



**Solicitation Information
March 12, 2013**

Addendum #1

RFP # 7461231

TITLE: Communications and Marketing Services – MPA #479

Submission Deadline: Tuesday, March 19, 2013 at 2:30 PM (ET)

ATTACHED IS THE FOLLOWING INFORMATION:

- 1. VENDOR QUESTIONS WITH STATE RESPONSES FOR BOTH E-MAILED QUESTIONS AND PRE-PROPOSAL MEETING.**
- 2. EXPENDITURE INFORMATION FOR MPA #444 – PLEASE NOTE THERE HAVE BEEN NO EXPENDITURES FOR PORTER NOVELLI SINCE FY11.**
- 3. SIGN-IN SHEET FROM PRE-PROPOSAL MEETING HELD ON 2/28/13.**

**Daniel W. Majcher, Esq.
Assistant Director, Special Projects**

Addendum #1

RFP 7461231 – Communications and Marketing Services

Questions submitted at the Pre-Bid Conference:

1. Where can the RFP vendor questions and responses be accessed?

A: Questions and answers will be posted as an Addendum to the RFP.

2. How will the decision be made? Will it only be made strictly on what is provided by the vendors in the written proposal?

A: Review team will evaluate the written proposals submitted by vendors, but as part of the technical evaluation, the review team may require some or all of the vendors to give a presentation. The Review team can also evaluate past history, check references and ask clarifying questions as necessary.

3. When are you anticipating the award for this MPA?

A: The length of the process depends on many factors including how many proposals are received and on the process employed by the review team (i.e. are vendors required to give presentations). The Division of Purchases estimates that this process will take at least two months or longer for the review period and contracting, but please keep in mind this is only an estimate.

4. Is this MPA replacing MPA 444?

A: This MPA for Communications and Marketing Services will establish a separate MPA from 444 (Creative Services). MPA 444, when initially established, appeared to be more focused on health and human services. This new MPA is intended to include a wider range of services, including public relations, and is intended to provide all agencies with more options to meet their communications and marketing needs. Further, unlike 444, this current engagement is broken up into three categories of services and vendors may submit proposals to one or more of these categories. The State recognizes there is some overlap between this new MPA and MPA 444. MPA 444 expires in August 2013, but the State has two (2) one (1) year additional extensions at its option. Based on the responses to RFP 7461231, the State will be required to make a business decision as to whether the State will renew MPA #444 or let it expire.

5. Have you (Christine Hunsinger) been the coordinator for communications requests from state agencies seeking help and assistance?

A: Yes, on many occasions. There is a significant need for the services requested by this RFP.

6. Are there any other differences between MPA 444 and this new MPA that vendors should know about?

A: The current RFP separates 3 categories and describes the requested services. The RFP for MPA 444, along with the purchase agreements with the three current vendors listed on MPA 444, are posted on the Division of Purchases website.

7: Do you think that the existence of this new MPA will reduce the likelihood of MPA 444 being renewed for 2 years?

A: The probability of renewing MPA# 444 cannot be determined at the present time, especially because the decision depends on the responses the State receives to this RFP. Please see answer to question # 4.

8. If both of these MPA's are active, will state agencies be directed to submitting certain bids on certain MPA or will there be guidelines on which ones they submit on?

A: Agencies will be advised to review any and all of the tools that are available and seek the appropriate solution that best fits its needs. It appears that the initial scope of MPA 444 was focused on a health and human services. The current RFP is intended to cover all agencies. While there may be some differences in the services offered, the State recognizes that there also may be some overlap. If the service being requested by the agency is offered on both MPAs, the agency at its discretion may determine whether it wants to contact vendors on both MPAs or just one. On both of these MPAs, there is no guarantee of any level of spending by the State. Further, the State will have to make a business decision as to whether to extend 444 when the time comes, so it is possible that any overlap between these two agreements, may be very limited.

9. If you are presently on the existing MPA and you want to submit a proposal for the new MPA—including updates—can you use the same proposal as long it meets the new MPA requirements?

A: A proposal submitted in response to the current RFP process will be reviewed to determine whether it materially responds to the requirements stated in RFP 7461231. As long as the proposal materially responds to the requirements in the RFP document, the proposal will be considered by the State and will be evaluated in accordance with the criteria stated in RFP 7461231. Vendors, in their own judgment, should submit a proposal that is responsive to the RFP requirements and that best reflects the vendor's experience, capacity, staffing and work plan/approach to provide the requested services to the State.

10. On page 12 of the proposal—how is the formula going to work in terms of the math?

A: Section VI on Page 12 of the RFP is hereby amended to include the following: In each category, the State will take an average rate of the vendor's three highest costing titles. Based on this average, the lowest costing vendor will be awarded 30 cost points. Each vendor with a higher average cost will be awarded proportional cost points. The formula on page 12 was incomplete and is amended to the following:

Lowest Cost/Vendor's Cost X 30 points = Cost Points Awarded

Please keep in mind that the rates submitted are considered to be the maximum rates and agencies with specific requirements may negotiate lower rates or a flat fixed fee arrangement where it is in the best interests of the State to do so.

11. Can we all have the rates that we propose?

A: The review team will first conduct a technical evaluation without consideration of cost. Vendors who are not materially responsive or score lower than 50 points out of 70 points on the technical evaluation will not be considered further and the cost proposal will remain unopened. For vendors who met the threshold, the review will consider cost based on the RFP and the answer to question #10 above. It will be up to the review team to make a recommendation of how many of the top scoring vendors would be listed on the MPA and whether there is a cutoff. If a vendor for example proposes rates that are outrageously high or a vendor just makes the cutoff for the technical, but also has very high costs and ultimately receives a very low total score (i.e. below 75 total points with both technical and cost considered), the review team may decided not to recommend a vendor or vendors to be included on the MPA. Conceivably, if all of the vendors pass the threshold during the technical review and all submit competitive rates, the State could include all of the vendors.

12. How can you merge the hourly rates cost and the Category 3 cost to come up with point system for the cost section?

A: The review team will score the hourly rates for category 3 in accordance with #10 above. Based on the responses to the hypothetical, the review team may adjust the cost score if necessary.

13. With regard to the hypothetical, how many and what options should we give for the telephone surveys?

A: It is up to the vendor to decide based on how the project would be managed.

14. On the top of page 13, the “Offeror generates the sample,” what does this mean?

A: The Offeror is the vendor.

15. Can you clarify requirements for the “Work Plan/Approach” on page 12, what are you looking for?

A: The State wants to understand how the vendor approaches a project in general.

16. Page 6, under technical services, the first bullet, can we use vendors who are not associated with those MPA’s for services?—in MPA 444 we could.

A: Any subcontractors that the vendor intends to use to provide the services listed should be identified in the proposal in response to RFP 7461231. However, the agency who has a specific scope of work and need will be managing each specific project. If a vendor intends to use a subcontractor that was not listed as part of the proposal in response to RFP 74611231, the vendor shall propose the subcontractor as part of its specific proposal to the scope of work requested by the agency. In any event, the State must expressly approve the use of any subcontractor in advance.

17. Is there flexibility for using translation services to be brought in with a design piece?

A: The agency with a specific project and a specific scope of work will managing the project and will determine the amount of flexibility that vendor has on a specific project. Please keep in mind that the agency may be bound to certain requirements imposed by laws, regulations or policies.

18. Would you envision a kick off event where representatives of different agencies and quasi agencies meet with the approved vendors?

A: This is something that we have done in the past for other services and may be something that the State would consider for this engagement.

19. What will the multiple bid limit be on this MPA, if any, and will state agencies have a similar limit?

A: For projects up to \$25,000, an agency may select any vendor listed on the MPA. For projects between \$25,000 and \$250,000, the agency shall get a minimum of three quotes from vendors listed on the MPA. Further, the Division of Purchases may conduct a mini-bid process where vendors on the MPA in the appropriate category, would be sent the scope of work and have an opportunity to submit a proposal. Nothing prevents the agency from getting three quotes or requesting a mini-bid process through the Division of Purchases for projects below the limits stated above. Nothing prevents the Division of Purchases from issuing a public solicitation for a specific project if deemed to be in the best interests of the State regardless of the amount. As a rule of thumb, projects exceeding \$250,000 would result in a public solicitation unless the Chief Purchasing Officer or Purchasing Agent issues an exception. The Purchasing Agent and/or the Chief Purchase Officer reserve the right to amend these limits at their discretion.

20. Will there be a cap on this MPA spending? What will this limit be? Does it pertain to the whole MPA or only to specific vendors?

A: See answer #19. The limit on a Purchase Order for a specific project would be determined by the procurement method above (one quote = \$25,000; three quotes or more = \$250,000). Agency spending is limited to budgeted funds, but otherwise, there is no set expenditure cap for a vendor listed on the MPA. Please note that the Division of Purchases may utilize internal expenditure benchmarks in order to monitor agency spending on this MPA.

21. Is it possible to see the contracts or bids proposals of MPA 444? Are they posted?

A. The RFP and the agreements (including the rates) for MPA #444 are posted on the Division of Purchases website. On the left side of the website, click on the link for Master Agreements and enter 444 in the query for MPA #.

22. Page 8 of the RFP: is it acceptable based on an upfront agreement, for the client to provide only one campaign concept if the client is already familiar with the work and design of the vendor and if the client has a limited project budget that can accommodate?

A: The agency will manage the process, but unless otherwise specified, the vendor will be prepared to submit two.

23. The Quality Assurance section on Page 9: On MPA 444, clients who have staff communication expertise and budget limitations have often had to perform functions in-house such as, proofing, press checks and printing, etc. Is this acceptable for this MPA?

A: If the agency decides to perform work in-house in an effort to reduce project costs, that decision is up to the agency. The specific project will be governed by a Purchase Order

contract. The agency will manage the project in accordance with that Purchase Order terms and conditions.

24. If the MPA says the vendor must do all of these and proof and cross check and the agency says no, we want our internal people to do this, it is at odds with what the MPA says.

A: The MPA provides a list of services that the vendor is available to perform should an agency require those services. However, if an agency has the capacity, nothing prevents an agency from performing work in-house. Also, if the agency has the availability to use a different vendor from another MPA to perform some aspect of a project at a lower cost, the agency may proceed in that manner. The agency is charged with protecting the public fisc. The relationship with a vendor on a project will be governed by a specific Purchase Order, which will be managed by the agency.

25. If multiple vendors are listed on the MPA, will there be individual purchase orders for each?

A: Each vendor will be issued an agreement that includes the maximum rates and provides the services offered in each of the respective categories described in the RFP document. This agreement provides no guarantee of any work on behalf of the State. If an individual project arises, and agency may procure services from the vendors listed on the MPA (with consideration to the limits provided in Response #19). After a vendor listed on the MPA is selected to provide services, a Purchase Order, including the specific scope of work and terms will be issued to the selected vendor. The vendor shall not perform work until officially authorized by the Division of Purchases, usually through the issuance of a Purchase Order.

26. So there isn't a master purchase order? There are individual purchase orders for each project?

A. The Master Price Agreement is a list of qualified vendors with maximum rates for services provided, but is no guarantee of any level of spending on behalf of the State. For specific projects, as they arise, an individual purchase order will be issued that authorizes the vendor to perform services for an agency. In essence, the Master Price Agreement is a qualified vendor list; the Purchase Order outlines the specific scope of work and terms.

27. Where are the lines between what the vendor should provide as part of a proposal to a specific scope work versus what would be expected to be performed under the PO?

A: It's this simple: Work that a vendor performs prior to the issuance of the Purchase Order is at no cost to the State and is not reimbursable. Any work involved to prepare a proposal to a specific scope of work is at no cost to the State. Work that occurs after the issuance of the Purchase Order and is within the scope of work included in the Purchase Order is billable to the State. Work outside of the scope of the Purchase Order shall not be performed by the vendor without the prior issuance of an authorized change order by the Division of Purchases.

28. Should work be done up front?

A: See #27 above.

29. Are creative samples required to be submitted?

A: A vendor may submit creative samples as part of their proposal to prove expertise and enhance their proposal. Creative Samples would be considered as part of the Experience, Capacity and Staffing section.

30. Format? Are there specific ways to submit?

A: Samples should be provided as part of the technical proposal. If the samples can only be provided in an electronic format, they should still be referenced in the technical proposal and clearly identified as creative samples.

31. The 5th paragraph on page 9: “The vendor will maintain an inventory and submit it annually to the agency.” Can this be clarified because on MPA 444 the files should be delivered to the client at the end of the project, will this suffice for this MPA, or is more required?

A: Annual submission is what is expected unless otherwise expressly stated by the agency. The agency may require full delivery at the end of the project which would be sufficient. The agency is managing the project. Further, the Division of Purchases will expect vendors to provide itemized invoices that describe the services provided to the State.

32. Regarding inventory, is this a specific thing you are looking for?

A: Sometimes agencies have to show where and how money was spent; the agencies may ask for these at the end of the year. Therefore, reporting and providing the inventory should be discussed in each specific project proposal and incorporated into the Purchase Order with the agency.

33. What is the makeup of the review team?

A: The review team has not yet been selected. However, the review team will be representative of the user agencies and include individuals with subject matter expertise.

34. 2nd to last paragraph on page 7: Will all 3 of these elements be required for all projects? Will it be acceptable to provide only 1 or 2 of those elements?

A: While a needs assessment will be required in every circumstance, each agency may determine what steps are necessary under specific circumstances. The vendors should be prepared to provide all of these steps if necessary, but the specific engagement should be defined by a Purchase Order and managed by the agency.

35. Are the needs assessment and informative research together?

A: To be determined by the agency. See #34 above.

Questions submitted via email:

36. What are the primary differences in the scope of work of Marketing & Public Relations MPA-444 and Communications & Marketing MPA-479?

A: The current RFP is divided by categories which are intended to cover all aspects of marketing and communications. The focus of the current RFP is to provide communications and marketing services to all of the agencies and not just health and human services. The evaluation for MPA #444 factored in experience in the

field of health and human services. The current RFP requires more general experience. There is some overlap between some of the services; please see answer #4.

37. Is Communications & Marketing MPA-479 intended to replace Marketing & Public Relations MPA-444?
A: Please see answer #4
38. Will the existence of MPA-479 reduce the likelihood that MPA-444 will be renewed for two additional years?
A: Please refer to answer 7.
39. Do vendors from MPA-444 have to apply for MPA-479 or will they automatically be transferred onto the new MPA-479?
A: These are two separate and independent agreements. If a vendor desires to provide services under the new MPA, they must submit a proposal accordingly. The proposal will be evaluated in accordance with criteria stated in the RFP. All interested vendors, including the ones already listed on MPA 444, are encouraged to respond. MPA 444 expires in August of 2013 and the State will have to make a business decision as to whether to renew or not. Vendors should not assume one way or the other.
40. If MPA-444 vendors do need to apply for new MPA-479, can MPA-444 vendors submit the same proposals from MPA-444 for MPA-479?
A: Please refer to #9 above.
41. If both MPA-444 and MPA-479 are active, will state agencies be able to submit bid requests on either MPA or will there be guidelines regarding which projects are appropriate for each MPA?
A: See answer to #8.
42. Will state agencies be required to procure communications and marketing services through either MPA-444 or MPA-479, or do they have the ability to procure these services outside of these MPAs or similar APAs?
A: In essence these MPAs are competitively bid tools for agencies to utilize to provide necessary services. However, there is no guarantee of any level of spending activity on these MPAs and nothing prohibits the State from performing these services in-house, posting a solicitation for particular services available to any and all vendors at large or otherwise acting in the State's best interests as necessary.

43. Referencing the first Technical Services bullet on page 6, is the vendor required to utilize the State's MPA vendors for media production, including printed materials, television, and radio slots, or may the vendor utilize other media production providers?
A: See answer to #16.
44. What are the overlaps, if any, between MPA-479 and the state translation MPA? For example, if there is a graphic design component to translation work, is it possible to run both the translation and design through this MPA instead of a translation MPA vendor?
A: See answer to #17.
45. Under MPA-444, there was a requirement that state agencies secure three bids for any project exceeding \$25,000. However, some state agencies imposed lower dollar amount requirements for securing multiple bids. What will the multiple bid limits be on this MPA, if any, and will state agencies have similar latitude?
A: Yes, agencies may seek three quotes for dollar amounts lower than \$25,000 at their own discretion. Please see response to Question 19. The Division of Purchases encourages the agencies to competitively compare vendors in search of the best value for the State.
46. Under MPA-444, there was a specific dollar amount cap on MPA spending. Will there be a cap on this MPA? If so, will the cap be per vendor or for the entire MPA? What will the cap be? What will happen if the cap is met and state agencies continue to need vendor services?
A: See Question #20
47. Regarding the requirement for presenting two campaign concepts noted in the second paragraph on page 8 of the RFP, is it acceptable, based on an upfront agreement with the client, to provide only one campaign concept if the client is already familiar with the work and/or design style of the vendor and has a limited project budget?
A: See answer to #22.
48. The quality assurance requirements described in the second paragraph on page 9 of the RFP state that the vendor is responsible for proofing, press checks, etc. On MPA-444, clients with staff communications expertise and budget limitations often preferred to perform these functions in house. Would this be acceptable through MPA-479 based on an upfront agreement with the client?
A. See answer #23.
49. The fifth paragraph on page 9 of the RFP states "The Vendor will maintain an inventory of all products produced by vendor and submit it annually to the Agency." Can you please clarify? Under MPA-444, the vendor currently delivers final files to the client at the conclusion of each project. Will this suffice or is something more required?

A: See answer #31.

50. Because this is an MPA and not linked to any specific project or funding, can you please clarify requirements for the Work Plan/Approach section on page 12 of the RFP?

A: See answer #15.

51. At the top of page 13 where the RFP says that “the Offeror generates the sample”, does that mean that the client will provide the contact information for a specific population sufficient to achieve the results indicated?

A: “Offeror” means vendor.

52. The RFP does not indicate anything about submitting creative samples. What are the requirements and how should they be submitted?

A: See answer to #29 & #30.

53. Can the state further clarify expected boundaries between defining specific needs assessment, communication, and research strategies as part of a project bid at no charge to the vendor versus defining and developing detailed needs assessment, communication, and research strategies in partnership with the client as a project deliverable?

A: See answer to #27. See specific answers in BOLD below.

Specific examples include:

- a. The first paragraph of page 7 of the RFP states “Prior to starting, the Vendor will meet with the relevant Agency manager and a representative from the communication unit to understand the program goals and define potential communication goals.” Is this meeting intended to take place prior to submitting the bid at no charge to the vendor or after issuance of the PO?

A: After issuance of PO.

If it is intended to take place before the PO is issued, does this create a conflict with the competitive bidding process?

A: After issuance of PO.

- b. The second to last paragraph on page 7 of the RFP states “the Vendor will develop and submit a written plan for a needs assessment/formative research, process evaluation, and impact evaluation”. Are these elements intended to be developed and submitted as part of the proposal at no charge to the vendor or to be developed and submitted after issuance of the PO? **A: After Issuance of PO.**

Will all three of these elements be required for all projects? **A: See answer to #34.** If the client does not have an adequate budget to cover all three of these elements, would it be acceptable, based on an upfront agreement with the client, to only provide one or two of these elements? **A: See Answer to #34.**

- c. The first paragraph under Evaluation/Additional Research on Page 9 states “The Agency may wish to collect information to measure the effectiveness of its work through surveys, focus groups, in-depth interviews, etc. The Vendor will be responsible for proposing a research strategy, timeline and budget estimate.” Are the details of the research strategy required to be laid out prior to submitting the bid at no charge to the vendor or can development of the research strategy in partnership with the client be built into the budget proposal and performed after issuance of the PO? **A: See answer to #27.**
54. As there is a possibility that MPA #479 could supplant MPA #444, can you please share a billing summary of the work completed during the current MPA #444 contract, and any quarterly reports that have been provided by the current vendor(s), before the technical proposals are due?
See answer to #4. Expenditure information for MPA#444 is attached.
55. Because effective 1/1/13 all proposals that exceed \$500,000 require a copy for public inspection, is a separate version or “public” copy of our proposal required?
A: No. the Public Copy Requirement applies to competitive sealed bidding under RIGL 37-2-18. This procurement is a competitive negotiation in accordance with RIGL 37-2-19 and evaluated based on technical factors, along me of proposal submission is the name of the entities submitting a proposal.
56. On **page 8** under Design/Implementation Phase, Obtaining bids and estimates for production of materials. Are Vendors required to obtain a minimum number of bids or estimates?
A: The agency will be charged with managing a specific project and requirements such as determining the number of bids or estimates.
57. Please clarify the services requested on **page 11**, Section V(B)(5) *Strategic Media Planning Capacity*. Does this encompass both planning and purchasing paid media for advertising purposes?
A: Planning.
58. In addition to hard copies and electronic files on CD in Word, Excel or PDF – is there a particular template or format preferred for the cost proposal?
A: Name, Title, fully loaded rate and description of services provided.
59. (10) Is there a page limit for the technical proposal or for each section of the proposal?
A: No

60. (11) Under “Capacity” should financial statements be submitted with the proposal or only when requested?

A: As part of the technical proposal, the vendor must describe the capacity to provide the requested services. The vendor may voluntarily choose to submit financial statements to demonstrate this aspect as part of the proposal submission, but is not required to do so. However, the Division of Purchases may request financial statements if there are any concerns regarding the vendor’s ability to perform the requested services. As stated in the RFP that failure to submit the financial statements upon request may result in disqualification.

61. (general) Is there any estimated budget cap for this MPA?

There is no overall estimated budget cap for this MPA and each agency is charged with managing their own budgets to include these services. The Agency’s budget funds will be encumbered upon the issuance of a specific purchase order for the request services.

62. (general) Will the scope of services be primarily in social marketing or in all types of marketing for the State and related agencies?

A: Services should cover all types of marketing.

63. (general) What departments might be involved in issuing work orders through this MPA?

A: Any and all executive Branch Agencies may utilize this MPA. Additionally, municipalities, quasi-agencies and other governmental entities often participate voluntarily on the State’s procured MPAs.

64. (general) Is there an estimated budget or budget range for potential projects?

A: Between \$1 and \$150,000.

65. (general) Is there an estimate for how many project opportunities there may be during the contract term?

There is no guarantee of any level of spending on behalf of the State. Further, there is uncertainty as to how many vendors will be listed on this MPA and the rates that will be offered. There is definitely a need for these types of services. Attached are expenditures for MPA#444 for the current and last fiscal year.

66. (general) Can the proposer provide creative samples, and if so, is there a specific section they should go in? Is there a limit?

A: Yes, as part of the technical proposal; there is no limit, but please be practical.

Supplier Name	PO Number	Purchase Order Description	State Agency	PO Amount
Policy Studies Inc.	3298606	PRINTING: SIZE 11"X17" FLAT, 8.5"X11" TRIMMED PAPER: COVER 4PAGES 80LBS SILK COVER, TEXT 52 PAGES 100LBS SILK TEXT FINISHING: COLLATED AND STITCHED ON 11" SIDE MATERIAL SUPPLIED: READY-TO-PRINT FILES IN QUARKXPRESS, INDESIGN OR PDF AS NE	Dept. of Health	\$ 1,606.00
Policy Studies Inc.	3298516	PSI - PUBLIC HEALTH ACCREDITATION QUALITY IMPROVEMENT CAMPAIGN RETRACTABLE PORTABLE BANNERS W/LOGO & TABLE SKIRT W/LOGO/SOLOGAN/EASEL TOP DESIGN, PRINTING, SET-UP, FREIGHT, MGMT FEES	Dept. of Health	\$ 4,496.80
Policy Studies Inc.	3298440	Purchase necessary for the implementation of 3 evidence-based home visiting programs	Dept. of Health	\$ 8,713.16
Policy Studies Inc.	3296159	POLICY STUDIES INC - CONTRACT MANAGEMENT FEE	Dept. of Health	\$ 101.25
Policy Studies Inc.	3296159	POLICY STUDIES INC - DESIGN/LAYOUT OF 3 POSTERS FOR RISNER	Dept. of Health	\$ 1,776.50
Policy Studies Inc.	3294513	POLICY STUDIES INC. - PRECONCEPTION HEALTH STRATEGIC PLAN COORDINATION AND DEVELOPMENT - JUSTIFICATION MEMO ATTACHED	Dept. of Health	\$ 42,977.40
Policy Studies Inc.	3293795	PSI - 2012 BIRTH DEFECTS DATA BOOK PRINTING, UPDATING AND REDSIGN WITH CONTRACT MANAGEMENT FOR CHADA ROOM 407- SEE ATTACHED	Dept. of Health	\$ 2,411.00
Policy Studies Inc.	3293373	Beach Pet signs 5.30.12	Dept. of Health	\$ 807.00
Policy Studies Inc.	3293158	POLICY STUDIES INC PRINTING OF NEW SCREENING BROCHURES FOR NEWBORNS SCREENING	Dept. of Health Executive Office of Health and Human Services	\$ 2,613.00
Policy Studies Inc.	3292144	CONTRACT MANAGEMENT FEE	Services	\$ 540.00

Policy Studies Inc.	3292144	DESIGN, EDITING & PRINTING COORDINATION OF ENGLISH MFP BOOLETS	Executive Office of Health and Human Services	\$ 1,350.00
Policy Studies Inc.	3292144	DESIGN, EDITING & PRINTING COORDINATION OF SPANISH MFP BOOLETS	Executive Office of Health and Human Services	\$ 935.00
Policy Studies Inc.	3292144	PRINTING OF 1,400 ENGLISH BOOKLETS & FOLDERS AND 600 SPANISH BOOKLETS & FOLDERS	Executive Office of Health and Human Services	\$ 6,961.00
Policy Studies Inc.	3292080	POLICY STUDIES INC HEALTHY COMMUNITIES TOOLKIT	Dept. of Health	\$ 11,774.25
Policy Studies Inc.	3292022	POLICY STUDIES INC PRINTING OF ASTHMA ACTION PLANS (4,000 QUANTITIES) AND CONTRACT MANAGEMENT	Dept. of Health	\$ 2,450.00
Policy Studies Inc.	3290900	DEVELOPMENT OF OUTREACH & MARKETING MATERIALS FOR MONEY FOLLOWS THE PERSON PROJECT	Executive Office of Health and Human Services	\$ 12,550.00
Policy Studies Inc.	3290670	Policy Studies, Inc. - Contract Management Fee	Dept. of Health	\$ 67.50
Policy Studies Inc.	3290670	Policy Studies, Inc. - Shipping	Dept. of Health	\$ 42.50
Policy Studies Inc.	3290670	Policy Studies, Inc. - Teen Worker Safety Bracelets	Dept. of Health	\$ 1,320.00
Policy Studies Inc.	3290666	POLICY STUDIES INC REPRINT NEWBORN SCREENING SICKLE CELL PASSPORTS	Dept. of Health	\$ 277.88

Policy Studies Inc.	3290128	POLICY STUDIES INC OUTDOOR SIGN PRINTING	Dept. of Health	\$ 2,842.00
Policy Studies Inc.	3290116	POLICY STUDIES INC RESOURCE GUIDE PRINTING	Dept. of Health	\$ 5,978.75
Policy Studies Inc.	3287471	POLICY STUDIES INC - IMMUNIZATION STRATEGIC PLANNING FOR 2013-2018	Dept. of Health	\$ 24,993.25
Policy Studies Inc.	3287102	POLICY STUDIES INC REPRINT WIC CASHIER GUIDE	Dept. of Human Services	\$ 1,302.00
Policy Studies Inc.	3286773	POLICY STUDIES INC DESIGN OF HEALTHY FAMILIES RHODE ISLAND LOGO, INCLUDES 6% OVERHEAD	Dept. of Health	\$ 99.11
Policy Studies Inc.	3286632	PSI -PRAMS SURVEY TWOS LETTERHEAD, ENVELOPE DESGIN/PRINTING & TWOS SURVEY BOOKLET PRINTING CONTRACT MANAGEMENT QUOTE ATTACHED	Dept. of Health	\$ 4,949.50
Policy Studies Inc.	3286022	Policy Studies Inc. - Healthy Housing Databook Design	Dept. of Health	\$ 2,806.90
Policy Studies Inc.	3285250	Healthy People 2010 Closeout Report	Dept. of Health	\$ 10,022.50
Policy Studies Inc.	3284271	WIC Approved Ford Shelf Stickers	Dept. of Human Services	\$ 5,700.00
Policy Studies Inc.	3284257	POLICY STUDIES INC BROCHURES	Dept. of Health	\$ 3,013.00
Policy Studies Inc.	3284257	POLICY STUDIES INC LAMINATED CAREDS	Dept. of Health	\$ 3,520.00
Policy Studies Inc.	3284257	POLICY STUDIES INC LAYOUT OF POSTERS	Dept. of Health	\$ 3,085.50

Policy Studies Inc.	3284257	POLICY STUDIES INC MANAGEMENT FEE	Dept. of Health	\$ 472.50
Policy Studies Inc.	3284257	POLICY STUDIES INC POSTER	Dept. of Health	\$ 101.25
Policy Studies Inc.	3284254	POLICY STUDIES INC FORMATIVE RESEARCH	Dept. of Health	\$ 8,882.50
Policy Studies Inc.	3284252	EHDI Books	Dept. of Health	\$ 8,258.25
Policy Studies Inc.	3283582	POLICY STUDIES INC BOOK COVERS	Dept. of Health	\$ 1,210.00
Policy Studies Inc.	3283582	POLICY STUDIES INC CELL PHONES DECALS	Dept. of Health	\$ 409.00
Policy Studies Inc.	3283582	POLICY STUDIES INC CONTRACT MANAGEMENT	Dept. of Health	\$ 168.75
Policy Studies Inc.	3283582	POLICY STUDIES INC DESIGN	Dept. of Health	\$ 374.00
Policy Studies Inc.	3283582	POLICY STUDIES INC LAPTOP DECALS	Dept. of Health	\$ 838.00
Policy Studies Inc.	3282905	POLICY STUDIES INC PRINTING OF IMMUNIZATION SCHOOL MATERIALS, MAILING COSTS, POSTAGE AND CONTRACT MANAGEMENT	Dept. of Health	\$ 21,660.00
Policy Studies Inc.	3282875	1800 4 Color, 6 3/4 X 4 1/4 Breastmilk Storage Magnets	Dept. of Human Services	\$ 2,316.25
Policy Studies Inc.	3280929	Printing of New screening brochures for newborns screening	Dept. of Health	\$ 2,613.00

Policy Studies Inc.	3279610	Beach Pet signs 5.30.12	Dept. of Health	\$ 807.00
Policy Studies Inc.	3278666	DOT; CREATION OF ON-LINE ADVERTISING TO SUPPORT ENFORCEMENT OF RHODE ISLAND'S SEAT BELT LAW (NHTSA 402 OP 2012)	Dept. of Transportation	\$ 1,861.25
Policy Studies Inc.	3278170	EHDI Books	Dept. of Health	\$ 8,258.25
Policy Studies Inc.	3276913	POLICY STUDIES INC HEALTHY COMMUNITIES TOOLKIT	Dept. of Health	\$ 9,935.50
Policy Studies Inc.	3276913	POLICY STUDIES INC HEALTHY COMMUNITIES TOOLKIT	Dept. of Health	\$ 3,394.00
Policy Studies Inc.	3276525	Healthy People 2010 Closeout Report	Dept. of Health	\$ 10,022.50
Policy Studies Inc.	3276224	POLICY STUDIES INC - DESIGN/LAYOUT OF 3 POSTERS FOR RISNER	Dept. of Health	\$ 1,776.50
Policy Studies Inc.	3276224	POLICY STUDIES INC - CONTRACT MANAGMEENT FEE	Dept. of Health	\$ 101.25
Policy Studies Inc.	3276199	WIC Outreach brochures (English & Spanish)	Dept. of Human Services	\$ 4,319.25
Policy Studies Inc.	3276062	POLICY STUDIES INC RESOURCE GUIDE PRINTING	Dept. of Health	\$ 5,978.75
Policy Studies Inc.	3276016	CONNECT CARE CHOICE PROGRAM - MINOR EDITS & PRODUCTION OF OPEN ENROLLMENT MATERIALS	Dept. of Human Services	\$ 1,005.13
Policy Studies Inc.	3276016	CONNECT CARE CHOICE PROGRAM - MINOR EDITS & PRODUCTION OF OPEN ENROLLMENT MATERIALS	Dept. of Human Services	\$ 1,005.13

Policy Studies Inc.	3275304	POLICY STUDIES - PRINTING OF SUGAR SWEETENED BEVERAGE CAMPAIGN POSTERS FOR ARRA	Dept. of Health	\$ 291.00
Policy Studies Inc.	3272288	POLICY STUDIES INC - PERTUSSIS VACCINATION CARDS	Dept. of Health	\$ 1,669.00
Policy Studies Inc.	3271406	PSI Revisions and Printing of Cashier & Food Guides in English & Spanish. 60,000 Eng Food Guides/ID Folder 15,000 Sp Food Guides/ID Folder 15,000 English Cashires Guide	Dept. of Human Services	\$ 17,136.00
Policy Studies Inc.	3270985	Edits to WIC English and Spanish ID Folder Food Guide and Cashier Guide	Dept. of Human Services	\$ 591.00
Policy Studies Inc.	3268587	POLICY STUDIES INC. - PRECONCEPTION HEALTH STRATEGIC PLAN COORDINATION AND DEVELOPMENT - JUSTIFICATION MEMO ATTACHED	Dept. of Health	\$ 42,977.40
Policy Studies Inc.	3268334	PSI Revisions to existing Cashier & Food Guides in English & Spanish.	Dept. of Human Services	\$ 935.00
Policy Studies Inc.	3266947	Request to Print 50 Eng. Well Baby-Family Guide and Eng. NICU-Family Guide	Dept. of Health	\$ 787.50
Policy Studies Inc.	3262020	PSI - Suicide Prevention materials, website updates	Dept. of Health	\$ 22,680.00
Policy Studies Inc.	3255518	POLICY STUDIES INC. TO FILM AND DEVELOP A WEBINAR BASED ON EIGHT LIVE TRAINING SESSION	Dept. of Health	\$ 22,561.80
Policy Studies Inc.	3254836	POLICY STUDIES INC - CHADA TWOS SURVEY BOOKLET DESIGN, 2300 PRINTED TWOS SURVEY BOOKLETS, 4800 PRINTED ENVELOPES, CONTRACT MGMT, AND DELIVERY	Dept. of Health	\$ 5,939.00
Policy Studies Inc.	3254748	POLICY STUDIES INC - CEPR RISNER BROCHURE REDESIGN	Dept. of Health	\$ 1,384.00
Policy Studies Inc.	3254034	POLICY STUDIES - DESIGN AND PRINTING OF MEDICAL HISTORY CARDS FOR RISNER ORIGINAL PO CLOSED OUT IN FY 11	Dept. of Health	\$ 785.50

Policy Studies Inc.	3250456	PSI: Printing of WIC Cashier & Food Guides in English & Spanish.	Dept. of Human Services	\$ 9,263.50
Policy Studies Inc.	3250305	POLICY STUDIES INC. TEEN WORKER SAFETY DAY BRACELETS, SHIPPING & CONTRACT MANAGEMENT FEES	Dept. of Health	\$ 1,080.00
Policy Studies Inc.	3245789	POLICY STUDIES INC. PRINT ADVERTISEMENT DESIGN & CONTRACT MANAGEMENT	Dept. of Health	\$ 1,088.50
Policy Studies Inc.	3245045	State-wide campaign to educate RI consumers on their rights for medical interpreter services	Dept. of Health	\$ 5,780.00
Policy Studies Inc.	3245045	State-wide campaign to educate RI consumers on their rights for medical interpreter services	Dept. of Health	\$ 315.00
Policy Studies Inc.	3243409	POLICY STUDIES INC. EQUITY PYRAMID POSTERS	Dept. of Health	\$ 2,562.50
Policy Studies Inc.	3243409	POLICY STUDIES INC. CFHE ORGANIZATIONAL CHART POSTERS	Dept. of Health	\$ 487.00
Policy Studies Inc.	3243409	POLICY STUDIES INC. PREVENTION BLOCK GRANT PHOTOGRAPHER FOR CENTRAL FALLS PROJECT	Dept. of Health	\$ 853.50
Policy Studies Inc.	3243409	POLICY STUDIES INC. PREVENTION BLOCK GRANT COMMUNITY HEALTH REPORTS	Dept. of Health	\$ 2,263.00
Policy Studies Inc.	3243409	POLICY STUDIES INC. PREVENTION BLOCK GRANT TOPICAL REPORTS	Dept. of Health	\$ 4,146.50
Policy Studies Inc.	3243409	POLICY STUDIES INC. FOCUS GROUP SUMMARY REPORT	Dept. of Health	\$ 3,687.50
Policy Studies Inc.	3243340	POLICY STUDIES INC, TO CONDUCT FORMATIVE RESEARCH AND STRATEGIC PLANNING AROUND REPRODUCTIVE HEALTH AND PRECONCEPTION CARE	Dept. of Health	\$ 29,996.00

Policy Studies Inc.	3243338	POLICY STUDIES INC. FOCUS GROUP SESSIONS TO INCLUDE: CONTRACT & PROJECT MANAGEMENT, MODERATOR GUIDE &, RECRUITMENT SCREENER DEVELOPMENT, LOGISTICS COORDINATION, PARTICIPANTS STIPENDS, MODERATION AND NOTETAKING, & DATA ANALYSIS AND REPORTING	Dept. of Health	\$ 5,000.00
Policy Studies Inc.	3243338	POLICY STUDIES INC. FOCUS GROUP SESSIONS TO INCLUDE: CONTRACT & PROJECT MANAGEMENT, MODERATOR GUIDE &, RECRUITMENT SCREENER DEVELOPMENT, LOGISTICS COORDINATION, PARTICIPANTS STIPENDS, MODERATION AND NOTETAKING, & DATA ANALYSIS AND REPORTING	Dept. of Health	\$ 2,995.00
Policy Studies Inc.	3243334	POLICY STUDIES INC. VACCINATE BEFORE YOU GRADUATE BROCHURE	Dept. of Health	\$ 9,736.00
Policy Studies Inc.	3243334	POLICY STUDIES INC. COMMUNICATIONS CAMPAIGN DEVELOPMENT	Dept. of Health	\$ 2,025.00
Policy Studies Inc.	3243330	POLICY STUDIES INC. DEVELOPMENT OF THE CHILDREN ACTION PLAN	Dept. of Health	\$ 5,545.00
Policy Studies Inc.	3243294	POLICY STUDIES INC. 12" X 18" POSTERS (ENG & SP.), TRI-FOLD BROCHURES (ENG. & SP.), TODDLER PROMOTIONAL T-SHIRTS - 1000, DESIGN-BUS KINGS / BUS / RAILS / TRANSIT SHELTERS	Dept. of Health	\$ 13,000.00
Policy Studies Inc.	3243234	POLICY STUDIES INC, DEVELOP BURDEN 2011 DATA BOOK	Dept. of Health	\$ 3,668.50
Policy Studies Inc.	3243232	PSI - LAYOUT ENGLISH AND SPANISH NEWBORN SERVICES BROCHURES IN INDESIGN. UPDATE AND PRINT HALLMARK CARD INSERTS	Dept. of Health	\$ 4,076.75
Policy Studies Inc.	3242875	POLICY STUDIES - CHILDHOOD LEAD POISONING IN RI DATABOOK	Dept. of Health	\$ 8,978.90
Policy Studies Inc.	3238937	POLICY STUDIES INC : 12 HEALTHY HOUSING POSTER REPRINTS AND DESIGN OF A NEW POSTER, HEALTHY HOUSING POSTER DESIGN, RENOVATE RIGHT BOOKLET UPDATE, HEALTHY HOUSING LETTERS AND CONTRACT MANAGEMENT	Dept. of Health	\$ 1,691.31

Policy Studies Inc.	3236683	POLICY STUDIES INC 600 TODDLER T-SHIRTS TO PROMOTE CHILDHOOD FALLS PREVENTION CAMPAIGN	Dept. of Health	\$ 2,250.00
Policy Studies Inc.	3236683	POLICY STUDIES INC 2 SCREENS	Dept. of Health	\$ 55.00
Policy Studies Inc.	3236683	POLICY STUDIES INC FREIGHT	Dept. of Health	\$ 120.00
Advertising Ventures Inc.	3295210	ADVERTISING VENTURES INC, PANEL, SURVEY TOOL AND ANALYSIS	Dept. of Health	\$ 4,682.50
Advertising Ventures Inc.	3287646	ADVERTISING SERVICES FOR THE 2012 AMNESTY PROGRAM	Dept. of Revenue	\$148,907.81
Advertising Ventures Inc.	3278488	Advertising Ventures INC Panel	Dept. of Health	\$ 7,600.00
Advertising Ventures Inc.	3278488	Advertising Ventures Survey tool	Dept. of Health	\$ 200.00
Advertising Ventures Inc.	3278488	Advertising Ventures Analysis	Dept. of Health	\$ 7,900.00
Advertising Ventures Inc.	3276556	Free Standing Banner	Dept. of Health	\$ 5,825.74

Advertising Ventures Inc.	3276556	Production Services for Banner	Dept. of Health	\$ 2,865.00
Advertising Ventures Inc.	3276556	Shipping Cost	Dept. of Health	\$ 1,296.00
Advertising Ventures Inc.	3273510	ADVERTISING VENTURES - DESIGN/PRODUCTION OF 7 CEPR RISNER 6 FOOT RETRACTABLE BANNERS IN 4 LANGUAGES	Dept. of Health	\$ 5,186.68
Advertising Ventures Inc.	3255743	Advertising Ventures - Advertising, Creative Development, PR, production, translations	Dept. of Health	\$165,000.00
Advertising Ventures Inc.	3253744	DEVELOPMENT & SUPPORT OF COMPREHENSIVE PUBLIC RELATIONS PLAN & DEVELOPMENT OF TWO (2) COLUMN BY FIVE (5) INCH DISPLAY AD IN RING NEWSPAPERS 11/7/11 - PUBLIC AWARENESS CAMPAIGN FOR SMP	Dept. of Human Services	\$ 2,800.00
Advertising Ventures Inc.	3253711	PRINT AD IN RING NEWSPAPERS FOR THE ANNUAL MEDICARE OPEN ENROLLMENT PERIOD AWARENESS & PUBLIC OUTREACH CAMPAIGN	Dept. of Human Services	\$ 400.00
Advertising Ventures Inc.	3253711	RADIO COMMERCIAL FOR THE ANNUAL MEDICARE OPEN ENROLLMENT PERIOD AWARENESS & PUBLIC OUTREACH CAMPAIGN	Dept. of Human Services	\$ 800.00
Advertising Ventures Inc.	3250294	Strtegic Communication Services	Dept. of Human Services	\$ 5,000.00
Advertising Ventures Inc.	3245032	ADD VENTURES, POSTER, TRI-FPOLD BROCHURES, TABLETOP BROCHURES,FLOOR BANNERS	Dept. of Health	\$ 9,419.84

Advertising Ventures Inc.	3243332	ADVERTISING VENTURES INC, DEVELOP SAFE AND ACTIVE TRANSPORTATION PROMOTIONAL MATERIAL	Dept. of Health	\$ 6,500.00
Advertising Ventures Inc.	3243296	ADD VENTURES, DEVELOP ACTION PLAN PROGRESS REPORT	Dept. of Health	\$ 5,000.00
Advertising Ventures Inc.	3242527	ADVERTISING VENTURES - ADVERTISING, CREATIVE DEVELOPMENT & PUBLIC RELATIONS SERVICES FOR ARRA	Dept. of Health	\$ 11,518.15

