



Department of Health

Request for Proposals

RFP # - 20023

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

Issued: 8/8/19

DESIGNATED CONTACT:

Pursuant to State Finance Law §§ 139-j and 139-k, the Department of Health identifies the following designated contact to whom all communications attempting to influence the Department of Health'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.

SUBMISSION OF WRITTEN PROPOSALS OR BIDS:

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SUBMISSION OF WRITTEN QUESTIONS:

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TABLE OF CONTENTS

(Hyperlinked; click to go directly to desired topic.)

TABLE OF CONTENTS.....2

1.0 CALENDAR OF EVENTS.....4

2.0 OVERVIEW4

 2.1 Introductory Background..... 4

 2.2 Important Information..... 5

 2.3 Term of the Agreement..... 5

3.0 BIDDERS QUALIFICATIONS TO PROPOSE.....5

 3.1 Minimum Qualifications..... 5

 3.2 Preferred Qualifications 6

4.0 SCOPE OF WORK.....6

 4.1 Objectives and Performance Expectations..... 6

 4.2 Deliverables 7

 4.3 Staffing..... 9

 4.4 Reporting 10

 4.5 Information Technology 10

 4.6 Security 10

 4.7 Transition 10

5.0 ADMINISTRATIVE INFORMATION 11

 5.1 Restricted Period 11

 5.2 Questions..... 11

 5.3 Right to Modify RFP..... 11

 5.4 Payment..... 12

 5.5 Minority & Woman-Owned Business Enterprise Requirements 13

 5.6 Equal Employment Opportunity (EEO) Reporting 14

 5.7 Sales and Compensating Use Tax Certification (Tax Law, § 5-a) 15

 5.8 Contract Insurance Requirements..... 15

 5.9 Subcontracting..... 16

 5.10 DOH’s Reserved Rights..... 16

 5.11 Freedom of Information Law (“FOIL”)..... 16

 5.12 Lobbying 17

 5.13 State Finance Law Consultant Disclosure Provisions 17

 5.14 Debriefing 18

 5.15 Protest Procedures..... 18

 5.16 Iran Divestment Act 18

 5.17 Piggybacking 18

 5.18 Encouraging Use of New York Businesses in Contract Performance..... 18

 5.19 Diversity Practices Questionnaire..... 19

 5.20 Participation Opportunities for NYS Certified Service-Disabled Veteran-Owned Businesses . 19

 5.21 Intellectual Property 19

 5.22 Vendor Assurance of No Conflict of Interest or Detrimental Effect 19

 5.23 Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination 20

6.0 PROPOSAL CONTENT 20

 6.1 Administrative Proposal 20

 6.2 Technical Proposal 21

 6.3 Cost Proposal 24

7.0 PROPOSAL SUBMISSION 25

 7.1 No Bid Form..... 26

8.0 METHOD OF AWARD..... 26

 8.1 General Information 26

 8.2 Submission Review 27

8.3	Technical Evaluation.....	27
8.4	Cost Evaluation.....	27
8.5	Composite Score	27
8.6	Reference Checks	27
8.7	Best and Final Offers	27
8.8	Award Recommendation	28
ATTACHMENTS.....		28

1.0 CALENDAR OF EVENTS

RFP #20023 – Public Health Social Media Outreach: HIV, Hepatitis C and Sexually Transmitted Infections (STIs)	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Proposals	August 8, 2019
Deadline for Submission of Written Questions	August 22, 2019 4:00 p.m. ET
Responses to Written Questions Posted by DOH	On or About September 5, 2019
Deadline for Submission of Proposals	September 26, 2019 4:00 p.m. ET
<i>Anticipated</i> Contract Start Date	May 1, 2020

2.0 OVERVIEW

Through this Request for Proposals (“RFP”), the New York State (“State”) Department of Health (“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 syphilis. Efforts to address HIV, HCV and syphilis 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, syphilis, 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.

To date, NYSDOH AI efforts to employ social media for health education efforts have included the development of separate, single-purpose campaign websites on HIV testing (www.hivtestny.org), HIV pre-exposure prophylaxis (PrEP) (www.prepforsex.org) and syphilis (www.syphilistestny.org). A new web presence to address HCV elimination is also needed. The NYSDOH AI is seeking to continue its development of content for social media as well as integrate the existing campaign websites into the larger DOH .gov website in a manner that will retain the current culturally relevant, attractive, easy to navigate format of the existing .org websites.

2.2 Important Information

The bidder is required to review, and is requested to have legal counsel review, [Attachment 8](#), the DOH Agreement as the Bidder must be willing to enter into an Agreement substantially in accordance with the terms of [Attachment 8](#) should the bidder be selected for contract award. 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 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 Appendix A. Note, [Attachment 7](#), the Bidder's Certifications/Acknowledgements, should be submitted 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. It also includes a statement that the bidder acknowledges that, should any alternative proposals or extraneous terms be submitted with the proposal, 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.

2.3 Term of the Agreement

This contract term 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 4.2. Deliverables 1 through 4 must not exceed \$90,000. Proposals received above the maximum allowable annual total bid price for Deliverables 1-4 will be disqualified. See Sections 5.4. Payment, 6.3 Cost Proposal and Attachment E Cost Proposal.

Should additional funding become available, the NYSDOH AI reserves the right to exercise the option in Section 4.2. OPTIONAL Deliverable 5. 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 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 public health marketing, website development or health video production.

Experience acquired concurrently is considered acceptable.

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:

1. A minimum of two (2) years of experience developing social media campaigns, websites or videos related to HIV, HCV or syphilis.
2. A minimum of two (2) years of experience with successful management of public health campaigns targeting at least one (1) of the following priority populations: 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.
3. A minimum of two (2) years of experience partnering with federal, state or local health departments to develop HIV/STI/HCV related 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 Objectives and Performance Expectations

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:

1. Ensure that the key design elements from existing NYSDOH AI-supported .org websites on HIV testing, PrEP and syphilis are migrated to new campaign pages to be housed on the NYSDOH website in a manner that ensures the webpages are: easy to navigate; culturally and linguistically appropriate for priority populations; meet NYSDOH design requirements; and, are compatible with a Drupal Content Management System platform. Note: The principle role of the vendor for this objective will be to play an advisory role to NYSDOH AI and NYS Information Technology Services (NYS ITS) staff who will be responsible for building the new webpages and migrating actual content;
2. Develop creative design elements (graphics, text, etc.) for culturally relevant campaign webpages on HCV elimination and partner with NYSDOH AI content experts and NYSDOH Information Technology staff and NYS ITS staff to post the campaign webpages on the NYSDOH environment in a manner that meets NYSDOH design guidelines and is compatible with a Drupal Content Management System platform to engage and educate priority populations;
3. Develop brief videos and other cutting-edge social media content for NYSDOH AI campaigns related to HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health to engage and educate priority populations; and
4. Develop creative digital content for social media posting to promote NYSDOH HIV testing, PrEP and syphilis webpages, videos developed through this RFP and other materials related to HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health to engage and educate priority populations.

4.2 Deliverables

4.2.1 – Deliverable 1: Advise the NYSDOH AI and NYS ITS on creative design elements to ensure designated websites are easy to navigate and culturally and linguistically appropriate for priority populations as they are migrated from .org sites to the NYSDOH server and website. (Year One (1) Only)

Existing NYSDOH AI supported .org sites previously developed by a marketing firm are being migrated by NYSDOH AI and NYS ITS staff to the NYSDOH server and must conform to NYSDOH design requirements and NYSDOH website environment, which uses a Drupal Content Management System platform. The role of the contractor in this process is to identify those elements present in the existing sites that make them culturally relevant and easy to navigate and advise the NYSDOH AI, NYSDOH IT and NYS ITS staff regarding how to maintain these elements as the sites are migrated by NYSDOH and NYS ITS staff to the NYSDOH server. The contractor will be responsible for:

- a. Reviewing the following existing sites and identifying the key design and usability elements that make them culturally relevant and easy to navigate for the priority populations: <https://prepforsex.org/>, www.hivtestny.org and www.syphilistestny.org;
- b. Providing comments on draft templates of the new webpages developed by the NYSDOH and NYS ITS;
- c. Advising NYSDOH AI and NYS ITS staff on design and usability elements to ensure that migrated webpages are culturally relevant and easy to navigate; and
- d. Providing any additional culturally relevant graphics or text needed to supplement existing content and graphics from the .org sites.

4.2.2 – Deliverable 2: Develop creative design elements (graphics, text, etc.) for HCV elimination campaign webpages to be posted on the DOH website. (Year One (1) Only)

The NYSDOH AI goal is to develop campaign webpages to house information about the state's effort to eliminate HCV. The webpages will be housed on the NYSDOH website and server. Creative design elements must meet NYSDOH design requirements and NYSDOH website environment, which uses a Drupal Content Management System platform. The webpages must include tabs where all website content can be accessed in Spanish. The contractor will be responsible for:

- a. Conducting formative research, including 2-3 focus groups and 3-5 stakeholder interviews with the priority populations to identify culturally appropriate approaches to conveying the topic and public health objective;
- b. Based on formative research, provide an initial proposal for NYSDOH AI review that outlines the design elements, suggested template, graphics and text for HCV elimination campaign webpages;
- c. Incorporating NYSDOH AI comments into the proposal;
- d. Providing a compatible template, graphics and text to NYSDOH AI, NYSDOH IT and NYS ITS staff who will build the webpages and post the material on a development site of the NYSDOH server;
- e. Addressing any comments or edits that may be required as a result of all levels of NYSDOH review and approval (see Section 4.2.6);
- f. Finalizing all materials and partner with NYSDOH AI and NYS ITS staff in posting the fully approved materials live on the NYSDOH website; and
- g. Note: Material will be translated into Spanish by the NYSDOH.

4.2.3 – Deliverable 3: Video Development (Years 1-5)

Brief, attractive, culturally relevant on-line videos are an effective way to engage and educate priority populations about HIV testing, PrEP, HCV, syphilis, sexual health, LGBTGNC health and drug user health. Videos will be housed on the NYSDOH website and distributed by NYSDOH AI funded community partners. The contractor will develop four (4), 2-5-minute videos in year one and will develop six (6), 2-5 minute videos in each subsequent year (Years 2-5) on topics related to HIV testing, PrEP, syphilis, HCV, sexual health, LGBTGNC health and drug user health. The NYSDOH AI will provide the contractor with the specific topic and public health objective of each video. The contractor will be responsible for:

- a. Conducting formative research, including 2-3 focus groups annually and 3-5 stakeholder interviews annually with the target audience, to identify culturally appropriate approaches to conveying the topic and public health objective;
- b. Based on formative research, providing a story board for the video that includes an outline of key content, suggested graphics and script for NYSDOH AI review and approval;
- c. Incorporating NYSDOH AI suggested edits to the story board;
- d. Finalizing the script, identify talent, computer generated graphics and other audio/ visual material needed to develop the video;
- e. Addressing any comments or edits that may be required as a result of all levels of NYSDOH review and approval (see Section 4.2.6); and
- f. Producing the video in digital format appropriate for NYSDOH staff to post on the DOH website and share with community partners.

4.2.4 – Deliverable 4: Develop creative content for social media posting on HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health. (Years 1-5)

The NYSDOH AI goal is to use social media to promote public health objectives related to: HIV testing, PrEP, HCV, sexual health, LGBTGNC health and drug user health. The NYSDOH AI has the capacity to post on the NYSDOH accounts of a variety of social media sites, for example, Facebook, twitter. The NYSDOH AI on occasion may post material through purchased ads on a wide range of dating sites and LGBTGNC-friendly sites. Finally, the NYSDOH AI seeks to develop posts that can be shared with our community partners (funded providers, community-based organizations, clinics, hospitals, etc.) for posting on their sites. The contractor will be responsible for:

- a. Developing social media posts to drive priority populations to the newly migrated NYSDOH webpages on PrEP, HIV testing, syphilis and the new HCV elimination webpages (see 4.2.1 and 4.2.2);
- b. Developing social media posts to promote newly developed videos (see 4.2.3) and other content;
- c. At a minimum, posts must be developed to conform to the requirements of the following platforms: Facebook, twitter, Instagram;
- h. Addressing any comments or edits that may be required as a result of all levels of NYSDOH review and approval (see Section 4.2.6); and
- d. Developing posts in the digital format of MEMEs and GIFs and providing digital files including graphics and text.

4.2.5 – OPTIONAL Deliverable 5: Develop a new campaign on a topic of priority determined by the NYSDOH AI.

Based on trends in public health and availability of funding, the NYSDOH AI, on occasion, may seek to develop public health campaigns related to a specific topic within its portfolio of HIV, HCV, STIs, sexual health, LGBTGNC health and drug user health. 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.

Therefore, Deliverable 5 is optional and the option may be exercised one (1) or more times during years 1-5 by NYSDOH AI dependent on funding availability and NYSDOH's needs. NYSDOH AI does not commit to exercising Deliverable 5 or any portion of Deliverable 5 during the life of the contract. If exercised, based on available funding, needs and negotiations with the NYSDOH AI, the contractor will be responsible for all of the following tasks:

- a. Conducting formative research related to campaign message development;
- b. Developing sample campaign slogans and creative materials for NYSDOH AI consideration;
- c. Incorporating NYSDOH AI feedback on one selected campaign creative concept;
- d. Designing draft creative materials in digital formats using text, computer generates graphics or spokesmodels;
- e. Designing webpages for inclusion on the development site of the NYSDOH website that meet NYSDOH design requirements and NYSDOH website environment which uses a Drupal Content Management System platform;

- f. Addressing any comments or edits that may be required as a result of all levels of NYSDOH review and approval (see Section 4.2.6);
- g. Modifying fully approved creative materials to meet the design requirements for various social media or out of home (billboards, subway, convenience store, magazine, etc.) advertising platforms;
- h. Finalizing all materials and partner with NYSDOH staff to post materials on the live NYSDOH website; and
- i. Partnering with the DOH media buyer to develop an overall social media marketing strategy.

Note:

The NYSDOH has an established media buyer, therefore, the contractor supported by this RFP will be responsible for creative development, not purchasing of media.

4.2.6 – 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 approval process **before** production can begin. The Health Department's General Counsel's office must also approve any materials produced that will be posted publicly or used externally. All participants ("talent") appearing in materials produced under the contract must also complete a liability waiver and a talent release. All signed documents should 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 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 originating vendor, uncleared, 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.

4.3 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 4.0 including the demonstration of staff expertise in the following areas:

- 1. Technical skills in website development and interactivity;
- 2. Public health video production;
- 3. Social media promotion of public health topics; and
- 4. Program evaluation, including quantitative and qualitative evaluation methods such as conducting 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 program management, social media promotion and program evaluation, 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 an adequate number of appropriately trained and qualified staff to successfully carry out all tasks and deliverables outlined in Section 4.0. The contractor will ensure that 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 or stronger qualifications.

4.4 Reporting

The contractor will complete regular monthly narrative progress reports to keep NYSDOH AI staff apprised of developments and progress on deliverable and workplan activities. See Section 5.4 Payment.

4.5 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>.

4.6 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 this 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 contracts 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.

4.7 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.

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 four (4) months before the last day of its contract with the Department of Health or upon request of the Department.

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.

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.

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

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 hivet@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 listed 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 the 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 hivet@health.ny.gov and request clarification or modification of the document.

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 Payment

The contractor shall submit invoices and/or vouchers to the State's designated payment office:

Preferred Method: Email a .pdf copy of your signed voucher to the BSC at: AccountsPayable@ogs.ny.gov with a subject field as follows:

Subject: <<Unit ID: 3450340>> <<Contract #>>

Alternate Method: Mail vouchers to BSC at the following U.S. postal address:

**NYS Department of Health
Unit ID 3450340
c/o NYS OGS BSC Accounts Payable
Building 5, 5th Floor
1220 Washington Ave.
Albany, NY 12226-1900**

Payment for invoices and/or vouchers submitted by the CONTRACTOR shall only be rendered electronically unless payment by paper check is expressly authorized by the Commissioner, in the Commissioner's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with ordinary State procedures and practices. The CONTRACTOR shall comply with the State Comptroller's procedures to authorize electronic payments. Authorization forms are available at the State Comptroller's website at www.osc.state.ny.us/epay/index.htm, by email at epayments@osc.state.ny.us or by telephone at 518-474-6019. CONTRACTOR acknowledges that it will not receive payment on any invoices and/or vouchers submitted under this Contract if it does not comply with the State Comptroller's electronic payment procedures, except where the Commissioner has expressly authorized payment by paper check as set forth above.

In addition to the Electronic Payment Authorization Form, a Substitute Form W-9 must be on file with the Office of the State Comptroller, Bureau of Accounting Operations. Additional information and procedures for enrollment can be found at <http://www.osc.state.ny.us/epay>.

Completed W-9 forms should be submitted to the following address:

NYS Office of the State Comptroller
Bureau of Accounting Operations
Warrant & Payment Control Unit
110 State Street, 9th Floor
Albany, NY 12236

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 (Section 4.2.1): Quarterly basis.

Deliverable 2 (Section 4.2.2): Quarterly basis.

Deliverable 3 (Section 4.2.3): Quarterly basis.

Deliverable 4 (Section 4.2.4): Quarterly basis.

Deliverable 5 (Section 4.2.5): If Option is exercised: Three payments with criteria for payment as noted below:

One-third of the total bid price will be paid upon successful completion of items a-c.

One-third of the total bid price will be paid upon successful completion of items d-f.

One-third of the total bid price will be paid upon successful completion of items g-i.

Each invoice must include the following:

1. Monthly progress report delineating progress on deliverables, workplan activities, 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.

5.5 Minority & Woman-Owned Business Enterprise Requirements

Pursuant to New York State Executive Law Article 15-A, the New York State Department of Health ("DOH") 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.

In 2006, the State of New York commissioned a disparity study to evaluate whether minority and women-owned business enterprises had a full and fair opportunity to participate in state contracting. The findings of the study were published on April 29, 2010, under the title "The State of Minority and Women-Owned Business Enterprises: Evidence from New York" ("Disparity Study"). The report found evidence of statistically significant disparities between the level of participation of minority- and women-owned business enterprises in state procurement contracting versus the number of minority- and women-owned business enterprises that were ready, willing and able to participate in state procurements. As a result of these findings, the Disparity Study made recommendations concerning the implementation and operation of the statewide certified minority- and women-owned business enterprises program. The recommendations from the Disparity Study culminated in the enactment and the implementation of New York State Executive Law Article 15-A, which requires, among other things, that DOH establish goals for maximum feasible participation of New York State Certified minority- and women – owned business enterprises ("MWBE") and the employment of minority groups members and women in the performance of New York State contracts.

Business Participation Opportunities for MWBEs

For purposes of this solicitation, DOH hereby establishes an overall goal of **30%** for MWBE participation, **15%** for Minority-Owned Business Enterprises ("MBE") participation and **15%** for Women-Owned Business Enterprises ("WBE") participation (based on the current availability of qualified MBEs and WBEs and outreach efforts to certified MWBE firms). A contractor ("Contractor") on the subject contract ("Contract") must document good faith efforts to provide meaningful participation by MWBEs as subcontractors or suppliers in the performance of the Contract and Contractor agrees that DOH may withhold payment pending receipt of the required MWBE documentation. For guidance on how DOH will determine "good faith efforts," refer to 5 NYCRR §142.8.

The directory of New York State Certified MWBEs 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.

By submitting a bid, a bidder agrees to complete an MWBE Utilization Plan ([Attachment 5](#), Form #1) of this RFP. DOH will review the submitted MWBE 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 MWBE Utilization Plan;
- b) If a Bidder fails to submit a written remedy to a notice of deficiency;
- 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;

The Contractor will be required to attempt to utilize, in good faith, any MBE or WBE identified within its MWBE 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 the Contractor is found to have willfully and intentionally failed to comply with the MWBE participation goals set forth in the Contract, such finding will constitute a breach of Contract and DOH may withhold payment from the Contractor as liquidated damages.

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

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 [hivet@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.

5.6 Equal Employment Opportunity (EEO) Reporting

By submission of a bid in response to this solicitation, the Bidder agrees with all of the terms and conditions of [Attachment 8](#) Appendix A including Clause 12 - Equal Employment Opportunities for Minorities and Women. Additionally, the successful bidder will be required to certify they have an acceptable EEO (Equal Employment Opportunity) policy statement in accordance with Section III of Appendix M in [Attachment 8](#).

Further, pursuant to Article 15 of the Executive Law (the “Human Rights Law”), all other State and Federal statutory and constitutional non-discrimination provisions, the Contractor and sub-contractors will not discriminate against any employee or applicant for employment because of race, creed (religion), color, sex, national origin,

sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

The Contractor is required to ensure that it and any subcontractors awarded a subcontract over \$25,000 for the construction, demolition, replacement, major repair, renovation, planning or design of real property and improvements thereon (the "Work"), except where the Work is for the beneficial use of the Contractor, undertake or continue programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status. For these purposes, equal opportunity shall apply in the areas of recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff, termination, and rates of pay or other forms of compensation. This requirement does not apply to: (i) work, goods, or services unrelated to the Contract; or (ii) employment outside New York State.

To ensure compliance with this Section, the Bidder should submit with the bid or proposal an Equal Employment Opportunity Staffing Plan ([Attachment 5](#), Form #4) identifying the anticipated work force to be utilized on the Contract. Additionally, the Bidder should submit a Minority and Women-Owned Business Enterprises and Equal Employment Opportunity Policy Statement ([Attachment 5](#), Form # 5), to DOH with their bid or proposal.

5.7 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 contractors' 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 offerer 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 of Health 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>.

Forms are 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

5.8 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.

5.9 Subcontracting

Bidders may propose the use of a subcontractor. 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 Agreement. 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.

5.10 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 agency'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 offer is subject to withdrawal communicated in a writing signed by the offerer; 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 an offerer's proposal and/or to determine an offerer's compliance with the requirements of the solicitation.

5.11 Freedom of Information Law ("FOIL")

All proposals may be disclosed or used by DOH to the extent permitted by law. DOH may disclose a proposal to any person for the purpose of assisting in evaluating the proposal or for any other lawful purpose. All proposals will become State agency records, which will be available to the public in accordance with the Freedom of Information Law. **Any portion of the proposal 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 proposal as directed in Section 6.1 (C) of the RFP.** If DOH agrees with the proprietary claim, the designated portion of the proposal 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.

5.12 Lobbying

Chapter 1 of the Laws of 2005, as amended by Chapter 596 of the Laws of 2005, made significant changes as it pertains to development of procurement contracts with governmental entities. The changes included:

- a) made the lobbying law applicable to attempts to influence procurement contracts once the procurement process has been commenced by a state agency, unified court system, state legislature, public authority, certain industrial development agencies and local benefit corporations;
- b) required the above mentioned governmental entities to record all contacts made by lobbyists and contractors about a governmental procurement so that the public knows who is contacting governmental entities about procurements;
- c) required governmental entities to designate persons who generally may be the only staff contacted relative to the governmental procurement by that entity in a restricted period;
- d) authorized the New York State Commission on Public Integrity, (now New York State Joint Commission on Public Ethics), to impose fines and penalties against persons/organizations engaging in impermissible contacts about a governmental procurement and provides for the debarment of repeat violators;
- e) directed the Office of General Services to disclose and maintain a list of non-responsible bidders pursuant to this new law and those who have been debarred and publish such list on its website;
- f) required the timely disclosure of accurate and complete information from offerers with respect to determinations of non-responsibility and debarment; (Bidders responding to this RFP should submit a completed and signed [Attachment 1](#), "Prior Non-Responsibility Determination".)
- g) increased the monetary threshold which triggers a lobbyist's obligation under the Lobbying Act from \$2,000 to \$5,000; and
- h) established the Advisory Council on Procurement Lobbying.

Subsequently, Chapter 14 of the Laws of 2007 amended the Lobbying Act of the Legislative Law, particularly as it related to specific aspects of procurements as follows: (i) prohibiting lobbyists from entering into retainer agreements on the outcome of government grant making or other agreement involving public funding; and (ii) reporting lobbying efforts for grants, loans and other disbursements of public funds over \$15,000.

The most notable, however, was the increased penalties provided under Section 20 of Chapter 14 of the Laws of 2007, which replaced old penalty provisions and the addition of a suspension option for lobbyists engaged in repeated violations. Further amendments to the Lobbying Act were made in Chapter 4 of the Laws of 2010.

Questions regarding the registration and operation of the Lobbying Act should be directed to the New York State Joint Commission on Public Ethics.

5.13 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 of Health, the Office of the State Comptroller, and Department of Civil Service.

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

5.14 Debriefing

Pursuant to Section 163(9)(c) of the State Finance Law, any unsuccessful Bidder may request a debriefing regarding the reasons that the proposal or bid submitted by the Bidder was not selected for award. Requests for a debriefing must be made within fifteen (15) calendar days of release of the written or electronic notice by the Department that the Bid submitted by the Bidder was not selected for award. Requests should be submitted in writing to a designated contact identified in the award/non-award letter.

5.15 Protest Procedures

In the event unsuccessful bidders wish to protest the award resulting from this RFP, bidders should 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 (GFO). Available on-line at: <http://www.osc.state.ny.us/agencies/guide/MyWebHelp/>

5.16 Iran Divestment Act

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, Bidder/Contractor (or any assignee) certifies that it is not on the "Entities Determined To Be Non-Responsive Bidders/Offerers Pursuant to The New York State Iran Divestment Act of 2012" list ("Prohibited Entities List") posted on the OGS website (currently found at this address: <http://www.ogs.ny.gov/about/regs/docs/ListofEntities.pdf> and further certifies that it will not utilize on such Contract any subcontractor that is identified on the Prohibited Entities List. Additionally, Bidder/Contractor is advised that should it seek to renew or extend a Contract awarded in response to the solicitation, it must provide the same certification at the time the Contract is renewed or extended.

During the term of the Contract, should DOH receive information that a person (as defined in State Finance Law §165-a) is in violation of the above-referenced certifications, DOH will review such information and offer the person an opportunity to respond. If the person fails to demonstrate that it has ceased its engagement in the investment activity which is in violation of the Act within 90 days after the determination of such violation, then DOH shall take such action as may be appropriate and provided for by law, rule, or contract, including, but not limited to, seeking compliance, recovering damages, or declaring the Contractor in default. DOH reserves the right to reject any bid, request for assignment, renewal or extension for an entity that appears on the Prohibited Entities List prior to the award, assignment, renewal or extension of a contract, and to pursue a responsibility review with respect to any entity that is awarded a contract and appears on the Prohibited Entities list after contract award.

5.17 Piggybacking

New York State Finance Law section 163(10)(e) (see also <http://www.ogs.ny.gov/purchase/snt/sflxi.asp>) allows the Commissioner of the NYS Office of General Services to consent to the use of this contract by other New York State Agencies, and other authorized purchasers, subject to conditions and the Contractor's consent.

5.18 Encouraging Use of New York Businesses in Contract Performance

Public procurements can drive and improve the State's economic engine through promotion of the use of New York businesses by its contractors. New York State businesses have a substantial presence in State contracts

and strongly contribute to the economies of the state and the nation. In recognition of their economic activity and leadership in doing business in New York State, bidders/proposers for this contract for commodities, services or technology are strongly encouraged and expected to consider New York State businesses in the fulfillment of the requirements of the contract. Such partnering may be as subcontractors, suppliers, protégés or other supporting roles. All bidders should complete [Attachment 6](#), Encouraging Use of New York Businesses in Contract Performance, to indicate their intent to use/not use New York Businesses in the performance of this contract.

5.19 Diversity Practices Questionnaire

Diversity practices are the efforts of contractors to include New York State-certified Minority and Women-owned Business Enterprises (“MWBEs”) in their business practices. Diversity practices may include past, present, or future actions and policies, and include activities of contractors on contracts with private entities and governmental units other than the State of New York. Assessing the diversity practices of contractors enables contractors to engage in meaningful, capacity-building collaborations with MWBEs.

5.20 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 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.

5.21 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.

5.22 Vendor Assurance of No Conflict of Interest or Detrimental Effect

All bidders responding to this solicitation should submit [Attachment 4](#) to attest that their performance of the services outlined in this IFB does not create a conflict of interest and that the bidder will not act in any manner that is detrimental to any other State project on which they are rendering services.

5.23 Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination

The New York State Human Rights Law, Article 15 of the Executive Law, prohibits discrimination and harassment based on age, race, creed, color, national origin, sex, pregnancy or pregnancy-related conditions, sexual orientation, gender identity, disability, marital status, familial status, domestic violence victim status, prior arrest or conviction record, military status or predisposing genetic characteristics. In accordance with Executive Order No. 177, the Offeror certifies that they do not have institutional policies or practices that fail to address those protected status under the Human Rights Law.

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. A 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.

A. Administrative Proposal Cover Sheet (Attachment B)

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

B. Bidder's Disclosure of Prior Non-Responsibility Determinations

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

C. Freedom of Information Law – Proposal Redactions

Bidders must clearly and specifically identify any portion of the proposal that a Bidder believes constitutes proprietary information entitled to confidential handling as an exception to the Freedom of Information Law. See [Section 5.11](#), (Freedom of Information Law)

D. Vendor Responsibility Questionnaire

Complete, certify, and file a New York State Vendor Responsibility Questionnaire. DOH recommends that vendors 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 <https://portal.osc.state.ny.us>.

Vendors 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.

Vendors 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. Bidder's should complete and submit the Vendor Responsibility Attestation, [Attachment 3](#).

E. Vendors Assurance of No Conflict of Interest or Detrimental Effect

Submit [Attachment 4](#), Vendor's 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.

F. 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."

G. Bidder's Certified Statements

Submit [Attachment 7](#), "Bidder's Certified Statements", which includes information regarding the Bidder. Attachment A 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. DOH reserves the right to reject a proposal that contains an incomplete or unsigned [Attachment 7](#) or no [Attachment 7](#).

H. Encouraging Use of New York Businesses in Contract Performance

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

I. References

Provide three (3) references using [Attachment 9](#), (References) to support prior work with public health website development, health video production and social media for health promotion activities. Provide firm names, addresses, contact names, telephone numbers, and email addresses.

J. Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination

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.

6.2 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.

- A. Technical Proposal Cover Sheet
Complete and Submit the Technical Proposal Cover Sheet (Attachment C)
- B. Table of Contents
The Table of Contents should clearly identify all material (by section and page number) included in the proposal.
- C. Documentation of Bidder's Eligibility Responsive to Section 3.0 of RFP

C.1 Minimum Qualifications

Bidders must be able to meet all the requirements stated in Section 3.1 Minimum Qualifications of the RFP. The bidder must submit documentation that provides sufficient evidence of meeting the criterion. This documentation may be in any format needed to demonstrate how they meet the following qualifications:

- A minimum of 3 years of experience with public health marketing, website development or health video production.

C.2 Preferred Qualifications

Bidder should submit documentation that demonstrates their experience with the following outlined in Section 3.2 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.

1. A minimum of two (2) years of experience developing successful social media campaigns, websites or videos related to HIV, HCV or syphilis.
2. A minimum of two (2) years of experience with successful management of public health campaigns targeting at least one (1) of the following priority populations: 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.
3. A minimum of two (2) years of experience partnering with federal, state or local health departments to develop HIV/STI/HCV related campaigns, website or videos.

Please include this narrative response in the Organization and Experience Section of this submitted technical proposal found in Section 6.2.D1 of this RFP.

- D. Technical Proposal Narrative
The technical proposal should provide satisfactory evidence of the Bidder's ability to meet, and expressly respond to each element and information requested in the RFP, Section 4.0 Scope of Work Tasks/Deliverables. **Bidder should respond to each element of Technical Proposal and label each section by its corresponding Number/letter below, including the following information:**

1. Organization and Experience

- a. Provide a brief history and description of your organization. This should include a chart outlining the organizational structure that will be used for this project.
- b. Provide a narrative description of the organization's documented experience developing social media campaigns, websites and videos related to at least two of the following topics: HIV, HCV or syphilis. Include information on populations reached, including how many reached and specific demographics.
- c. Provide specific, documented experience with the management of public health campaigns targeting at least three (3) of the following populations: gay men; transgender individuals; communities of color; sex workers or women at high risk of HIV/STIs. Include weblinks to three (3) public health campaigns you have developed.

2. Objectives and Performance Expectations

Provide a detailed plan describing how the bidder plans to provide the services and deliverables as set forth in this RFP and meet the following objectives to the satisfaction of the NYSDOH AI:

- a. Ensure that the key design elements from existing NYSDOH AI-supported .org websites on HIV testing, PrEP and syphilis are migrated to new campaign pages to be housed on the NYSDOH website; in a manner that ensures the webpages are: easy to navigate; culturally and linguistically appropriate for priority populations; meet NYSDOH design requirements; and, are compatible with a Drupal Content Management System platform; Note: The principle role of the vendor in item #1 will be to play an advisory role to NYSDOH AI and NYS Information Technology Services (NYS ITS) staff who will be responsible for building the new webpages and migrating actual content;
- b. Develop creative design elements (graphics, text, etc.) for culturally relevant campaign webpages on HCV elimination and partner with NYSDOH AI content experts and NYSDOH Information Technology staff and NYS ITS staff to post the campaign webpages on the NYSDOH environment; in a manner that meets NYSDOH design guidelines and is compatible with a Drupal Content Management System platform;
- c. Develop brief videos and other cutting-edge social media content for NYSDOH AI campaigns related to HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health; and
- d. Develop creative digital content for social media posting to promote NYSDOH HIV testing, PrEP and syphilis webpages, videos developed through this RFP and other materials related to HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health.

3. Project Work Plan

Provide a detailed, annual project work plan for years 1-5 outlining and describing activities to accomplish in each of the five (5) tasks/deliverables detailed in Scope of Work sections 4.2.1, 4.2.2, 4.2.3, 4.2.4, 4.2.5 and 4.2.6. Label and address each item separately and in detail.

4. Staffing

- a. Describe the staffing plan per Section 4.3 Staffing that will be used to meet the tasks and deliverables outlined in Section 4.0 including the demonstration of staff expertise in the following areas:
 1. Technical skills in website development and site interactivity;
 2. Public health video production;

3. Social media promotion of public health topics;
 4. Program evaluation, including reporting quantitative and qualitative evaluation methods such as analyzing data collected from focus groups, stakeholder interviews and on-line surveys; and
- b. Describe the organizational capacity to meet all of the staffing requirements outlined in this RFP. Include in the description the bidders 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. Describe the bidder's recruitment, organization and training efforts that will provide an adequate number of 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.

Resumes will not be accepted or evaluated.

5. Reporting

Describe the bidder's plan to complete monthly narrative progress reports to apprise NYSDOH AI staff of developments on workplan activities per Section 4.4 Reporting.

6. Information Technology

Bidder should describe how it plans to comply with all NYS security policies and standards described in Section 4.5 Information Technology.

7. Security

Describe how the bidder plans to meet all of the NYS security policies and standards as described in Section 4.6 Security.

8. Transition

Provide an overview of the bidder's transition plan as described in Section 4.7 Transition.

E. 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 of 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.

6.3 Cost Proposal

A. Cost Proposal Cover Sheet

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

- B. Submit a completed and signed **Attachment E – Cost Proposal**. The Cost Proposal shall comply with the format and content requirements as detailed in this document and in Attachment E. Failure to comply

with the format and content requirements may result in disqualification.

Note: The maximum allowable annual total bid price for Section 4.2. Deliverables 1 through 4 must not exceed \$90,000. Proposals received above the maximum allowable annual total bid price for Deliverables 1-4 will be disqualified.

Should additional funding become available, the NYSDOH AI reserves the right to exercise the option in Section 4.2.OPTIONAL Deliverable 5 one or more times during years 1-5.

See Section 5.4 Payment.

The bid price is 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.

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.

	Original	Copies
Administrative Proposal	3 Original Hard Copies	4 Hard Copies
Technical Proposal	3 Original Hard Copies	4 Hard Copies
Cost Proposal	3 Original Hard Copies	4 Hard Copies

1. All hard copy proposal materials should be printed on 8.5" x 11" white paper (single-sided) and **be clearly page numbered on the bottom of each page with appropriate header and footer information.** A font size of eleven (11) points or larger should be used. The Technical Proposal materials should be presented separate from the sealed Cost Proposal.
2. Where signatures are required, the proposals designated as originals should have a handwritten signature and be signed in **blue** ink.
3. The NYSDOH 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 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;
4. Audio and/or videotapes are not allowed. Any submitted audio or videotapes will be ignored by the evaluation team; and
5. In the event that a discrepancy is found between the electronic and hardcopy proposal, the original hardcopy will prevail.

The proposal must be received by the NYSDOH, no later than the Deadline for Submission of Proposals specified in [Section 1.0](#), (Calendar of Events). Late bids will not be considered.

Proposals should be submitted in three (3) separate, clearly labeled packages: (1) Administrative Proposal, (2)

Technical Proposal and (3) Cost Proposal, prepared in accordance with the requirements stated in this RFP. Mark the outside envelope of each proposal as "RFP# 20023 (Public Health Social Media Outreach) – (Administrative) (Technical) or (Cost) Proposal submitted by (Bidder's name)". The three (3) sealed proposals may be combined into one (1) mailing, if desired.

Proposals must be submitted, by U.S. Mail, by courier/delivery service (e.g., FedEx, UPS, etc.) or by hand as noted below, in a sealed package to:

Michele Kerwin
Assistant Director, Administration and Contract Management
AIDS Institute, Grants and Procurement Unit
Empire State Plaza, Corning Tower Room 359
Albany, New York 12237

NOTE: You should request a receipt containing the time and date received and the signature of the receiver for all hand-deliveries and ask that this information also be written on the package(s).

Submission of proposals in a manner other than as described in these instructions (e.g., fax, electronic transmission) will not be accepted.

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) highest score in Section 6.2.D.3 Technical Proposal: Project Workplan.

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 (Section 3.1).

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 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 (see Section 6.3 Cost Proposal and Attachment E, Cost Proposal). 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 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 proposals 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). At the discretion of the Evaluation Committee, references may be checked at any point during the process to verify bidder 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 Finalist with the highest composite score whose experience and qualifications have been verified.

The Department will notify the awarded Bidder and Bidders not awarded. The awarded Bidder will enter into a written Agreement substantially in accordance with the terms of [Attachment 8](#), DOH Agreement, to provide the required 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.

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](#)

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# 20023 – Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)		
FOR THE ADMINISTRATIVE PROPOSAL		
RFP §	SUBMISSION	INCLUDED
§ 6.1.A	Attachment B, Administrative Proposal Cover Sheet	<input type="checkbox"/>
§ 6.1.B	Attachment 1 – Bidder’s Disclosure of Prior Non-Responsibility Determinations, completed and signed.	<input type="checkbox"/>
§ 6.1.C	Freedom of Information Law – Proposal Redactions (If Applicable)	<input type="checkbox"/>
§ 6.1.D	Attachment 3- Vendor Responsibility Attestation	<input type="checkbox"/>
§ 6.1.E	Attachment 4 - Vendor Assurance of No Conflict of Interest or Detrimental Effect	<input type="checkbox"/>
§ 6.1.F	M/WBE Participation Requirements:	<input type="checkbox"/>
	Attachment 5 Form 1	<input type="checkbox"/>
	Attachment 5 Form 2 (If Applicable)	<input type="checkbox"/>
§ 6.1.G	Attachment 7 - Bidder’s Certified Statements, completed & signed.	<input type="checkbox"/>
§ 6.1.H	Attachment 6- Encouraging Use of New York Businesses	<input type="checkbox"/>
§ 6.1.I	Attachment 9 – References	<input type="checkbox"/>
§ 6.1.J	Attachment 11 - Executive Order 177 Prohibiting Contracts with Entities that Support Discrimination	<input type="checkbox"/>
FOR THE TECHNICAL PROPOSAL		
RFP §	SUBMISSION	INCLUDED
§ 6.2.A	Attachment C, Technical Proposal Cover Sheet	<input type="checkbox"/>
§ 6.2.B	Table of Contents	<input type="checkbox"/>
§ 6.2.C.1	Documentation of Minimum Qualifications to Propose (Requirement)	<input type="checkbox"/>
§ 6.2.C.2	Documentation of Preferred Qualificaitons, if applicable.	<input type="checkbox"/>
§ 6.2.D	Technical Proposal Narrative	<input type="checkbox"/>
§ 6.2.E	Attachment 10 – Diversity Practices Checklist	<input type="checkbox"/>
FOR THE COST PROPOSAL REQUIREMENT		
RFP §	REQUIREMENT	INCLUDED
§ 6.3.A	Attachment D, Cost Proposal Cover Sheet	<input type="checkbox"/>
§ 6.3.B	Attachment E- Cost Proposal (Requirement)	<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. 20023

Organization: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Hand Written Signature of Individual Authorized to Apply for the Organization

**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. 20023

Organization: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Hand Written Signature of Individual Authorized to Apply for the Organization

**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. 20023

Organization: _____

Federal Employer ID#: _____

Agency Vendor ID#: _____

Address: _____

Contact Person: (please print or type) _____

Title: _____

Telephone Number: (____) _____

Fax Number: (____) _____

E-mail Address: _____

x _____

Hand Written Signature of Individual Authorized to Apply for the Organization

**ATTACHMENT E
COST PROPOSAL
RFP #20023**

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

The bid price is 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 Part 1, Part 2 and Part 3.

Part 1: YEAR 1 – COST PROPOSAL: Use the table titled Part 1: YEAR 1 – Deliverables to outline the cost proposal for Year 1. The maximum allowable annual bid price must not exceed \$90,000 for year one. Proposals received above the maximum allowable annual total bid price for Deliverables 1-4 will be disqualified.

Part 2: YEARS 2,3,4,5 COST PROPOSAL: Use the table titled Part 2: YEARS 2,3,4,5 – Deliverables to outline the cost proposal for one subsequent year (Year 2). The maximum allowable annual bid price must not exceed \$90,000 for one subsequent year. Proposals received above the maximum allowable annual total bid price for Deliverables 3-4 will be disqualified.

Part 3: OPTIONAL SERVICES COST PROPOSAL: Use the table titled Part 3: Optional Services – Deliverable to outline the Cost Proposal for Deliverable 5.

Part 1: Year 1 – DELIVERABLES	Bid Price (in whole dollars)
<u>DELIVERABLE 1 (Per Section 4.2.1 of RFP):</u>	
Deliverable 1: Advise the NYSDOH AI and NYS ITS on creative design elements to ensure designated websites are easy to navigate and culturally and linguistically appropriate for priority populations as they are migrated from .org sites to the NYSDOH server and website. (Year One (1) Only).	Indicate bid price for full year: \$_____ (A)
<u>DELIVERABLE 2: (Per Section 4.2.2 of RFP)</u>	
Deliverable 2: Develop creative design elements (graphics, text, etc.) for HCV elimination campaign webpages to be posted on the DOH website. (Year One (1) Only).	Indicate bid price for full year: \$_____ (B)
<u>DELIVERABLE 3: (Per Section 4.2.3 of RFP)</u>	
Video Development: Brief, attractive, culturally relevant on-line videos are an effective way to engage and educate priority populations about HIV testing, PrEP, HCV, syphilis, sexual health, LGBTGNC health and drug user health. Videos will be housed on the NYSDOH website and distributed by NYSDOH AI funded community partners. The contractor will develop four (4), 2-5-minute videos in year one on topics related to HIV testing, PrEP, syphilis, HCV, sexual health, LGBTGNC health and drug user health.	Indicate unit bid price for development and posting of one 2-5 minute video: Unit bid price: \$_____ Multiply unit bid price by 4: \$_____ (C)
<u>DELIVERABLE 4: (Per Section 4.2.4 of RFP)</u>	
Develop creative content for social media posting on HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health. (Year 1)	Indicate bid price for full year: \$_____ (D)
Part 1: Total bid price for Year 1 (A + B + C + D)*	\$_____ (E)

* Note: The maximum allowable annual total bid price for Section 4.2. Deliverables 1 through 4 must not exceed \$90,000. Proposals received above the maximum allowable annual bid price for Deliverables 1 through 4 will be disqualified.

Part 2: Years 2, 3, 4, 5 – DELIVERABLES	Bid price (in whole dollars)
<u>DELIVERABLE 3 (Per Section 4.2.3 of RFP):</u>	
Video Development: Brief, attractive, culturally relevant on-line videos are an effective way to engage and educate priority populations about HIV testing, PrEP, HCV, syphilis, sexual health, LGBTGNC health and drug user health. Videos will be housed on the NYSDOH website and distributed by NYSDOH AI funded community partners. The contractor will develop six (6), 2-5 minute videos in each subsequent years (Years 2-5) on topics related to HIV testing, PrEP, syphilis, HCV, sexual health, LGBTGNC health and drug user health.	Indicate unit bid price for development and posting of one 2-5 minute video: Unit bid price: \$ _____ Multiply unit bid price by 6: \$ _____ (F)
<u>DELIVERABLE 4: (Per Section 4.2.4 of RFP)</u>	
Deliverable 4: Develop creative content for social media posting on HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health.	Indicate bid price for full year: \$ _____ (G)
Part 2: Total bid price for Year 2 (F + G)**	\$ _____ (H)

** Note: The maximum allowable annual total bid price for Section 4.2. Deliverables 3 through 4 must not exceed \$90,000. Proposals received above the maximum allowable annual total bid price for Deliverables 3 through 4 will be disqualified.

Part 3: Optional Services – DELIVERABLE	Optional Bid price (in whole dollars)
<u>Optional DELIVERABLE 5 (Per Section 4.2.5 of RFP):</u>	
OPTIONAL Deliverable 5: Develop a new campaign on a topic of priority determined by the NYSDOH AI. Campaign to include Section 4.2.5 tasks a-i.	Indicate bid price for completion of optional services (a-i): \$ _____ (K)

***Should additional funding become available, the NYSDOH AI reserves the right to exercise the option in Section 4.2.5. OPTIONAL Deliverable 5 one (1) or more times during years 1-5.

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 _____