

# Request for Proposals (RFP) Addendum #3

**Agency:** Minnesota Department of Health

**Title:** Request for Proposals for Marketing Services

**Addendum Number:** 03

**Date of Addendum:** November 7, 2019

## SCOPE OF ADDENDUM

The following are changes to the RFP: (1) Clarify scoring of the proposals under the Proposal Evaluation section.

In this Addendum, changes to pre-existing RFP language will use ~~strike through~~ for deletions and underlining for insertions.

- 1) As a result of Addendum 1 to this RFP, the “Proposal Evaluation” section was amended to move “IT Accessibility Standards 5%” from STEP 2 to STEP 3, however, the 5% allocated to IT Accessibility in STEP 2 was not re-distributed to the remaining criteria. This addendum is reallocating the remaining 5% to Criteria 3. “Qualifications, Capabilities, Experience, and Staffing.”

The “Proposal Evaluation” section is amended as follows:

### **Proposal Evaluation**

Proposals will be evaluated and scored in a three-step process: 1) Pass/Fail, in which the responder must meet the Mandatory Requirements detailed below; 2) Weighted scoring of the technical proposal and cost proposal; and 3) Weighted scoring of interview, Strategic Assignment Presentation and cost proposal.

All responses that meet the pass/fail requirements in Step 1, will advance to Step 2. Any proposals that fail to meet the pass/fail requirements will not be considered for further evaluation. In Step 2, a team of evaluators will be convened by MDH to review the technical proposals submitted and score the cost proposals. ~~MDE~~ MDH will then create a shortlist of the highest scoring responders who will be invited to proceed to Step 3, which will consist of an interview, the Strategic Assignment Presentation, accessibility, and again, cost proposals.

In Step 3, the highest scoring responders (finalists) will be asked to travel to Saint Paul at their own expense for an in-person interview and presentation with representatives of MDH. This in-person interview will be used to engage responders in a more detailed discussion about some of the aspects of the proposal and allow responders to present their completed Strategic Assignment Presentation. Following the interviews and presentations, MDH will again score cost proposals of the finalists. All scores will then be compiled and a final selection will be made based upon the best value to the State. A 100-point scale will be used for the evaluation recommendation.

**STEP 1: Mandatory Requirements (Scored as Pass/Fail)**

The following will be considered on a pass/fail basis:

- 1. Proposals must be received on or before the deadline specified in this solicitation.
- 2. Responders must have experience developing social marketing public health campaigns.
- 3. Responders must have a total annual billings of \$1,000,000 or more.
- 4. Responders must comply with MDH’s Commercial Tobacco-Free Organizational Commitment.
- 5. Responders must submit a completed response to the attached Security Questionnaire Form (Appendix C) and Voluntary Product/Service Accessibility Template(s) (Appendix D).

**STEP 2: Technical Proposal and Cost Proposal (Scored based on percentage or points as indicated)**

The factors and weighting on which proposals will be judged are:

- 1. General Responder Information **15%**
- 2. Expressed understanding of project objectives, and the scope and quality of deliverables in work plan **35%**
- 3. Qualifications, Capabilities, Experience, and Staffing ~~20%~~ **25%**
- 4. Three Case Studies **15%**
- 5. Cost Proposal **10%**

**After Step 2, ~~MDE~~ MDH will create a shortlist of the highest scoring responders to invite to proceed to Step 3. In Step 3, all points will reset to zero and the proposals will then be evaluated as follows:**

**STEP 3: Strategic Assignment Presentation, Interview, Accessibility and Cost Proposal (Scored based on percentage or points as indicated)**

The factors and weighting on which proposals will be judged are:

- 1. Interview **25%**
- 2. Strategic Assignment Presentation **30%**
- 3. Cost Proposal **40%**
- 4. IT Accessibility Standards **5%**

It is anticipated that the evaluation and selection will be completed during the week of December 9, 2019.

This addendum shall become part of the RFP and should be returned with, or acknowledged in, the response to the RFP.

RESPONDER NAME:

SIGNATURE:

TITLE:

DATE: