



Solicitation Information
14 March 06

LOI # B06140

TITLE: Graphic Arts / Design Services

Submission Deadline: 13 April 06 @ 1:40 PM (Eastern Time)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than **28 March 06 at 12:00 Noon (ET)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems

Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Vendors:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

The Rhode Island Department of Administration, Division of Purchases, on behalf of the State of Rhode Island, Department of Health (HEALTH), is requesting Letters of Interest from qualified individuals to provide Graphic Arts/Design Services, in accordance with the terms of this notification and the State's General Conditions of Purchase which is available on the Internet at www.purchasing.ri.gov.

HEALTH is seeking expert services covering a broad spectrum of graphic arts and design services for the Division of Disease Prevention and Control, Tobacco Control Program. In their ongoing effort to educate the general public and various racial/ethnic communities regarding the harmful effects of tobacco, all materials produced should target young people and adults regarding the negative outcomes of tobacco use, secondhand smoke, and related issues.

Individuals that can demonstrate their knowledge, experience, and accomplishments to successfully reach the above mentioned groups with effective graphic arts and design services are encouraged to submit Letters of Interest in response to this Request.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS

Potential offerors are advised to review all sections of this solicitation carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

The State reserves the right to award to one or more offerors.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and will not be considered.

It is intended that an award pursuant to this Request will be made to a prime contractor who will assume responsibility for non-traditional aspects of media outreach activities. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted provided that their use is clearly indicated in the offeror's proposal, and that subcontractor(s) proposed to be used are identified in the proposal.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the successful vendor.*

Bidders are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.

The State of Rhode Island has a goal of 10% participation by Minority Business Enterprises in all State procurements. For further information, visit the web site at www.rimbe.org. To speak with an MBE officer, please call 401-222-6253.

NOTICE:

THERE MAY BE ADDITIONAL ADDENDA TO THIS LOI AT ANY TIME BEFORE THE OPENING DATE AND TIME.

THE DIVISION OF PURCHASES WILL **NOT** BE NOTIFYING BY MAIL OF ANY SUCH ADDENDA.

IT IS THE VENDOR'S RESPONSIBILITY TO **CHECK AND DOWNLOAD** ANY AND ALL ADDENDA.

AN ADDENDUM TO AN LOI IS LISTED AS THE BID NUMBER WITH AN "A" AND THE NUMBER OF THE ADDENDUM FOLLOWING. FOR EXAMPLE, 3025A1 INDICATES ADDENDUM #1 HAS BEEN ISSUED FOR BID #3025. 3025A2 INDICATES ADDENDUM #2 HAS BEEN ISSUED.

YOU MUST CLICK ON **ALL** OF THESE LISTINGS TO GET THE **COMPLETE PACKAGE**.

Topic areas for services covered by this Request include, but are not limited to:

- Design layout for all materials for media, public relations and communications;
- Provide original art work for traditional and non-traditional materials;
- Develop copy, design logos, and related media production, as needed;

- Edit client copy and provide changes to copy prior to print;
- Conduct graphics search and provide graphic design, as needed;
- Provide program copy on CD;
- Change copy and layout of materials, as needed;
- Assist with production of newsletters, electronic newsletters and collateral pieces;
- Provide technical assistance covering a wide range of graphic arts/design services to tobacco control and prevention vendors;
- Prepare monthly reports and invoices as required;
- Provide graphic arts/design services to tobacco control and prevention subcontractors including, but not limited to, assisting in providing website materials; and,
- Routinely attend the Subcontractors and Training Committee meetings, in addition to other related meetings scheduled as needed.

The contractor selected as a result of this Request must work very closely with and is supervised by the media contact person for the Department of Health Tobacco Control Program. Services must be provided for planned media events, as well as unplanned media opportunities requiring immediate attention. In addition, the contractor will work with a variety of state and community level individuals and must be able to respond to their requests for technical assistance.

A contract resulting from this LOI will be issued approximately July 1, 2006. **There is a total of \$35,000 available for a period of 12 months from the date of award, renewable at the exclusive option of the State based on vendor performance and the availability of funds for a maximum of three additional 12-month periods.**

Of this \$35,000, \$21,000 is available for media consultant services for a period of 12 months from the date of award. There will be \$14,000 available for operational costs for a period of 12 months from the date of award. The operational costs must be directly related to graphic arts/design services materials. There are times when unexpected media opportunities present themselves that would provide impact and collaborating with an agency to take advantage of "piggy backing" on their established event, and the purchase of materials for training and technical assistance. The Department will require the consultant to obtain permission from the Contract Officer before expending this money, and require detailed backup documentation before reimbursement is made.

Interested individuals should submit Letters of Interest containing the following information:

- A description of the background and qualifications of the offeror;
- A description of the offeror's experience working with non-profit, community-based organizations specializing in tobacco control relating to graphic arts/design services;
- Letter(s) of Support from agency(s) served must be attached; and
- Curriculum Vitae must be attached.

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than the date and time indicated on the cover

page of this solicitation. Please reference LOI# on all correspondence. **Questions should be submitted in a Microsoft Word document.** Answers to questions received, if any, will be posted on the Internet as an Addendum to this solicitation. It is the responsibility of all interested offerors to download the information. If technical assistance is required to download, call the Help Desk at (401) 222-2142, ext. 134.

Proposals received after the referenced due date and time may not be considered. Proposals misdirected to other State locations or are not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Faxed proposals will not be considered. The official time clock is in the reception area of the Division of Purchases.

Responses, and original plus 3 copies, should be mailed or hand-delivered in a sealed enveloped marked "LOI#B06140:GRAPHIC ARTS/DESIGN SERVICES " to

Rhode Island Department of Administration
Division of Purchases (2nd Floor)
One Capitol Hill
Providence, RI 02908

RESPONSE CONTENTS

Responses must include the following:

1. A completed and signed three-page R.I.V.I.P. generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at <http://www.purchasing.ri.gov>.
2. A statement of experience describing the Vendor's background, qualifications, and experience with and for similar projects, and all information described earlier in this solicitation.
3. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at <http://www.purchasing.ri.gov>.
4. A Cost Proposal stating the hourly rate of pay.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

EVALUATION CRITERIA

Responses will be evaluated using the following criteria:

- **Capability (background) and qualifications** are clearly demonstrated. Resumes must be included (0-25 points).
- **A comprehensive listing of similar projects undertaken** working with tobacco control programs and/or similar clients, including a brief description of the project (0-25 points).
- **A clear understanding of the State's requirements and the results intended** and desired under this contract has been demonstrated by the offeror (0-20 points).
- **Letters of Support** endorsing this request have been attached (0-10 points).
- **Cost proposal** stating the hourly rate of pay (0-20 points).

Notwithstanding the above, the State reserves the right to accept or reject any and all offers. The State also reserves the right to make one or more awards as a result of this solicitation, to award in whole or in part, and to act on its best interest.

Proposals must attain a minimum score of 70 points to be considered. Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. Proposals that do not include all of the requirements will not be considered.

The Technical Review Committee will present findings to the State's Architect/Engineer and Consultant Services Selection Committee, which may recommend up to three finalists to the Director of Administration who will make the final selection for this service. When a final decision has been made, a posting will be placed on the internet.

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