11-1001 et seq.
- B. Any legislation that may be enacted subsequent to the date of this agreement, which may cause all or any part of the agreement to be in conflict with the laws of the State of Arkansas, will be given proper consideration if and when this contract is renewed or extended; the contract will be altered to comply with the then applicable laws.

15. **AGENCY CONTACTS FOR QUESTION(S) REGARDING THIS CONTRACT:**

Contact #1 – Agency Representative submitting/tracking this contract

_____	_____
(Name)	(Title)
_____	_____
(Telephone #)	(Email)

Contact #2 – Agency Representative with knowledge of this project (for general questions and responses)

_____	_____
(Name)	(Title)
_____	_____
(Telephone #)	(Email)

Contact #3 – Agency Representative Director or Critical Contact (for time sensitive questions and responses)

_____	_____
(Name)	(Title)
_____	_____
(Telephone #)	(Email)

16. **AGENCY SIGNATURE CERTIFIES NO OBLIGATIONS WILL BE INCURRED BY A STATE AGENCY UNLESS SUFFICIENT FUNDS ARE AVAILABLE TO PAY THE OBLIGATIONS WHEN THEY BECOME DUE.**

17. **SIGNATURES:**

_____	_____	_____	_____
VENDOR	DATE	AGENCY DIRECTOR	DATE

_____	_____
TITLE	TITLE

_____	_____
ADDRESS	ADDRESS

APPROVED: _____

DEPARTMENT OF FINANCE AND ADMINISTRATION	DATE
--	------

Attachment D

ARKANSAS DEPARTMENT OF HEALTH PERFORMANCE BASED CONTRACTING

NOTE: These Performance Based Standards are EXAMPLES ONLY and represent the types of indicators which will be included in the contract.

Pursuant to Ark. Code Ann. 19-11-1010 et. seq., the selected contractor shall comply with performance based standards. Following are the performance based standards that will be a part of the contract and with which the contractor must comply for acceptable performance to occur under the contract.

- I. The contract must comply with all statutes, regulations, codes, ordinances, licensure or certification requirements applicable to the contractor or to the contractor's agents and employees and to the subject matter of the contract. Failure to comply shall be deemed unacceptable performance.
- II. The contractor agrees to hold the contracting Division/Office harmless and to indemnify the contracting Division/Office for any additional costs of alternatively accomplishing the goals of the contract, as well as any liability, including liability for costs or fees, which the contracting Division/Office may sustain as a result of the contractor's performance or lack of performance.
- III. During the term of the contract, the division/office will complete sufficient performance evaluation(s) to determine if the contractor's performance is acceptable.
- IV. The contractor will provide reports for each branch, section or program area as specified by the deliverables in 1.4.
- V. The contractor will have designated personnel or the account executive attend regular planning meetings, advisory board meetings and any other meetings as requested by ADH program staff.
- VI. The contractor will meet all deliverables identified by the separate branches and programs in Scope of work, 1.4.
- VII. The contract program deliverables and performance indicators to be performed will be similar to the examples given below. Specific details will be discussed and developed with the successful applicant.

ACCEPTABLE PERFORMANCE:

- 1) The contractor will implement the plan/deliverables within the timeframes established 100% of the time
- 2) The contractor will complete all the above performance standards in a time and manner acceptable to the ADH, Center for Health Advancement, Chronic Disease and Tobacco Prevention & Cessation Branches in order to implement effective program strategies 100% of the time.

REMEDIES FOR UNACCEPTABLE PERFORMANCE

Acceptable performance shall be determined solely at the discretion of the contracting Department. One or more of the following remedies may be imposed for unacceptable performance:

1. The contracting Department will notify the contractor of unacceptable performance. A meeting between the division and contractor will take place to discuss and develop an informal plan for change.
2. The contracting Department will notify the contractor in writing of non-compliance with the program deliverable and performance indicators for that program deliverable. Within ten working days of notification of non-compliance, contractor must submit and implement a corrective action plan that is acceptable to the contracting division or its designee. Pending submission and implementation of an acceptable corrective action plan, payment may be reduced or withheld as determined by the contracting branches.
3. Payment may be withheld or reduced as determined by the contracting branches.
4. The contract may be terminated.

These remedies are in addition to all others available by law or equity.

RESOURCE INFORMATION

Arkansas Tobacco Prevention and Cessation websites:

www.stampoutsmoking.com;

www.cleartheairarkansas.com

www.sosprojectprevent.com

University of Arkansas at Pine Bluff- Minority Initiative Sub-Recipient Grant Office website:

www.misrgo.org/

University of Arkansas at Pine Bluff Addiction Studies Program: website:

http://www.uapb.edu/378_addiction-studies-program.php

Attachment F

Contract # : _____

Applicant Certifications

3.23 Certification of Non-Acceptance of Tobacco Funds

Company/Organization Name:

The applicant named above hereby certifies that it will not accept funding from nor has an affiliation or contractual relationship with the tobacco or electronic smoking devices (ESD) manufacturer, any of its subsidiaries or parent company, or any tobacco/ESD wholesaler or distributor during the term of the contract with the Arkansas Department of Health.

This certification must be completed by the contractor and all sub-contractors.

CERTIFICATION

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor to the above described certification. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of Arkansas.

Signature

Title

Date

Printed Name and Title

4.3.1 Independent Price Determination Certification Statement

I certify, by my signature below, that the price was arrived at without any conflict of interest. Should any conflict of interest be detected at any time during the contract, the contract shall be deemed null and void and the contractor shall assume all costs of the project until such time that a new contractor is selected.

Signature of Authorized Individual

Name of Company

Address

Attachment G

Contract # : _____

Cost Proposal Worksheet

Cost proposal should cover 12 months of the initial contract, including all costs tied to the deliverables outlined in this RFP and proposal. Please use the expected contract date of July 1, 2016 in preparing this section. The amount must not exceed \$225,000 per year.

The Budget Proposal Work Sheet must be submitted under separate cover. Any reference to costs included with the technical proposal shall result in the respondent's proposal being rejected. The technical proposal will be evaluated prior to the Budget Proposal Work Sheets being reviewed and evaluated.

A. Personnel expenses must include including hourly rate for all staff that will be billed within the scope of this project. Include name and title, hourly rate and total salary requested for each staff person that will work on the project. Provide a justification that describes the scope of responsibility for each position.

Total Personnel _____

Name, Position Title	Hourly Rate	# of Hours	Total Compensation

Justification (required): Include name, title, and job description for each position:

B. Media Buy Cost: (60% of the budget should be spent on media placement, commission fee should be excluded from this percentage). Cost should be detailed include TV, radio, print, digital and out of home advertising cost and commission

Total Media Cost: _____

Type of Advertisement	# of Ad or insertions	Cost	Commission	Total Cost
TV Ads				
Radio				
Print				
Digital				
Out of Home (examples include billboards or bus ads)				

Please include how added value or bonus media buy will be used to leverage coverage and cost of advertisement.

C. Travel – Dollars requested in this category should be for staff travel only. State travel rates should be used whenever possible. State per diem rates should be used when possible. <http://www.gsa.gov/portal/content/104877>

Total Travel Cost: _____

Travel	Cost/ trip	Total Travel
Mileage	0.42 x total miles x month	
Lodging	\$ X # of nights	

Per Diem	\$ X # of Days	Contract # : _____
Other travel expense (please provide details)		

D. Supplies - Individually list each item requested. Show the unit cost of each item and number needed and total amount. Provide justification for each item.

Total Supply Cost: _____

Item/Justification	Unit Cost	Number needed	Total Cost

E. Other Expenses – This category contains items not included in the previous budget categories. Individually list each item requested. Provide appropriate justification. i.e.: Postage, Printing, etc.

Total Other Cost: _____

Item/Justification	Unit Cost	Number needed	Total Cost

Attachment H Media Report

Contract # : _____

Reporting Month: _____

Goal Area: Prevent Initiation Eliminate Exposure to SHS Promote Cessation Eliminate Disparities

Date for Reporting Phase: Concept: _____ Development: _____ Production: _____ Implementation: _____ Outcome: _____

Campaign: CDC Tips GASO GASPo Kick Butts Red Ribbon SGR WNTD Holiday Other: _____

Focus: Cigars Cigarettes ESD Flavorings Hookah OTP Smokeless Other: _____

Type: Ad Infographic Flyer Interview Newsletter Press Release PSA Other: _____

Source of the Campaign or Creative: MCRC TCP (Flash Drive) Other: _____

Audience Type: Business Owners Faith Based General Population Health Care Providers LGBT Low SES

Pregnant/Moms Rural Thought Leaders Youth Other: _____

Audience Age: Children (<9) Tweens (9-12) Teen (13-17) Young Adults (18-26) Adults (27-59) Seniors (≥60)

Audience Race/Ethnicity: African American American Indian Asian Hispanic/Latino White All Other: _____

DIGITAL	TELEVISION	RADIO	PRINT	OUT-OF-HOME	SOCIAL MEDIA
<input type="checkbox"/> e-Blast or e-Newsletter <input type="checkbox"/> Google Search <input type="checkbox"/> Hulu <input type="checkbox"/> Mobile Banners <input type="checkbox"/> Mobile Gaming <input type="checkbox"/> Mobile Sites/apps <input type="checkbox"/> Pandora <input type="checkbox"/> Spotify <input type="checkbox"/> Website <input type="checkbox"/> YouTube <input type="checkbox"/> Other: _____	<input type="checkbox"/> Broadcast <input type="checkbox"/> Cable <input type="checkbox"/> Channel One <input type="checkbox"/> Other: _____	<input type="checkbox"/> Non-Metro <input type="checkbox"/> Metro <input type="checkbox"/> Other: _____	<input type="checkbox"/> Guidebook <input type="checkbox"/> Magazine <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____	<input type="checkbox"/> Billboard <input type="checkbox"/> Bus Panel <input type="checkbox"/> Digital Indoors <input type="checkbox"/> Digital Outdoors <input type="checkbox"/> Theater <input type="checkbox"/> Other: _____	<input type="checkbox"/> ADH Twitter <input type="checkbox"/> CDC Tips Facebook <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> National Partner Facebook <input type="checkbox"/> PPYC Facebook <input type="checkbox"/> PPYC Instagram <input type="checkbox"/> SOS Facebook <input type="checkbox"/> Statewide Coalition Facebook <input type="checkbox"/> Other: _____
Specifics <input type="checkbox"/> Geotarget: _____ <input type="checkbox"/> Statewide	Specifics <input type="checkbox"/> County: _____ <input type="checkbox"/> DMA: _____ <input type="checkbox"/> Statewide <input type="checkbox"/> Station: _____	Specifics <input type="checkbox"/> County: _____ <input type="checkbox"/> Statewide <input type="checkbox"/> Station: _____	Specifics <input type="checkbox"/> County: _____ <input type="checkbox"/> Statewide <input type="checkbox"/> Publication: _____	Specifics <input type="checkbox"/> City: _____ <input type="checkbox"/> County: _____	Specifics <input type="checkbox"/> Social Media Type: _____
Metrics <input type="checkbox"/> Click thru rates: ____ <input type="checkbox"/> Clicks: _____ <input type="checkbox"/> Impressions: _____ <input type="checkbox"/> Open rate: ____% <input type="checkbox"/> Page ranking: _____ <input type="checkbox"/> Site visits: _____ <input type="checkbox"/> Unique visitors: ____	Metrics <input type="checkbox"/> Impressions: ____ <input type="checkbox"/> No. Stories: ____ <input type="checkbox"/> Rating Points: ____ <input type="checkbox"/> Spots: _____	Metrics <input type="checkbox"/> GRPs: _____ <input type="checkbox"/> Impressions: ____ <input type="checkbox"/> No. Stories: ____ <input type="checkbox"/> Rating Points: ____ <input type="checkbox"/> Spots: _____	Metrics <input type="checkbox"/> Circulation: ____ <input type="checkbox"/> Impressions: ____ <input type="checkbox"/> Insertions: ____ <input type="checkbox"/> No. Stories: ____	Metrics <input type="checkbox"/> Impressions: ____ <input type="checkbox"/> Showing Periods: _____	Metrics <input type="checkbox"/> Hashtags: _____ <input type="checkbox"/> Likes: _____ <input type="checkbox"/> Paid Reach: _____ <input type="checkbox"/> Page Growth: _____ <input type="checkbox"/> Organic Reach: _____ <input type="checkbox"/> Retweets: _____ <input type="checkbox"/> Shares: _____
Type of Media <input type="checkbox"/> Paid: \$ _____ <input type="checkbox"/> Earned: \$ _____	Type of Media <input type="checkbox"/> Paid: \$ _____ <input type="checkbox"/> Earned: \$ _____	Type of Media <input type="checkbox"/> Paid: \$ _____ <input type="checkbox"/> Earned: \$ _____	Type of Media <input type="checkbox"/> Paid: \$ _____ <input type="checkbox"/> Earned: \$ _____	Type of Media <input type="checkbox"/> Paid: \$ _____ <input type="checkbox"/> Earned: \$ _____	Type of Media <input type="checkbox"/> Paid: \$ _____

Comments:

Contract # : _____

TCPC Only: ADH Health Communications Main Media Vendor Minority Media Vendor TCPC Health Communications