

Event Details

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	1
Event Round	Version		
1	1		
Event Name			
Creative and Paid Media Broker Services DPS			
Start Time		Finish Time	
05/20/2024 08:00:00		06/17/2024 16:00:00	

PUBLIC EVENT DETAILS

Submit To: Public Safety Department
Contact: Scharffbillig, Ashley Gene
Phone: 651/201-7007
Email: Ashley.Scharffbillig@state.mn.us

Event Currency: US Dollar
Bids allowed in other currency: No

In order to participate in this event YOU MUST BE REGISTERED as either a bidder or a supplier.

Event Description

The Office of Communications (OOC), a division of the Department of Public Safety (DPS), is soliciting proposals for the services of an experienced media agency. The selected contractor will develop and produce a variety of creative concepts, messages and promotional/educational media elements and printed collateral regarding the expungement of cannabis-related criminal history records.

The contractor will work with the DPS-OOC to develop concepts, messaging and creative executions to increase awareness on the subject of cannabis-related criminal history records expungement and the process to follow to understand the status of their own records. The contractor will also work with the DPS-OOC to identify, select and facilitate media buys and determine the most effective and cost-efficient advertising channels, including significant representation in diverse media outlets across the state.

The Media Agency should have a way to cover all aspects of creative development to targeted diverse markets, media buying, advertising, digital, website, print, media, identifying and executing media buys, and public relations services.

General Comments

- Special Notes to Responders:
 - 1) The technical proposal must be uploaded at the header level
 - 2) The cost proposal must be uploaded at the line level

Cost Proposals will not be reviewed and scored by the evaluation team prior to the technical scores being finalized.

General Questions

Question	Response
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DIVERSITY AND INCLUSION

Is your business based in Minnesota and considered small according to the OSP small business size standards? The link below provides size standard requirements. Please note (all web addresses can be copied and pasted into a web browser for further review)
<https://mn.gov/admin/business/vendor-info/oep/sbcp/size/>

And:

Is your business a for-profit business that is majority owned, operated and controlled by:

- a racial minority,
- a woman,
- a person with a substantial physical disability,
- a veteran or service-disabled veteran, or is your business
- located in, or the owner lives in, an economically disadvantaged county?

(
<http://mn.gov/admin/business/vendor-info/oep/sbcp/ed/counties>
)

If your company meets these basic criteria, it may be eligible for certification in the state's Small Business Procurement Program. For more information on

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	2
Event Round	Version		
1	1		
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eligibility requirements please visit <https://sbcg.mn.gov/>. You can also contact the Office of Equity in Procurement at Procurement.Equity@state.mn.us or 651-201-2402 for further information.

- Do you believe your company meets the criteria listed above?

- Your response to this question is for informational purposes only. If you select YES, and are not certified, a member of the Office of Equity in Procurement will contact you to provide additional information regarding the State's Small Business Procurement Program. (Responders must select Yes or No to continue submitting their response.)

Yes

Response Comments

Upload all required or requested attachments here.

A file attachment is required to satisfy this question.

Response Comments

If you fail to upload attachments requested in the solicitation, your response may be disqualified. Have you uploaded the required or requested attachments? (Yes / No)

Yes

Response Comments

Do you accept the Terms and Conditions set forth in the sample contract? If no, detail all exceptions.

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	3
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1	1		
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Question	Response
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Yes

Response Comments

Do you accept the General Requirements attached in the RFP? If no, detail all exceptions.

Yes

Response Comments

Are you an independent contractor (Not a State employee)?

Yes

Response Comments

Per the State of Minnesota - Affirmative Action Certification language in the Special Terms and Conditions attached to this event, select one of the following statements and provide any additional information required. If your company has employed more than 40 full-time employees on any single working day in Minnesota and does not have a Certificate of Compliance and/or Affirmative Action plan has not been submitted- the response will be rejected.

- Options:
- We did not employ more than 40 employees in the State of MN
 - We have a current Certificate of Compliance (attch Cert.)
 - We have submitted an AA plan to MDHR (submit date sent)
 - We do not have an AA Certificate, or submitted an AA plan

Select One

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	4
Event Round	Version		
1	1		
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05/20/2024 08:00:00		06/17/2024 16:00:00	

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Response Comments

Is this company applying for a Veteran-Owned Preference? If yes, the following must be true and certified by the Responder to the Event.

- 1. Is An Eligible Veteran-Owned Small Business, As Defined In Minnesota Statute § 16C.16, Subd. 6A; and
- 2. Has Its Principal Place Of Business In The State Of Minnesota; and
- 3. Is CVE verified By The United States Department Of Veterans Affairs Center For Veterans Enterprise.

Yes

Response Comments

If awarded, will you provide proof of insurance in the amounts outlined in the attached RFP? If no, detail those exceptions.

Yes

Response Comments

Are your products/services offered in response to this solicitation in compliance with the IT Accessibility Standards (applicable 508, Web content Accessibility Guidelines and Non Visual Access) as specified in the solicitation document?

Yes

Event Details (cont.)

Event ID P0701-2000015350	Format Sell	Type RFx	Page 5
Event Round 1	Version 1		
Event Name Creative and Paid Media Broker Services DPS			
Start Time 05/20/2024 08:00:00		Finish Time 06/17/2024 16:00:00	

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Response Comments

Does your response contain any material classified as trade secret as defined in Minnesota Statute §13.37? The State will NOT consider the prices submitted by the responder to be Trade Secret Materials.

Attach trade secret materials to the Trade Secret/ Non-public Information link on the Event Details page.

No

Response Comments

Will you be subcontracting any of the services called for? If yes, provide the name, address, phone and fax number and what services the subcontractor(s) will provide, for each proposed subcontractor.

No

Response Comments

Name, Title, e-mail and phone number of individual who prepared the response.

Response Comments

Name, Title, e-mail and Phone number of individual authorized to contractually obligate company.

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	6
Event Round	Version		
1	1		
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Response Comments

By selecting the Yes button, you are officially approving the document and indicating you are authorized to submit this document on behalf of your entity or organization.

Yes

Response Comments

Event Details (cont.)

Event ID P0701-2000015350	Format Sell	Type RFx	Page 7
Event Round 1	Version 1		
Event Name Creative and Paid Media Broker Services DPS			
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Line Details

Line: 1	Item ID:	Line Qty: 1	UOM: LOT	Bid Qty: <input type="text" value="1"/>
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Reserve Price: No

Description: Advertising Services

Question

What is the price per unit?

Response

Response Comments

Line: 2	Item ID:	Line Qty: 1	UOM: LOT	Bid Qty: <input type="text" value="1"/>
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Reserve Price: No

Description: Media Buys

Question

What is the price per unit?

Response

Response Comments

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	8
Event Round	Version		
1	1		
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Bidder Information

Firm Name:		
Name:	Signature:	Date:
Phone #:	Fax #:	
Street Address:		
City & State:	Zip Code:	
Email:		

Event Details (cont.)

Event ID	Format	Type	Page
P0701-2000015350	Sell	RFx	9
Event Round	Version		
1	1		
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Appendix A - Line Specifications

Line: 1 Item ID: Description: Advertising Services Line Qty: 1 UOM: LOT

Item Specifications	
Manufacturer:	
Mfg Item ID:	
Item Length: 0	Item Height: 0
Item Width: 0	Dimension UOM:
Item Volume: 0	Volume UOM:
Item Weight: 0	Weight UOM:
Item Size:	Item Color:

Shipping Information	
Schedule: 1	Ship To: DPS COMMUNICATIONS
Quantity: 1	445 MINNESOTA ST
Due Date: 04/13/2024	STE 155
Freight Terms:	ST PAUL MN 55101-2156
Ship Via:	United States

Line: 2 Item ID: Description: Media Buys Line Qty: 1 UOM: LOT

Item Specifications	
Manufacturer:	
Mfg Item ID:	
Item Length: 0	Item Height: 0
Item Width: 0	Dimension UOM:
Item Volume: 0	Volume UOM:
Item Weight: 0	Weight UOM:
Item Size:	Item Color:

Shipping Information	
Schedule: 1	Ship To: DPS COMMUNICATIONS
Quantity: 1	445 MINNESOTA ST
Due Date: 04/13/2024	STE 155
Freight Terms:	ST PAUL MN 55101-2156
Ship Via:	United States

Event Details (cont.)

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P0701-2000015350	Sell	RFx	10
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1	1		
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Appendix B - Terms & Conditions

1. Please review the attached Terms and Conditions attached to the event.

Last Updated: 12/24/2018