



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

Department of Administration
DIVISION OF PURCHASES
One Capitol Hill
Providence, RI 02908-5855

Tel: (401) 574-8100
Fax: (401) 574-8387
Website: www.purchasing.ri.gov

**MPA CONTRACT RENEWAL OPTION EXERCISED
PUBLIC RELATIONS/ADVERTISING SERVICES
MASTER PRICE AGREEMENT (“MPA”) #444
PURCHASE ORDERS 3201993; 3201968; and 301726
MPA EXPIRES 8/31/2015**

MPA CONTRACT RENEWAL OPTION:

The Second of Two allowable One-Year Renewal Options was exercised by the State at its sole discretion. The MPA will expire on August 31, 2015.

Note to Agencies: Three (3) competitive quotes are required for all projects expected to exceed \$25,000.00.

Agencies are required to adhere to all MPA user instructions and purchase order terms and conditions.

The purchase award as amended is attached.

VENDOR CONTACT INFORMATION:

Porter Novelli Public Services Inc. (PO #3201993)

Laura Woycha
(202) 973-5866
Laura.Wotycha@porternovelli.com

Advertising Ventures (PO #3201726)

Andrea Reed
(401) 453-4748

Policy Studies Inc. (PO # 3201968)

Jim Coursey
(919) 521-3174

WHO CAN USE THIS CONTRACT:

STATEWIDE APPLICABILITY - Political Subdivisions (cities, towns, schools, quasi-public agencies), as authorized by law, may participate in this Agreement. All ordering and billing shall be between the vendor and the political subdivision (only).



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DIVISION OF PURCHASES CONTACT:

Name: Daniel W. Majcher, Esq
Title: Assistant Director for Special Projects
Tel: 222-8073



RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

POLICY STUDIES INC
 1515 WYNKOOP ST
 STE 400
 DENVER, CO 80202
 United States

Amendment Date: 29-AUG-14
 Original Award Date: 08-SEP-10
 Buyer: D Majcher
 Phone #:
 FOB: Destination
 Terms: NET 30
 Vendor # 1736

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	Change Order Number 7 Award Number 3201968 Effective Period 01-SEP-10 - 31-AUG-15	I N V O I C E	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
	PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)			

Description			Bid Number	Change Order Req#	
PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201968 DATED 9/8/10 CHANGE EFFECTIVE PERIOD: FROM : 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/15 EXERCISE LAST RENEWAL OPTION PER AGREEMENT. NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00. SUPPLIER CONTACT: JIM COURSEY - (919) 521-3174 jcoursey@policy-studies.com			

STATE PURCHASING AGENT


 Nancy R. McIntyre



RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

POLICY STUDIES INC
 1515 WYNKOOP ST
 STE 400
 DENVER, CO 80202
 United States

Amendment Date: 05-SEP-13
 Original Award Date: 08-SEP-10
 Buyer: D Majcher
 Phone #:
 FOB: Destination
 Terms: NET 30
 Vendor # 1736

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	Change Order Number 6 Award Number 3201968 Effective Period 01-SEP-10 - 31-AUG-14	I N V O I C E	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
	PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)			

Description			Bid Number	Change Order Req#	
PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201968 DATED 9/8/10 CHANGE EFFECTIVE PERIOD: FROM : 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/14 FIRST OPTIONAL RENEWAL PER AGREEMENT. MASTER PRICE AGREEMENT #444 PUBLIC RELATIONS / ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL. NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00. SUPPLIER CONTACT: JIM COURSEY - (919) 521-3174 jcoursey@policy-studies.com			

STATE PURCHASING AGENT


Lorraine A. Hynes



Notice of Contract Purchase Agreement

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
ONE CAPITOL HILL
PROVIDENCE RI 02908

POLICY STUDIES INC
1515 WYNKOOP ST
STE 400
DENVER, CO 80202

PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)	
Award Number 3201968	Effective Period: 01-SEP-10 - 31-AUG-13

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States	I N V O I C E	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States
	Date: 08-SEP-10 Buyer: J Moynihan Shipping: Paid Terms: NET 30 Vendor#: 1736		

Department	Type of Requisition	Bid Number	Requisition Number
		N/A	

9/1/10 - 8/31/13

THREE (3) YEARS WITH AN OPTION TO RENEW FOR TWO (2) ADDITIONAL YEARS.

MASTER PRICE AGREEMENT #444

TO ESTABLISH A MASTER PRICE AGREEMENT (MPA #444) FOR PUBLIC RELATIONS AND ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL.

NOTE TO STATE AGENCIES:

THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00.

SUPPLIER CONTACT:

JIM COURSEY - (919) 521-3174 (CELL)
jcoursey@policy-studies.com

STATE PURCHASING AGENT
Lorraine A. Hynes

This Notice of Award/Purchase Order is issued in accordance with the specific requirements described herein and the State's Purchasing Regulations and General Conditions of Purchase, copies of which are available at www.purchasing.ri.gov. Delivery of goods or services as described herein shall be deemed acceptance of these requirements

(Years 1&2)

BUDGET FORM 1:

VENDOR BILLING RATES

Function on Account	Name	Hourly Rate	Subcontractor (Yes or No)
Account Management			
Vendor Supervisor	_____	\$175	No
Account Management	_____	\$150	No
Account Executive	_____	\$135	No
Assistant Account Executive	_____	\$90	No
-----	-----	-----	-----
PR Account Manager	_____	\$150	No
Clerical/Administrative	_____	\$60	No
Marketing Intern	_____	\$30-\$60	No
Creative Services			
Graphic Designer	_____	\$65-\$105	Yes
Logo Designer	_____	\$65-\$105	Yes
Web Designer	_____	\$65-\$150	Yes
Illustrator	_____	\$65-\$105	Yes
Copywriter	_____	\$90-\$135	Yes/No
Other Services (Specify)			
Production Manager	_____	N/A	Yes
Production/Traffic	_____	N/A	Yes

PSI's Hourly Rate Breakdown	
Salary	29%: Employee salaries.
Fringe	8%: Employee benefits including medical, dental, vision, life and disability insurance; all-purpose leave and holiday pay; employee assistance program; 401 (k) matching contributions; flexible spending account plan; worker's compensation and payroll taxes.
Overhead	26%: Consulting Division Overhead consists of consulting division management infrastructure, sales and support; non-billable staff time, contract management, staff development and training and conference attendance for professional development. 24%: General and Administrative costs consists of corporate management, human resources, accounting and finance, general marketing, information technology, facility costs including rent, utilities, equipment/computer, phone office supplies, property tax and other costs associated with operating offices.
Profit	16%

(Years 3-5)

BUDGET FORM 1:

VENDOR BILLING RATES

Function on Account	Name	Hourly Rate	Subcontractor (Yes or No)
Account Management			
Vendor Supervisor	_____	\$180	No
Account Management	_____	\$155	No
Account Executive	_____	\$140	No
Assistant Account Executive	_____	\$95	No
	-----	-----	-----
PR Account Manager	_____	\$155	No
Clerical/Administrative	_____	\$65	No
Marketing Intern	_____	\$30-\$60	No
Creative Services			
Graphic Designer	_____	\$70-\$110	Yes
Logo Designer	_____	\$70-\$110	Yes
Web Designer	_____	\$70-\$155	Yes
Illustrator	_____	\$90-\$110	Yes
Copywriter	_____	\$90-\$135	Yes/No
Other Services (Specify)			
Production Manager	_____	N/A	Yes
Production/Traffic	_____	N/A	Yes

PSI's Hourly Rate Breakdown	
Salary	29%: Employee salaries.
Fringe	8%: Employee benefits including medical, dental, vision, life and disability insurance; all-purpose leave and holiday pay; employee assistance program; 401 (k) matching contributions; flexible spending account plan; worker's compensation and payroll taxes.
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Profit	16%

(Years 1&2)

BUDGET FORM 2: HOURLY RATE PROPOSAL

Instructions: Please submit your vendor's proposed hourly rate for each of the services to be rendered in the contract, per the categories specified below

Services:	Hourly Rate
A. Strategic Planning	<u>\$135-\$175</u>
B. Crisis Communication	<u>\$135-\$150</u>
C. Media Relations and Public Relations	<u>\$135-\$150</u>
D. Media Training	<u>\$135-\$150</u>
E. Special Events Planning	<u>\$60-\$150</u>
F. Creative Services	<u>\$60-\$150</u>
G. Web Page Design	<u>\$65-\$150</u>
H. Focus Group Recruiting	<u>\$30-\$90</u>
I. Focus Group Guide Development	<u>\$90-\$150</u>
J. Focus Group Facilitation	<u>\$135-\$150</u>
K. Focus Group Note Taking	<u>\$30-\$90</u>
L. Focus Group Report Development/Analysis	<u>\$90-\$150</u>
M. Survey/In-depth Interview Design	<u>\$90-\$150</u>
N. Survey/In-depth Interview Administration	<u>\$30-\$135</u>
O. Comprehensive Literature Reviews	<u>\$90-\$150</u>

Contract Management: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved

Contract Management: Depending on the specific project, 4-6% of the budget will be allocated to contract management tasks, including:

- Development of proposals, including initial scopes of work and budget (including getting print or other quotes as needed)
- Management/investigation of contract-related issues not tied to an individual project
- Involvement with cross-cutting communications initiatives among programs and/or agencies

(Years 3-5)

BUDGET FORM 2: HOURLY RATE PROPOSAL

Instructions: Please submit your vendor's proposed hourly rate for each of the services to be rendered in the contract, per the categories specified below.

Services:	Hourly Rate
A. Strategic Planning	<u>\$140-\$180</u>
B. Crisis Communication	<u>\$140-\$155</u>
C. Media Relations and Public Relations	<u>\$140-\$155</u>
D. Media Training	<u>\$140-\$155</u>
E. Special Events Planning	<u>\$65-\$155</u>
F. Creative Services	<u>\$65-\$155</u>
G. Web Page Design	<u>\$70-\$155</u>
H. Focus Group Recruiting	<u>\$30-\$95</u>
I. Focus Group Guide Development	<u>\$95-\$155</u>
J. Focus Group Facilitation	<u>\$140-\$155</u>
K. Focus Group Note Taking	<u>\$30-\$95</u>
L. Focus Group Report Development/Analysis	<u>\$95-\$155</u>
M. Survey/In-depth Interview Design	<u>\$95-\$155</u>
N. Survey/In-depth Interview Administration	<u>\$30-\$140</u>
O. Comprehensive Literature Reviews	<u>\$95-\$155</u>

Contract Management: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved.

Contract Management: Depending on the specific project, 4-6% of the budget will be allocated to contract management tasks including:

- Development of proposals, including initial scopes of work and budget (including getting print or other quotes as needed)
- Management/investigation of contract-related issues not tied to an individual project
- Involvement with cross-cutting communications initiatives among programs and/or agencies

BUDGET FORM 3:
COMMISSION PROPOSAL

Instructions: Submit your proposed vendor commission rate for each of the following services:

Technical Services	Proposed Commission
A. Print Production (new product)	<u>10 %</u>
B. Reprint of Existing Materials	<u>10 %</u>
C. Miscellaneous Services	<u>10 %</u>

Note: Vendor commissions cannot exceed 10% of total cost of individual technical services.