

Kim Reynolds, Governor Adam Gregg, Lt. Governor Kelly Garcia, Director

**INFORMAL COMPETITIVE SOLICITATION**

**For**

**TELEVISION AND DIGITAL ADVERTISING**

**CH-22-007**

**INTRODUCTION**

In accordance with the informal competition procedures provided for in 11 Iowa Administrative Code rule 118.9, the Department of Human Services (the Agency), is seeking local targeted digital campaign in conjunction with a broadcast campaign advertising package. The Agency anticipates that the term of any resulting contract will be two months, beginning November 1,2021 and ending December 31, 2021.

Bidders interested in providing these services should submit proposals to the Cherokee Mental Health Institute, email to jpeters2@dhs.state.ia.us or fax to 712-225-6959 no later than 2:00 p.m. (local time), 10/14/21. Any proposal received after this deadline will be rejected and returned to the Bidder.

Proposals should include the Bidder’s cost proposal and sufficient information regarding the Bidder’s ability to perform the services sought to enable the Agency to make a judgment about the Bidder’s ability to perform the work identified in the Scope of Services. The Bidder should also include references with its proposal**.**

The Agency reserves the right to reject any or all proposals, in whole or in part, to advertise for new proposals, to abandon the need for such services, and to cancel this Informal Competitive Solicitation at any time prior to the execution of the written contract.

All information submitted by a Bidder may be treated as a public record by the Agency unless the Bidder properly requests that the information be treated as confidential information in accordance with the public records laws of the State of Iowa at the time its proposal is submitted.

The costs of preparation and delivery of the bid proposal are solely the responsibility of the Bidder.

By submitting a proposal, the Bidder agrees that the Agency may copy the proposal for purposes of facilitating the evaluation of the proposal or to respond to requests for public records and represents that such copying will not violate the rights of any third party.

By submitting a proposal, the Bidder agrees that it will not bring any claim or have any cause of action against the Agency based on any misunderstanding concerning the information provided herein or concerning the Agency's failure, negligent or otherwise, to provide the bidder with pertinent information as intended by this Informal Competitive Solicitation.

**TIMETABLE**

The dates set forth below are for informational planning purposes only. The Agency reserves the right to change the dates:

9/29/21 Submit Informal Competitive Solicitation to TSB web page

10/4/21 Submit Informal Competitive Solicitation to three potential Bidders

10/14/21 Proposals due

10/18/21 Select successful Bidder

10/27/21 Deadline for executing contract

**RESTRICTION ON COMMUNICATION**

From the date of issuance of this Informal Competitive Solicitation until announcement of the successful Bidder, Bidders may not contact any employee of the State of Iowa other than the identified contact person about this Informal Bid Solicitation Bidders may contact Jill Peterson in writing or email with questions related to the interpretation of this Informal Competitive Solicitation and the procurement process. Written responses to all questions received will be provided to all potential Bidders. If a Bidder or someone acting on a Bidder’s behalf attempts to discuss this Informal Competitive Solicitation orally or in writing with any members of the evaluation committee, or any employee of the State of Iowa, other than Jill Peterson, the Bidder may be disqualified.

**SCOPE OF SERVICES**

The successful Bidder will provide television and digital advertising for Agency. Such services shall include, but are not limited to, the following:

1. The advertising will run for the months of November and December and will end on December 31, 2021.
2. The targeted digital campaign in conjunction with a broadcast campaign will be aired within a 70-mile radius of Agency, which is located in Cherokee, Iowa.
3. The broadcast campaign will be run in the following format:
   1. M-F: 6-7A (4 times)
   2. M-F: 12P-12:30P (4 times)
   3. M-SA: 7P-12A (6 times)
   4. Sun: 5p-5:30P (2 times)
   5. M-F: 7P-9P (6 times)
4. The broadcast campaign duration will be 30 seconds, for a total number of times to be around 22 times per month as described above.
5. Bidder is responsible for all production costs.

**EVALUATION CRITERIA**

The Agency will utilize an evaluation committee made up of employees of the Agency to evaluate the proposals. The evaluation committee will review proposals. The committee will consider all information provided in the proposal when making its recommendation and may consider relevant information from other sources. **The evaluation committee** **will award the contract to the responsible Bidder submitting the best proposal. The committee may also select more than one proposal to be awarded. The lowest priced proposal is not necessarily the best proposal.**

The evaluation committee’s selection will be subject to the final approval of the Agency. The proposals will be evaluated and a recommendation will be made using the following criteria, which are listed in no particular order:

1. Cost;
2. Past performance of work that is identical or similar to the scope of services identified;
3. Experience and references that demonstrate, to the satisfaction of the Agency, the expertise and ability of the Bidder to provide the Scope of Services described in the Informal Competitive Solicitation; and
4. The capacity of the Bidder to complete the responsibilities described in the Scope of Services.

If there is a tie for the best proposal and only one of the Bidders is an Iowa business, the Iowa business shall be given preference over the out of state Bidders.

**CRIMINAL HISTORY AND BACKGROUND CHECK INFORMATION**

The Agency reserves the right to conduct criminal history checks and background investigations (hereafter, “Investigations”) of the Bidder and the Bidder’s officers, directors, shareholders, partners, and managerial and supervisory personnel involved in the performance of the Contract. The Agency’s right to perform such Investigations also extends to the Bidder’s staff, agents, or subcontractors who may have direct contact with the Agency’s clients or those that may provide services for the Agency’s clients. By submitting its Proposal, the Bidder hereby explicitly authorizes the Agency to conduct such Investigations. These Investigations may include, but may not be limited to: Child Abuse Registry, Dependent Adult Abuse Registry, Sexual Offender Registry Checks, and DCI/FBI Criminal History Record checks for specific categories of persons who may have direct contact with the Agency’s clients or may provide services for the Agency’s clients. Upon the Agency’s request, the Bidder shall fully cooperate with the Agency in obtaining authorizations on Agency forms and any required waivers or releases in a timely manner. The Agency may determine, in its sole discretion, to either not award or not enter into a contract with a bidder, or to terminate a subsequent contract, based on the results of these Investigations.

**NOTICE OF INTENT TO AWARD**

Notice of Intent to Award will be sent by mail to all bidders submitting a timely bid proposal no later than 10/19/21. The Notice of Intent to Award is subject to execution of a written contract and, as a result, the Notice does not constitute the formation of a contract between the Agency and the apparent successful bidder.

**ACCEPTANCE PERIOD**

Negotiation and execution of the contract shall be completed no later than 10/22/21. If the apparent successful bidder fails to negotiate and execute a contract, in its sole discretion, the Agency may revoke the award and award the contract to the next highest ranked bidder or withdraw the Informal Bid Solicitation.

* The Agency further reserves the right to cancel the award at any time prior to the execution of a written contract.

**REVIEW OF NOTICE OF DISQUALIFICATION OR NOTICE OF INTENT TO AWARD DECISION**

Bidders may request reconsideration of either a notice of disqualification or notice of intent to award decision by submitting a written request to the Agency:

Bureau Chief

c/o Bureau of Service Contract Support

Department of Human Services

Hoover State Office Building, 1st Floor

1305 E. Walnut Street

Des Moines, Iowa 50319-0114

email: [reconsiderationrequest@dhs.state.ia.us](mailto:reconsiderationrequest@dhs.state.ia.us)

The Agency must receive the written request for reconsideration within five days from the date of the notice of disqualification or notice of intent to award decision. The written request may be mailed, emailed, or delivered. It is the Bidder’s responsibility to assure timely delivery of the request for reconsideration. The request for reconsideration shall clearly and fully identify all issues being contested by reference to the page and section number of the Agency’s solicitation. If a bidder submitted multiple bid proposals and requests that the Agency reconsider a notice of disqualification or notice of intent to award decision for more than one bid proposal, a separate written request shall be submitted for each. At the Agency’s discretion, requests for reconsideration from the same bidder may be reviewed separately or combined into one response. The Superintendent will expeditiously address the request for reconsideration and issue a decision. The bidder may choose to file an appeal with the Agency within five days of the date of the decision on reconsideration in accordance with 441 IAC 7.

**DEFINITION OF CONTRACT**

The full execution of a written contract shall constitute the making of a contract for services and no bidder shall acquire any legal or equitable rights relative to the contract services until the contract has been fully executed by the apparent successful bidder and the Agency.