



STATE OF ALASKA
Department of Health and Social Services
Division of Public Health
350 Main Street, Room 6
Juneau, AK 99811

Request For Proposals

RFP 2014-0600-1882

Date of Issue: April 24, 2013

Title and Purpose of RFP:

Campaign to Prevent Childhood Obesity

The purpose of this contract is to continue an effective community-wide campaign that uses a social marketing approach and media to raise awareness about childhood obesity and ultimately change obesity-related health behaviors. The successful offeror will work collaboratively with the Department of Health and Social Services to develop, manage and provide long-range strategy for a comprehensive statewide obesity prevention campaign called Play Every Day.

Offerors Are Not Required Returning This Form.

Important Notice: If you received this solicitation from the State of Alaska's "Online Public Notice" web site, you must register with the procurement officer listed in this document to receive subsequent amendments. Failure to contact the procurement officer may result in the rejection of your offer.

Shavonne Jordan
Procurement Officer
Department of Health and Social Services

TABLE OF CONTENTS

1. SECTION ONE INTRODUCTION AND INSTRUCTIONS.....	4
1.01 RETURN MAILING ADDRESS, CONTACT PERSON, TELEPHONE, FAX NUMBERS AND DEADLINE FOR RECEIPT OF PROPOSALS.....	4
1.02 CONTRACT TERM AND WORK SCHEDULE.....	4
1.03 PURPOSE OF THE RFP.....	5
1.04 BUDGET.....	5
1.05 LOCATION OF WORK.....	5
1.06 HUMAN TRAFFICKING.....	5
1.07 ASSISTANCE TO OFFERORS WITH A DISABILITY.....	6
1.08 REQUIRED REVIEW.....	6
1.09 QUESTIONS RECEIVED PRIOR TO OPENING OF PROPOSALS.....	6
1.10 AMENDMENTS.....	6
1.11 ALTERNATE PROPOSALS.....	6
1.12 RIGHT OF REJECTION.....	6
1.13 STATE NOT RESPONSIBLE FOR PREPARATION COSTS.....	7
1.14 DISCLOSURE OF PROPOSAL CONTENTS.....	7
1.15 SUBCONTRACTORS.....	7
1.16 JOINT VENTURES.....	8
1.17 OFFEROR'S CERTIFICATION.....	8
1.18 CONFLICT OF INTEREST.....	8
1.19 RIGHT TO INSPECT PLACE OF BUSINESS.....	9
1.20 SOLICITATION ADVERTISING.....	9
1.21 NEWS RELEASES.....	9
1.22 ASSIGNMENT.....	9
1.23 DISPUTES.....	9
1.24 SEVERABILITY.....	9
1.25 FEDERAL REQUIREMENTS.....	9
2. SECTION TWO STANDARD PROPOSAL INFORMATION.....	11
2.01 AUTHORIZED SIGNATURE.....	11
2.02 PRE-PROPOSAL CONFERENCE.....	11
2.03 SITE INSPECTION.....	11
2.04 AMENDMENTS TO PROPOSALS.....	11
2.05 SUPPLEMENTAL TERMS AND CONDITIONS.....	11
2.06 CLARIFICATION OF OFFERS.....	11
2.07 DISCUSSIONS WITH OFFERORS.....	12
2.08 MINIMUM QUALIFICATIONS.....	12
2.09 EVALUATION OF PROPOSALS.....	13
2.10 VENDOR TAX ID.....	13
2.11 F.O.B. POINT.....	13
2.12 ALASKA BUSINESS LICENSE AND OTHER REQUIRED LICENSES.....	13
2.13 APPLICATION OF PREFERENCES.....	14
2.14 5 PERCENT ALASKA BIDDER PREFERENCE.....	14
2.15 5 PERCENT ALASKA VETERAN PREFERENCE.....	15
2.16 FORMULA USED TO CONVERT COST TO POINTS.....	15
2.17 ALASKA OFFEROR PREFERENCE.....	16
2.18 CONTRACT NEGOTIATION.....	17
2.19 FAILURE TO NEGOTIATE.....	17
2.20 NOTICE OF INTENT TO AWARD (NIA) — OFFEROR NOTIFICATION OF SELECTION.....	17
2.21 PROTEST.....	17

3. SECTION THREE STANDARD CONTRACT INFORMATION	19
3.01 CONTRACT TYPE	19
3.02 CONTRACT APPROVAL.....	19
3.03 STANDARD CONTRACT PROVISIONS.....	19
3.04 PROPOSAL AS A PART OF THE CONTRACT	19
3.05 ADDITIONAL TERMS AND CONDITIONS	19
3.06 INSURANCE REQUIREMENTS	19
3.07 BID BOND - PERFORMANCE BOND - SURETY DEPOSIT	20
3.08 CONTRACT FUNDING	20
3.09 PROPOSED PAYMENT PROCEDURES	20
3.10 CONTRACT PAYMENT	20
3.11 INFORMAL DEBRIEFING.....	20
3.12 CONTRACT PERSONNEL	20
3.13 INSPECTION & MODIFICATION - REIMBURSEMENT FOR UNACCEPTABLE DELIVERABLES	20
3.14 TERMINATION FOR DEFAULT	21
3.15 LIQUIDATED DAMAGES	21
3.16 CONTRACT CHANGES - UNANTICIPATED AMENDMENTS	21
3.17 CONTRACT ADDITIONS - ANTICIPATED AMENDMENT	21
3.18 CONTRACT INVALIDATION	21
3.19 NONDISCLOSURE AND CONFIDENTIALITY	21
4. SECTION FOUR BACKGROUND INFORMATION.....	23
4.01 BACKGROUND INFORMATION	23
5. SECTION FIVE SCOPE OF WORK	26
5.01 SCOPE OF WORK.....	26
5.02 DELIVERABLES	27
6. SECTION SIX PROPOSAL FORMAT AND CONTENT	43
6.01 PROPOSAL FORMAT AND CONTENT.....	43
6.02 INTRODUCTION	43
6.03 UNDERSTANDING OF THE PROJECT	43
6.04 METHODOLOGY USED FOR THE PROJECT.....	43
6.05 MANAGEMENT PLAN FOR THE PROJECT.....	43
6.06 EXPERIENCE AND QUALIFICATIONS.....	43
6.07 COST PROPOSAL	44
6.08 EVALUATION CRITERIA.....	44
7. SECTION SEVEN EVALUATION CRITERIA AND CONTRACTOR SELECTION.....	45
7.01 UNDERSTANDING OF THE PROJECT (5 PERCENT)	45
7.02 METHODOLOGY USED FOR THE PROJECT (15 PERCENT).....	45
7.03 MANAGEMENT PLAN FOR THE PROJECT (15 PERCENT).....	47
7.04 EXPERIENCE AND QUALIFICATIONS (15 PERCENT).....	47
7.05 CONTRACT COST (40 PERCENT)	48
7.06 ALASKA OFFEROR PREFERENCE (10 PERCENT)	48
8. SECTION EIGHT ATTACHMENTS	49
8.01 ATTACHMENTS	49
Offerors Checklist.....	50
COST PROPOSAL	52
PROPOSAL EVALUATION FORM	55
CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS	64

SECTION ONE INTRODUCTION AND INSTRUCTIONS

1.01 Return Mailing Address, Contact Person, Telephone, Fax Numbers and Deadline for Receipt of Proposals

Offerors must submit an original and three (3) unbound copies of their proposal, in writing, in a sealed envelope to the procurement officer. **Submit only one Cost Proposal in a separate, sealed envelope. No portion of the cost proposal shall be included within the body of the proposal.**

Include with your proposal packet a CD containing electronic copies of the Proposal and Cost Proposal as separate documents. Electronic documents should be no larger than 5MB each. Submissions must be addressed as follows:

Department of Health and Social Services
Division of Public Assistance
Attention: Shavonne Jordan
Request for Proposal (RFP) Number: **2014-0600-1882**
Project name: ***Campaign to Prevent Childhood Obesity***
350 Main Street, Room 6
Juneau, AK 99811

Proposals must be received no later than **4:00 P.M., Alaska Time on May 22, 2013**. Fax proposals are not acceptable. Oral proposals are not acceptable.

An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

Important Note: There is no overnight express mail delivery to Juneau, Alaska. Expedited mail service takes at least two nights.

PROCUREMENT OFFICER: ***Shavonne Jordan*** – PHONE **907-465-8276** - FAX **907-465-6421** - TDD **907-465-3196**

1.02 Contract Term and Work Schedule

The contract term and work schedule set out herein represents the State of Alaska's best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will be shifted by the same number of days.

The length of the contract will be from approximately **July 1, 2013** until completion, approximately **June 30, 2016**.

Unless otherwise provided in this RFP, the State and the successful offeror/contractor agree: (1) that any holding over of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect and (2) to provide written notice to the other party of the intent to cancel such month-to-month extension at least 30-days before the desired date of cancellation.

The approximate solicitation and contract schedule is as follows:

- Issue RFP **April 24, 2013**
- Deadline for Receipt of Questions **May 7, 2013**
- Deadline for Receipt of Proposals **May 22, 2013**
- Proposal Evaluation Committee complete evaluation by **June 4, 2013**
- State of Alaska issues Notice of Intent to Award a Contract **June 5, 2013**
- State of Alaska issues contract **July 1, 2013**

1.03 Purpose of the RFP

The purpose of this contract is to continue an effective community-wide campaign that uses a social marketing approach and media to raise awareness about childhood obesity and ultimately change obesity-related health behaviors. The successful offeror will work collaboratively with the Department of Health and Social Services to develop, manage and provide long-range strategy for a comprehensive statewide obesity prevention campaign called Play Every Day.

1.04 Budget

Department of Health and Social Services, Division of Public Health, estimates a budget of \$3,000,000.00 dollars for completion of this project over three years. Proposals priced at more than \$3,000,000.00 will be considered non-responsive.

1.05 Location of Work

The location(s) the work is to be performed, completed and managed is Anchorage, Alaska. The state will not provide workspace for the contractor. The contractor must provide its own workspace.

By signature on their proposal, the offeror certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States. If the offeror cannot certify that all work will be performed in the United States, the offeror must contact the procurement officer in writing to request a waiver at least 10 days prior to the deadline for receipt of proposals.

The request must include a detailed description of the portion of work that will be performed outside the United States, where, by whom, and the reason the waiver is necessary.

Failure to comply with this requirement or to obtain a waiver may cause the state to reject the proposal as non-responsive, or cancel the contract.

1.06 Human Trafficking

By signature on their proposal, the offeror certifies that the offeror is not established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report.

The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: <http://www.state.gov/g/tip/>

Failure to comply with this requirement will cause the state to reject the proposal as non-responsive, or cancel the contract.

1.07 Assistance to Offerors with a Disability

Offerors with a disability may receive accommodation regarding the means of communicating this RFP or participating in the procurement process. For more information, contact the procurement officer no later than ten days prior to the deadline for receipt of proposals.

1.08 Required Review

Offerors should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and objectionable material must be made in writing and received by the procurement officer at least ten days before the proposal opening. This will allow issuance of any necessary amendments. It will also help prevent the opening of a defective solicitation and exposure of offeror's proposals upon which award could not be made. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the procurement officer, in writing, at least ten days before the time set for opening.

1.09 Questions Received Prior to Opening of Proposals

All questions must be in writing and directed to the issuing office, addressed to the procurement officer. The interested party must confirm telephone conversations in writing. **No further questions will be allowed after 1:30 pm Alaska time on date May 7, 2013.** Send questions to Shavonne.jordan@alaska.gov.

Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the RFP. These questions may be answered over the telephone. Other questions may be more complex and may require a written amendment to the RFP. The procurement officer will make that decision.

1.10 Amendments

If an amendment is issued, it will be provided to all who were mailed a copy of the RFP and to those who have registered with the procurement officer as having downloaded the RFP from the State of Alaska Online Public Notice web site.

1.11 Alternate Proposals

Offerors may only submit one proposal for evaluation.

In accordance with 2 AAC 12.830 alternate proposals (proposals that offer something different than what is asked for) will be rejected.

1.12 Right of Rejection

Offerors must comply with all of the terms of the RFP, the State Procurement Code (AS 36.30), and all applicable local, state, and federal laws, codes, and regulations. The procurement officer may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of the state. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer and the proposal may be rejected.

Minor informalities that:

- do not affect responsiveness;
- are merely a matter of form or format;
- do not change the relative standing or otherwise prejudice other offers;
- do not change the meaning or scope of the RFP;
- are trivial, negligible, or immaterial in nature;
- do not reflect a material change in the work; or
- do not constitute a substantial reservation against a requirement or provision;

may be waived by the procurement officer.

The state reserves the right to refrain from making an award if it determines that to be in its best interest.

A proposal from a debarred or suspended offeror shall be rejected.

1.13 State Not Responsible for Preparation Costs

The state will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

1.14 Disclosure of Proposal Contents

All proposals and other material submitted become the property of the State of Alaska and may be returned only at the state's option. AS 40.25.110 requires public records to be open to reasonable inspection. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing, that the procurement officer does so, and if the procurement officer agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified and the offeror must include a brief statement that sets out the reasons for confidentiality.

1.15 Subcontractors

Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must identify in the proposal the names of the subcontractors and the portions of the work the subcontractors will perform.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- (a) complete name of the subcontractor;
- (b) complete address of the subcontractor;

- (c) type of work the subcontractor will be performing;
- (d) percentage of work the subcontractor will be providing;
- (e) evidence that the subcontractor holds a valid Alaska business license; and
- (f) a written statement, signed by each proposed subcontractor that clearly verifies that the subcontractor is committed to render the services required by the contract.

An offeror's failure to provide this information, within the time set, may cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director.

1.16 Joint Ventures

Joint ventures will not be allowed.

1.17 Offeror's Certification

By signature on the proposal, offerors certify that they comply with the following:

- (a) the laws of the State of Alaska;
- (b) the applicable portion of the Federal Civil Rights Act of 1964;
- (c) the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- (e) all terms and conditions set out in this RFP;
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- (g) that the offers will remain open and valid for at least 90 days; and
- (h) that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with [a] through [h] of this paragraph, the state reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

1.18 Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest (e.g., currently employed by the State of Alaska or formerly employed by the State of Alaska within the past two years) and, if so, the nature of that conflict. The Commissioner, Department of Health and Social Services, reserves the right to **consider a proposal non-responsive and reject it or** cancel

the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. The Commissioner's determination regarding any questions of conflict of interest shall be final.

Current grantees that propose to provide technical assistance to a group of grantees will be precluded from submitting a proposal unless a written statement of refusal of grant funds is attached. All proposals submitted by current grantees must indicate that grant awards will not be accepted for the duration of the contract and/or any quarterly advance that has already been received will be returned upon award of contract. Proposals submitted by current grantees without this statement shall be deemed non-responsive.

1.19 Right to Inspect Place of Business

At reasonable times, the state may inspect those areas of the contractor's place of business that are related to the performance of a contract. If the state makes such an inspection, the contractor must provide reasonable assistance.

1.20 Solicitation Advertising

Public notice has been provided in accordance with 2 AAC 12.220.

1.21 News Releases

News releases related to this RFP will not be made without prior approval of the project director.

1.22 Assignment

Per 2 AAC 12.480, the contractor may not transfer or assign any portion of the contract without prior written approval from the procurement officer.

1.23 Disputes

Any dispute arising out of this agreement will be resolved under the laws of the State of Alaska. Any appeal of an administrative order or any original action to enforce any provision of this agreement or to obtain relief from or remedy in connection with this agreement may be brought only in the Superior Court for the State of Alaska.

1.24 Severability

If any provision of the contract or agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

1.25 Federal Requirements

The offeror must identify all known federal requirements that apply to the proposal, the evaluation, or the contract.

Expenditures from this contract may involve federal funds. The U.S. Department of Labor requires all

state agencies that are expending federal funds to have a certification filed in the proposal (by the offeror) that they have not been debarred or suspended from doing business with the federal government. Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions **(included in this document) must be completed and submitted with your proposal.**

<https://www.epls.gov/>

SECTION TWO

STANDARD PROPOSAL INFORMATION

2.01 Authorized Signature

All proposals must be signed by an individual authorized to bind the offeror to the provisions of the RFP. Proposals must remain open and valid for at least 90-days from the opening date.

2.02 Pre-proposal Conference

A pre-proposal conference will not be held for this solicitation. See Section 1.08 for instructions on submitting questions regarding this RFP.

2.03 Site Inspection

The state may conduct on-site visits to evaluate the offeror's capacity to perform the contract. An offeror must agree, at risk of being found non-responsive and having its proposal rejected, to provide the state reasonable access to relevant portions of its work sites. Individuals designated by the procurement officer at the state's expense will make site inspection.

2.04 Amendments to Proposals

Amendments to or withdrawals of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline unless they are in response to the state's request in accordance with 2 AAC 12.290.

2.05 Supplemental Terms and Conditions

Proposals must comply with Section 1.11 **Right of Rejection**. However, if the state fails to identify or detect supplemental terms or conditions that conflict with those contained in this RFP or that diminishes the state's rights under any contract resulting from the RFP, the term(s) or condition(s) will be considered null and void. After award of contract:

- a) if conflict arises between a supplemental term or condition included in the proposal and a term or condition of the RFP, the term or condition of the RFP will prevail; and
- b) if the state's rights would be diminished as a result of application of a supplemental term or condition included in the proposal, the supplemental term or condition will be considered null and void.

2.06 Clarification of Offers

In order to determine if a proposal is reasonably susceptible for award, communications by the procurement officer or the proposal evaluation committee are permitted with an offeror to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the proposal. The evaluation by the procurement officer or the proposal evaluation committee may be adjusted as a result of a clarification under this section.

2.07 Discussions with Offerors

The state may conduct discussions with offerors in accordance with AS 36.30.240 and 2 AAC 12.290. The purpose of these discussions will be to ensure full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by the procurement officer. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by the procurement officer. Discussions, if held, will be after initial evaluation of proposals by the PEC. If modifications are made as a result of these discussions they will be put in writing. Following discussions, the procurement officer may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offerors best and final proposal.

Offerors with a disability needing accommodation should contact the procurement officer prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal must be reduced to writing by the offeror.

2.08 Minimum Qualifications

In order for offers to be considered responsive offerors must provide evidence that they meet these minimum prior experience requirements.

Note: Please provide the start and end dates, including month and year, in which the minimum requirements were satisfied.

1. At least five (5) years of recent experience with media development and production to include all mass media formats such as television, radio and print, website development and maintenance ,as well as out-of-home, social media (Facebook, Twitter, Pinterest) and digital /interactive media, and creating a library of still and video images.
2. At least five (5) years of recent experience conducting market research, using at minimum the following tools: focus groups, questionnaires, telephone survey using computer assisted telephone interviewing and key informant interviewing.
3. At least five (5) years of recent experience placing health and/or social services media messages on Alaska TV, radio and in other media markets, as well as reaching targeted audiences based on key demographics.
4. At least three (3) years of recent experience creating story boards and securing talent to appear in communication materials.
5. At least three (3) years of experience in working with a client to manage, develop and provide consultation on social marketing campaigns focused on health education and communication
6. At least three (3) letters of reference from previous clients that address the offeror's social marketing and communication credentials. The department puts preference on social marketing campaigns focused on health education and communication.

An offeror's failure to meet these minimum prior experience requirements will cause their proposal to be considered non-responsive and their proposal will be rejected. Evidence of meeting minimum prior experience must be shown in the experience section of the offeror's proposal.

2.09 Evaluation of Proposals

The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate proposals. The evaluation will be based solely on the evaluation factors set out in Section SEVEN of this RFP.

After receipt of proposals, if there is a need for any substantial clarification or material change in the RFP, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended proposals. Evaluations may be adjusted as a result of receiving new or amended proposals.

2.10 Vendor Tax ID

A valid Vendor Tax ID must be submitted to the issuing office with the proposal or within five days of the state's request.

2.11 F.O.B. Point

All goods purchased through this contract will be F.O.B. final destination. Unless specifically stated otherwise, all prices offered must include the delivery costs to any location within the State of Alaska.

2.12 Alaska Business License and Other Required Licenses

At the time the proposals are opened, all offerors **must** hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Proposals must be submitted under the name as appearing on the person's current Alaska business license in order to be considered responsive. Offerors should contact the Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing, P. O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- (a) copy of an Alaska business license with the correct NAICS code;
- (b) certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;
- (c) a canceled check for the Alaska business license fee;
- (d) a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- (e) a sworn and notarized affidavit that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- Fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game.
- Liquor licenses issued by Alaska Department of Revenue for alcohol sales only.

- Insurance licenses issued by Alaska Department of Commerce, Community and Economic Development, Division of Insurance.
- Mining licenses issued by Alaska Department of Revenue.

2.13 Application of Preferences

Certain preferences apply to all contracts for professional services, regardless of their dollar value. The Alaska bidder, Alaska veteran, and Alaska Offeror Preferences are the most common preferences involved in the RFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the Department of Administration, Division of General Services' web site: <http://doa.alaska.gov/dgs/policy.html>

Alaska Products Preference - AS 36.30.332

Recycled Products Preference - AS 36.30.337

Local Agriculture and Fisheries Products Preference - AS 36.15.050

Employment Program Preference - AS 36.30.170(c)

Alaskans with Disability Preference - AS 36.30.170 (e)

Employers of People with Disabilities Preference - AS 36.30.170 (f)

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs; a list of individuals who qualify as persons with a disability; and a list of persons who qualify as employers with 50 percent or more of their employees being disabled. A person must be on this list at the time the bid is opened in order to qualify for a preference under this section.

As evidence of an individual's or a business' right to a certain preference, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of the employment program preference, Alaskans with Disability Preference or Employers of People with Disabilities Preference described above, an individual or business must be on the appropriate Division of Vocational Rehabilitation list at the time the proposal is opened, and must provide the procurement officer a copy of their certification letter. Offerors must attach a copy of their certification letter to the proposal. The offeror's failure to provide the certification letter mentioned above with the proposal will cause the state to disallow the preference.

2.14 5 Percent Alaska Bidder Preference AS 36.30.170 & 2 AAC 12.260

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who:

- (a) holds a current Alaska business license;
- (b) submits a proposal for goods or services under the name on the Alaska business license;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company organized under AS 10.50 and all members are residents of the state, or is a partnership under AS 32.05 or AS 32.11 and all partners are residents of the state; and
- (e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

Alaska Bidder Preference Affidavit

In order to receive the Alaska Bidder Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Bidder Preference.

If the offeror is a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner and include a statement certifying that all members or partners are residents of the state.

If the offeror is a joint venture which includes a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner of each LLC or partnership that is included in the joint venture and include a statement certifying that all of those members or partners are residents of the state.

**2.15 5 Percent Alaska Veteran Preference
AS 36.30.175**

An Alaska Veteran Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who qualifies under AS 36.30.170 (b) as an Alaska bidder and is a:

- (a) sole proprietorship owned by an Alaska veteran;
- (b) partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- (c) limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans; or
- (d) corporation that is wholly owned by individuals and a majority of the individuals are Alaska veterans.

Alaska Veteran Preference Affidavit

In order to receive the Alaska Veteran Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Veteran Preference.

**2.16 Formula Used to Convert Cost to Points
AS 36.30.250 & 2 AAC 12.260**

The distribution of points based on cost will be determined as set out in 2 AAC 12.260 (c). The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out below. In the generic example below, cost is weighted as 40% of the overall total score. The weighting of cost may be different in your particular RFP. See section SEVEN to determine the value, or weight of cost for this RFP.

EXAMPLE

Formula Used to Convert Cost to Points

[STEP 1]

List all proposal prices, adjusted where appropriate by the application of all applicable preferences.

Offeror #1 - Non-Alaskan Offeror	\$40,000
Offeror #2 - Alaskan Offeror	\$42,750
Offeror #3 - Alaskan Offeror	\$47,500

[STEP 2]

Convert cost to points using this formula.

$$\frac{[(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Points for Cost})]}{(\text{Cost of Each Higher Priced Proposal})} = \text{POINTS}$$

The RFP allotted 40% (400 points) of the total of 1,000 points for cost.

Offeror #1 receives 400 points.

The reason they receive that amount is because the lowest cost proposal, in this case \$40,000, receives the maximum number of points allocated to cost, 400 points.

Offeror #2 receives 374 points.

$$\begin{array}{r} \$40,000 \\ \text{Lowest} \\ \text{Cost} \end{array} \times \begin{array}{r} 400 \\ \text{Max} \\ \text{Points} \end{array} = 16,000,000 \div \begin{array}{r} \$42,750 \\ \text{Offeror \#2} \\ \text{Adjusted By} \\ \text{The Application Of} \\ \text{All Applicable} \\ \text{Preferences} \end{array} = \begin{array}{r} 374 \\ \text{Points} \end{array}$$

Offeror #3 receives 337 points.

$$\begin{array}{r} \$40,000 \\ \text{Lowest} \\ \text{Cost} \end{array} \times \begin{array}{r} 400 \\ \text{Max} \\ \text{Points} \end{array} = 16,000,000 \div \begin{array}{r} \$47,500 \\ \text{Offeror \#3} \\ \text{Adjusted By} \\ \text{The Application Of} \\ \text{All Applicable} \\ \text{Preferences} \end{array} = \begin{array}{r} 337 \\ \text{Points} \end{array}$$

**2.17 Alaska Offeror Preference
AS 36.30.250 & 2 AAC 12.260**

2 AAC 12.260(e) provides Alaska offerors a 10 percent overall evaluation point preference. Alaska bidders, as defined in AS 36.30.170(b), are eligible for the preference. This preference will be added to the overall evaluation score of each Alaskan offeror. Each Alaskan offeror will receive 10 percent of the total available points added to their evaluation score as a preference.

EXAMPLE

Alaska Offeror Preference

[STEP 1]

Determine the number of points available to Alaskan offerors under the preference.

Total number of points available - 100 Points

$$\begin{array}{r} 1000 \\ \text{Total Points} \\ \text{Available} \end{array} \times \begin{array}{r} 10\% \\ \text{Alaskan Offerors} \\ \text{Percentage Preference} \end{array} = \begin{array}{r} 100 \\ \text{Number of Points} \\ \text{Given to Alaskan Offerors} \\ \text{Under the Preference} \end{array}$$

[STEP 2]

Add the preference points to the Alaskan offers. There are three offerors: Offeror #1, Offeror #2, and Offeror #3. Offeror #2 and Offeror #3 are eligible for the Alaska Offeror's Preference. For the purpose of this example presume that all of the proposals have been completely evaluated based on the evaluation criteria in the RFP. Their scores at this point are:

Offeror #1 - 890 points
Offeror #2 - 800 points
Offeror #3 - 880 points

Offeror #2 and Offeror #3 each receive 100 additional points. The final scores for all of the offers are:

*Offeror #1 - **890 points***
*Offeror #2 - **900 points***
*Offeror #3 - **980 points***

Offeror #3 is awarded the contract.

2.18 Contract Negotiation

2 AAC 12.315 CONTRACT NEGOTIATIONS After final evaluation, the procurement officer may negotiate with the offeror of the highest-ranked proposal. Negotiations, if held, shall be within the scope of the request for proposals and limited to those items which would not have an effect on the ranking of proposals. If the highest-ranked offeror fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the state may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. If contract negotiations are commenced, they may be held in Juneau or Anchorage, Alaska.

If the contract negotiations take place in Juneau or Anchorage, Alaska, the offeror will be responsible for their travel and per diem expenses.

2.19 Failure to Negotiate

If the selected offeror

- fails to provide the information required to begin negotiations in a timely manner; or
- fails to negotiate in good faith; or
- indicates they cannot perform the contract within the budgeted funds available for the project; or
- if the offeror and the state, after a good faith effort, simply cannot come to terms,

the state may terminate negotiations with the offeror initially selected and commence negotiations with the next highest ranked offeror.

2.20 Notice of Intent to Award (NIA) — Offeror Notification of Selection

After the completion of contract negotiation the procurement officer will issue a written Notice of Intent to Award (NIA) and send copies to all offerors. The NIA will set out the names of all offerors and identify the proposal selected for award.

2.21 Protest

AS 36.30.560 provides that an interested party may protest the content of the RFP.

An interested party is defined in 2 AAC 12.990(a) (7) as "an actual or prospective bidder or offeror whose economic interest might be affected substantially and directly by the issuance of a contract solicitation, the award of a contract, or the failure to award a contract."

If an interested party wishes to protest the content of a solicitation, the protest must be received, in writing, by the procurement officer at least ten days prior to the deadline for receipt of proposals.

AS 36.30.560 also provides that an interested party may protest the award of a contract or the proposed award of a contract.

If an offeror wishes to protest the award of a contract or the proposed award of a contract, the protest must be received, in writing by the procurement officer within ten days after the date the Notice of Intent to Award the contract is issued.

A protester must have submitted a proposal in order to have sufficient standing to protest the proposed award of a contract. Protests must include the following information:

- a. the name, address, and telephone number of the protester;
- b. the signature of the protester or the protester's representative;
- c. identification of the contracting agency and the solicitation or contract at issue;
- d. a detailed statement of the legal and factual grounds of the protest including copies of relevant documents; and the form of relief requested.

Protests filed by telex or telegram are not acceptable because they do not contain a signature. Fax copies containing a signature are acceptable.

The procurement officer will issue a written response to the protest. The response will set out the procurement officer's decision and contain the basis of the decision within the statutory time limit in AS 36.30.580. A copy of the decision will be furnished to the protester by certified mail, fax or another method that provides evidence of receipt.

All offerors will be notified of any protest. The review of protests, decisions of the procurement officer, appeals, and hearings, will be conducted in accordance with the State Procurement Code (AS 36.30), Article 8 "Legal and Contractual Remedies."

SECTION THREE STANDARD CONTRACT INFORMATION

3.01 Contract Type

This contract is a firm fixed price contract.

3.02 Contract Approval

This RFP does not, by itself, obligate the state. The state's obligation will commence when the contract is approved by the Commissioner of the Department of Health and Social Services, or the Commissioner's designee. Upon written notice to the contractor, the state may set a different starting date for the contract. The state will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the state.

3.03 Standard Contract Provisions

The successful offeror will be required to sign and submit the attached State's Standard Agreement Form for Professional Services Contracts (form 02-093/Appendix A). The successful offeror must comply with the contract provisions set out in this attachment. No alteration of these provisions will be permitted without prior written approval from the Department of Law. Objections to any of the provisions in Appendix A must be set out in the offeror's proposal

3.04 Proposal as a Part of the Contract

Part or all of this RFP and the successful proposal may be incorporated into the contract.

3.05 Additional Terms and Conditions

The state reserves the right to add terms and conditions during contract negotiations. These terms and conditions will be within the scope of the RFP and will not affect the proposal evaluations.

3.06 Insurance Requirements

The successful offeror must provide proof of workers' compensation insurance prior to contract approval.

The successful offeror must secure the insurance coverage required by the state. The coverage must be satisfactory to the Department of Administration Division of Risk Management. An offeror's failure to provide evidence of such insurance coverage is a material breach and grounds for withdrawal of the award or termination of the contract.

Offerors must review form APPENDIX B1 in the attached EXAMPLE –Standard Agreement, for details on required coverage. No alteration of these requirements will be permitted without prior written approval from the Department of Administration, Division of Risk Management.

3.07 Bid Bond - Performance Bond - Surety Deposit

Not Applicable to this Solicitation.

3.08 Contract Funding

Payment for the contract is subject to funds already appropriated and identified. Approval or continuation of a contract resulting from this is contingent upon legislative appropriation.

3.09 Proposed Payment Procedures

The state will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and progress report. No payment will be made until the progress report and invoice has been approved by the project director.

3.10 Contract Payment

No payment will be made until the contract is approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee. Under no conditions will the state be liable for the payment of any interest charges associated with the cost of the contract.

The state is not responsible for and will not pay local, state, or federal taxes. All costs associated with the contract must be stated in U.S. currency.

3.11 Informal Debriefing

When the contract is completed, an informal debriefing may be performed at the discretion of the project director. If performed, the scope of the debriefing will be limited to the work performed by the contractor.

3.12 Contract Personnel

Any change of the project team members named in the proposal must be approved, in advance and in writing, by the project director. Personnel changes that are not approved by the state may be grounds for the state to terminate the contract.

3.13 Inspection & Modification - Reimbursement for Unacceptable Deliverables

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. The state may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director may instruct the contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

Substantial failure of the contractor to perform the contract may cause the state to terminate the contract. In this event, the state may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

3.14 Termination for Default

If the project director determines that the contractor has refused to perform the work or has failed to perform the work with such diligence as to ensure its timely and accurate completion, the state may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all of the remaining work.

This clause does not restrict the state's termination rights under the contract provisions of Appendix A, attached.

3.15 Liquidated Damages

Not applicable to this solicitation.

3.16 Contract Changes - Unanticipated Amendments

During the course of this contract, the contractor may be required to perform additional work. That work will be within the general scope of the initial contract. When additional work is required, the project director will provide the contractor a written description of the additional work and request the contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work. Cost and pricing data must be provided to justify the cost of such amendments per AS 36.30.400.

The contractor will not commence additional work until the project director has secured any required state approvals necessary for the amendment and issued a written contract amendment, approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee.

3.17 Contract Additions - Anticipated Amendment

At the State's sole option and contingent upon available funding, DHSS may invoke a second phase of this contract for additional professional services that fall within the general scope of the original contract. If opted for, work under phase II may not progress until the Procurement Officer of record determines in writing that phase II is necessary and in the State's best interest.

3.18 Contract Invalidation

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

3.19 Nondisclosure and Confidentiality

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including administrative, physical and technological security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable

care” means compliance by the contractor with all applicable federal and state law, including the Social Security Act, the Health Insurance Portability and Accountability Act (“HIPAA”), the Health Information Technology for Economical and Clinical Health Act (“HITECH Act”), and 45 C.F.R. Parts 160 and 164 (“Privacy and Security Rule”). The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

The contractor shall comply with the business associate requirements set forth in HIPAA, the HITECH Act, and the Privacy and Security Rule if the contractor will be using or will have access to the protected health information (as defined in 45 C.F.R. 160.103) of DHSS, as part of the services performed by the contractor. The contractor shall be required to agree to the terms of, and sign, the HIPAA Business Associate Agreement as a condition of this contract if the contractor will be using or will have access to the protected health information of DHSS, as part of the services performed by the contractor.

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the state or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is protected health information (as defined in 45 C.F.R. 160.103); or classified confidential as defined by State of Alaska classification and categorization guidelines (i) provided by the state to the contractor or a contractor agent or otherwise made available to the contractor or a contractor agent in connection with this contract, or (ii) acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, individually identifiable health information, trade secrets, equipment specifications, user lists, passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc).

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the state with written notice of the requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the state within a reasonable time after the contractor’s receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public; information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

SECTION FOUR BACKGROUND INFORMATION

4.01 Background Information

Leading health officials state that obesity is the predominant public health threat of our lifetimes. If obesity rates aren't stabilized and reversed, the medical care cost associated with treating obesity-related chronic disease will threaten the government's ability to fund Medicare and Medicaid.

Obesity is expected to overtake tobacco as the leading cause of death. It already surpasses tobacco in estimates of annual medical costs in Alaska (\$459 million [1] vs. \$318 million). Alaska's obesity-related Medicaid costs will be \$684 million annually by 2030 if rates continue as predicted. [2] The responsibility for this dramatic change in our state's population is both personal and societal. Government is already invested by paying the medical costs related to the chronic disease consequences associated with obesity in an ever-rising Medicaid budget.

Obesity increases the risk of diabetes, heart disease and other chronic ailments. It also negatively affects academic and physical performance, life expectancy, and quality of life. Childhood obesity rates tripled over the past four decades and today's youth are faced with chronic conditions previously not seen in children, such as type 2 diabetes. Due to obesity, this generation of children is predicted to have a shorter lifespan than their parents.

We know that obesity negatively affects academic performance and that:

26% of Alaska high school students are overweight or obese [3]

36% of K-12th graders in the Anchorage School District are overweight or obese [4]

22% of children ages 2-4 enrolled in the Women, Infants and Children (WIC) Program are obese [5]

While no single practice, policy or program is likely to be sufficient to reverse the childhood obesity trend, implementation of a community-wide campaign can change physical activity behavior. [6] Community-wide campaigns involve many community sectors and partnerships, are large in scale and require high-intensity efforts with sustained high visibility, and use social marketing techniques to develop the campaign messages.

Tobacco-related social marketing campaigns have been sustained in Alaska and other states for a decade or longer. The U.S. Centers for Disease Control and Prevention has provided evidence-based recommendations for designing and implementing effective tobacco counter-marketing campaigns.

On the other hand, obesity-related campaigns are much newer and similar national resources are not yet available. The contractor will collaborate with the project director on a strategy for campaign development and ongoing market and evaluation research. This campaign will be run through the Alaska Department of Health and Social Services, Section of Chronic Disease Prevention and Health Promotion, with much involvement from the Section's Obesity Prevention and Control Program.

This campaign is a critical ingredient to the Section's overall efforts to address childhood obesity. The Section is using this campaign along with its other services to reach its strategic goal: reduce childhood obesity in Alaska by 5 percent in the next 5 years.

The department plans to use the characteristics of an effective community-wide campaign to implement a highly visible, sustained statewide childhood obesity prevention campaign. As defined by the Centers for Disease Control and Prevention, a community-wide campaign is a "large-scale, multi-component campaign" that delivers messages using media, a "brand message" or "tag-line" that is used consistently, as well as "on-the-ground" components. [9] The "on-the-ground" component for Play Every Day is a social support intervention called Healthy Futures in the school setting. Healthy Futures will be better defined in following sections.

Play Every Day is expected to continue year after year, with new communication materials being tested, developed and published on an ongoing basis using a social marketing approach. For Play Every Day, communication materials include, but are not limited to, television and radio PSAs, websites, online advertising, social media, bus transit ads, theater ads, and print materials.

Market research is considered the “bedrock of social marketing” campaigns.[8] Formative research, such as focus groups and questionnaires, are essential to help fill in the missing information about the target audience, their beliefs and attitudes about health-related issues, their behaviors, and what types of people typically influence these behaviors.[8] Pre-testing of campaign concepts and materials at various stages of completion ensures the campaign is focused on the targeted consumers and provides a gauge of their responses to the materials, monitors the accuracy and appropriateness of the messages, and ensures the best use of state time and money to create meaningful and effective materials.[8]

Evaluation of the social marketing campaign, in particular the education and communication materials used, is equally important. This evaluation allows campaign coordinators to assess progress and outcomes. [8] An evaluation of the education and communication strategies can measure what communication materials were most effective at reaching the members of the target audience and conveying the campaign messages. Evaluation is also essential to determine if the campaign influenced changes in attitudes, knowledge, beliefs, intentions and ultimately health-related behaviors.

The department uses a number of services to train and improve the effectiveness of professionals across Alaska who work one-on-one with Alaska families to prevent and treat obesity. In recent years, the program has trained physical education and health teachers to ensure Alaska children are learning how to eat healthy meals and to be physically active every day for good health and maintaining a healthy weight. The program works directly with three of Alaska’s largest school districts to monitor obesity rates among their children and create healthy environments in these schools. The program helps Alaskans go to farmers’ markets and use their Quest cards to buy locally grown, healthy vegetables and fish. The program works with school staff to put salad bars in schools, improving what our children are eating each day. The program has partnered with Healthy Futures, a nonprofit Alaska-based organization, to increase the amount of daily physical activity Alaska children do. Healthy Futures provides grassroots promotions, physical activity challenges, event sponsorship and other community tie-ins to support and reinforce the statewide obesity prevention campaign. Through Healthy Futures, school principals, physical education teachers and classroom teachers at more than 130 schools across Alaska are working with parents every week to get about 10,000 individual Alaska kids active for good health. More about Healthy Futures can be found at www.healthyfuturesak.org.

That is the on-the-ground work that the program is doing. The CDC states there is strong evidence of effectiveness for community-wide campaigns, which deliver health education messages along with providing on-the-ground services.[9] This recommendation for community-wide campaigns followed an examination of 10 studies involving such campaigns. This review suggested that the campaigns are associated with an increase in the percentage of people who are physically active and an increase in the amount of energy they expend doing physical activity.[9]

Starting in January 2012, the Section’s Obesity Prevention and Control Program (OPCP) rolled out its statewide Play Every Day community-wide campaign to increase parents’ awareness about the importance of physical activity to prevent childhood obesity and to increase daily physical activity of Alaska children. Overall, public health is concerned with protecting the health of all Alaskans. Public health also works to limit disparities. While the primary target audience during the first years of the Play Every Day campaign is parents of children attending kindergarten through sixth grade in all areas of Alaska, urban and rural, the department plans to expand the campaign. Expansion would include campaign messages targeting populations disparately impacted by obesity and other audiences identified through the analysis and the formative research.

To create the campaign and develop communication and educational materials, the OPCS held several focus groups in fall 2011 to gather information about parents’ knowledge, attitudes and behaviors related to physical activity and obesity prevention. OPCS also solicited advice from obesity prevention experts. Additionally, the department’s partnership with Healthy Futures was considered in the campaign development.

Additional focus groups and surveys were done in FY13 to test campaign messages, recall of those messages and to prepare for the creation of new campaign materials. In state fiscal year 2014 (FY14) and future fiscal years, OPCS plans to expand Play Every Day and its messages to address additional obesity-related behaviors. It plans to create new communication materials for statewide dissemination for Physical Activity Promotion, the Healthy Futures Challenge and a new sub-campaign focused on motivating Alaska parents to reduce the amount of sugar-

sweetened beverages, like sodas, they serve to their children during meals and snack times. During its first two years, Play Every Day received multiple awards and national recognition from the National Public Health Information Coalition for its messages and creative development.

For more information about the Section of Chronic Disease Prevention and Health Promotion, visit <http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>.

For more information about the Section's Obesity Prevention and Control Program, visit <http://dhss.alaska.gov/dph/Chronic/Pages/Obesity/default.aspx>.

For more information about Play Every Day, visit playeveryday.alaska.gov.

Section Health Equity Values Statement:

Health equity is a value of the Section of Chronic Disease Prevention and Health Promotion. To achieve optimal health for Alaskans, the section both engages in and supports activities that promote health equity and respect for diversity.

Achieving health equity means addressing unjust health disparities through the modifiable social and economic conditions that policies can shape. These conditions include education, income, poverty, and housing, as well as access to safe places to play and be active and the availability of transportation, good schools, and nutritious food. Health equity is aligned with the acknowledgement and respect of diversity within a community.

To this end, we expect the contractor to incorporate this value into the work they do on behalf of our section. The expectations of how this value should be reflected will be clearly defined in the deliverables section of this RFP.

Definitions:

Health Equity - When everyone has the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of their social position or other socially determined circumstance. These social circumstances are what have become known in public health as the social determinants of health.

Social Determinants of Health - "...life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education and health care, whose distribution across populations effectively determine length and quality of life." (World Health Organization)

[1] Trogdon JG, Finkelstein EA, Feagan CW, Cohen JW. State- and Payer- Specific Estimates of Annual Medical Expenditures Attributable to Obesity. *Obesity* (2001) doi:10.1038/oby2011.169.

[2] Alaska Department of Health and Social Services, 2011. Alaska Obesity Prevention and Control Program: 2010-2011 Status Report. Accessed 6/25/2012 http://www.hss.state.ak.us/dph/chronic/obesity/pubs/10-11ObesityStatus_web.pdf

[3] Alaska Department of Health and Social Services. 2011. Alaska Youth Risk Behavior Survey.

[4] Alaska Section of Chronic Disease Prevention and Health Promotion. Prevalence of Overweight and Obesity among Students in the Anchorage School District, 1998-1999 through 2010-2011. *Chronicles* Volume 4, Issue 2, June 2012. Contributed by Clint Farr, MS, Andrea Fenaughty, PhD, Charles Utermohle, PhD, and Karol Fink, MS, RD.

[5] Fenaughty A, Fink K, Peck D, Wells R, Utermohle K, Peterson E. The Burden of Overweight and Obesity in Alaska: Summary Report. December 2009. Anchorage AK: Section of Chronic Disease Prevention and Health Promotion, Division of Public Health, Alaska Department of Health and Social Services.

[6] US Department of Health and Human Services. 2009. Promoting Physical Activity: A Guide for Community Action. Champaign, IL: Human Kinetics.

[7] Institute of Medicine. 2012. Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Washington, DC: The National Academies Press.

[8] McCormack Brown K., Alfonso M.L., Bryant C.A. (2004). Obesity Prevention Coordinators' Social Marketing Guidebook. Tampa, FL: Florida Prevention Research Center at the University of South Florida.

[9] Centers for Disease Control and Prevention. *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase Physical Activity in the Community*. Atlanta: U.S. Department of Health and Human Services; 2011.

[10] U.S. Department of Agriculture and U.S. Department of Health and Human Services, Dietary Guidelines for Americans, 2010. 7th Edition, Washington, D.C: U.S. Government Printing Office, December 2010.

SECTION FIVE SCOPE OF WORK

5.01 Scope of Work

The Department of Health and Social Services is soliciting proposals for a Campaign to Prevent Childhood Obesity offeror who will work collaboratively with the department to develop, manage and provide long-range strategy for a comprehensive statewide obesity prevention campaign. The goal of the community-wide campaign is to change knowledge, attitudes, beliefs, intentions, behaviors and social norms regarding childhood obesity and its associated behaviors (physical activity, participation in the Healthy Futures Challenge, nutrition, sugar-sweetened beverage intake, etc).

The offeror will:

- Follow the social marketing process to inform, develop and evaluate the obesity prevention campaign and its communication and education materials (TV and radio PSAs, websites, print, social media etc., for example);
- Conduct audience research to define the thematic characteristics and execution of messages and to develop a campaign that is influential, has high impact, and engages specific audiences;
- Conduct market research to identify not only the knowledge, attitudes, beliefs, intentions and behaviors of target audiences but also the behavioral theory(ies) that best informs approaches to motivate specific audiences to change;
- Conduct media placement and acquisition, ensuring that the media buy is as effective at reaching the target audience(s) and economical as possible;
- Build and maintain an inventory of obesity-related campaigns outside Alaska. On a related note, provide counter-marketing surveillance to understand pro-sugar-sweetened beverage messaging and marketing tactics;
- Build and maintain a library of images and video for the community-wide campaign and department;
- Assist in organization of statewide promotion events and activities, event sponsorships, and community tie-ins to support and reinforce the statewide campaign for Play Every Day;
- Use technologies such as social networks, web pages, and blogs to generate messages that are then disseminated by the target audience;
- Provide media and social marketing technical assistance and training to school-district grantees;
- Conduct formative, market and evaluation research and data analysis for a community-wide campaign, as well as specific evaluations of new and innovative approaches; and
- Collaborate and communicate with other department partners and contractors, such as Healthy Futures, Agnew::Beck, Program Design and Evaluation Services, school health consultants, school nurse consultants, school-district grantees and others.

This community-wide campaign is a key ingredient of the department's overall efforts to address childhood obesity. The department is using the community-wide campaign, along with its other services, to reach its strategic goal: reduce childhood obesity in Alaska by 5 percent in the next 5 years.

Given the longer history of tobacco-related social marketing campaigns compared to obesity-related campaigns, the department staff overseeing this project intend to meet the seven key characteristics that apply to successful campaigns as set by the Best Practices for Comprehensive Tobacco Control Programs (CDC 1999):

- a) Must be long term;
- b) Should consist of integrated, not isolated components;
- c) Must be integrated into the larger Obesity Prevention and Control Program;
- d) Must be culturally competent;
- e) Must be strategic;
- f) Must be evaluated; and
- e) Adequately funded.

The department's goal is to reach defined target audiences with fresh and attention-getting messages, as efficiently and economically as possible. At this time, the campaign is designed to motivate parents and families to be more physically active every day and for parents to support their children in the Healthy Futures Physical Activity Challenge. This Challenge will be better defined in the Deliverables Section. In FY14 and beyond, the campaign will expand to motivate parents to reduce the amount of sodas and other sugar-sweetened beverages they serve to their children during meals and snack times.

The department, in collaboration with other statewide obesity prevention partners, aims to share the truth about the importance of regular physical activity, healthy food and drink choices, and other behaviors; explain the harms caused by being inactive and drinking sugary beverages; encourage Alaskans, specifically Alaska parents, to change their behaviors to help themselves and their children lead healthier lives and maintain healthy weights; and provide information to help parents sign up their children for the Healthy Futures Challenge that helps get Alaska children closer to the national recommendation of 60 minutes of daily physical activity for the best health possible.

5.02 Deliverables

The contractor will be required to provide the following deliverables:

1. At the direction of the project director and designated department staff, develop and manage a community-wide campaign. At this time, the campaign is focused solely on childhood obesity prevention;
 2. At the direction of the project director and a designated Department PIT staff member, develop specific advertisements and communications materials (these materials could include, but are not limited to, radio, television and print ads; newspaper inserts and ads; bus ads; theater ads; websites; social media including Facebook and Twitter; online ads and online marketing materials, including Pandora Internet radio; digital presentations, posters, etc.);
 3. Conduct media placement and acquisition, ensuring that the media buy is as effective at reaching the target audience(s) and economical as possible;
 4. Build a library of still and video images for the department during the first year of the contract, and maintain and update the library in subsequent years of the contract;
 5. Coordinate, conduct, oversee and report findings and analysis for all formative, pre-testing, monitoring and evaluation research needed for the campaign;
 6. Provide media and social marketing technical assistance and training to school district grantees addressing message development, earned media, campaign planning, and guidance about media placement;
 7. Provide consultation as an organizational and steering committee member of the taskforce Alaskans Taking on Childhood Obesity; and
 8. Maintain expertise in social marketing related to obesity prevention.
- 1. At the direction of the project director and designated department staff, develop and manage a community-wide campaign. At this time, the campaign is focused solely on childhood obesity prevention;**

I. Community-wide campaign consultation, FY14 work plan, and three-year strategic plan:

Play Every Day is the overarching community-wide campaign and the department plans to develop a series of smaller campaigns under this umbrella.

The offeror will use the social marketing approach to inform, develop and evaluate the campaign and will

provide consultation to the department on the social marketing steps to drive the campaign forward in a meaningful and effective way.

The contractor will meet in person with the project director within two weeks of signing the contract to develop a work plan for FY14. The project director for this project is a Public Health Specialist with the department's Section of Chronic Disease Prevention and Health Promotion who has been overseeing this campaign since the summer of 2011.

The contractor will provide a draft FY14 work plan that includes all deliverables of the contract to the project director by July 31, 2013. At that time, the project director and a designated Public Information Team staff member will review the plan. The Public Information Team (PIT) is the communications team within the department. The Public Information Team is made up of public information officers, who work with the news media and program staff to deliver DHSS news to the public, and publications specialists, who design and produce publications, such as brochures, rack cards, reports and Web pages. Public Information Officers, Visual Information, Web and Publications Specialists work as a team and often collaborate on projects for the department.

The offeror will not begin work on the FY14 work plan until the project director has given written approval.

By December 31, 2013, the offeror will present a three-year strategic plan developed in coordination with the project director, a designated PIT staff member and designated department staff for the Play Every Day campaign(s).

Throughout the term of the contract, the offeror will provide consultation and related services regarding obesity prevention social marketing and campaign strategy for the community-wide campaign. This consultation will focus on best practices for social marketing strategy and behavior change theories.

Social marketing uses a number of evidence-based strategies to reach the public and encourage positive behavior change in relation to different topics relevant to social good (e.g. health, sustainability, violence prevention). The Centers for Disease Control and Prevention calls social marketing a strategic planning process that can be used to influence the behavior of individuals. Social marketing helps health officials make informed decisions about the right audiences to target with the messages, the audience's needs and how to best meet those needs.

The department is committed to using the social marketing process to develop the community-wide campaign to change knowledge, attitudes, beliefs, intentions, behaviors and social norms regarding childhood obesity and its associated behaviors (physical activity, participation in the Healthy Futures Challenge, nutrition, sugar-sweetened beverage intake, etc).

The department plans to develop a series of sub-campaigns under the Play Every Day umbrella. More details about these sub-campaigns will come in the next section. Some of these sub-campaigns will target populations disparately impacted by childhood obesity to help achieve health equity. The campaign includes a multi-media approach that includes TV and radio PSAs, the Internet, print materials, as well as other communication materials. Additionally the campaign has employed other social marketing promotional strategies, such as earned media, school-based assemblies, and free/low-cost family friendly recreational events.

Social marketing typically includes 10 key steps.

According to "Social Marketing: Influencing Behaviors for Good," these steps include the following tasks:

1. Describing the background, purpose and focus for the planning effort
2. Conducting a situation analysis
3. Selecting and describing the target market
4. Setting market objectives and goals for behavior, knowledge and beliefs
5. Identifying audience barriers, benefits and competition

6. Writing a positioning statement
7. Developing a strategic marketing mix, including product, price, place and promotion
8. Determining an evaluation plan
9. Establishing a campaign budget
10. Outlining an implementation plan [8]

II. Inventory of Obesity Prevention Campaigns:

The successful offeror will become an expert in obesity prevention social marketing campaigns run in other parts of the country and internationally and routinely share that expertise with the project director. The offeror will do this by maintaining a current inventory of obesity prevention social marketing and community-wide campaigns run outside Alaska. The inventory was created in FY13 but will need to be expanded and maintained throughout the contract to ensure the project director is aware of other relevant obesity-related campaigns outside of Alaska.

Variables to be included in the inventory of campaigns follow:

- Campaign name
- Campaign organizers (government agency, insurance company, sports organization, for example)
- Target population
- Behavior or social norms change that is the focus of the campaign
- Website, if applicable
- List of social marketing strategies employed
- Links to creative materials, visual and audio media, events, etc.
- Narrative describing research and behavior theories used to develop the campaign
- Narrative describing research used to evaluate the campaign and the results
- Links to or copies of media reports, national and local reports, about the campaign, as well as any reports that show the community's response or reaction to campaign materials.
- Funding source, annual funding, and associated FTE assigned to the campaign
- Other variables as agreed upon between the project director and successful offeror

III. At the direction of the project director, manage the community-wide campaign

During FY14, the department will be focused on the following three major sub-campaigns to Play Every Day. These sub-campaigns are: a) Physical Activity Promotion encouraging parents to be active with their children every day for good health b) Healthy Futures Challenge encouraging parents to sign up their children for the school-based physical activity challenge and Healthy Futures-sponsored events, and motivate their children to be active each week. C) Sugar-sweetened beverage sub-campaign focused on getting parents to reduce the amount of sugary beverages, including soda, they serve to their children during meal times and snacks.

Background information on each of these sub-campaigns follows, followed by tasks that would likely be assigned under the contract for each sub-campaign. Once the offeror has been selected and additional consultation has occurred, more tasks may be assigned for completion of these projects.

a. Physical Activity Promotion

The department launched the Play Every Day campaign in January 2012 to deliver strategic, Alaska-specific, high-impact messages focused on raising awareness about childhood obesity in Alaska and encouraging parents and families to improve their health behaviors by prioritizing daily physical activity to maintain a healthy weight and overall good health.

The current campaign educates parents about the benefits of physical activity and provides ideas to increase the amount of physical activity for children to meet the national recommendation of 60 minutes every day needed for good health.

Physical Activity Promotion uses community and school events, as well as television, radio, print, bus, online and other marketing resources, to create a sustained social marketing campaign aimed at increasing youth and family physical activity.

b. Healthy Futures Challenge

Through the Obesity Prevention and Control Program's (OPCP) financial contribution and partnership with Healthy Futures, the OPCP is promoting a school-based physical activity challenge.

Healthy Futures encourages kids to build the habit of daily physical activity through three main programs:

- Running a **Physical Activity Log Challenge** through Alaska elementary schools, and awarding prizes that promote physical activity to children who complete the challenge.
- Supporting **community physical activity events** by making them fun and affordable for families.
- Working with positive, physically active **Alaska role models**, including Olympians Kikkan Randall, Lars Flora, Holly Brooks, as well as Aelin Peterson and NHL star Scott Gomez.

The Healthy Futures Physical Activity Log Challenge happens twice a year in Alaska elementary schools. Participation in the challenge takes these children closer to the national recommendation of at least 60 minutes of physical activity every day for good health. In FY12 and FY13, the OPCP promoted the Healthy Futures Challenge through TV, radio, Pandora Internet radio, bus ads, theater ads and online messages and public service announcements.

As a result of the state's involvement with Healthy Futures, student participation grew from 1,342 students (2%) of elementary-school age in Alaska in spring 2011 to almost 10,000 students (14%) in fall 2012. It is expected that the percentage of participating Alaska elementary-age students will increase during the spring 2013 challenge. Now, more than 130 schools across Alaska participate.

As part of the OPCP partnership with Healthy Futures, Healthy Futures promotes and sponsors community events to inspire kids to be physically active. These recreational events offer no- to low-cost, safe physical activity opportunities for families. Simply by participating, all kids are rewarded with medals and cheers. Youth will have a chance to meet positive, physically active role models.

c. Sugar-Sweetened Beverage Consumption

In state fiscal year 2014 (FY14) and future fiscal years, the department plans to expand its Play Every Day campaign to address additional obesity-related behaviors and create new communication materials for statewide dissemination. The first additional behavior to address is motivating parents to reduce the amount of sugar-sweetened beverages they serve to their children during meals or snack times. Sugar-sweetened beverages can include non-diet soda, fruit-flavored drinks and energy drinks. Findings from the December 2012 Alaska Survey show that 97 percent of Alaska parents with children ages 5 to 12 believe that drinking sugar-sweetened beverages is linked to overweight and obesity. Even so, national data shows that, on average, children drink 118 calories in sugar-sweetened beverages each day. [10]

The department is conducting two forms of formative research in FY13 to inform these new messages. The department surveyed Alaska parents of children ages 5 through 12 about if and when they serve their children sugar-sweetened beverages. The survey asked about these parents' knowledge, attitudes and beliefs associated with serving their children sugary beverages or other types of healthier beverages, such as water. The department also plans to conduct six focus groups in urban and rural Alaska communities at the end of FY13. These focus groups also will involve Alaska parents of children ages 5 through 12 and will focus on parents' choices to serve sugar-sweetened beverages to their children.

The offeror will use these formative research findings to design and develop new campaign materials focused on motivating parents to reduce the amount of sugary beverages they serve to their children at meals and during snacks. **These new campaign materials will be designed at the direction of the project director, a designated PIT staff member and designated department staff and must be approved by the project director prior to public release.**

d. Additional campaigns will be identified during the term of this contract.

Sub-campaign tasks:

The Play Every Day campaign, and sub-campaigns underneath it, will be developed using the social marketing approach and generally address the following issues:

- Campaign objectives and plan;
 - Market Research and evaluation plan;
 - Identified indicators for measurement;
 - The message(s) to be delivered;
 - The target audience(s) for outreach;
 - Best methods of communication or combination (television, print, radio, online, etc.) for specific projects and objectives;
 - Plan and actions taken for disseminating the messages;
- **IV.** Assist in organization of statewide promotion events and activities, event sponsorships, and community tie-ins to support and reinforce the statewide campaign for Play Every Day;

At the direction of the project director and a designated PIT staff member, the offeror will create and support Healthy Futures and Play Every Day efforts across Alaska to get the campaign messages to more Alaskans. The proposal must explain how the offeror will work with the department to do that in FY14 and future fiscal years.

To date, the department has organized two successful and well-attended events to kick off the spring Healthy Futures Challenge in two Anchorage School District elementary schools. The first kickoff was in February 2012 and the second in February 2013. Multiple media outlets attended both events and provided statewide coverage of the Healthy Futures Challenge.

Earned Media:

The Play Every Day campaign has received consistent and significant media interest during the past two fiscal years. In FY14 and future fiscal years, the offeror will work with the project director to support earned media opportunities for Play Every Day. The department PIT will remain in charge of the interaction with media outlets regarding earned media. If media expresses interest to the offeror for an interview related to the campaign, the offeror will work through the project director and a designated PIT staff member to find the most appropriate media contact. Department staff will then return the media contact. Top priority will be given to the Section staff, Obesity Prevention and Control Program manager and staff, Division of Public Health staff, Chief Medical Officer, Healthy Futures staff, and other campaign partners as the primary interview contacts and people featured in on-camera interviews. The offeror will follow the department's media protocol to make it a priority to respond to the media contact within an hour of receiving the call and communicate a plan for response before the end of the business day in which the contact was received.

The project director and a designated PIT staff member will continue to work together on press releases, media advisories and fact sheets for the campaigns. If the offeror writes a press release or media document on behalf of the campaign, it must be approved through the project director and the PIT prior to release. All press releases that also mention Healthy Futures or other campaign partners must also be

approved through partner leadership prior to release. In the past, the PIT has worked with the project director to determine the best possible mechanisms for sending out press releases, media advisories and fact sheets to the media through department channels. Unless an alternative arrangement is agreed upon between the offeror, project director and a designated PIT staff member, that arrangement will remain during the term of the contract.

V. Partner communication

The offeror will regularly communicate with grantees, designated department staff, partners and stakeholders to keep them informed on issues concerning:

- Statewide campaign plans
- Upcoming earned media opportunities
- Training opportunities
- Grantee, partner and stakeholder sharing
- Information on CDC national campaigns or relevant campaigns in other states
- Events that could result in media interest
- Important reminders

Required attachments and exercises:

- To illustrate the ability of the offeror to provide social marketing consultation and campaign management, each offeror must describe in their proposal their experience of providing similar health-related consultation and campaign management in the past three years.
- This is a project that requires numerous deadlines to be met on multiple sub-campaigns running at similar times. The offeror must explain in their proposal how they have managed, and met, such deadlines on similar campaigns.
- The offeror must describe in their proposal a potential approach for providing ongoing consultation on best practices for social marketing strategy and behavior change theories applicable to community-wide campaign.
- The offeror must describe in their proposal a potential approach for developing future strategies, promotion events or activities, and community tie-ins to support and reinforce the community-wide campaign.
- In the proposal, the offeror also must fulfill the following behavior theory exercise:

There are a number of behavior theories that can guide social marketing. These include, but are not limited to, the Stages of Change Model, Health Belief Model, Theory of Reasoned Action, Theory of Planned Behavior, Social Cognitive Theory, and Exchange Theory. Using one of these behavior change theories, please provide a description of how to approach decreasing the amount of sugar drinks, like soda, that Alaska parents serve to their 5- to 12-year-old children. Describe the potential social marketing intervention that could be employed and why it was chosen.

2. At the direction of the project director and a designated department PIT staff member, develop specific advertisements and communications materials (these materials could include, but are not limited to, radio, television and print ads; newspaper inserts and ads; bus ads; theater ads; websites; social media including Facebook and Twitter; online ads and online marketing materials, including Pandora Internet radio; digital presentations, posters, etc.);

The Play Every Day campaign already has a set of communication materials it has been publishing and airing during the past two fiscal years. The offeror will work with the project director and a designated PIT

staff member to incorporate design, content and branding from these materials when creating new communication materials for the campaign, as appropriate. All materials created for the campaign – including all source documents and files – will be owned by the department and will be able to be published through department channels in addition to channels arranged through this contract. Those department channels could include, but are not limited to, the department’s YouTube and Vimeo channel, website, and Facebook pages, Twitter and Pinterest. All materials created for the campaign will follow the department PIT’s guidelines that require certain information to appear on publications and govern the use of the DHSS logo. Materials will also include partner logos when appropriate and approved by the project director.

All communication materials must be approved prior to use and publication by the project director and a designated PIT staff member.

During FY14, the Section will need to publish and air communication materials that focus on all three of the Play Every Day sub-campaigns and any additional campaigns as agreed upon between the project director and the offeror:

- Physical Activity Promotion
- Healthy Futures Challenge (In FY14, the Challenge will run September through November, 2013, and February through April, 2014.)
- Sugar-sweetened beverage consumption

At present, materials have been created for the first two sub-campaigns (Physical Activity Promotion and Healthy Futures Challenge), but they have been running for the past two years and the offeror will need to update and expand these in FY14 and future fiscal years. These materials may include TV and radio PSAs, Pandora ads, theater ads, bus ads, online ads, posters and other materials.

Examples of current materials and PSAs can be found on the current Play Every Day website at <http://dhss.alaska.gov/dph/PlayEveryDay/Pages/media.aspx>. The PSAs called “The Problem of Childhood Obesity in Alaska” and “The Importance of Being Active as a Family” are the current Physical Activity Promotion PSAs. The PSAs called “The Healthy Futures Challenge” and “Kikkan Randall Challenges Alaska’s Kids to Play Every Day” are the current Healthy Futures PSAs.

The offeror will need to ensure Healthy Futures Challenge communication materials are completed and ready for publication by late August, 2013, because the fall Challenge begins in September 2013.

The offeror will create and publish new communication materials for sugar sweetened beverage in the first half of FY14 . There are no materials created yet for sugar-sweetened beverage consumption. This is a critical new addition to the Play Every Day campaign

The offeror will be creating more communication materials than have been created in previous years. The department created three TV messages and several radio messages for the campaign in FY12 and several new TV and radio messages in FY13. Bus ads, theater ads and online materials also were created in FY12 and FY13. More materials will be needed each year during this contract for Physical Activity Promotion and Healthy Futures, and that number will increase in FY14 with the addition of the new sub-campaign focused on sugar-sweetened beverage consumption and other campaigns in future fiscal years.

The offeror will secure and pay talent as needed when creating new communication materials, including radio and TV messages. All talent must be pre-approved by the project director before they are used in communication materials and the department reserves the right to revoke the privilege of talent to represent the campaign on behalf of the department for any reason. The offeror must provide an example of how it has paid and secured talent for communication materials created for other campaigns.

The offeror will be responsible for designing and maintaining a Play Every Day website that will need a significant amount of new content and features. This website will need to be flexible enough to represent all sub-campaigns and coordinate with partner websites, including Healthy Futures and the Alaskans

Taking on Childhood Obesity (ATCO).

The current department website (playeveryday.alaska.gov) will direct all traffic to the contractor's website. During the first quarter of FY14, the Play Every Day website must, at minimum, provide information for the target audience about the importance of families playing together with their children, completing at least 60 minutes of physical activity every day for good health, knowing their body mass index and their child's BMI, as well as encouraging children to participate in the Healthy Futures Challenge. Within the first six months of FY14, this website will need a new section focused on sugar-sweetened beverage consumption and may address other identified health behaviors. During future fiscal years, the Play Every Day website will need to address more audiences, who could include health care partners and providers, schools and others.

The offeror also will use technologies, such as social networks, web pages, interactive content and videos, and blogs to generate messages that are then disseminated by the target audience. One concept is a regularly updated blog by an Alaska pediatrician, dietitian and/or physical activity professional who discusses nutrition and activity. Another idea is working with a campaign partner to regularly update a physical activity event calendar filled with family-friendly statewide events.

At the direction of the project director and a designated PIT staff member, the offeror will develop the written content for the website. All design work, video and interactive content creation, and Web posting will be done by the offeror, and the offeror must be available to make these posts and Web edits with short-term notice and on a regular basis each week.

In FY14, the offeror will create and maintain social media for Play Every Day, which could include a Facebook page and Twitter feed. To date, Play Every Day uses Facebook posting and advertising that links only to the DHSS Facebook (Alaska.DHSS) and Healthy Futures Facebook pages (healthyfuturesAK), as well as the current Play Every Day website (playeveryday.alaska.gov). Similar obesity-related campaigns across the nation have campaign-specific Facebook pages and are building their base of followers (i.e. Georgia SHAPE, Strong4Life, and Food Fit Philly). A social media policy will need to be approved by the project director and designated PIT staff member prior to the offeror posting, responding and interacting with the public on social media used during this contract. The offeror also will work with the project director and a designated PIT staff member to share and coordinate social media messaging between the campaign and the department's other communications materials.

As a reminder, all communication materials must be approved prior to use and publication by the project director and a designated PIT staff member.

Required attachments and exercises:

The offeror must submit examples from the following categories of their work created for another campaign, at least one in each category, preferably from a health-related campaign.

- TV and radio messages
- Print communication materials, which could be a poster, brochure, print ad, etc.
- Online and/or social media ads
- Website developed for a campaign
- Social media (such as a Facebook page and/or Twitter feed developed for a campaign)
- Examples of other types of media (may include bus, theater, out-of-home marketing materials)

3. Conduct media placement and acquisition, ensuring that the media buy is as effective at reaching the target audience(s) and economical as possible.

The offeror will purchase and acquire media placement for the campaign(s) during the duration of the contract. For this contract, media can include, but is not limited to, radio and television, print, mass transit, movie theater placement, social and online media such as Facebook, Google, Pandora, and other online

advertising. In their proposal, the offeror must demonstrate the ability to purchase and place all of these media resources.

The offeror will coordinate and purchase print products as needed, which could include posters, T-shirts and other items.

The offeror, at the direction of the project director and a designated PIT staff member, will create a yearly media buy plan outlining suggested timing, reach and frequency for message delivery, as well as how multiple messages, delivery modes and ads will be cycled to maximize campaign effectiveness. In FY14, a separate media buy plan for the fall Healthy Futures promotion will need to be completed and approved as soon as possible after the contract award. A media buy plan for the remainder of FY14 will be included in the FY14 work plan completed by July 31, 2013. All media buy plans, and revisions to the plans, will be approved by the project director and a designated PIT staff member prior to purchase and placement of media.

The contractor's yearly media buy plan will outline specific recommendations for placing radio, TV and online messages, timing and format for any print ads, and recommended development of other communications materials and strategies, such as posters and handouts, etc., to best deliver the desired messages. The yearly media buy plan also must show how suggested media will be used to maximize cost-effectiveness of message delivery, including both paid and free bonus placement. The offeror should negotiate bonus spots and/or below-book rates with each buy plan.

The offeror will place media to maximize the impact of overlapping urban and rural media markets. The offeror also is encouraged to be alert for new rural and urban placement opportunities that arise, as well as special events that will maximize reach to the target audience.

Functioning as a community-wide campaign, Play Every Day must use varied methods to deliver effective health messages to Alaskans, primarily Alaska parents who can motivate their children to be more physically active and eat healthy foods. To be successful and go the distance toward changing health behaviors, community-wide campaigns must deliver their messages in a sustained way, with great reach and frequency. In order to accomplish this, Play Every Day will use multiple types of communication channels and media to get the messages created by the campaign to the Alaskans who need to hear them.

The CDC stresses that campaigns need to reach a recommended level of reach and frequency each quarter to be effective. In a best-practices guide from the CDC for tobacco-prevention, the national health organization says effective campaigns should reach 75 percent to 85 percent of their target audience each quarter of the year. The CDC has set a benchmark for an average of 1,200 targeted rating points in the first quarter and at least 800 targeted rating points in following quarters. The offeror will work with the project director to determine the most effective targeted rating points for this campaign.

During the term of this contract, the offeror will be allowed to accept standard commission from media channels that pay commission for placement (TV and radio, for example), but the offeror will be expected to and must also place non-commissionable media for the campaign(s) each contract year. Media buys should take into consideration the language, interests, concerns, and primary mediums of the target audience based on information gained in the market research, other media surveys, or the offeror's experience.

In FY12 and FY13, Play Every Day placed about 60 percent to 70 percent of the media buy in radio and TV. The rest included other types of media, a number of which did not pay commission. This information is not meant to be a prescription for how media must be placed in future fiscal years for Play Every Day, but does provide an estimate for how much non-commissionable media has been placed in previous campaign years. When placing media that does not pay commission during the term of this contract, the offeror must specify their hourly rate for placing non-commissionable media. That hourly rate must be listed in the table in the cost proposal for the media director's cost.

To ensure the markets and stations are fulfilling their media placements and the state is getting return for its investment, the offeror must provide a post-buy report for the campaign(s) every quarter and, when possible, monthly. With each post buy report, the offeror also must supply vendor tear sheets and affidavits from media vendors reflecting the actual run and cost per spot.

When social media is purchased, the offeror must supply social media activity reports by quarter, and when possible, monthly. These reports must include click through rate, cost per impression, cost per click or cost per view (when appropriate), estimated reach and other relevant measures as agreed upon between the project director and offeror.

- The post-buy reports that involve gross ratings points (GRPs) must include the following items:
 - Time period
 - Market
 - Demographic purchased
 - Stations purchased
 - Spot length
 - Rating books used to place the buy
 - Rating books used to post the buy
 - Planned (gross rating points) GRPs
 - Placed GRPs
 - Earned GRPs
 - Total spend of the buy
 - Cost per point (CPP)
 - Reach and frequency
 - Other measurements as agreed upon between the offeror and the project director.
- Post buys that focus on spots must include the following:
 - Time period
 - Demographic purchased
 - Spot length
 - Placed spots per station in each market
 - Earned spots per station in each market
 - Total spots per market placed
 - Total spots per market earned
 - Posts per station
 - Overall posts per market
 - Other measurements as agreed upon between the offeror and the project director.

Post-buy analyses must be shared with the project director, designated department staff, campaign partners and/or subcontractors hired to do market and formative research, media recall and evaluation, and other needed functions.

Required attachments and exercises:

Included in the proposal:

The offeror must provide an example 6-month plan to purchase media during the second and third quarters of FY14 (October, 2013, through end of March, 2014) using a media buy of \$275,000. The offeror's plan must address the CDC benchmarks specified above and also target the campaign's audience: Alaska parents of children ages 5-12.

For this exercise, during the second and third quarters of FY14, assume that creative material will be made for the first two sub-campaigns (Physical Activity Promotion and Healthy Futures) by the end of September, 2013. The Healthy Futures Challenge runs September, October and November in schools statewide, but many of those schools are in larger communities, like Anchorage, Mat-Su, Fairbanks and Juneau. Parents can sign up their children each month (so if they miss September, they can still sign up for October, for example), and activity logs that come home to parents typically arrive a week before the

challenge begins or the first week of the challenge each month. For this exercise, the offeror should assume the Sugar-Sweetened Beverage materials will be ready to run in early November.

- 4. Build a library of still and video images for the department, all model-released, captioned and available to the department for multiple and repeated uses. This library must be created during the first year of the contract (FY14) and maintained and updated in subsequent years of the contract. The department will own the images and videos and will have access to the images and videos.**

The department does not have a library of physical activity images that are Alaska-specific, focused on Alaska Native and rural activities, or related to the unique distribution patterns of sugar-sweetened beverages to communities across the state. The department needs these images to augment its website and related communication materials. In FY14, the work will require several visits, in several seasons, to urban and rural communities to capture images in the following areas: children and families being physically active; Native and rural types of activities, including participating in fish camp, berry-picking and Native Olympic games; children being active in ways that include organized sports and everyday activities – including hiking, spending time at local playgrounds, and playing tag; sugar-sweetened beverages being delivered, stocked and distributed across Alaska, which could include in stores, schools, other facilities and homes; the campaign's supporting athletes, including Kikkan Randall, Scott Gomez, etc.; and family-friendly physical activity events throughout the state, including the Healthy Futures Challenge. In FY14 and future fiscal years, still and video images may be needed from the grantee school districts throughout Alaska.

The offeror must provide a section in their work plan on how and when this library of images and videos will be created. The project director must approve this section of the work plan before any work is initiated.

In the proposal, the offeror must provide a strong explanation of how they could build a library of images and video for the Play Every Day campaign and department.

- 5. Coordinate, conduct, oversee and report findings and analysis for all formative, pretesting, monitoring and evaluation research needed for the campaign.**

The offeror will conduct market, formative and evaluation research throughout the duration of the contract, complete analysis of the research, and reporting findings to the project director and designated department staff. This research will be clearly noted in the work plan developed by the successful offeror in coordination with the project director.

I. Market and formative research, and message pretesting:

Market and formative research includes identifying the knowledge, attitudes, beliefs, intentions and behaviors of target audiences and the behavioral theories that best motivate specific audiences to change. Market and formative research also is needed to test key campaign messages and communication materials.

Market and formative research must do the following:

- Target our designated audience. In FY14, that primary audience is Alaska parents of children in grades kindergarten through sixth grade (ages 5 to 12).
- Engage both rural and urban Alaskans.
- Represent Alaska's diversity by including Alaska Native parents and parents of low socioeconomic status.

When market or formative research is required during the contract, the successful offeror will work at the direction of the project director or designee to prepare the following:

- Draft and finalize the research tools.
- Develop a plan for data collection.
- Collect data.

- Analyze and summarize the findings.
- Prepare a written report of the results.
- Meet with project director and designated department staff to discuss the findings.
- If formative research is being used to test messages before, during or after message development, the successful offeror must be able to test complete messages or create storyboards to test messages in the development stage.

When focus groups are used, the offeror will recruit all focus group members using a recruiting methodology approved by the project director. The project director or designee must be invited to attend live and/or by video monitoring as an unobtrusive observer. The successful offeror must provide video recordings of each focus group and provide copies of this video and audio to the project director within one week following each focus group.

Travel may be required if focus groups are used; this travel will be paid for by the successful offeror. When using focus groups, the offeror will provide for, within the project budget, monetary incentives and light, healthy refreshments for participants.

Required attachments and exercises:

Included in the proposal:

The offeror must provide a solid explanation demonstrating their ability to complete a variety of forms of formative and market research, including, but not limited to, surveys to measure attitudes, knowledge, beliefs, intentions and behaviors; questionnaires; focus groups and key informant interviews.

The offeror must describe potential formative and market research tools to be used with this campaign, the rationale for choosing those tools, and a detailed explanation in the proposal about how the research tools will be used during the term of the contract.

If the offeror proposes focus groups, the offeror must specify how they typically choose the number of focus groups, the size of each group, the methodology for selecting targeted participants, the location for the groups, how incentives will be given to participants, and the plan for content analysis of focus group findings.

The offeror also must provide an example of a formative research tool, (e.g. focus group questions or a survey) used for a social marketing project. Preference is given for a health-related project.

The offeror also must attach two storyboards created during the past three years to test messages under development.

II. Media recall and campaign evaluation exploring changes in knowledge, attitudes, beliefs, intentions or behaviors related to childhood obesity and campaign goals:

Media recall and campaign evaluation will be conducted throughout the duration of the contract. An evaluation of the education and communication materials can measure what communication materials were most effective at reaching the members of the target audience and conveying the campaign messages. Evaluation is also essential to determine if the campaign influenced changes in attitudes, knowledge, social norms, and health-related behaviors.

The offeror will conduct media recall and campaign evaluation. When new campaign materials messages are publicized for the campaign, the offeror will work with the project director and designated department staff to determine the best strategy to measure media recall of the campaign's communication materials and messages. The offeror must work with the project director and designees to develop and implement methods to measure the effectiveness of the materials in conveying the campaign messages; knowledge and attitudes about these communication materials and messages; and what effect these materials may have had on intentions, behaviors and social norms change. These media recall strategies will be coordinated with the media buy plan so strategies are implemented at the most effective time.

Below are examples of evaluation questions about the campaign that will need to be answered:

- What was the target audience's awareness and recall of the advertisements?
- Where did the target audience see or hear the advertisement (e.g. TV, radio, buses, or electronic media)?
- Did the target audience understand the key message from the advertisements?
- Did the target audience have favorable or negative attitudes or opinions toward the advertisements?
- Did the target audience's knowledge, attitudes, intentions or behaviors change depending on their exposure to the advertisements?
- Did those exposed to the advertisements encourage their children to be more active?
- Other related questions as determined by project director and successful offeror .

In the overall work plan, all market, formative, pretesting, monitoring and evaluation work must be approved by the project director before it is initiated.

For media recall and evaluation work, the offeror will work at the direction of the project director and designees to prepare the following:

- Draft and finalize the research tool.
- Develop a plan for data collection.
- Prepare research instruments.
- Collect and clean data.
- Analyze the data.
- Prepare a written report of the results.
- Meet with project director and designated department staff to discuss the findings and analysis.
- Provide data files and related coding documents in a form that is useable by the project director or designees.

If the offeror uses a telephone survey tool for evaluation, the successful offeror must conduct surveys using computer aided telephone interviewing software. The successful offeror will provide a process and means by which the project director or other designated staff member can monitor active surveys toll-free from the project director's office. All questionnaires, survey tools or other related research tools used during this contract must be developed in coordination with the project director or designee and approved before they are implemented. All survey and research tools that are created and used on the department's behalf during the term of the contract will become the property of the campaign and the department.

All data collected during the term of this contract must meet data confidentiality requirements. The data must be HIPAA compliant and meet department data-transfer protocols.

When data is collected, the project director must be given the raw data sets in a format that is useable by department (typically SAS or SPSS), relevant coding documents, disposition reports, and other related documents agreed upon between the project director and successful offeror to allow for future department analysis.

The successful offeror will:

- Keep confidential all information related to the identity of respondents. Other than the data provided to specific contact people at department, the successful offeror shall not release, publish, reproduce, or otherwise divulge such information in whole or in part, or authorize or permit others to do so without explicit permission from department.
- Have, and fully implement, a confidentiality protocol whereby all of the successful contractor's employees who conduct interviews or have access to the data have signed statements agreeing to abide by confidentiality rules.

- Ensure the project director is notified immediately in writing in the event there is any reason to suspect a breach of confidentiality may have occurred.

It is possible that some of this work will focus on children; it is preferred that the successful offeror have market experience involving children.

Required attachments and exercises:

The Centers for Disease Control and Prevention recommends approximately 10% of the total program budget is spent on Evaluation Services, which can include everything from the focus groups to the surveys. This amount is approximately \$100,000.00 of this contract budget.

Included in the proposal, the offeror must describe the potential steps necessary for evaluating the Play Every Day campaign to measure media recall and changes in knowledge, attitudes, beliefs, intentions or behaviors related to childhood obesity campaign goals.

Included in the proposal, the offeror must provide an example of a previous media recall survey instrument (with or without results) used during a campaign.

III Media evaluation reports:

The contractor's campaign evaluation must include monthly reports of total spot counts for television and radio messages that aired for the campaign(s), along with GRP and/or TRP counts when possible.

This evaluation must include monthly reports of online analysis of the Play Every Day and/or related websites. These reports must show, at a minimum, the following items:

- Total web visits to Play Every Day
- Total unique web visitors
- Total number of pages viewed within the Play Every Day website
- Average length of time per visit per page
- What websites visitors were on before coming to Play Every Day
- Other online measurements as agreed upon between the project director and the offeror

Any use of Facebook and Twitter must include a monthly report of, at a minimum, the following items:

- New "likes" and friends on Facebook
- Summary of posts, and total number of Facebook posts
- Summary of Tweets, and total number of Tweets
- Other measurements as agreed upon between the project director and the offeror.

A social media policy will need to be approved by the project director and designated PIT staff member prior to the offeror posting, responding and interacting with the public on social media used during this contract. The offeror also will work with the project director and designated PIT staff member to share and coordinate social media messaging between the campaign and the department's other communications channels.

6. Provide media and social marketing technical assistance and training to school district grantees addressing message development, earned media, campaign planning, and guidance about media placement;

Beginning in FY14, OPCP will be awarding up to seven (7) school districts in Alaska with grants to address childhood obesity throughout Alaska. These districts will be required to use communication materials that complement and coordinate with the community-wide campaign.

At the direction of the project director, the offeror will develop a master list of talking points and core messages to be used by department staff, partners and grantees. The offeror will manage grantee media interest and support earned media opportunities for the grantees. The offeror will include the project

director and a designated PIT staff member on discussions regarding these media efforts .

Media and Technical Assistance:

The offeror will provide grantee media and social marketing technical assistance and training.

The grantee technical assistance and training will help grantees determine how to use media to support their grant objectives and communications goals through the sharing of communication materials, plans, ideas and budgets. The technical assistance and training will include message development, earned media, campaign planning, and guidance about media placement.

Creative Development

The offeror will guide and assist grantees in adapting statewide campaign components to their school district and community, and will provide the following services:

- Statewide campaign components and various media assets altered to include grantee organization tag, logo, etc.
- File resizing, various formats, etc.
- Modified media assets to localize campaign

Media Placement

Grantee funds may supplement statewide media placement to cover communities or mediums not included in the statewide plan. The offeror will identify opportunities as they arise and provide counsel on how grantees can best use these funds.

Public Relations

The offeror shall regularly identify and assist in developing earned media opportunities for grantees to garner news coverage throughout the year(s).

Grantee Education and Training (in FY15 and FY16)

The offeror will work with fellow contractors and partners to develop a curriculum for media training opportunities for grantees. The offeror will be expected to identify what training opportunities are necessary and develop a plan and program for education. The offeror must collaborate with the project director, other department staff and contractors to coordinate and facilitate grantee training and media for social marketing technical assistance.

Required attachments and exercises:

Included in the proposal, the offeror must describe their past work experience providing creative development, guidance on media placement and technical assistance to school districts, communities or other similar partners in a campaign.

The offeror also must describe how it would provide media and social marketing technical assistance to school district grantees.

6. Provide consultation as an organizational and steering committee member of the taskforce Alaskans Taking on Childhood Obesity.

The offeror will provide consultation as an organizational and steering committee member of the taskforce called Alaskans Taking on Childhood Obesity (ATCO). This consultation will focus on building a community-wide campaign using social marketing approaches.

ATCO is an interagency taskforce of leaders in the health and education fields and other partners who are committed to preventing childhood obesity in Alaska. ATCO is chaired by the State of Alaska's Chief Medical Officer, Dr. Ward Hurlburt. The Alaska Obesity Prevention and Control Program staff provides facilitation support and physical activity and nutrition expertise to the taskforce.

ATCO is charged with the following:

- Focusing Alaska’s efforts to reverse the trend of increasing rates of overweight and obesity among children and youth – preschool through high school – with the intent to have a lifelong impact;
- Developing a team approach and partnership involving private and public partners;
- Recommending evidence-based strategies that can be implemented to move Alaska in the direction of reducing its childhood obesity rates; and
- Making specific commitments to work on these strategies collaboratively over the next several years.

The offeror will participate as an ATCO organizational and steering committee member by:

- Attending monthly teleconference meetings (1-2 hours in-person or teleconference each month)
- Attending in-person the annual general membership meeting (16 hours annually)
- Providing training at the annual general membership meeting or other ATCO related meetings (2-3 hours annually)

One (1) person from the offeror’s staff will make one (1) trip each year of the contract to Anchorage to attend the ATCO annual general membership meeting. During each contract year, the offeror also will need to attend telephone and/or in-person task force committee meetings.

Required attachments and exercises:

The offeror must describe their ability to serve as such a task force member.

7. Maintain expertise in social marketing related to obesity prevention

During the contract period, the offeror will maintain expertise in social marketing related to obesity prevention.

At a minimum to fulfill this deliverable, the offeror must attend social marketing obesity prevention-related webinars, local conferences with obesity prevention-related presentations, teleconferences and annually attend a national conference or training. The key consultant for the project will make one (1) trip to attend a social marketing obesity-related training and/or conference each year of the contract. Potential trainings/conferences include Weight of the Nation, (May 2014, Washington DC), Society for Public Health Education annual meeting, or the American Public Health Association (APHA) annual meeting. Training must be approved by the project director before any travel arrangements are made or purchased.

Required attachments and exercises:

The offeror must describe their willingness and ability to develop expertise in obesity prevention- related social marketing.

SECTION SIX PROPOSAL FORMAT AND CONTENT

6.01 Proposal Format and Content

The state discourages overly lengthy and costly proposals, however, in order for the state to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

6.02 Introduction

Proposals must include the complete name and address of offeror's firm and the name, mailing address, and telephone number of the person the state should contact regarding the proposal.

Proposals must confirm that the offeror will comply with all provisions in this RFP; and, if applicable, provide notice that the firm qualifies as an Alaskan bidder. Proposals must be signed by a company officer empowered to bind the company. An offeror's failure to include these items in the proposals may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

6.03 Understanding of the Project

Offerors must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project and the project schedule.

6.04 Methodology Used for the Project

Offerors must provide comprehensive narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work and meet the state's project schedule.

6.05 Management Plan for the Project

Offerors must provide comprehensive narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve to accomplish the work and meet the state's project schedule.

6.06 Experience and Qualifications

Offerors must provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract and provide the following information about each person listed:

- a. title,

- b. resume,
- c. location(s) where work will be performed,

Offerors must provide reference names and phone numbers for similar projects the offeror's firm has completed.

Offerors must provide evidence within their proposal that they meet the minimum requirements specified in Section 2.08 Minimum Qualifications along with any certifications and credentials referenced in the resume or their proposal may be found non-responsive and may be rejected.

6.07 Cost Proposal

Please complete the Cost Proposal template in Section Eight (Attachments) of this RFP.

The completed cost proposal, along with any reference to pricing, is to be **excluded** from the body of the offeror's proposal. Instead, it should accompany the proposal in a separate, sealed envelope. Failure to comply with this requirement will result in a proposal rejected as non-responsive.

6.08 Evaluation Criteria

All proposals will be reviewed to determine if they are responsive. They will then be evaluated using the criterion that is set out in Section SEVEN.

An evaluation may not be based on discrimination due to the race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror.

A proposal shall be evaluated to determine whether the offeror responds to the provisions, including goals and financial incentives, established in the request for proposals in order to eliminate and prevent discrimination in state contracting because of race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, or disability.

SECTION SEVEN

EVALUATION CRITERIA AND CONTRACTOR SELECTION

**THE TOTAL NUMBER OF POINTS USED
TO SCORE THIS PROPOSAL IS 1,000**

7.01 Understanding of the Project (5 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?
- [b] How well has the offeror identified pertinent issues and potential problems related to the project?
- [c] To what degree has the offeror demonstrated an understanding of the deliverables the state expects it to provide?
- [d] How well has the offeror showed an understanding of social marketing and how it will be used in this project?
- [e] Has the offeror demonstrated an understanding of the state's time schedule and can meet it?

7.02 Methodology Used for the Project (15 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?
- [b] How well does the methodology match and achieve the objectives set out in the RFP?
- [c] Does the methodology interface with the time schedule in the RFP?

Deliverable 1

- [d] Does the offeror explain how they would follow the social marketing process to inform, develop and evaluate the Play Every Day campaign?
- [e] Does the offeror explain how they would write the FY14 work plan and three-year strategic plan and meet those deadlines?
- [f] Does the offeror provide a solid approach to creating and maintaining an inventory of social marketing campaigns focused on obesity prevention?
- [g] Does the offeror provide a solid approach for providing ongoing consultation on best practices for social marketing strategy and behavior change theories applicable to the Play Every Day campaign?
- [h] Does the offeror provide a credible explanation of how the offeror would approach developing future strategies, promotion events or activities, and community tie-ins to support and reinforce the Play Every Day Campaign across Alaska?

- [i] Does the offeror provide a strong example of how a behavior change theory could be used to decrease the amount of sugary drinks Alaska parents serve to their 5- to 12-year-old children?

Deliverable 2:

- [j] Did the offeror explain the varied types of communications materials it can make for campaigns?
- [k] Did the offeror provide at least six strong examples of communication materials they made for another campaign? Preference is given to health-related materials.
- [l] Does the offeror provide a solid explanation of how the offeror will be able to secure and pay talent for communication materials, as needed?

Deliverable 3:

- [m] Has the offeror demonstrated the ability to purchase and place all types of media resources for the campaign?
- [n] Has the offeror provided a strong proposed media buy plan for the second and third quarters of FY14 that reaches the campaign's target audience in all parts of the state and addresses each sub-campaign?

Deliverable 4:

- [o] Does the offeror provide a strong explanation of how they could build a library of images and video for the Play Every Day campaign?

Deliverable 5:

- [p] How well does the offeror demonstrate their ability to complete a variety of forms of formative and market research, including, but not limited to, surveys to measure attitudes, knowledge, beliefs, intentions and behaviors; questionnaires; focus groups and key informant interviews?
- [q] How well does the offeror explain what research tools may be used for the Play Every Day campaign, the rationale for using those tools, and how they will be used during the term of the contract?
- [r] If the offeror proposes focus group testing, how well did the offeror provide detail about the recommended number of focus groups, size of each group, methodology for selecting targeted participants, location for the groups, incentives given to participants, and the plan for content analysis of focus group findings?
- [s] Did the offeror provide a strong example of a formative research tool (e.g. focus group questions or survey) created for and used during a social marketing campaign? Preference is given for materials for health-related campaigns.
- [t] Did the offeror provide a strong example of two previously developed storyboards for a campaign?
- [u] Did the offeror provide a strong example of a previous media recall survey instrument (with or without results) created for and used during another campaign?
- [v] Did the offeror describe the potential steps necessary for evaluating the Play Every Day campaign to measure media recall and change in knowledge, attitudes, beliefs, intentions and behaviors related to childhood obesity campaign goals?

Deliverable 6:

- [w] Does the offeror describe how it would provide media and social marketing technical assistance to up to seven (7) school district grantees)?

Deliverable 7:

- [x] How well does the offeror describe their ability to provide consultation as an organizational and steering committee member of the taskforce called Alaskans Taking on Childhood Obesity (ATCO)?

Deliverable 8:

- [y] How well does the offeror describe their willingness and ability to develop expertise in obesity prevention related social marketing, including attending seminars, webinars and at least one conference or training each year?

7.03 Management Plan for the Project (15 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?
- [b] Is the organization of the project team clear?
- [c] Are authority, accountability and the line of communication completely and clearly defined?
- [d] How well does the organization of the project team support all of the project requirements?
- [e] Does the project team already have the hardware, software, equipment, and licenses necessary to perform the contract?
- [f] Does it appear that the offeror can meet the schedule set out in the RFP?
- [g] Did the offeror discuss how they managed to meet deadlines on previous campaigns that required multiple deadlines and possible sub-campaigns?
- [h] Does the offeror demonstrate willingness to work with and share information with all campaign members and partners?
- [i] Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the RFP?
- [j] To what extent has the offeror identified potential problems?

7.04 Experience and Qualifications (15 Percent)

Proposals will be evaluated against the questions set out below:

Questions regarding the personnel:

- [a] Do the individuals assigned to the project have experience on similar projects?

- [b] Does the lead individual (s) listed in charge of this campaign have strong recent experience working with clients to manage similar campaigns?
- [c] Did the offeror provide solid examples of how the individuals assigned to the project have completed similar social marketing consultation and projects?
- [d] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires?
- [e] How extensive is the applicable education and experience of the personnel designated to work on the project?

Questions regarding the firm:

- [f] How well did the offeror describe their experience working with the clients to manage, develop and provide strategy and consultation on social marketing campaigns, showing at least three years of experience
- [g] How well did the offeror describe their experience placing media, conducting market research, and producing and developing media of many kinds, showing at least five (5) years of recent experience for all of these areas?
- [h] How extensive is the firms experience in health and social service related campaigns?
- [i] How relevant are the three letters of reference from previous clients that address the firms social marketing credentials?
- [j] Does the offeror describe past work experience providing creative development, media a placement and technical assistance to school districts, communities or other similar partners in a campaign?
- [k] How extensive is the firm's marketing experience with children?
- [l] How well did the offeror describe how they completed their social marketing campaigns, on time and on budget?
- [m] If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

7.05 Contract Cost (40 Percent)

Overall, **40%** of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

7.06 Alaska Offeror Preference (10 Percent)

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

SECTION EIGHT ATTACHMENTS

8.01 Attachments

Included in this RFP document

1. Offeror's Checklist
2. Cost Proposal Form
3. Proposal Evaluation Form
4. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions

Attached Separately

5. Standard Agreement Form
 - a. Appendix A
 - b. Appendix B1
 - c. Appendix C
 - d. Appendix D
6. Notice of Intent to Award

Offerors Checklist

IMPORTANT NOTE TO OFFERORS: This checklist is provided to assist offerors and the Procurement Officer in addressing and/or locating specific requirements identified in the RFP for the offeror's proposal. **Offerors are to complete and return this form.** Completion of this form does not guarantee a declaration of responsiveness.

Offeror: _____

1. Per section 2.12, evidence that the offeror holds a valid Alaska business license.

Evidence is provided on page # ____.

2. Per section 1.04, the budget does not exceed **\$3,000,000.**

Evidence is provided on page # ____.

3. Per section 1.16, provide a statement regarding Offeror's Certification.

Evidence is provided on page # ____.

4. Per section 1.17, provide a Conflict of Interest statement.

Evidence is provided on page # ____.

5. Per section 2.08, evidence that the offeror meets the minimum prior experience requirements.

- At least five (5) years of recent experience with media development and production to include all mass media formats such as television, radio and print, website development and maintenance ,as well as out-of-home, social media (Facebook, Twitter, Pinterest) and digital /interactive media, and creating a library of still and video images.

Evidence is provided on page # ____.

- At least five (5) years of recent experience conducting market research, using at minimum the following tools: focus groups, questionnaires, telephone survey using computer assisted telephone interviewing and key informant interviewing.

Evidence is provided on page # ____.

- At least five (5) years of recent experience placing health and/or social services media messages on Alaska TV, radio and in other media markets, as well as reaching targeted audiences based on key demographics.

Evidence is provided on page # ____.

- At least three (3) years of recent experience creating story boards and securing talent to appear in communication materials.

Evidence is provided on page #_____.

- At least three (3) years of experience in working with a client to manage, develop and provide consultation on social marketing campaigns focused on health education and communication.

Evidence is provided on page #_____.

- At least three (3) letters of reference from previous clients that address the offeror's social marketing and communication credentials. The department puts preference on social marketing campaigns focused on health education and communication.

Evidence is provided on page #_____.

6. Per section 1.16, proposal has been **signed** by an individual authorized to bind the offeror to the provisions of the RFP.

Evidence is provided on page #_____.

7. Per section 1.24, offeror has **signed** and returned the *Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions* form.

Evidence is provided on page #_____.

COST PROPOSAL

- Each cost proposal must include a minimum annual media buy of \$550,000 to \$600,000, with the department getting full value.

Enter the annual media buy amount: _____

- The work needed to complete all deliverables must be accounted for in the Staff Costs chart, the Other Costs chart, or a combination of the two, when appropriate.

INSTRUCTIONS for Staff Costs chart:

The following must be completed by each offeror. The table will be used to establish contract rates to complete this project.

- In “Hours per Month” column, fill in the number of hours estimated to complete this project.
- In “Hourly Rate” column, fill in the name and title of all individuals assigned to the function/position listed. Evidence of team members experience must be included in the Experience and Qualifications section of the proposal.
 - If additional team members are assigned to this project, please include them as well.
 - If subcontractors are used, only a title is required at the time proposals are submitted.
- In “Hourly Rate” column, fill in the hourly rate charge. This number should include your overhead and profit.
- Total by multiplying “Hourly Rate” by number of “Hours Per Month” and enter this total figure as your “Total Per Month” Column.
- Sum “Total per Month” costs and enter this total figure as your “ Total, Monthly Staff Cost”
- Multiply “Total Monthly Staff Cost” by 12 for “Total Annual Staff Costs”

STAFF COSTS CHART

Function/Position	Hours Per Month	Rate	Total per Month
Project/Account Manager—minimum 5 years’ experience* Primary contact with the department and is responsible and in charge of all final work products and deliverables. Point of contact for final resolution of any contract issues. Provides strategic support on how the department may best implement messages and communications objectives	We anticipate 120 hours per month		
Strategic Counsel—minimum 5 years experience* Provides senior level strategic support and advisory services on how the department may best implement messages and communications objectives.	We anticipate 20 hours per month		
Media Director—minimum 5 years experience* Primary contact for department and responsible for	Given that accepting a standard commission is allowed (See p. 35)		

management of media planning and services, including the development and presentation of quarterly and annual post-buy analyses, and oversight on reconciliation of all media placement.	list the hours needed to manage media and place non-commissionable media.		
Account Executive—minimum 3 years experience* Day-to-day account manager and daily contact for department. Also responsible for providing media and social marketing technical assistance to school district grantees.			
Account Coordinator—minimum 2 years experience* Provides support to account team to ensure the timely completion and delivery of projects and assignments.			
Graphic Designer—minimum 3 years experience* Responsible for visual design of advertising campaigns and messaging, websites, online media, and other communications projects.	We anticipate 160 hours per month		
Please add any other ongoing positions not otherwise accounted for in the Staff Chart or Other Expenses (if any)			
		TOTAL MONTHLY STAFF COST	\$
			X 12 MONTHS
		Total Annual Staff Costs	\$

* Resumes should clearly identify years of experience for each team member.

INSTRUCTIONS for Other Costs chart:

In this chart, account for all other costs, which could include

- The costs of creating and printing communications materials, beyond staff hours and graphic design work accounted for in the Staff Costs Chart
- Travel, lodging, per-diem and conference registration fees
- Paying talent for communication materials
- Conducting research for the community-wide campaign and analyzing findings
- Building an inventory of images and video for the campaign and department
- Other services and costs

OTHER COSTS CHART

<p>Other Please include a bulleted list of costs this will cover for your proposal.</p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ • _____ • _____ • _____ 	<p>Please enter only one figure here to cover the cost of the bulleted items in the left-hand column.</p> <p>\$ _____</p>
Total Annual Other Costs	\$ _____

Annual Media Buy _____ + Total Annual Staff Costs _____ + Total Annual Other Costs _____ = Total Annual Project Cost _____

Total Annual Project Cost x 3 years = Total Project Cost _____

TOTAL PROJECT COST: \$ _____

*When travel is required during contract performance, the State will reimburse the Successful offeror per the following criteria:

1. Reimbursement for airfare shall be limited to regular coach fare;
2. Reimbursement for lodging (at commercial facilities) shall be limited to the amount normally paid to Alaska state employees (General Government Unit) on travel status per Alaska Administrative Manual (AAM) 60 and union contract per diem rates. Meals shall be limited to the amount normally paid to Alaska state employees (General Government Unit) on travel status per AAM 60 and union contract on per diem rates of \$60 per day. No receipts are required for meals; however, hotel receipts must be provided with monthly invoices.
- Reimbursement for rental vehicles shall be limited to standard size, make and model as opposed to premium options.
4. Reimbursement for other incidental expenses necessary to conduct official business (business related phone calls, parking fees - BUT NOT PARKING TICKETS - cab fare, etc.) shall be at actual cost, provided receipts are submitted.
5. All travel must be pre-approved by the project director.

PROPOSAL EVALUATION FORM

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Person or Firm Name _____

Name of Proposal Evaluation (PEC) Member _____

Date of Review _____

RFP Number _____

EVALUATION CRITERIA AND SCORING

THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS 1000

7.01 Understanding of the Project—5 Percent

Maximum Point Value for this Section - 50 Points
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

[a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?

EVALUATOR'S NOTES _____

[b] How well has the offeror identified pertinent issues and potential problems related to the project?

EVALUATOR'S NOTES _____

[c] To what degree has the offeror demonstrated an understanding of the deliverables the state expects it to provide?

EVALUATOR'S NOTES _____

[d] How well has the offeror showed and understanding of social marketing and how it will be used in this project?

EVALUATOR'S NOTES _____

[e] Has the offeror demonstrated an understanding of the state's time schedule and can meet it?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.01 _____

7.02 Methodology Used for the Project—15 Percent

Maximum Point Value for this Section - 150 Points
1000 Points x 15 Percent = 150 Points

Proposals will be evaluated against the questions set out below:

- [a] How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?

EVALUATOR'S NOTES _____

- [b] How well does the methodology match and achieve the objectives set out in the RFP?

EVALUATOR'S NOTES _____

- [c] Does the methodology interface with the time schedule in the RFP?

EVALUATOR'S NOTES _____

Deliverable 1

- [d] Does the offeror explain how they would follow the social marketing process to inform, develop and evaluate the Play Every Day campaign

EVALUATOR'S NOTES _____

- [e] Does the offeror explain how they would write the FY14 work plan and three-year strategic plan and meet those deadlines?

EVALUATOR'S NOTES _____

- [f] Does the offeror provide a solid approach to creating and maintaining an inventory of social marketing campaigns focused on obesity prevention?

EVALUATOR'S NOTES _____

- [g] Does the offeror provide a solid approach for providing ongoing consultation on best practices for social marketing strategy and behavior change theories applicable to the Play Every Day campaign?

EVALUATOR'S NOTES _____

- [h] Does the offeror provide a credible explanation of how the offeror would approach developing future strategies, promotion events or activities, and community tie-ins to support and reinforce the Play Every Day Campaign across Alaska?

EVALUATOR'S NOTES _____

- [i] Does the offeror provide a strong example of how a behavior change theory could be used to decrease the amount of sugary drinks Alaska parents serve to their 5- to 12-year-old children?

EVALUATOR'S NOTES _____

Deliverable 2:

- [j] Did the offeror explain the varied types of communications materials it can make for campaigns?

EVALUATOR'S NOTES _____

- [k] Did the offeror provide at least six strong examples of communication materials they made for another campaign? Preference is given to health-related materials.

EVALUATOR'S NOTES _____

- [l] Does the offeror provide a solid explanation of how the offeror will be able to secure and pay talent for communication materials, as needed?

EVALUATOR'S NOTES _____

Deliverable 3:

- [m] Has the offeror demonstrated the ability to purchase and place all types of media resources for the campaign?

EVALUATOR'S NOTES _____

[n] Has the offeror provided a strong proposed media buy plan for the second and third quarters of FY14 that reaches the campaign's target audience in all parts of the state and addresses each sub-campaign?

EVALUATOR'S NOTES _____

Deliverable 4:

[o] Does the offeror provide a strong explanation of how they could build a library of images and video for the Play Every Day campaign(s)?

EVALUATOR'S NOTES _____

Deliverable 5:

[p] How well does the offeror demonstrate their ability to complete a variety of forms of formative and market research, including, but not limited to, surveys to measure attitudes, knowledge, beliefs, intentions and behaviors; questionnaires; focus groups and key informant interviews

EVALUATOR'S NOTES _____

[q] How well does the offeror explain what research tools may be used for the Play Every Day campaign, the rationale for using those tools, and how they will be used during the term of the contract?

EVALUATOR'S NOTES _____

[r] If the offeror proposes focus group testing, how well did the offeror provide detail about the recommended number of focus groups, size of each group, methodology for selecting targeted participants, location for the groups, incentives given to participants, and the plan for content analysis of focus group findings

EVALUATOR'S NOTES _____

[s] Did the offeror provide a strong example of a formative research tool (e.g. focus group questions or survey) created for and used during a social marketing campaign? Preference is given for materials for health-related campaigns?

EVALUATOR'S NOTES _____

[t] Did the offeror provide a strong example of two previously developed storyboards for a campaign?

EVALUATOR'S NOTES _____

- Did the offeror provide a strong example of a previous media recall survey instrument (with or without results) created for and used during another campaign?

EVALUATOR'S NOTES _____

- Did the offeror describe the potential steps necessary for evaluating the Play Every Day campaign to measure media recall and change in knowledge, attitudes, beliefs, intentions and behaviors related to childhood obesity campaign goals?

EVALUATOR'S NOTES _____

Deliverable 6:

- Does the offeror describe how it would provide media and social marketing technical assistance to up to seven (7) school district grantees?

EVALUATOR'S NOTES _____

Deliverable 7:

- How well does the offeror describe their ability to provide consultation as an organizational and steering committee member of the taskforce called Alaskans Taking on Childhood Obesity (ATCO)?

EVALUATOR'S NOTES _____

Deliverable 8:

- How well does the offeror describe their willingness and ability to develop expertise in obesity prevention related social marketing, including attending seminars, webinars and at least one conference or training each year?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.02 _____

7.03 Management Plan for the Project—15 Percent

Maximum Point Value for this Section - 150 Points
1000 Points x 15 Percent = 150 Points

Proposals will be evaluated against the questions set out below.

[a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?

EVALUATOR'S NOTES _____

[b] Is the organization of the project team clear?

EVALUATOR'S NOTES _____

[c] Are authority, accountability and the line of communication completely and clearly defined?

EVALUATOR'S NOTES _____

[d] How well does the organization of the project team support all of the project requirements?

EVALUATOR'S NOTES _____

[e] Does the project team already have the hardware, software, equipment and licenses necessary to perform the contract?

EVALUATOR'S NOTES _____

[f] Does it appear that the offeror can meet the schedule set out in the RFP?

EVALUATOR'S NOTES _____

[g] Does the offeror discuss how they managed to meet deadlines on previous campaigns that required multiple deadlines and possible sub-campaigns?

EVALUATOR'S NOTES _____

[h] Does the offeror demonstrate willingness to work with and share information with all campaign members and partners?

EVALUATOR'S NOTES _____

[i] Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the?

EVALUATOR'S NOTES _____

[j] To what extent has the offeror identified potential problems?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.03 _____

7.04 Experience and Qualifications—15 Percent

Maximum Point Value for this Section - 150 Points
1000 Points x 15 Percent = 150 Points

Proposals will be evaluated against the questions set out below.

Questions regarding the personnel.

[a] Do the individuals assigned to the project have experience on similar projects?

EVALUATOR'S NOTES _____

[b] Does the lead individual (s) listed in charge of this campaign have strong recent experience managing similar campaigns?

EVALUATOR'S NOTES _____

[c] Did the offeror provide solid examples of how the individuals assigned to the project have completed similar social marketing consultation and project management?

EVALUATOR'S NOTES _____

[d] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires?

EVALUATOR'S NOTES _____

[e] How extensive is the applicable education and experience of the personnel designated to work on the project?

EVALUATOR'S NOTES _____

Questions regarding the firm.

[f] How well did the offeror describe their experience working with the clients to manage, develop and provide strategy and consultation on social marketing campaigns, showing at least three years of experience?

EVALUATOR'S NOTES _____

[g] How well did the offeror describe their experience placing media, conducting market research, and producing and developing media of many kinds, showing at least five (5) years of recent experience for all of these areas?

EVALUATOR'S NOTES _____

[h] How extensive is the firms experience in health and social services related campaigns?

EVALUATOR'S NOTES _____

[i] How relevant are the three letters of reference from previous clients that address the firm's social marketing credentials?

EVALUATOR'S NOTES _____

[j] Does the offer describe past work experience providing creative development, media placement and technical assistance to school districts, communities or other similar partners in a campaign?

EVALUATOR'S NOTES _____

[k] How expensive is the firms marketing experience with children?

EVALUATOR'S NOTES _____

[l] How well did the offeror describe how they completed their social marketing campaigns, on time and on budget?

EVALUATOR'S NOTES _____

[m] If a subcontractor will perform the work on the contract, how well do they measure up to the evaluation used for the offeror?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.04 _____

7.05 Contract Cost — 40 Percent

Maximum Point Value for this Section - 400 Points
1000 Points x 40 Percent = 400 Points

Overall, 40 percent of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

EVALUATOR'S POINT TOTAL FOR 7.05 _____

7.06 Alaska Offeror Preference — 10 Percent

Alaska bidders receive a 10 percent overall evaluation point preference.
Point Value for Alaska bidders in this section -- 100 Points
1000 Points x 10 Percent = 100 Points

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

EVALUATOR'S POINT TOTAL FOR 7.06 (either 0 or 100) _____

EVALUATOR'S COMBINED POINT TOTAL FOR ALL SECTIONS _____

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participant's responsibilities. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211).

(BEFORE COMPLETING CERTIFICATION, READ THE INSTRUCTIONS ON THE FOLLOWING PAGE WHICH ARE AN INTEGRAL PART OF THE CERTIFICATION)

(1) The prospective recipient of Federal assistance funds certifies, by submission of this bid, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this Proposal.

Name and Title of Authorized Representative

Signature

Date

Instructions for Certification

1. By signing and submitting this Proposal, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this class is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department of Labor (DOL) may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to whom this Proposal is submitted if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "Proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this Proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective recipient of Federal assistance funds agrees by submitting this Proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the DOL.
6. The prospective recipient of Federal assistance funds further agrees by submitting this Proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may but is not required to check the List of Parties Excluded from Procurement or Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the DOL may pursue available remedies, including suspension and/or debarment.