



Department of Health

Request for Proposals

RFP # - 20264

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

Issued: 2/21/2024

DESIGNATED CONTACT:

Pursuant to State Finance Law §§ 139-j and 139-k, the New York State Department of Health (hereinafter referred to as the “**Department**” or as “**DOH**”) identifies the following designated person to whom all communications attempting to influence the Department’s conduct or decision regarding this procurement must be made.

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PERMISSIBLE SUBJECT MATTER CONTACT:

Pursuant to State Finance Law § 139-j(3)(a), the Department of Health identifies the following allowable contact for communications related to the submission of written proposals, written questions, pre-bid questions, and debriefings.

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1.0 CALENDAR OF EVENTS

RFP #20264– Public Health Social Media Outreach: HIV, Hepatitis C and Sexually Transmitted Infections (STIs)	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Proposals	February 21, 2024
Deadline for Submission of Written Questions	March 6, 2024 by 4:00 p.m. ET
Responses to Written Questions Posted by DOH	On or About March 20, 2024
Deadline for Submission of Proposals	April 17, 2024 by 4:00 p.m. ET
<i><u>Anticipated</u></i> Contract Start Date	October 1, 2024

2.0 OVERVIEW

Through this Request for Proposals (“RFP”), the New York State (“State”) Department of Health (the “Department” or “DOH”) is seeking competitive proposals from non-profit and for-profit marketing, social media or video production agencies with experience as a prime contractor to provide services as further detailed in [Section 4.0](#) (Scope of Work). It is the Department’s intent to award one (1) contract from this procurement.

2.1 Introductory Background

The New York State Department of Health AIDS Institute (NYSDOH AI) is responsible for addressing the syndemics of HIV, hepatitis C (HCV) and sexually transmitted infections (STIs), as well as promoting the health of people who use drugs, and lesbian, gay, bisexual, transgender/gender non-conforming individuals (LGBTGNC). New York State has established ground-breaking plans to end the AIDS epidemic and eliminate HCV. Formal Health Alerts have been issued in various parts of the state to address recent outbreaks of HIV, syphilis and other sexually transmitted infections. Efforts to address HIV, HCV, syphilis, and other STIs must include providing education regarding prevention methods, testing and treatment services, especially in communities disproportionately impacted by these health conditions.

The NYSDOH AI recognizes that many people today turn to the internet and social media for health information. To be effective, public health social media campaigns on HIV, STIs, HCV, sexual health, LGBTGNC health and drug user health must be culturally relevant to priority populations, including: young gay men of color, people of transgender or gender non-conforming experience of all races; people who use drugs of all races; men who have sex with men of all races; women of all races with a history of sexually transmitted infections; women of color living in high prevalence areas for HIV, HCV or syphilis.

The NYSDOH AI seeks to provide education in a manner that is holistic and “person-first”, providing integrated messaging about HIV, STIs, LGBTGNC health, drug user health and applies a sex-positive, sexual health framework. The NYSDOH AI is seeking to continue its development of content for new social media content as we integrate our campaigns into the larger DOH.gov website in a manner that

will be culturally relevant, attractive, and easy to navigate. The NYSDOH AI currently uses a wide range of channels, each selected to match the specific intent and priority populations to be reached.

2.2 Important Information

The bidder must review, and is requested to have its legal counsel review, [Attachment 8](#), the DOH Agreement (Standard Contract), as the successful Bidder must be willing to enter into the Contract awarded pursuant to this RFP in the terms of [Attachment 8](#), **subject only to any amendments to the Standard Contract agreed by the Department during the Question and Answer Phase of this RFP (see Section 5.2)**. Please note that this RFP and the awarded bidder's proposal will become part of the contract as Appendix B and C, respectively.

It should be noted that Appendix A of [Attachment 8](#), "Standard Clauses for New York State Contracts", contains important information, terms and conditions related to the Contract to be entered into as a result of this RFP and **will be incorporated, without change or amendment**, into the Contract entered into between DOH and the successful Bidder. By submitting a response to the RFP, the Bidder agrees to comply with all the provisions of the Contract, including all of the provisions of Appendix A.

Note, [Attachment 7](#), the Bidder's Certified Statements, **must** be submitted by each Bidder and includes a statement that the Bidder accepts, **without any added conditions, qualifications or exceptions**, the contract terms and conditions contained in this RFP including any exhibits and attachments, including, without limitation, [Attachment 8](#). It also includes a statement that the Bidder acknowledges that, should any alternative proposals or extraneous terms be submitted with its Bid, such alternate proposals or extraneous terms will not be evaluated by the DOH.

Any qualifications or exceptions proposed by a Bidder to this RFP should be submitted in writing using the process set forth in [Section 5.2](#) (Questions) prior to the deadline for submission of written questions indicated in [Section 1.0](#) (Calendar of Events). Any amendments DOH makes to the RFP as a result of questions and answers will be publicized on the DOH web site and will be available and applicable to all Bidders equally.

2.3 Term of the Agreement

The term of the Contract that will be entered into pursuant to this RFP between the Department and the successful Bidder is expected to be for a period of five (5) years commencing on the date shown on the Calendar of Events in [Section 1.0](#), subject to the availability of sufficient funding, successful Contractor performance, and approvals from the New York State Attorney General (AG) and the Office of the State Comptroller (OSC).

The maximum allowable annual total bid price for Section 4.1. Deliverables 1 through 6 must not exceed \$120,000. Proposals received above the maximum allowable annual total bid price for Deliverables 1 through 6 will be disqualified. See Sections 5.4. Payment, 6.3 Cost Proposal and Attachment E Cost Proposal.

3.0 BIDDERS QUALIFICATIONS TO PROPOSE

3.1 Minimum Qualifications

NYSDOH AI will accept proposals from organizations with the following types and levels of experience as a prime contractor:

- A minimum of three (3) years of experience with any one of the following:
 - public health marketing or
 - website development or
 - health video production

For the purposes of this RFP, a prime contractor is defined as one who has the contract with the owner of a project or job and has full responsibility for its completion. A prime contractor undertakes to perform a complete contract and may employ (and manage) one or more subcontractors to carry out specific parts of the contract.

Failure to meet these Minimum Qualifications will result in a proposal being found non-responsive and eliminated from consideration.

3.2 Preferred Qualifications

Bidders that demonstrate experience with the following requirements are preferred:

- A minimum of two (2) years of experience developing social media campaigns, websites or videos related to HIV, HCV or STIs.
- A minimum of two (2) years of experience with successful management of public health campaigns. Successful management is defined as having overseen from start to finish at least one public health campaign that was completed on time, within budget, and met or exceeded industry standard social media click through rates.
- A minimum of two (2) years of experience working with federal, state or local health departments to develop HIV/STI/HCV related social media campaigns, website or videos.

4.0 SCOPE OF WORK

This Section describes the services that are required to be provided by the selected bidder. The selected bidder must be able to provide all of these services throughout the contract term.

PLEASE NOTE: Bidders will be requested to provide responses that address all of the requirements of this RFP as part of its Technical Proposal.

The terms “bidders”, “vendors” and “proposers” are also used interchangeably. For purposes of this RFP, the use of the terms “shall”, “must” and “will” are used interchangeably when describing the Contractor’s/Bidder’s duties.

4.1 Tasks & Deliverables

The contractor must provide the services and deliverables as set forth in this RFP and meet the following objectives to the satisfaction of the NYSDOH AI, as outlined through section 4.0:

1. Contractor will create person-centered, integrated public health social media campaigns to address some or all of the health topics included in the AIDS Institute’s portfolio, including,

but not limited to: HIV, HIV testing, Pre-exposure prophylaxis (PrEP), STIs, HCV elimination, sexual health, LGBTGNC health and drug user health. Campaigns will be designed to reach the priority populations of young men who have sex with men of color, people of trans experience, women of color, and people who use drugs, in a way that is culturally and linguistically appropriate and demonstrates the intersection of HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health to members of these populations.

2. Contractor will conduct focus groups and stakeholder interviews to formulate original campaign concept slogans and graphics.
3. Contractor will create campaign materials including videos.
4. Contractor will create campaign content including social media posts, still ads, memes/ GIFs.
5. Contractor will provide the AIDS Institute and Stakeholders with social media strategies and content to reach the various population(s).
6. Contractor will create and complete digital social media toolkits which include all of the still images, videos, and associated original content for each campaign.

In support of these deliverables, Contractor staff and DOH representatives will meet monthly throughout the contract period. The purpose of these meetings will be to discuss and review planning, implementation, and evaluation activities related to each annual campaign. Each of these activities is further detailed below:

- a. Plan the campaign includes brainstorming campaign ideas, identifying the intended audience, considering how focus groups and stakeholder interviews might occur, and outlining the campaign timeline.
- b. Implement the campaign includes finalizing campaign ideas, providing results/outcomes from the focus groups and stakeholder interviews, and discussing and finalizing a timeline to plan for when and how the campaign launch will occur.
- c. Evaluate the campaign includes reviewing campaign data to identify what is working well, discussing social media engagement, and identifying improvement opportunities for any future campaigns.

To carry out the above identified work, the contractor will develop a workplan that will identify and describe each of the 6 deliverables associated with an annual campaign as outlined in Attachment E – Cost Proposal, including all related tasks for each deliverable. The workplan will detail the action steps needed to complete each deliverable to meet the associated outcome. The workplan will track monthly activities and progress related to each campaign and will be shared with DOH at monthly meetings (and upon request). The workplan will be used to inform monthly reports and vouchering, as well as confirm mutual understanding between the contractor and NYSDOH AI of the expectations (deliverables) for this RFP. The contractor and NYSDOH will review the workplan during their monthly meetings.

Meetings are generally held virtually, however, there may be instances where the contractor will be requested to attend an in-person meeting at DOH AI's offices in the Corning Tower in Albany.

The contractor will provide all the following deliverables for each campaign to NYSDOH:

4.1.1 Deliverable 1: Public Health Campaign Creation

Annually, and under the direction of the AIDS Institute, the contractor will create an integrated public health campaign that will span some or all of the AIDS Institute portfolio of topics including but not limited to HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health.

Based on trends in public health, the NYSDOH AI seeks to develop holistic, [“person-first”](#) public health campaigns related to different overlapping topics within its portfolio of HIV, HIV testing, PrEP, HCV elimination, STIs, sexual health, LGBTGNC health and drug user health. Person-first language is a respectful way to communicate with and about a person with a disability. It emphasizes the person first, not the disability (CDC website: [Communicating with and About People with Disabilities](#)). Examples are illustrated on the NYS DOH website, in the document titled [“Recommendations for Improving Language and Establishing Stigma-Free, Supportive, Service Delivery Environments.”](#) The contractor must have the capacity to build a public health marketing campaign designed to meet the needs of one (1) or more of the NYSDOH AI’s priority populations and create campaigns which address emerging health issues and the ways in which they intersect.

In creating each campaign, the contractor must:

- Meet with internal staff in different divisions at NYSDOH AI to gain an understanding of areas that are emerging issues;
- Meet with the NYSDOH AI contract manager to collaborate and select an area of focus for the campaign based on meetings around emerging issues; and
- Develop a detailed internal timeline, that reflects the workplan, to be provided to the NYSDOH AI contract manager to include when each deliverable will be met.

The NYSDOH has an established media buyer (OpAd Media), therefore, the contractor will only be responsible for creative development, not purchasing of media. Final products must be made available to the contract manager via an agreed upon file sharing service or email.

4.1.2 Deliverable 2: Campaign Slogan and Graphic Development

The contractor must develop an original campaign concept slogan and graphic related to the focus area of the public health campaign described in Section 4.1.1. The contractor will conduct focus groups and stakeholder interviews which will assist with creation of the campaign slogan. Once ideas are developed, the contractor will meet with NYSDOH AI to finalize the slogan. Each campaign slogan and related creative materials must:

- Be developed in English and Spanish for NYSDOH AI consideration, with different content for the English and Spanish slogans; and
- Incorporate NYSDOH AI feedback on the selected campaign creative concept.

As part of the work for Deliverable 2, the contractor will will develop a plan, with guidance from the AIDS Institute, to conduct formative research related to campaign message development, including 3 in-person focus groups annually and 5 virtual stakeholder interviews annually with the target audience. These focus groups and stakeholder interviews will provide input from members of the priority populations and identify culturally appropriate approaches to conveying the topic and public health objective.

4.1.3 Deliverable 3: Video Campaign Materials

Upon selection of campaign concept slogans, the contractor will develop supporting campaign materials, including videos, as follows:

- Develop a minimum of four, 30-45 second high quality resolution videos, one of which must have original Spanish content (i.e. not translated from English);
- Develop a minimum of four, 10-15 second videos, one of which must have original Spanish content (i.e. not translated from English);

- Submit draft storyboards to NYSDOH AI for review;
- Incorporate NYSDOH AI edits to the storyboards; and
- Finalize the script. As part of the finalization process, the contractor must identify whether a model (defined as a face for the campaign with vendor or NYSDOH supplied content) or ambassador (defined as a face for the campaign with content in their own words) is more appropriate. Upon DOH approval of a model or ambassador, the contractor will recruit such talent, conduct photo shoots in a professional studio or other agreed upon location, develop computer-generated graphics, animation, and other audio/ visual material needed for video and graphic ad production, and reimburse talent.

Final storyboards for all video series shall be submitted for NYSDOH AI review and approval. All storyboards must include an outline of key content learned during formative research, use of model(s), community ambassadors, or computer generated graphics and script.

All participants (“talent”) appearing in materials produced under the contract must also complete a liability waiver and a talent release, provided by the NYSDOH. The selected contractor may also choose to provide their own releases in addition to the NYSDOH supplied forms. All signed documents will be maintained by the New York State Department of Health AIDS Institute and copies made available to the Department of Health’s Bureau of Marketing and Creative Communications. The contractor, in collaboration with NYSDOH AI, is responsible for ensuring these specific talent releases have been signed by all parties before any photo or video shoot occurs.

4.1.4 Deliverable 4: Creation of Other Campaign Materials (social media content, still ads, memes/ GIFs)

The contractor will create other supporting campaign materials, including social media content, still ads, memes, and GIFs, as follows:

- Develop a minimum of four graphic ads and social media messaging which will be compiled into an easy to use Social Media Toolkit (see 4.1.6 for more details on toolkit) which includes the content created in Spanish;
- Address and incorporate comments or edits that may be required as a result of all levels of NYSDOH AI review and approval;
- Develop a series of at least four original (i.e.: not stock photo) graphic ads (at least one in Spanish) featuring the campaign slogans and messages in sizes that are acceptable for a minimum of three different commonly-used social media platforms;
- Develop at least four posts in the digital format of memes and GIFs and provide digital files including graphics and text; and
- Create social media posts related to the content of the videos and campaign. Each video must have a minimum of 3 associated posts (24 posts total); each graphic ad must have a minimum of 3 associated posts (12 posts total) for a total minimum of 36 posts to be featured in the toolkit (as described in deliverable 4.1.6). At a minimum, posts must be developed to conform to the requirements of the following platforms: Facebook, X (formerly known as Twitter), and Instagram.

4.1.5 Deliverable 5: Social media strategies and content

NYSDOH AI’s goal is to take all campaign materials developed in this contract and distribute them widely in a way that is easy for community partners (funded providers, community-based organizations,

clinics, hospitals, etc.) to post on their websites and agency social media accounts. To support NYSDOH AI's efforts, the contractor must:

- a. Research similar campaigns' distribution plans and use that information to develop the best and most cost efficient way for campaign materials to be distributed widely by the NYSDOH AI;
- b. Assemble campaign materials in a way that is easy to follow and distribute for agencies who may not have significant experience with using NYSDOH AI's assets (e.g.: jpg files, video files, etc);
- c. Create a detailed timeline that is agreed upon by the NYSDOH AI. The timeline has two uses. (1) Internal use: for NYSDOH to know when to expect assets from the vendor. (2) External use: for funded agencies to know when to post assets on their social media and when to conduct any follow up and evaluation.
- d. Identify and share with AI and other stakeholders the best method for evaluating whether organic (not paid) social media posts were successful;
- e. Address and incorporate comments or edits that may be required as a result of all levels of NYSDOH AI review and approval;
- f. Finalize all materials and partner with NYSDOH AI staff to post materials on the live NYSDOH website;
- g. Partner with the DOH media buyer to develop an overall social media marketing strategy; and
- h. Modify fully approved creative materials to meet the design requirements for various social media or out of home (billboards, subway, convenience stores, magazine, etc.) advertising platforms.

DOH staff will work with Contractor staff to ensure that the Contractor is familiar with applicable legal, editorial, social media, design, photography, and printing policies that govern the work requested in this RFP.

4.1.6 Deliverable 6 - Social Media Toolkit

The contractor will create a social media toolkit, which must contain all the still images, videos, and associated original content developed as part of the preceding five contract deliverables. To create the toolkit, the contractor must:

- Collaborate with the NYSDOH AI to identify the most appropriate and accessible way to structure the social media toolkit;
- Include all English and Spanish content that was developed;
- Package all of the above materials into a social media toolkit that will appear on the NYSDOH website, can be disseminated by the NYSDOH and used at no cost by NYSDOH AI funded community partners in their social media efforts; and
- Plan and present 60-minute Zoom webinars with capacity of up to 200 participant stakeholders, that will be recorded and archived on existing AIDS Institute training platforms, to guide NYSDOH AI and its community partners on best ways to utilize the social media toolkit to reach specific priority populations.
 - Planning includes working with NYSDOH on finding an agreed upon webinar date, brainstorming ways to advertise the campaign, advertising the campaign if applicable, outlining the content and pacing of the webinar, the creation of presentation slides and ability to play videos during the webinar if applicable.
 - The webinar will take place on a NYSDOH system and vendor will not be responsible for monitoring registration, attendance, and giving out attendance certificates.

4.1.7 DOH Executive Deputy Clearance Approval

All materials to be completed under this contract must be approved through the Department of Health (DOH)'s Executive Deputy Clearance ("EDC") approval process **before** assets can be released to the public. The DOH Executive Deputy Clearance approval process is required to ensure that all materials have been prepared in conformance with applicable legal, editorial, social media, design, photography, and printing policies. If it is determined that DOH executive staff do not consider the editorial quality or clearance to be thorough, the materials may be returned to the contractor, unapproved, for further work, or forwarded to the Governor's office for additional review and clearance. The additional review will ensure that the Public Affairs Director and the Governor's office have the opportunity to peruse information of a critical nature prior to design and production.

The Health Department's General Counsel's office must also approve all materials produced that will be posted publicly or used externally.

Upon completion of a work product, the contractor must submit all agreed upon final assets to NYSDOH AI, requesting approval of materials. This submittal must occur a minimum of 8 weeks before the intended release to the public. The intended release date will come from the timeline established by the vendor under Section 4.1.1. Assets must be emailed or linked to (in the case of videos) the vendor's NYSDOH AI contract manager in whatever format the contract manager requests. If the assets are too large, the vendor may need to share the assets via a secure file sharing website that only the vendor and NYSDOH AI have access to. The NYSDOH AI contract manager will begin the EDC process internally and will keep the vendor up to date with progress. No assets may be shared by the vendor to any external party until the NYSDOH AI contract manager confirms the EDC process has been completed and provides NYSDOH AI written approval to the contractor.

4.2 Staffing

The contractor must provide a staffing plan, within the first 30 days of receipt of the approved contract, of staff assigned to the tasks and deliverables outlined in Section 4.1, including a description of staff experience in the following areas:

1. Developing public health social media campaigns;
2. Engagement of priority populations;
3. Social media promotion of public health topics;
4. Partnering with public health agencies and community based organizations to implement campaigns and;
5. Program evaluation, including quantitative and qualitative evaluation methods such as analyzing data collected from focus groups, stakeholder interviews and on-line surveys.

At a minimum, the contractor must provide at least one .25 FTE program coordinator with expertise in managing social media campaigns and one .25 FTE technical expert and access to per diem staff with expertise in video recording, editing and production. The program coordinator and the technical expert may be the same person.

The Contractor will conduct recruitment, organization and training efforts that will provide trained and qualified staff to successfully carry out all tasks and deliverables outlined in Section 4.1. The contractor will ensure the staffing needs of the program are met on an ongoing basis.

The Department reserves the right to review project staff resumes prior to the start of work, and to reject project staff and any proposed personnel or subcontractors. In addition, the Department may require changes in staff based on performance and require replacement staff with equal qualifications.

4.3 Reporting

The contractor will submit regular monthly narrative progress reports to keep NYSDOH AI staff apprised of developments and progress on all deliverables. See Section 4.7 Payment.

4.4 Information Technology

The application and all systems and components supporting it, including but not limited to any forms and databases that include Personal Health, Personal Identification or other New York State information, must comply with all NYS security policies and standards listed at <http://its.ny.gov/tables/technologypolicyindex.htm>.

4.5 Security

The selected Contractor shall comply with all privacy and security policies and procedures of the Department (<https://its.ny.gov/eiso/policies/security>) and applicable State and Federal law and administrative guidance with respect to the performance of the Contract. The Contractor is required, if applicable, to execute a number of security and privacy agreements with the Department including a Business Associate Agreement (Appendix H) and a Data Use Agreement (DUA) at contract signing.

The Contractor is expected to provide secure and confidential backup, storage and transmission for hard copy and electronically stored information. Under no circumstances will any records be released to any person, agency, or organization without specific written permission of the DOH. The Contractor is obligated to ensure any Subcontractor hired by Contractor who stores, processes, analyzes or transmits MCD on behalf of Contractor has the appropriate security requirements in place. Contractor is required to include in all subcontracts and Business Associate Agreements with their Subcontractors language surrounding the security and privacy requirements as well as the language contained in the Confidentiality Language for Third Parties section of the DUA. If any breach or suspected breach of the data or confidentiality occurs, whether the breach occurred with the Contractor or Subcontractor, DOH must be notified immediately.

The contractor is required to maintain and provide to the Department upon request their data confidentiality plans and procedures for meeting security requirements as they relate to the deliverables and services within this RFP, including all plans as they relate to subcontractor work where applicable.

The contractor will develop and maintain adequate fully trained staff to respond to all stakeholder inquiries while protecting confidentiality and maintaining the security and integrity of all systems. Staff must be trained to understand and observe requirements related to confidentiality and operating guidelines for functions included in this RFP.

The Contractor will comply fully with all current and future updates of the security procedures of the DOH, as well as with all applicable State and federal requirements, in performance of this contract.

4.6 Transition

The transition represents a period when the current contract activities performed by the Contractor must be turned over to the Department, another Department agent or successor Contractor during or at the end of the Contract Term.

The Contractor shall ensure that any transition to the Department, Departmental agency or successor Contractor be done in a way that provides the Department with uninterrupted functioning of all websites and their content. This includes a complete and total transfer of all data, files, reports, and records

generated from the inception of the Contract through the end of the Contract to the Department or another Department agent should that be required during or upon expiration of its contract.

The Contractor shall provide technical and business process support as necessary and required by the Department to transition and assume contract requirements to the Department or another Department agent should that be required during or at the end of the Contract.

The contractor shall manage and maintain the appropriate number of staff to meet all requirements listed in the RFP during the transition. All reporting and record requirements, security standards, and performance standards are still in effect during the transition period.

The contractor is required to develop a work plan and timeline to securely and smoothly transfer any data and records generated from the inception of the Contract through the end of the Contract to the Department or another Department agent should that be required during or upon expiration of its Contract. The plan and documentation must be submitted to the Department no later than twelve (12) months before the last day of its Contract with the Department of Health or upon request of the Department.

4.7 Payment

Payment of such invoices and/or vouchers by the State (NYS Department of Health) shall be made in accordance with Article XI-A of the New York State Finance Law. Payment terms will be:

Payment for services rendered in accordance with the terms and conditions specified in this RFP and to the satisfaction of the Department are to be paid based on the amount enumerated in Attachment E, Cost Proposal and Section 4.0 Scope of Work and will be in the following frequency:

- Deliverable 1 – Create person-centered, integrated public health social media campaigns to address some or all of the health topics included in the AIDS Institute’s portfolio (Section 4.1.1): Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.
- Deliverable 2- Conduct focus groups and stakeholder interviews to formulate an original campaign concept slogan and graphic (Section 4.1.2). Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.
- Deliverable 3- Create campaign materials including videos (Section 4.1.3). Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.
- Deliverable 4- Create campaign content including social media posts, still ads, memes/GIFs (Section 4.1.4). Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.
- Deliverable 5- Provide social media strategies and content to reach the various population(s) to AIDS Institute and Stakeholders. (Section 4.1.5). Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.
- Deliverable 6- Create and complete a social media toolkit that features all of the still images, videos, and associated original content. (Section 4.1.6). Quarterly basis. Invoice is due within 30 days of the end of the calendar quarter.

Contractor may bill on a quarterly basis for deliverables that have been fully completed and approved by DOH.

Each invoice must include the following:

1. Confirmation from the NYSDOH AI Contract Manager that states that all monthly progress reports that reflect the workplan have been submitted for the full quarter, delineating progress on deliverables, objectives and performance expectations to the satisfaction of the NYSDOH AI.
2. Copy of the notification requesting approval of work and the Department's approval of the work.
3. Contract number, the dates for which the invoice is being submitted and the amount requested.
4. Invoices that are submitted without this supporting documentation, will not be processed for payment.
5. The final invoice must be submitted within 30 days of the end of the contract period.

Funds provided pursuant to this Agreement shall not be used for any partisan political activity, or for activities that may influence legislation or the election or defeat of any candidate for public office.

4.8 Subcontracting

Bidders may propose the use of a subcontractor. The Contractor shall obtain prior written approval from NYSDOH AI before entering into an agreement for services to be provided by a subcontractor. The Contractor is solely responsible for assuring that all the requirements of this RFP are met. All subcontracts shall contain provisions specifying that the work performed by the subcontractor must be in accordance with the terms of the prime contract, and that the subcontractor specifically agrees to be bound by the confidentiality provisions set forth in the agreement between the DOH and the Contractor. DOH reserves the right to request removal of any Bidder's staff or subcontractor's staff if, in DOH's discretion, such staff is not performing in accordance with the Contract.

NOTE: Subcontractors whose contracts are valued at or above \$100,000 will be required to submit the Vendor Responsibility Questionnaire upon selection of the prime Contractor.

4.9 Contract Insurance Requirements

Prior to the start of work under this Contract, the CONTRACTOR shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of this Contract, insurance of the types and in the amounts set forth in [Attachment 8](#), the New York State Department of Health Contract, Section IV. Contract Insurance Requirements.

4.10 Minority & Woman-Owned Business Enterprise Requirements

Pursuant to New York State Executive Law Article 15-A, the Department recognizes its obligation to promote opportunities for maximum feasible participation of certified minority-and women-owned business enterprises and the employment of minority group members and women in the performance of DOH contracts.

Business Participation Opportunities for MWBEs

For purposes of this RFP, DOH hereby establishes an overall goal of **30%** for MWBE participation, **15%** for Minority-Owned Business Enterprises ("MBEs") participation and **15%** for Women-Owned Business Enterprises ("WBEs") participation based on the current availability of qualified MBEs and WBEs and outreach efforts to certified M/WBE firms. The successful Bidder who becomes the Contractor under the Contract entered into with the Department pursuant to this RFP must document good faith efforts to

provide meaningful participation by M/WBEs as subcontractors or suppliers in the performance of the Contract consistent with the M/WBE participation goals established for this procurement, and Contractor must agree that DOH may withhold payment pending receipt of the required M/WBE documentation. For guidance on how DOH will determine “good faith efforts,” refer to 5 NYCRR §142.8.

The directory of New York State Certified M/WBEs can be viewed at: <https://ny.newnycontracts.com>. The directory is found in the upper right-hand side of the webpage under “Search for Certified Firms” and accessed by clicking on the link entitled “MWBE Directory”. Engaging with firms found in the directory with like product(s) and/or service(s) is strongly encouraged and all communication efforts and responses should be well documented to establish Contractor’s “good faith efforts”.

By submitting a bid in response to this RFP, a bidder agrees to complete an MWBE Utilization Plan ([Attachment 5](#), Form #1) for this RFP. DOH will review the submitted M/WBE Utilization Plan. If the Plan is not accepted, DOH may issue a notice of deficiency. If a notice of deficiency is issued, Bidder agrees that it shall respond to the notice of deficiency within seven (7) business days of receipt. DOH may disqualify a Bidder as being non-responsive under the following circumstances:

- a) If a Bidder fails to submit a M/WBE Utilization Plan;
- b) If a Bidder fails to submit a request for waiver (if applicable); or
- c) If a Bidder fails to submit a request for waiver (if applicable); or
- d) If DOH determines that the Bidder has failed to document good-faith efforts to provide meaningful participating by M/WBEs under the Contract in accordance with the goals for this RFP established by the Department.

The Contractor will be required to attempt to utilize, in good faith, any MBE or WBE identified within its M/WBE Utilization Plan, during the performance of the Contract. Requests for a partial or total waiver of established goal requirements made subsequent to Contract Award may be made at any time during the term of the Contract to DOH, but must be made no later than prior to the submission of a request for final payment on the Contract.

The Contractor will be required to submit a Contractor’s Quarterly M/WBE Contractor Compliance & Payment Report to the DOH, by the 10th day following each end of quarter over the term of the Contract documenting the progress made toward achievement of the MWBE goals of the Contract.

If (a) the Department determines that the Contractor is not in compliance with the M/WBE requirements of the Contract and the Contractor refuses to comply with such requirements, or (b) the Department finds that the Contractor has willfully and intentionally failed to comply with the M/WBE participation goals established in the Contract, the Contractor may be required to pay to the Department liquidated damages.

Such liquidated damages shall be calculated as an amount equaling the difference between: (1) all sums identified for payment to M/WBEs had the Contractor achieved the contractual M/WBE goals; and (2) all sums actually paid to M/WBEs for work performed or materials supplied under the Contract.

A New York State certified Minority- and Women-Owned Businesses (M/WBE) may request that their firm’s contact information be included on a list of M/WBE firms interested in serving as a subcontractor for this procurement. The listing will be publicly posted on the Department’s website for reference by the bidding community. A firm requesting inclusion on this list should send contact information and a copy of its NYS M/WBE certification to AIGPU@health.ny.gov before the Deadline for Questions as specified in [Section 1.0](#) (Calendar of Events). Nothing prohibits an M/WBE Vendor from proposing as a prime contractor.

Please Note: Failure to comply with the foregoing requirements may result in a finding of non-responsiveness, non-responsibility and/or a breach of the Contract, leading to the withholding of funds, suspension or termination of the Contract or such other actions or enforcement proceedings as allowed by the Contract.

4.11 Participation Opportunities for NYS Certified Service-Disabled Veteran-Owned Businesses

Article 17-B of the New York State Executive Law provides for more meaningful participation in public procurement by NYS-certified Service-Disabled Veteran-Owned Businesses (“SDVOBs”), thereby further integrating such businesses into New York State’s economy. DOH recognizes the need to promote the employment of service-disabled veterans and to ensure that certified service-disabled veteran-owned businesses have opportunities for maximum feasible participation in the performance of DOH contracts.

In recognition of the service and sacrifices made by service-disabled veterans and in recognition of their economic activity in doing business in New York State, Bidders/Contractors are strongly encouraged and expected to consider SDVOBs in the fulfillment of the requirements of the Contract. Such participation may be as subcontractors or suppliers, as protégés, or in other partnering or supporting roles.

For purposes of this procurement, DOH conducted a comprehensive search and determined that the Contract does not offer sufficient opportunities to set specific goals for participation by SDVOBs as subcontractors, service providers, and suppliers to Contractor. Nevertheless, Bidder/Contractor is encouraged to make good faith efforts to promote and assist in the participation of SDVOBs on the Contract for the provision of services and materials. The directory of New York State Certified SDVOBs can be viewed at: <https://ogs.ny.gov/veterans/>

Bidders are encouraged to contact the Office of General Services’ Division of Service-Disabled Veteran’s Business Development at 518-474-2015 or VeteransDevelopment@ogs.ny.gov to discuss methods of maximizing participation by SDVOBs on the Contract.

5.0 ADMINISTRATIVE INFORMATION

The following administrative information will apply to this RFP. Failure to comply fully with this information may result in disqualification of your proposal.

5.1 Restricted Period

“Restricted period” means the period of time commencing with the earliest written notice, advertisement, or solicitation of a Request for Proposals (“RFP”), Invitation for Bids (“IFB”), or solicitation of proposals, or any other method for soliciting a response from Bidders intending to result in a procurement contract with DOH and ending with the final contract award and approval by DOH and, where applicable, final contract approval by the Office of the State Comptroller.

Pursuant to State Finance Law §§ 139-j and 139-k, the Department of Health identifies designated contacts on face page of this RFP to whom all communications attempting to influence this procurement must be made.

This prohibition applies to any oral, written, or electronic communication under circumstances where a reasonable person would infer that the communication was intended to influence this procurement. Violation of any of the requirements described in this Section may be grounds for a determination that the bidder is non-responsible and therefore ineligible for this contract award. Two (2) violations within

four (4) years of the rules against impermissible contacts during the “restricted period” may result in the violator being debarred from participating in DOH procurements for a period of four (4) years.

5.2 Questions

There will be an opportunity available for submission of written questions and requests for clarification with regard to this RFP. All questions and requests for clarification of this RFP should cite the particular RFP Section and paragraph number where applicable and must be submitted via email to AIGPU@health.ny.gov. It is the bidder’s responsibility to ensure that email containing written questions and/or requests for clarification is received at the above address no later than the Deadline for Submission of Written Questions as specified in [Section 1.0](#) (Calendar of Events). Questions received after the deadline **may not** be answered.

5.3 Right to Modify RFP

DOH reserves the right to modify any part of this RFP, including but not limited to, the date and time by which proposals must be submitted and received by DOH, at any time prior to the Deadline for Submission of Proposals specified in [Section 1.0](#) (Calendar of Events). Modifications to this RFP shall be made by issuance of amendments and/or addenda.

Prior to the Deadline for Submission of Proposals, any such clarifications or modifications as deemed necessary by DOH will be posted to the DOH website.

If a prospective bidder discovers any ambiguity, conflict, discrepancy, omission, or other error in this RFP, the Bidder shall immediately notify DOH of such error in writing at AIGPU@health.ny.gov and request clarification or modification of the RFP.

If, prior to the Deadline for Submission of Proposals, a bidder fails to notify DOH of a known error or an error that reasonably should have been known, the bidder shall assume the risk of proposing. If awarded the contract, the bidder shall not be entitled to additional compensation by reason of the error or its correction.

5.4 DOH’s Reserved Rights

The Department of Health reserves the right to:

1. Reject any or all proposals received in response to the RFP;
2. Withdraw the RFP at any time, at the agency’s sole discretion;
3. Make an award under the RFP in whole or in part;
4. Disqualify any bidder whose conduct and/or proposal fails to conform to the requirements of the RFP;
5. Seek clarifications and revisions of proposals;
6. Use proposal information obtained through site visits, management interviews and the State’s investigation of a bidder’s qualifications, experience, ability or financial standing, and any material or information submitted by the bidder in response to the Department’s request for clarifying information in the course of evaluation and/or selection under the RFP;
7. Prior to the bid opening, amend the RFP specifications to correct errors or oversights, or to supply additional information, as it becomes available;
8. Prior to the bid opening, direct bidders to submit proposal modifications addressing subsequent RFP amendments;
9. Change any of the scheduled dates;
10. Eliminate any mandatory, non-material specifications that cannot be complied with by all of the

- prospective bidders;
11. Waive any requirements that are not material;
 12. Negotiate with the successful bidder within the scope of the RFP in the best interests of the State;
 13. Conduct contract negotiations with the next responsible bidder, should the Department be unsuccessful in negotiating with the selected bidder;
 14. Utilize any and all ideas submitted in the proposals received;
 15. Every offer shall be firm and not revocable for a period of three hundred and sixty-five days from the bid opening, to the extent not inconsistent with section 2-205 of the uniform commercial code. Subsequent to such three hundred and sixty- five days, any bid is subject to withdrawal communicated in a writing signed by the bidder; and,
 16. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a bidder's proposal and/or to determine a bidder's compliance with the requirements of the solicitation.

5.5 Debriefing

Once an award has been made, a Bidder may request a debriefing of their Bid. The debriefing will be limited solely to the Bidder's own Bid and will not include any discussion of other bids. A Bidder's request for a debriefing must be received by the Department no later than fifteen (15) calendar days after the date of the award notification to the successful Bidder or non-award announcement to the unsuccessful Bidder, depending upon whether the Bidder requesting the debriefing is the successful Bidder or an unsuccessful Bidder.

5.6 Protest Procedures

In the event an unsuccessful bidder wishes to protest the award resulting from this RFP, the protesting Bidder must follow the protest procedures established by the Office of the State Comptroller (OSC). These procedures can be found in Chapter XI Section 17 of the Guide to Financial Operations, which is available on-line at: <http://www.osc.state.ny.us/agencies/guide/MyWebHelp/>

5.7 Freedom of Information Law ("FOIL")

All Bids may be disclosed or used by the Department to the extent permitted by law. The Department may disclose a Bid to any person for the purpose of assisting in evaluating the Bid or for any other lawful purpose. All Bids will become State agency records, which will be available to the public in accordance with the New York State Freedom of Information Law. **Any portion of the Bid that a Bidder believes constitutes proprietary information entitled to confidential handling, as an exception to the Freedom of Information Law, must be clearly and specifically designated in the Bid as specified in Section 6.1.3 of the RFP.** If the Department agrees with the proprietary claim, the designated portion of the Bidder's Bid will be withheld from public disclosure. Blanket assertions of proprietary material will not be accepted, and failure to specifically designate proprietary material may be deemed a waiver of any right to confidential handling of such material.

5.8 Piggybacking

New York State Finance Law section 163(10)(e) (see also <https://ogs.ny.gov/procurement/piggybacking-using-other-existing-contracts-0>) allows the Commissioner of the NYS Office of General Services to consent to the use of the Contract entered into pursuant to this RFP by other New York State Agencies, and other authorized purchasers, subject to conditions and the Contractor's consent.

5.9 Intellectual Property

Any work product created pursuant to this agreement and any subcontract shall become the sole and exclusive property of the New York State Department of Health, which shall have all rights of ownership and authorship in such work product.

6.0 PROPOSAL CONTENT

The following includes the format and information to be provided by each Bidder. Bidders responding to this RFP must satisfy all requirements stated in this RFP. All Bidders are requested to submit complete Administrative and Technical Proposals, and are required to submit a complete Cost Proposal. A proposal that is incomplete in any material respect may be rejected.

To expedite review of the proposals, Bidders are requested to submit proposals in separate Administrative, Technical, and Cost packages inclusive of all materials as summarized in Attachment A, Proposal Documents. This separation of information will facilitate the review of the material requested. No information beyond that specifically requested is required, and Bidders are requested to keep their submissions to the shortest length consistent with making a complete presentation of qualifications. Evaluations of the Administrative, Technical, and Cost Proposals received in response to this RFP will be conducted separately. Bidders are therefore cautioned not to include any Cost Proposal information in the Technical Proposal documents.

DOH will not be responsible for expenses incurred in preparing and submitting the Administrative, Technical, or Cost Proposals.

6.1 Administrative Proposal

The Administrative Proposal should contain all items listed below. An Administrative Proposal that is incomplete in any material respect may be eliminated from consideration. The information requested should be provided in the prescribed format. Responses that do not follow the prescribed format may be eliminated from consideration. All responses to the RFP may be subject to verification for accuracy. Please provide the forms in the same order in which they are requested.

6.1.1 Administrative Proposal Cover Sheet (Attachment B)

Complete and Submit the Administrative Proposal Cover Sheet (Attachment B)

6.1.2 Bidder's Disclosure of Prior Non-Responsibility Determinations

Submit a completed and signed [Attachment 1](#), "Prior Non-Responsibility Determination."

6.1.3 Freedom of Information Law – Proposal Redactions

Bidders must clearly and specifically identify any portion of their proposal that a Bidder believes constitutes proprietary information entitled to confidential handling as an exception to the Freedom of Information Law. See [Section 5.7](#), (Freedom of Information Law)

6.1.4 Vendor Responsibility Questionnaire

Complete, certify, and file a New York State Vendor Responsibility Questionnaire. DOH recommends that bidders file the required Vendor Responsibility Questionnaire online via the New York State VendRep System. To enroll in and use the New York State VendRep System, see the VendRep

System Instructions at <http://www.osc.state.ny.us/vendrep/index.htm> or go directly to the VendRep System online at www.osc.state.ny.us/vendrep.

Bidders must provide their New York State Vendor Identification Number when enrolling. To request assignment of a Vendor ID or for VendRep System assistance, contact the OSC Help Desk at 866-370-4672 or 518-408-4672 or by email at ciohelpdesk@osc.state.ny.us.

Bidders opting to complete and submit a paper questionnaire can obtain the appropriate questionnaire from the VendRep website, www.osc.state.ny.us/vendrep, or may contact the Office of the State Comptroller's Help Desk for a copy of the paper form. Bidders should complete and submit the Vendor Responsibility Attestation, [Attachment 3](#).

6.1.5 Vendors Assurance of No Conflict of Interest or Detrimental Effect

Submit [Attachment 4](#), Vendor Assurance of No Conflict of Interest or Detrimental Effect, which includes information regarding the Bidder, members, shareholders, parents, affiliates or subcontractors. [Attachment 4](#) must be signed by an individual authorized to bind the Bidder contractually.

6.1.6 M/WBE Forms

Submit completed Form #1 and/or Form #2, Form #4 and Form #5 as directed in [Attachment 5](#), "Guide to New York State DOH M/WBE RFP Required Forms."

6.1.7 Encouraging Use of New York Businesses in Contract Performance

Submit [Attachment 6](#), "Encouraging Use of New York State Businesses in Contract Performance" to indicate the New York Businesses you will use in the performance of the Contract.

6.1.8 Bidder's Certified Statements

Complete, sign and submit [Attachment 7](#), "Bidder's Certified Statements", which includes information regarding the Bidder. [Attachment 7](#) must be signed by an individual authorized to bind the Bidder contractually. Please indicate the title or position that the signer holds with the Bidder.

6.1.9 References

Provide three (3) references using [Attachment 9](#), (References) for customers/clients to which the Bidder provided or is providing public health marketing, website development, or health video production services. Provide firm names, addresses, contact names, telephone numbers, and email addresses.

6.1.10 Diversity Practices Questionnaire

The Department has determined, pursuant to New York State Executive Law Article 15-A, that the assessment of the diversity practices of respondents to this procurement is practical, feasible, and appropriate. Accordingly, respondents to this procurement should include as part of their response to this procurement, [Attachment 10](#) "Diversity Practices Questionnaire". Responses will be formally evaluated and scored.

6.1.11 Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination

Bidder should complete and submit [Attachment 11](#) certifying that it does not have institutional policies or practices that fail to address the harassment and discrimination of individuals on the basis of their

age, race, creed, color, national origin, sex, sexual orientation, gender identity, disability, marital status, military status, or other protected status under the Human Rights Law.

6.1.12 Executive Order 16 Prohibiting Contracting with Businesses Conducting Business in Russia

Bidder should complete and submit [Attachment 12](#) certifying the status of their business operations in Russia, if any, pursuant to Executive Order 16.

6.1.13 State Finance Law Consultant Disclosure Provisions

In accordance with New York State Finance Law Section 163(4)(g), State agencies must require all Contractors, including subcontractors, that provide consulting services for State purposes pursuant to a contract to submit an annual employment report for each such contract.

The successful bidder for procurements involving consultant services must complete a "State Consultant Services Form A, Contractor's Planned Employment From Contract Start Date through End of Contract Term" in order to be eligible for a contract.

The successful bidder must also agree to complete a "State Consultant Services Form B, Contractor's Annual Employment Report" for each state fiscal year included in the resulting contract. This report must be submitted annually to the Department, the Office of the State Comptroller, and Department of Civil Service.

Submit State Consultant Services Form A: Contractor's Planned Employment and Form B: Contractor's Annual Employment Report , available at: <http://www.osc.state.ny.us/agencies/forms/ac3271s.doc> and <http://www.osc.state.ny.us/agencies/forms/ac3272s.doc>.

6.1.14 Sales and Compensating Use Tax Certification (Tax Law, § 5-a)

Section 5-a of the Tax Law, as amended, effective April 26, 2006, requires certain Contractors awarded state contracts for commodities, services and technology valued at more than \$100,000 to certify to the Department of Tax and Finance (DTF) that they are registered to collect New York State and local sales and compensating use taxes. The law applies to contracts where the total amount of such contractor's sales delivered into New York State are in excess of \$300,000 for the four quarterly periods immediately preceding the quarterly period in which the certification is made, and with respect to any affiliates and subcontractors whose sales delivered into New York State exceeded \$300,000 for the four quarterly periods immediately preceding the quarterly period in which the certification is made.

This law imposes upon certain contractors the obligation to certify whether or not the contractor, its affiliates, and its subcontractors are required to register to collect state sales and compensating use tax and contractors must certify to DTF that each affiliate and subcontractor exceeding such sales threshold is registered with DTF to collect New York State and local sales and compensating use taxes. The law prohibits the State Comptroller, or other approving agencies, from approving a contract awarded to an offeror meeting the registration requirements but who is not so registered in accordance with the law.

The successful Bidder must file a properly completed Form ST-220-CA with the Department and Form ST-220-TD with the DTF. These requirements must be met before a contract may take effect. Further information can be found at the New York State Department of Taxation and Finance's website, available through this link: <http://www.tax.ny.gov/pdf/publications/sales/pub223.pdf>.

Submit these Forms, available through these links:

- ST-220 CA: http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf

- ST-220 TD: http://www.tax.ny.gov/pdf/current_forms/st/st220td_fill_in.pdf

6.2 Technical Proposal

The purpose of the Technical Proposal is to demonstrate the qualifications, competence, and capacity of the Bidder to perform the services contained in this RFP. The Technical Proposal should demonstrate the qualifications of the Bidder and the staff to be assigned to provide services related to the services included in this RFP.

A Technical Proposal that is incomplete in any material respect may be eliminated from consideration. The following outlines the information requested to be provided by Bidders. The information requested should be provided in the prescribed format. Responses that do not follow the prescribed format may be eliminated from consideration. All responses to the RFP may be subject to verification for accuracy.

While additional data may be presented, the following should be included. Please provide the information in the same order in which it is requested. Your proposal should contain sufficient information to assure DOH of its accuracy. Failure to follow these instructions may result in disqualification.

Pricing information contained in the Cost Proposal cannot be included in the Technical Proposal documents.

6.2.1 Title Page

Complete and submit a Technical Proposal Cover Sheet as Attachment C.

6.2.2 Table of Contents

The Table of Contents should clearly identify all material (by section and page number) included in the Bidder's proposal.

6.2.3 Documentation of Bidder's Eligibility Responsive to Section 3.0 of RFP

Bidders must be able to meet all the requirements stated in Section 3.0 of the RFP. The bidder must submit documentation that provides sufficient evidence of meeting the criterion/criteria set forth in Section 3.0. This documentation may be in any format needed to demonstrate how the Bidder meets the minimum qualifications to propose.

NYSDOH AI will accept proposals from organizations with the following types and levels of experience as a prime contractor:

A minimum of three (3) years of experience with any one of the following:

- public health marketing or
- website development or
- health video production

For the purposes of this RFP, a prime contractor is defined as one who has the contract with the owner of a project or job and has full responsibility for its completion. A prime contractor undertakes to perform a complete contract and may employ (and manage) one or more subcontractors to carry out specific parts of the contract.

Failure to meet these Minimum Qualifications will result in a proposal being found non-responsive and eliminated from consideration.

Preferred Qualifications

Bidder should submit documentation that demonstrates their experience with the following outlined in Preferred Qualifications. Bidders are requested to provide such documentation in the form of a narrative description outlining project names, dates and a brief synopsis of each project.

- A minimum of two (2) years of experience developing successful social media campaigns, websites or videos related to HIV, HCV or STIs.
- A minimum of two (2) years of experience with successful management of public health campaigns. A successful campaign is defined as having overseen from start to finish at least one public health campaign that was completed on time, within budget, and met or exceeded industry standard social media click through rates.
- A minimum of two (2) years of experience working with federal, state or local health departments to develop HIV/STI/HCV related social media campaigns, website or videos.

6.2.4 Technical Proposal Narrative

The Technical Proposal should provide satisfactory evidence of the Bidder's ability to meet, and expressly respond to, each element listed below.

Elements of the Technical Proposal are as follows:

6.2.4.1 Experience Performing Tasks/Deliverables

Bidder should provide a brief history and description of their organization. Bidder should describe their capabilities and expertise, and should include details of their experience related to the services sought in this RFP. The narrative should include a description of the organization's documented experience developing public health social media campaigns, including videos, social media posts, still ads, memes/GIFs, social media strategies, and social media toolkits, related to at least two of the following topics: HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health. Include information on populations reached and how the campaigns were designed to be culturally and linguistically appropriate for the targeted groups. Bidder should detail how many were reached by these campaigns and specific demographics.

Bidder should include weblinks to three (3) public health campaigns they have developed as part of the response to 6.2.4.1.

Objectives and Performance Expectations

Bidder should provide a detailed narrative describing their approach to providing the services and deliverables as set forth in this RFP and how they will meet the following objectives to the satisfaction of the NYSDOH AI:

- a. Create person-centered, integrated public health social media campaigns to address some or all of the health topics included in the AIDS Institute's portfolio, including, but not limited to: HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health;

- b. Ensure the campaign is culturally and linguistically appropriate and demonstrates the intersection of HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health to members of these populations;
- c. Conduct in-person focus groups and virtual stakeholder interviews to formulate original campaign concept slogans and graphics;
- d. Create campaign materials including videos;
- e. Create campaign content including social media posts, still ads, memes/ GIFs;
- f. Develop social media strategies to reach the various population(s) to NYSDOH AI and Stakeholders; and,
- g. Create and complete digital social media toolkits which include all of the still images, videos, and associated original content for each campaign.

Project Work Plan

Bidder should describe their approach to developing and maintaining a detailed, annual project work plan for years 1-5 that outlines and describes deliverables, activities, responsibilities and timeframes required to accomplish each of the six (6) deliverables associated with annual campaigns, detailed in Scope of Work sections 4.1, noted below. Label and address each item separately and in detail.

A. 4.1.1 Public Health Campaign Creation

Bidder should describe their approach and ability to provide annually, and under the direction of the Department, an integrated public health campaign that will span some or all of the AIDS Institute portfolio of topics including but not limited to HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health.

Based on trends in public health, the NYSDOH AI seeks to develop holistic, [“person-first”](#) public health campaigns related to different overlapping topics within its portfolio of HIV, HIV testing, PrEP, HCV elimination, STIs, sexual health, LGBTGNC health and drug user health. Person-first language is a respectful way to communicate with and about a person with a disability. It emphasizes the person first, not the disability (CDC website: Communicating with and About People with Disabilities). Examples are illustrated on the NYS DOH website, in the document titled [“Recommendations for Improving Language and Establishing Stigma-Free, Supportive, Service Delivery Environments.”](#) The contractor must have the capacity to build a public health marketing campaign designed to meet the needs of one (1) or more of the NYSDOH AI’s priority populations and create campaigns which address emerging health issues and the ways in which they intersect.

The Bidder should include how they plan to:

- Meet with internal staff in different divisions at NYSDOH AI to gain an understanding of areas that are emerging issues;
- Meet with the NYSDOH AI contract manager to collaborate and select an area of focus for the campaign based on meetings around emerging issues; and
- Develop a detailed internal timeline, that reflects the workplan, to be provided to the NYSDOH AI contract manager to include when each deliverable will be met.

B. 4.1.2 Campaign Slogan and Graphic Development

The Bidder should describe their approach to develop an original campaign concept slogan and graphic related to the focus area of the public health campaign described in Section 4.1.1. This includes conducting focus groups and stakeholder interviews which will assist with creation of the campaign slogan.

Bidder should detail how campaign slogans and related creative materials will be developed in different languages, with different content for each language's slogan. Bidder should also address how they incorporate feedback into campaign slogans and creative materials.

Bidder should describe, as part of the work for Deliverable 2, how they will conduct formative research related to campaign message development, including 3 in-person focus groups annually and 5 virtual stakeholder interviews annually with the target audience. These focus groups and stakeholder interviews will provide input from members of the priority populations and identify culturally appropriate approaches to conveying the topic and public health objective.

C. 4.1.3 Video Campaign Materials

Bidder should describe, upon selection of campaign concept slogans, how they will develop supporting campaign materials, including videos, as described in Section 4.1.3.

Bidder should describe their experience with drafting and editing storyboards, which includes an outline of key content learned during formative research, use of model(s), community ambassadors, or computer generated graphics and script.

D. 4.1.4 Creation of Other Campaign Materials

Bidder should describe their experience developing graphic ads, multilingual social media messaging, and creating other supporting campaign materials, including social media content, still ads, memes, and GIFs, incorporating comments for edits while needing review and approval from the Department.

Bidder should describe how the social media posts will be developed to conform to the requirements of the following platforms, at a minimum: Facebook, X (formerly known asTwitter), and Instagram.

E. 4.1.5 Social Media Strategies and content

Bidder should describe their approach in assisting the NYSDOH AI's goal of creating campaign materials and distributing them widely in a way that is easy for community partners (funded providers, community-based organizations, clinics, hospitals, etc.) to post on their websites and agency social media accounts.

Bidder should include the following experience in their narrative:

- a. Researching similar campaigns' distribution plans and using that information to develop the best and most cost efficient way for campaign materials to be distributed widely;
- b. Assembling campaign materials in a way that is easy to follow and distribute for

- agencies who may not have significant experience with using assets (e.g.: jpg files, video files, etc);
- c. Creating a detailed timeline serving two purposes: knowing when to expect the assets and, for users of the assets, when to post on social media, when to follow up and how to evaluate;
 - d. Identifying and sharing with stakeholders the best method for evaluating whether organic (not paid) social media posts were successful;
 - e. Addressing and incorporating comments or edits that may be required as a result of all levels of review and approval;
 - f. Finalizing all materials and partnering with all staff to post materials on a live website;
 - g. Partnering with a media buyer to develop an overall social media marketing strategy; and
 - h. Modifying fully approved creative materials to meet the design requirements for various social media or out of home (billboards, subway, convenience stores, magazine, etc.) advertising platforms.

F. 4.1.6 Social Media Toolkit

The Bidder should describe their experience creating a social media toolkit, which contains all the still images, videos, and associated original content developed as part of a campaign as outlined in Section 4.1.6.

The Bidder should describe their approach to planning and presenting webinars to guide stakeholders and community partners on the best ways to utilize a social media toolkit to reach specific priority populations.

6.2.4.2 Staffing

- A. Bidder should describe the staffing plan per Section 4.2 Staffing that will be used to meet the tasks and deliverables outlined in Section 4, including a description of staff experience in the following areas:
 1. Developing public health social media campaigns;
 2. Engagement of priority populations;
 3. Social media promotion of public health topics;
 4. Partnering with public health agencies and community based organizations to implement campaigns and;
 5. Program evaluation, including quantitative and qualitative evaluation methods such as analyzing data collected from focus groups, stakeholder interviews and on-line surveys.
- B. Bidder should describe the organizational capacity to meet all of the staffing requirements outlined in this RFP. Bidder should detail their plan to meet the minimum of at least one .25 FTE program coordinator with expertise in program management, social media promotion and program evaluation, one .25 FTE technical expert and access to per diem staff with expertise in video recording, editing and production.
- C. Bidder should describe their approach to recruitment, organization and training efforts that will provide appropriately trained and qualified staff to successfully carry out tasks and deliverables outlined in Section 4.0 and how the bidder plans to ensure the staffing needs of the program are met on an ongoing basis.

- D. Bidder should include a chart outlining the organizational structure that will be used for this project.

Resumes will not be accepted or evaluated.

6.2.4.3 Reporting

Bidder should describe their approach to completing monthly narrative progress reports to apprise NYSDOH AI staff of developments on workplan activities per Section 4.3 Reporting.

6.2.4.4 Information Technology

Bidder should describe how they will comply with all NYS security policies and standards described in Section 4.4 Information Technology.

6.2.4.5 Security

Bidder should describe how they will meet all of the NYS security policies and standards as described in Section 4.5 Security.

6.2.4.6 Transition

Bidder should describe past experience related to a transition plan as described in Section 4.6 Transition.

6.3 Cost Proposal

A. Cost Proposal Cover Sheet

Complete and Submit the Cost Proposal Cover Sheet (Attachment D)

Submit a completed and signed [Attachment E – Cost Proposal](#). The Cost Proposal shall comply with the format and content requirements as detailed in this RFP and in Attachment B. Failure to comply with the format and content requirements may result in disqualification.

The bid price is to cover the cost of furnishing all of the product(s)/ services sought in the RFP and Scope of Work Section 4, including but not limited to travel, materials, equipment, overhead, profit and labor to the satisfaction of the Department and the performance of all work set forth in said specifications.

Note: The maximum allowable annual total bid price for Section 4.1. Deliverables 1 through 6 must not exceed \$120,000. Proposals received above the maximum allowable annual total bid price for Deliverables 1 through 6 will be disqualified.

See Section 5.4 Payment.

7.0 PROPOSAL SUBMISSION

A proposal consists of three distinct parts: (1) the Administrative Proposal, (2) the Technical Proposal, and (3) the Cost Proposal. The table below outlines the requested format and volume for submission of each part. Proposals should be submitted in all formats as prescribed below.

	Electronic Submission
Administrative Proposal	Email labeled "Administrative Proposal Submission, Bidder's Name, RFP# 20264" containing a standard searchable PDF file with copy/read permissions only.
Technical Proposal	Email labeled "Technical Proposal Submission, Bidder's Name, RFP# 20264" containing a standard searchable PDF file with copy/read permissions only.
Cost Proposal	Email labeled "Cost Proposal Submission, Bidder's Name, RFP# 20264" containing a standard searchable PDF file with copy/read permissions only.

1. Submit three (3), standard searchable, open and permission password protected, PDF proposals in three (3) separate emails to AIGPU@health.ny.gov with the subject <Type of Proposal Submission, Bidder Name, RFP#20264>.
2. Include, as attachment to each email, the distinct PDF file labeled "Administrative Proposal", "Technical Proposal", or "Cost Proposal". Example: "Technical Proposal Submission, ABC Company, RFP# 20264".
3. All electronic proposal submissions should be clear and include page numbers at the bottom of each page.
4. The body of the email should also include the password to the file, contact information, and indicate the total number of pages intended, and where indicated, each subset of pages listed. **Example: Technical Proposal 30 pages total, Attachment C, 17 pages.**
5. A font size of eleven (11) points or larger should be used with appropriate header and footer information.
6. In the event an electronic submission cannot be read by the Department, the Department reserves the right to request a hard copy and/or electronic resubmission of any unreadable files. Offeror shall have 2 business days to respond to such requests and must certify the resubmission is identical to the original submission.
7. Where signatures are required, the proposals should have a handwritten signature (wet ink) and be signed in blue ink. A scan of the handwritten (wet ink) signature can be used for electronic submission in the PDF. The Department reserves the right to request hardcopy originals of all signature pages at any time.
8. The NYSDOH AI discourages overly lengthy proposals. Therefore, marketing brochures, user manuals or other materials, beyond that sufficient to present a complete and effective proposal, are not desired. Elaborate artwork or expensive paper is not necessary or desired. In order for the NYSDOH AI to evaluate proposals fairly and completely, proposals should follow the format described in this RFP to provide all requested information. The Bidder should not repeat information in more than one section of the proposal. If information in one section of the

proposal is relevant to a discussion in another section, the Bidder should make specific reference to the other section rather than repeating the information; and

9. Audio and/or videotapes are not allowed. Any submitted audio or videotapes will be ignored by the evaluation team.

The entire proposal must be received by the NYSDOH AI in three (3) separate emails to the email account and in the format designated above, no later than the Deadline for Submission of Proposals specified in [Section 1.0](#), (Calendar of Events). Late bids will not be considered.

7.1 No Bid Form

Bidders choosing not to bid are requested to complete the No-Bid form [Attachment 2](#).

8.0 METHOD OF AWARD

8.1 General Information

DOH will evaluate each proposal based on the “Best Value” concept. This means that the proposal that best “optimizes quality, cost, and efficiency among responsive and responsible offerers” shall be selected for award (State Finance Law, Article 11, §163(1)(j)).

DOH at its sole discretion, will determine which proposal(s) best satisfies its requirements. DOH reserves all rights with respect to the award. All proposals deemed to be responsive to the requirements of this procurement will be evaluated and scored for technical qualities and cost. Proposals failing to meet the requirements of this document may be eliminated from consideration. The evaluation process will include separate technical and cost evaluations, and the result of each evaluation shall remain confidential until evaluations have been completed and a selection of the winning proposal is made.

The evaluation process will be conducted in a comprehensive and impartial manner, as set forth herein, by an Evaluation Committee. The Technical Proposal and compliance with other RFP requirements (other than the Cost Proposal) will be weighted **70%** of a proposal’s total score and the information contained in the Cost Proposal will be weighted **30%** of a proposal’s total score.

Bidders may be requested by DOH to clarify the contents of their proposals. Other than to provide such information as may be requested by DOH, no Bidder will be allowed to alter its proposal or add information after the Deadline for Submission of Proposals listed in [Section 1.0](#) (Calendar of Events).

In the event of a tie, the determining factors for award, in descending order, will be:

- (1) lowest cost and
- (2) proposed percentage of M/WBE participation.

8.2 Submission Review

DOH will examine all proposals that are received in a proper and timely manner to determine if they meet the proposal submission requirements, as described in [Section 6.0](#) (Proposal Content) and [Section 7.0](#) (Proposal Submission), including documentation requested for the Administrative Proposal,

as stated in this RFP. Proposals that are materially deficient in meeting the submission requirements or have omitted material documents, in the sole opinion of DOH, may be rejected.

8.3 Technical Evaluation

The evaluation process will be conducted in a comprehensive and impartial manner. A Technical Evaluation Committee comprised of Program Staff of DOH will review and evaluate all proposals.

Proposals will undergo a preliminary evaluation to verify Minimum Qualifications to Propose (Section 3.0).

The Technical Evaluation Committee members will independently score each Technical Proposal that meets the submission requirements of this RFP. The individual Committee Member scores will be averaged to calculate the Technical Score for each responsive Bidder.

The Technical Proposal evaluation is **70% (up to 70 points) of the final score.**

8.4 Cost Evaluation

The Cost Evaluation Committee will examine the Cost Proposal documents. The Cost Proposals will be opened and reviewed for responsiveness to cost requirements. If a cost proposal is found to be non-responsive, that proposal may not receive a cost score and may be eliminated from consideration.

The Cost Proposals will be scored based on a maximum cost score of 30 points. The maximum cost score will be allocated to the Cost Proposal with the lowest all-inclusive not-to-exceed maximum price. All other responsive proposals will receive a proportionate score based on the relation of their Cost Proposal to the Cost Proposal(s) offered at the lowest final cost, using this formula:

$$C = (A/B) * 30\%$$

A is Total price of lowest Cost Proposal;

B is Total price of Cost Proposal being scored; and

C is the Cost score.

The cost evaluation is **30% (up to 30 points) of the final score.**

8.5 Composite Score

A composite score will be calculated by the DOH by adding the Technical Proposal points and the Cost points awarded. Finalists will be determined based on composite scores.

8.6 Reference Checks

The Bidder should submit references using [Attachment 9](#) (References). The references should be for current and/or former customers to whom the bidder provided similar services and who can speak to the bidder's experience. At the discretion of the Evaluation Committee, references may be checked at any point during the process to verify Bidder's qualifications to propose (Section 3.0).

8.7 Best and Final Offers

NYSDOH reserves the right to request best and final offers. In the event NYSDOH exercises this right, all Bidders that submitted a proposal that are susceptible to award will be asked to provide a best and final

offer. Bidders will be informed that should they choose not to submit a best and final offer, the offer submitted with their proposal will be construed as their best and final offer.

8.8 Award Recommendation

The Evaluation Committee will submit a recommendation for award to the Bidder(s) with the highest composite score(s) whose experience and qualifications have been verified.

The Department will notify the awarded Bidder(s) and Bidders not awarded. The awarded Bidder(s) will enter into a Contract substantially in accordance with the terms of Attachment 8, DOH Agreement, to provide the required product(s) or services as specified in this RFP. The resultant Contract shall not be binding until fully executed and approved by the New York State Office of the Attorney General and the Office of the State Comptroller.

9.0 ATTACHMENTS

The following attachments are included in this RFP and are available via hyperlink or can be found at: <https://www.health.ny.gov/funding/forms/>.

1. [Bidder's Disclosure of Prior Non-Responsibility Determination](#)
2. [No-Bid Form](#)
3. [Vendor Responsibility Attestation](#)
4. [Vendor Assurance of No Conflict of Interest or Detrimental Effect](#)
5. [Guide to New York State DOH M/WBE Required Forms & Forms](#)
6. [Encouraging Use of New York Businesses in Contract Performance](#)
7. [Bidder's Certified Statements](#)
8. [DOH Agreement](#) (Standard Contract)
9. [References](#)
10. [Diversity Practices Questionnaire](#)
11. [Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination](#)
12. [Executive Order 16 Prohibiting Contracting with Business Conducting Business in Russia](#)

The following attachments are attached and included in this RFP:

- A. Proposal Document Checklist
- B. Administrative Proposal Cover Sheet
- C. Technical Proposal Cover Sheet
- D. Cost Proposal Cover Sheet
- E. Cost Proposal

ATTACHMENT A

PROPOSAL DOCUMENT CHECKLIST

Please reference Section 7.0 for the appropriate format and quantities for each proposal submission.

RFP# 20264– Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)		
FOR THE ADMINISTRATIVE PROPOSAL		
RFP §	SUBMISSION	INCLUDED
§ 6.1.1	Attachment B - Administrative Proposal Cover Sheet	<input type="checkbox"/>
§ 6.1.2	Attachment 1 – Bidder’s Disclosure of Prior Non-Responsibility Determinations, completed and signed.	<input type="checkbox"/>
§ 6.1.3	Freedom of Information Law – Proposal Redactions (If Applicable)	<input type="checkbox"/>
§ 6.1.4	Attachment 3- Vendor Responsibility Attestation	<input type="checkbox"/>
§ 6.1.5	Attachment 4 - Vendor Assurance of No Conflict of Interest or Detrimental Effect	<input type="checkbox"/>
§ 6.1.6	M/WBE Participation Requirements:	<input type="checkbox"/>
	Attachment 5 Form 1	<input type="checkbox"/>
	Attachment 5 Form 2 (If Applicable)	<input type="checkbox"/>
	Attachment 5 Form 4	<input type="checkbox"/>
	Attachment 5 Form 5	<input type="checkbox"/>
§ 6.1.7	Attachment 6- Encouraging Use of New York Businesses	<input type="checkbox"/>
§ 6.1.8	Attachment 7 - Bidder’s Certified Statements, completed & signed	<input type="checkbox"/>
§ 6.1.9	Attachment 9 – References	<input type="checkbox"/>
§ 6.1.10	Attachment 10 – Diversity Practices Questionnaire	<input type="checkbox"/>
§ 6.1.11	Attachment 11 - Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination	<input type="checkbox"/>
§ 6.1.12	Attachment 12 – EO 16 Contracting with Businesses Conducting Business in Russia	<input type="checkbox"/>
§ 6.1.13	State Finance Law Consultant Disclosure	<input type="checkbox"/>
§ 6.1.14	Sales and Compensating Use Tax Certification	<input type="checkbox"/>
FOR THE TECHNICAL PROPOSAL		
RFP §	SUBMISSION	INCLUDED
§ 6.2.1	Attachment C - Technical Proposal Cover Sheet	<input type="checkbox"/>
§ 6.2.2	Table of Contents	<input type="checkbox"/>
§ 6.2.3	Documentation of Bidder’s Eligibility (Requirement)	<input type="checkbox"/>
§ 6.2.4	Technical Proposal Narrative	<input type="checkbox"/>
FOR THE COST PROPOSAL REQUIREMENT		
RFP §	REQUIREMENT	INCLUDED
§ 6.3	Attachment D - Cost Proposal Cover Sheet	<input type="checkbox"/>
§ 6.3	Attachment E - Cost Proposal	<input type="checkbox"/>

**ATTACHMENT B
ADMINISTRATIVE PROPOSAL COVER SHEET**

NEW YORK STATE DEPARTMENT OF HEALTH

AIDS Institute

Office of the Medical Director

REQUEST FOR PROPOSAL (RFP)

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

RFP No. 20264

Bidder Name: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Signature of Individual Authorized to Submit for the Bidder

**ATTACHMENT C
TECHNICAL PROPOSAL COVER SHEET**

NEW YORK STATE DEPARTMENT OF HEALTH

AIDS Institute

Office of the Medical Director

REQUEST FOR PROPOSAL (RFP)

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

RFP No. 20264

Bidder Name: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Signature of Individual Authorized to Submit for the Bidder

**ATTACHMENT D
COST PROPOSAL COVER SHEET**

NEW YORK STATE DEPARTMENT OF HEALTH

AIDS Institute

Office of the Medical Director

REQUEST FOR PROPOSAL (RFP)

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

RFP No. 20264

Bidder Name: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Signature of Individual Authorized to Submit for the Bidder

ATTACHMENT E
COST PROPOSAL
RFP #20264

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

The bid price is an all-inclusive price to cover the cost of furnishing all of the said services in the RFP and Scope of Work Section 4.0, including but not limited to travel, materials, equipment, overhead, profit and labor to the satisfaction of the Department of Health and the performance of all work set forth in said specifications. Payment is conditional upon DOH acceptance of each billed deliverable including any reports. See Section 5.4 Payment and 6.3 Cost Proposal.

Bidders must complete the table below according to the instructions, without any alteration or inclusion of comments.

COST PROPOSAL: Use the table below to outline the cost proposal for one annual campaign inclusive of all 6 deliverables from RFP Section 4.1.1 to 4.1.6. The maximum allowable annual bid price for all six deliverables must not exceed \$120,000 per year. **Proposals received above the maximum allowable annual total bid price for Deliverables 1 through 6 will be disqualified.** The awarded bidder will receive a contract valued at the total bid price (G below) multiplied by five (5).

DELIVERABLES TO BE COMPLETED ONCE ANNUALLY	Bid Price (in whole dollars)
<p>Deliverable 1: (Per Section 4.1.1 of the RFP) Select (in collaboration with NYSDOH AI) a campaign that addresses some or all of the health topics included in the AIDS Institute’s portfolio, including, but not limited to: HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health.</p>	<p>Indicate bid price for full year: \$_____ (A)</p>
<p>Deliverable 2: (Per Section 4.1.2 of the RFP) Conduct 2-3 focus groups annually and 3-5 stakeholder interviews annually to formulate one original campaign concept slogan and one original campaign graphic.</p>	<p>Indicate bid price for full year: \$_____ (B)</p>
<p>Deliverable 3: (Per Section 4.1.3 of the RFP) Create campaign videos which includes a minimum of four, 30-45 second videos, in English and Spanish, one of which must have original Spanish content AND a</p>	<p>Indicate bid price for full year: \$_____ (C)</p>

minimum of four, 10-15 second videos, in English and Spanish, one of which must have original Spanish content and not be translated from English.	
Deliverable 4: (Per Section 4.1.4 of the RFP) Create campaign content including social media posts, still ads, memes/ GIFs which includes a minimum of four graphic ads and associated social media messaging including the creation of at least 1 in Spanish.	Indicate bid price for full year: \$ _____(D)
Deliverable 5: (Per Section 4.1.5 of the RFP) Provide social media strategies & content to reach the various population(s) to AIDS Institute and Stakeholders.	Indicate bid price for full year: \$ _____(E)
Deliverable 6: (Per Section 4.1.6 of the RFP) Create and complete a social media toolkit that features all of the still images, videos, and associated original content.	Indicate bid price for full year: \$ _____(F)
Total bid price for Year 1 (A + B + C + D + E + F)*	\$ _____(G)

* Note: The maximum allowable annual total bid price for Section 4.1. Deliverables 1 through 6 must not exceed \$120,000. Proposals received above the maximum allowable annual bid price for Deliverables 1 through 6 will be disqualified.

By signing this Cost Proposal Form, the bidder agrees that the prices above are binding for 365 days from the proposal due date.

Bidder's Authorized
Signature _____ Date _____

Print Name
and Title _____

Company Name: _____