

**INFORMAL REQUEST FOR PROPOSAL (Informal RFP)
for
BILLBOARD ADVERTISING
20CRDFBKBOGE-0001**

The Department of Natural Resources (DNR) is seeking a Service Provider to produce outdoor billboard advertising and billboard lease spaces near Spirit Lake/Arnolds Park, Clear Lake, Storm Lake, and Emmetsburg to target boaters and anglers near high-use lakes infested with aquatic invasive species (AIS). DNR anticipates that the term of any resulting contract will be July 1, 2019 through September 30, 2019. **Service Providers may not contact any employee of the State of Iowa about this Informal RFP other than the DNR Issuing Officer:**

Jason Euchner
Iowa Department of Natural Resources – Fisheries Bureau
1436 255th Street
Boone, IA 50036
Fax: 515-230-4789
E-mail: Jason.Euchner@dnr.iowa.gov

If a Service Provider or someone acting on a Service Provider's behalf attempts to discuss this Informal RFP orally or in writing with any members of the DNR, any employee of the State of Iowa, or anyone other than the named DNR Issuing Officer, then the Service Provider may be disqualified.

Submission of Proposals: Service Providers interested in providing the services described under the "Description of Work and Scope of Services" shall submit proposals to the **DNR Issuing Officer** no later than **4:00 PM CST on June 25, 2019**. Any proposal received after this deadline shall not be considered.

Proposals will be accepted only if they are in written format received via hard copy mail or e-mail. No bound proposals will be accepted.

Proposals shall include the Service Provider's sufficient information and cost proposal regarding the Service Provider's ability to perform the work identified in the Description of Work and Scope of Services. Proposals shall also include the following information which will enable the DNR to make a judgment about the Service Provider's ability to perform:

- Location of the Billboard – this should include a map of the highway with the GPS location, board number, and direction facing
- Billboard Size and Type – vinyl, digital, other
- Timeframe of events. Service Provider shall identify the following:
 - Lease timeframe – how long the billboard will be in place;
 - Length of time necessary to create artwork proof; and
 - Time necessary to produce and install billboard. This should include reference to any items that could hold up the process.
- "Service Provider Cost Proposal – DNR Informal RFP #20CRDFBKBOGE-0001"

Service Providers may submit written questions regarding this Informal RFP and the procurement process to the DNR Issuing Officer at the above address through 4:00 PM CST on June 19, 2019. Written responses to any questions received will be provided no later than June 21, 2019 to all potential Service Providers.

Description of Work and Scope of Services: The successful Service Provider will be responsible for the following to allow the DNR to target boaters and anglers near high-use lakes infested with AIS:

- Leasing outdoor billboard space;
- Creating an artwork proof (using a billboard design specified by the DNR) for DNR approval;
- Production and Installation of the billboard on location; and
- Proper display and repair as necessary.

The DNR is looking for a total of 4 billboards in the following locations: Arnolds Park/Spirit Lake (Dickinson County), Clear Lake (Cerro Gordo County), Storm Lake (Buena Vista County), and Emmetsburg (Palo Alto County).

5.1 Statement of Work. Contractor shall perform the following Tasks by the Task Milestone Dates set out in the following table:

Deliverable	Task Milestone Date
Task 1: Artwork Proof Description: The Contractor shall produce a proof(s) of artwork, using a design specified by the DNR. The artwork proof(s) shall be submitted via email for approval by the DNR Project Manager. Any corrections requested by the DNR shall be made and resubmitted by the Contractor within 2 business days.	No later than July 5, 2019
Task 2: Production and Installation/Display of Billboards. Production: Within ten (10) days of DNR approval of the final artwork proof(s), the Contractor shall produce the DNR-approved billboard artwork. Installation & Display: The Contractor shall install the artwork on each of the four (4) billboards located at: <ul style="list-style-type: none"> • Arnolds Park/Spirit Lake (Dickinson County) • Clear Lake (Cerro Gordo County) • Storm Lake (Buena Vista County) • Emmetsburg (Palo Alto County) Billboards shall be installed and visible to passing motorists no later than July 15 and shall stay displayed for up to 3 months between July and September 2019. The Contractor shall provide the DNR Project Manager with a photograph of each billboard in place after installation is complete.	No later than July 15, 2019
Task 3: Maintenance and Repair Description: The Contractor shall be responsible for maintenance and any repairs necessary to the billboards during the timeframe of the contract at no additional costs to the DNR.	Ongoing

Source of Funding: The source of funding for the Contract entered into from this Informal RFP is federal grant F17AP00907 (75%) matched with Boat Registration Fees in the Fish and Game Trust Fund (25%).

Acceptance of Contract Terms and Conditions: By submitting a response, each Service Provider acknowledges its acceptance of the terms and conditions of the contract template “DNR Standard Contract Conditions” and “General Conditions” found at <http://www.iowadnr.gov/InsideDNR/RFPBidLettings.aspx>.

If a Service Provider takes exception to a contract provision, then the Service Provider must state the specific exception and the reason for the exception, and must attach to its “Service Provider Cost Proposal” the specific contract language it proposes to include as an alternative to the provision. Contract provision exceptions that materially change the terms or the requirements of this informal bidding process may be deemed non-responsive by the DNR, as determined in its sole discretion, resulting in possible disqualification of the Service Provider’s quote. With regard to the “DNR Standard Contract Conditions,” DNR and the successful Service Provider may agree to

modifications to the terms of the “DNR Standard Contract Conditions” as necessary to negotiate the terms of a contract. A Service Provider’s failure to state an exception to any contract provision and propose alternative language may be deemed by the DNR to constitute the Service Provider’s acceptance thereof. The State reserves the right to refuse to enter into a contract with the successful Service Provider for any reason, even after delivery of notice of selection or intent to award a contract.

Additional information: Additional information: The costs of preparation and delivery in response to this Informal RFP are solely the responsibility of the Service Provider.

DNR reserves the right to reject any or all submitted responses, in whole or in part, to advertise a new Informal RFP, to abandon the need for such Informal RFP, and to cancel this Informal RFP opportunity at any time prior to the execution of a written contract.

All information submitted by a Service Provider may be treated as a public record by the DNR unless at the time its response is submitted, the Service Provider properly requests that the information be treated as confidential information in accordance with the public records laws of the State of Iowa. Costs proposals may not be treated as confidential information.

By submitting a response, a Service Provider agrees that it will not bring any claim or have any cause of action against DNR or the State of Iowa based on any misunderstanding concerning the information provided within the informal competitive bidding opportunity or concerning the DNR or the State of Iowa’s failure, negligent or otherwise, to provide the Service Provider with pertinent information as intended by this Informal RFP.

If the apparent successful Service Provider fails to negotiate and deliver an executed contract within a reasonable period of time following selection, then the DNR may, in its sole discretion, cancel the award and award the contract to the next highest ranked Service Provider.

The DNR shall have the sole option to amend the contract resulting from this Informal RFP for subsequent periods, adding up to no more than six years total from the beginning date of the original contract, by executing a signed amendment prior to the expiration of the original contract.

Evaluation Criteria: Proposals will be reviewed by an evaluation committee and ***the contract awarded to the responsible Service Provider submitting the best proposal. The lowest priced proposal is not necessarily the best proposal.***

The evaluation committee will make its technical recommendation using the following technical criteria, which are listed in no particular order:

- a. Brief company overview including your capacity to complete the Statement of Work;
- b. Past performance of work that is identical or similar to the Statement of Work identified;
- c. Work plan including time frame, if not already specified by DNR, for completing the Statement of Work;
- d. Billboard locations, size/type, and visibility;
- e. Market population or weekly impressions of the billboards;
- f. The capacity of the Service Provider to complete responsibilities described in the Statement of Work.

After the technical proposals are evaluated and scored, the evaluation committee will score Service Provider Cost Proposals submitted on the “DNR Informal RFP #20CRDFBKBOGE-0001” form.

Service Provider Cost Proposal – DNR Informal RFP #20CRDFBKBOGE-0001

The Service Provider Bid shall include an all-inclusive, total cost in U.S. Dollars (including all travel, expenses, etc.) to provide the requested services. All pricing to be FOB Destination, freight cost included; and based on Net 60 Days Payment Terms. All fees expected for payment are to be included in this bid.

Costs for Tasks:

Task	Cost	Total Costs
Task 1: Artwork Proof	\$_____ / artwork production	\$_____
Task 2: Production	Quantity: 1 / location Arnolds Park/Spirit Lake (Dickinson County) \$_____ / vinyl, digital, other Clear Lake (Cerro Gordo County) \$_____ / vinyl, digital, other Storm Lake (Buena Vista County) \$_____ / vinyl, digital, other Emmetsburg (Palo Alto County) \$_____ / vinyl, digital, other	\$_____
Task 2: Installation/Display	Quantity: 1 / location Arnolds Park/Spirit Lake (Dickinson County) \$_____ / month for _____ months Clear Lake (Cerro Gordo County) \$_____ / month for _____ months Storm Lake (Buena Vista County) \$_____ / month for _____ months Emmetsburg (Palo Alto County) \$_____ / month for _____ months	\$_____
Task 3: Maintenance/Repair		
Grand Total Quote		\$_____

Signature: _____

Date: _____

Printed Name and Title: _____

Name of Vendor Organization: _____

Address: _____

Phone: _____

Email: _____