State of Nebraska (State Purchasing Bureau)

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

RETURN TO:
State Purchasing Bureau
301 Centennial Mall South, 1st Fl
Lincoln, Nebraska 68508
OR
P.O. Box 94847
Lincoln, Nebraska 68509-4847
Phone: 402-471-2401
Fax: 402-471-2089

SOLICITATION NUMBER	RELEASE DATE
RFP 3916Z1	**February 28, 2012**
OPENING DATE AND TIME	PROCUREMENT CONTACT
March 26, 2012 2:00 p.m. Central Time	**Ruth Gray**

This form is part of the specification package and must be signed and returned, along with proposal documents, by the opening date and time specified.

PLEASE READ CAREFULLY!

SCOPE OF SERVICE

The State of Nebraska, Administrative Services (AS), Materiel Division, Purchasing Bureau, is issuing this Request for Proposal, RFP Number 3916Z1 for the purpose of selecting a qualified contractor to provide a Problem Gambling Public Awareness Campaign.

Written questions are due no later than March 9, 2012, and should be submitted via e-mail to matpurch.dasmat@nebraska.gov. Written questions may also be sent by facsimile to (402) 471-2089.

Bidder should submit one (1) original and five (5) copies of the entire proposal. In the event of any inconsistencies among the proposals, the language contained in the original proposal shall govern. Proposals must be submitted by the proposal due date and time.

PROPOSALS MUST MEET THE REQUIREMENTS OUTLINED IN THIS REQUEST FOR PROPOSAL TO BE CONSIDERED VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.

1. Sealed proposals must be received in State Purchasing by the date and time of proposal opening indicated above. No late proposals will be accepted. No electronic, e-mail, fax, voice, or telephone proposals will be accepted.
2. This form "REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES" MUST be manually signed, in ink, and returned by the proposal opening date and time along with bidder's proposal and any other requirements as specified in the Request for Proposal in order to be considered for an award.
3. It is the responsibility of the bidder to check the website for all information relevant to this solicitation to include addenda and/or amendments issued prior to the opening date. Website address is as follows: http://www.das.state.ne.us/materiel/purchasing/
4. It is understood by the parties that in the State of Nebraska's opinion, any limitation on the contractor's liability is unconstitutional under the Nebraska State Constitution, Article XIII, Section 3, and that any limitation of liability shall not be binding on the State of Nebraska despite inclusion of such language in documents supplied with the contractor's bid or in the final contract.

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request For Proposal For Contractual Services form, the bidder guarantees compliance with the provisions stated in this Request for Proposal, agrees to the terms and conditions (see Section III) and certifies bidder maintains a drug free work place environment.

FIRM: _____

COMPLETE ADDRESS: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

SIGNATURE: _____ DATE: _____

TYPED NAME & TITLE OF SIGNER: _____

TABLE OF CONTENTS

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM ..... **i**

TABLE OF CONTENTS ..... **ii**

GLOSSARY OF TERMS ..... **v**

I. SCOPE OF THE REQUEST FOR PROPOSAL **1**

- **A.** SCHEDULE OF EVENTS 1

II. PROCUREMENT PROCEDURES **2**

- **A.** PROCURING OFFICE AND CONTACT PERSON 2
- **B.** GENERAL INFORMATION 2
- **C.** COMMUNICATION WITH STATE STAFF 2
- **D.** WRITTEN QUESTIONS AND ANSWERS 3
- **E.** ORAL INTERVIEWS/PRESENTATIONS AND/OR DEMONSTRATIONS 3
- **F.** SUBMISSION OF PROPOSALS 4
- **G.** PROPOSAL OPENING 4
- **H.** LATE PROPOSALS 4
- **I.** REJECTION OF PROPOSALS 5
- **J.** EVALUATION OF PROPOSALS 5
- **K.** EVALUATION COMMITTEE 5
- **L.** MANDATORY REQUIREMENTS 5
- **M.** REFERENCE CHECKS 6
- **N.** SECRETARY OF STATE/TAX COMMISSIONER REGISTRATION REQUIREMENTS 6
- **O.** VIOLATION OF TERMS AND CONDITIONS 6

III. TERMS AND CONDITIONS **7**

- **A.** GENERAL 7
- **B.** AWARD 7
- **C.** COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION 8
- **D.** PERMITS, REGULATIONS, LAWS 8
- **E.** OWNERSHIP OF INFORMATION AND DATA 8
- **F.** INSURANCE REQUIREMENTS 8
- **G.** COOPERATION WITH OTHER CONTRACTORS 10
- **H.** INDEPENDENT CONTRACTOR 10
- **I.** CONTRACTOR RESPONSIBILITY 10
- **J.** CONTRACTOR PERSONNEL 11
- **K.** STATE OF NEBRASKA PERSONNEL RECRUITMENT PROHIBITION 11
- **L.** CONFLICT OF INTEREST 11
- **M.** PROPOSAL PREPARATION COSTS 12
- **N.** ERRORS AND OMISSIONS 12
- **O.** BEGINNING OF WORK 12
- **P.** ASSIGNMENT BY THE STATE 12
- **Q.** ASSIGNMENT BY THE CONTRACTOR 12
- **R.** DEVIATIONS FROM THE REQUEST FOR PROPOSAL 12
- **S.** GOVERNING LAW 12

T. ATTORNEY'S FEES 12
U. ADVERTISING 13
V. STATE PROPERTY 13
W. SITE RULES AND REGULATIONS 13
X. NOTIFICATION 13
Y. EARLY TERMINATION 14
Z. FUNDING OUT CLAUSE OR LOSS OF APPROPRIATIONS 14
AA. BREACH BY CONTRACTOR 14
BB. ASSURANCES BEFORE BREACH 15
CC. RETAINAGE 15
DD. PERFORMANCE BOND 15
EE. FORCE MAJEURE 15
FF. PROHIBITION AGAINST ADVANCE PAYMENT 16
GG. PAYMENT 16
HH. INVOICES 16
II. AUDIT REQUIREMENTS 16
JJ. TAXES 16
KK. INSPECTION AND APPROVAL 17
LL. CHANGES IN SCOPE/CHANGE ORDERS 17
MM. SEVERABILITY 17
NN. CONFIDENTIALITY 17
OO. PROPRIETARY INFORMATION 18
PP. CERTIFICATION OF INDEPENDENT PRICE DETERMINATION/COLLUSIVE BIDDING 18
QQ. PRICES 18
RR. BEST AND FINAL OFFER 19
SS. ETHICS IN PUBLIC CONTRACTING 19
TT. INDEMNIFICATION 19
UU. NEBRASKA TECHNOLOGY ACCESS STANDARDS 20
VV. ANTITRUST 20
WW. DISASTER RECOVERY/BACK UP PLAN 20
XX. TIME IS OF THE ESSENCE 20
YY. RECYCLING 21
ZZ. DRUG POLICY 21
AAA. NEW EMPLOYEE WORK ELIGIBILITY STATUS 21
BBB. CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND INELIGIBILITY 21

IV. PROJECT DESCRIPTION AND SCOPE OF WORK 22

A. PROJECT OVERVIEW 22
B. PROJECT ENVIRONMENT 22
C. PROJECT REQUIREMENTS 24
D. BUSINESS REQUIREMENTS 25
E. SCOPE OF WORK 26
F. TECHNICAL REQUIREMENTS 27
G. PROJECT PLANNING AND MANAGEMENT 28
H. DELIVERABLES 28

V. PROPOSAL INSTRUCTIONS 32

A. TECHNICAL PROPOSAL 32
B. COST PROPOSAL REQUIREMENTS 38

C. PAYMENT SCHEDULE 39

Form A Bidder Contact Sheet.....40

GLOSSARY OF TERMS

Acceptance Test Procedure: Benchmarks and other performance criteria, developed by the State of Nebraska or other sources of testing standards, for measuring the effectiveness of products or services and the means used for testing such performance.

Addendum: Something added or deleted.

Agency: Any state agency, board, or commission other than the University of Nebraska, the Nebraska State colleges, the courts, the Legislature, or any officer or agency established by the Constitution of Nebraska.

Agent: A person authorized by a superior or organization to act on their behalf.

Amend: To alter or change by adding, subtracting, or substituting. A contract can be amended only by the parties participating in the contract. A written contract can only be amended in writing.

Amendment: Written correction or alteration.

Appropriation: Legislative authorization to expend public funds for a specific purpose. Money set apart for a specific use.

Award: All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The State reserves the right to reject any or all proposals, wholly or in part, or to award to multiple bidders in whole or in part. The State reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the bidder's competitive position. All awards will be made in a manner deemed in the best interest of the State.

Behavioral Health Disorder: Mental illness or alcoholism, drug abuse, problem gambling, or other addictive disorders.

Behavioral Health Services: Services, including, but not limited to, consumer-provided services, support services, inpatient and outpatient services, and residential and nonresidential services, provided for the prevention, diagnosis, and treatment of behavioral health disorders and the rehabilitation and recovery of persons with such disorders.

Best and Final Offer (BAFO): A second-stage bid in a public procurement for services.

Bid: The executed document submitted by a bidder in response to a Request for Proposal.

Bid Bond: A bond given by a surety on behalf of the bidder to ensure that the bidder will enter into the contract as bid and is retained by the State from the date of the bid opening to the date of contract signing.

Bidder: Any person or entity submitting a competitive bid response to a solicitation.

Bonus Weight/Time: Additional advertising space or time given as a "bonus" by media outlets for buying ad time.

Business: Any corporation, partnership, individual, sole proprietorship, joint-stock company, joint venture, or any other private legal entity.

Business Day: Any weekday, excepting public holidays.

Calendar Day: Every day shown on the calendar; Saturdays, Sundays and State/Federal holidays included. Not to be confused with "Work Day".

Collusion: A secret agreement or cooperation between two or more persons or entities to accomplish a fraudulent, deceitful or unlawful purpose.

Community-Based Behavioral Health Services or Community-Based Services: Behavioral health services that are not provided at a regional center.

Competition: The process by which two or more vendors vie to secure the business of a purchaser by offering the most favorable terms as to price, quality, delivery and/or service.

Confidential Information: Unless otherwise defined below, "Confidential Information" shall also mean proprietary trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. §84-712.05(3)). In accordance with Nebraska Attorney General Opinions 92068 and 97033, proof that information is proprietary requires identification of specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would provide.

Consumer: An individual who is (or has) utilizing substance use disorder, mental health, problem gambling, or other addiction services from certified/licensed professionals or paraprofessional supportive services.

Contract: An agreement between two or more persons to perform a specific act or acts.

Contract Administration: The Management of various facets of contracts to assure that the contractor's total performance is in accordance with the contractual commitments and obligations to the purchaser are fulfilled.

Contract Management: Includes reviewing and approving of changes, executing renewals, handling disciplinary actions, adding additional users, and any other form of action that could change the contract.

Contractor: Any person or entity that supplies goods and/or services.

Conversion Period: A period of time not to exceed six (6) months, during which the State converts to a new Operating System under "Conversion" as per this RFP.

Copyright: A grant to a writer/artist that recognizes sole authorship/creation of a work and protects the creator's interest(s) therein.

Co-Occurring: At least one mental health disorder experienced simultaneously with an alcohol and/or drug use disorder and/or problem gambling disorder.

CPU: Any computer or computer system that is used by the State to store, process, or retrieve data or perform other functions using Operating Systems and applications software.

Critical Program Error: Any Program Error, whether or not known to the State, which prohibits or significantly impairs use of the Licensed Software as set forth in the documentation and intended in the contract.

Default: The omission or failure to perform a contractual duty.

Deviation: Any proposed change(s) or alteration(s) to either the contractual language or deliverables within the scope of this Request for Proposal.

Diagnostic Statistical Manual (DSM): The most current edition of the Diagnostic and Statistical Manual of Mental Disorders as published by the American Psychiatric Association.

Division: Division of Behavioral Health (DBH).

Documentation: The user manuals and any other materials in any form or medium customarily provided by the contractor to the users of the Licensed Software which will provide the State with sufficient information to operate, diagnose, and maintain the Licensed Software properly, safely, and efficiently.

Early Intervention: A process for recognizing warning signs that individuals are at risk for mental health, gambling or substance abuse problems and taking early action against factors that put them at risk. Early intervention strategies can help individuals recover more quickly, prevent problems from becoming worse and promote resiliency.

Earned Media (also called free media or news making): Coverage of a story without paying for media placements. Examples include coverage of news released and news conferences, appearances on talk shows or local news programs, etc.

Evaluation Committee: A committee (or committees) appointed by the requesting agency that advises and assists the procuring office in the evaluation of proposals.

Evaluation of Proposal: The process of examining a proposal after opening to determine the bidder's responsibility, responsiveness to requirements, and to ascertain other characteristics of the proposal that relate to determination of the successful bidder.

Extension: A provision, or exercise of a provision, of a contract that allows a continuance of the contract (at the option of the State of Nebraska) for an additional time according to contract conditions. Not to be confused with "Renewals."

F.O.B. Destination: Free on Board. The delivery charges have been included in the quoted price and prepaid by the vendor. Vendor is responsible for all claims associated with damages during delivery of product.

Foreign Corporation: A foreign corporation is a corporation that was formed (i.e. incorporated) in another state but transacting business in Nebraska pursuant to a certificate of authority issued by the Nebraska Secretary of State.

Formative Evaluation: Evaluation research conducted during program development. Research may be used to pretest concepts, messages, and materials, and to pilot test interventions and programs.

Formative Research: Research conducted during the development of a program to help decide on and describe the target audience, understand the factors that influence their behavior, and determine the best ways to reach them.

Gross Rating Points (GRPs): A measure of the total intensity of a media plan/campaign. Reach x Frequency = GRPs.

Health Communication: The study and use of communication strategies to inform and influence individual and community decisions related to health.

Installation Date: The date when the procedures described in "Installation by Contractor, and Installation by State", as found in the RFP, are completed.

Late Proposal: A proposal received at the place specified in the solicitation after the date and time designated for all proposals to be received.

Licensed Software: Any and all software and documentation by which the State acquires or is granted any rights under the contract.

Mandatory: Required, compulsory or obligatory.

May: Denotes discretion.

Module: A collection of routines and data structures that perform a specific function of the Licensed Software.

Must: Denotes the imperative, required, compulsory or obligatory.

National Outcome Measures System (NOMS): A key component of SAMHSA's data strategy that contains ten domains addressing mental health and substance abuse treatment and substance abuse prevention, developed to establish performance targets. These domains are designed to embody meaningful, real life outcomes for people who are striving to attain and sustain recovery; build resilience; and work, learn, live and participate fully in their communities.

Opening Date: Specified date and time for the public opening of received, labeled and sealed formal proposals. Not to be confused with "Release Date".

Operating System: The control program in a computer that provides the interface to the computer hardware and peripheral devices, and the usage and allocation of memory resources, processor resources, input/output resources, and security resources.

Outsourcing: Acquiring computing or related services from a source outside of the State of Nebraska which may include programming and/or executing the State's Licensed Software on the State's CPU's, programming, and/or executing the State's programs and Licensed Software on the contractor's CPU's or any mix thereof.

Outsourcing Company: A company that provides Outsourcing Services under contract to the State.

Pathological Gambling (Compulsive Gambling): A Disorder that has features of persistent, recurrent, maladaptive gambling behavior that disrupts personal, family or other pursuits. A pathological gambler is an individual who suffers from a pathological gambling disorder as described by clinical criteria in the DSM.

Performance Bond: A bond given by a surety on behalf of the contractor to ensure the timely and proper (in sole estimation of the State) performance of a contract.

Platform: A specific hardware and Operating System combination that is different from other hardware and Operating System combinations to the extent that a different version of the Licensed Software product is required to execute properly in the environment established by such hardware and Operating System combination.

Pre-Proposal Conference: A meeting scheduled for the purpose of providing clarification regarding a Request for Proposal and related expectations.

Problem Gambling Consumer: Means a person with a diagnosis of pathological gambling or problem gambling. It also refers to any individual significantly impacted by another's gambling behavior and who is the recipient of problem gambling support and/or counseling services.

Problem Gambling Counseling: Means rendering professionally directed counseling services under clinical supervision to problem gambling clients for remuneration.

Problem Gambling: Means gambling to the extent that it causes emotional, family, legal, financial, or other problems for the gambling and the people around the gambler. A problem gambler then is an individual who is experiencing problems of any kind as a result of their gambling behavior.

Product: A module, a system, or any other software-related item provided by the contractor to the State.

Program Error: Code in Licensed Software which produces unintended results or actions, or which produces results or actions other than those described in the specifications. A program error includes, without limitation, any "Critical Program Error."

Program Set: The group of programs and products, including the Licensed Software specified in the RFP, plus any additional programs and products licensed by the State under the contract for use by the State.

Project: The total of all software, documentation, and services to be provided by the contractor under this contract.

Proposal: The executed document submitted by a bidder in response to a Request for Proposal.

Proprietary Information: Proprietary information is defined as trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. §84-712.05(3)). In accordance with Attorney General Opinions 92068 and 97033, proof that information is proprietary requires identification of specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would receive.

Protest: A complaint about a governmental action or decision related to a Request for Proposal or the resultant contract, brought by a prospective bidder, a bidder, a contractor, or other interested party to AS Materiel Division or another designated agency with the intention of achieving a remedial result.

Public Behavioral Health System: The statewide array of behavioral health services for children and adults provided by the public sector or private sector and supported in whole or in part with funding received and administered by the Department, including behavioral health services provided under the medical assistance program.

Public Proposal Opening: The process of opening proposals, conducted at the time and place specified in the Request for Proposal, and in the presence of anyone who wishes to attend.

Recommended Hardware Configuration: The data processing hardware (including all terminals, auxiliary storage, communication, and other peripheral devices) to the extent utilized by the State as recommended by the contractor.

Regional Behavioral Health Authority: The regional administrative entity responsibility for each behavioral health region.

Release Date: Date of release of the Request for Proposal to the public for submission of proposal responses. Not to be confused with "Opening Date".

Renewal: Continuance of a contract for an additional term after a formal signing by the parties.

Representative: Includes an agent, an officer of a corporation or association, a trustee, executor or administrator of an estate, or any other person legally empowered to act for another.

Request for Proposal (RFP): All documents, whether attached or incorporated by reference, utilized for soliciting competitive proposals.

Responsible Bidder: A bidder who has the capability in all respects to perform fully all requirements with integrity and reliability to assure good faith performance.

Responsive Bidder: A bidder who has submitted a bid which conforms in all respects to the solicitation document.

Shall: Denotes the imperative, required, compulsory or obligatory.

Should: Indicates an expectation.

Social Marketing: The application and adaptation of commercial marketing concepts and techniques to the analysis, planning, implementation, and evaluation of programs designed to bring about behavior change of target audiences to improve the welfare of individuals or their society.

Solicitation: The process of notifying prospective bidders or offerors that the State of Nebraska wishes to receive proposals for furnishing services. The process may consist of public advertising, posting notices, or mailing Request for Proposals and/or Request for Proposal announcement letter to prospective bidders, or all of these.

Solicitation Document: Request for Proposal.

Specifications: The information provided by or on behalf of the contractor that fully describes the capabilities and functionality of the Licensed Software as set forth in any material provided by the contractor, including the documentation and User's Manuals described herein.

Strength-Based: An ongoing approach that identifies the positive resources and abilities that an individual and/or family possesses. These strengths are then built upon by developing strategies to address the identified needs in order to achieve a defined outcome.

Substance Abuse: A pattern of substance use leading to significant impairment in functioning; abuse of substances which have significant mood or perception changing capacities; which are likely to be physiologically or psychologically addictive; and the continued use of which has a high potential for negative social consequences.

Substance Abuse and Mental Health Services Administration (SAMHSA): Works to improve the quality and availability of substance abuse prevention, alcohol and drug addiction treatment, and mental health services. SAMHSA is a branch of the National Department of Health and Human Services.

System: Any collection or aggregation of two (2) or more Modules that is designed to function, or is represented by the contractor as functioning or being capable of functioning as an entity.

Targeted Rating Points (TRPs): Similar to GRPs, but are used when specific subpopulations are targeted with a media plan/campaign.

Termination: Occurs when either party pursuant to a power created by agreement or law puts an end to the contract. All obligations which are still executory on both sides are discharged but any right based on prior breach or performance survives.

Trademark: A distinguishing sign, symbol, mark, word, or arrangement of words in the form of a label or other indication, that is adopted and used by a manufacturer or distributor to designate its particular goods and which no other person has the legal right to use.

Trade Secret: Information, including, but not limited to, a drawing, formula, pattern, compilation, program, device, method, technique, code, or process that; (a) derives independent economic value, actual or potential, from not being known to, and not being ascertainable by proper means, other persons who can obtain economic value from its disclosure or use; and (b) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy (see Neb. Rev. Stat. §87-502(4)).

Treatment: A therapy, modality, psychosocial and/or pharmacologic intervention, or other technique used to alleviate or prevent a mental health, problem gambling and/or substance abuse or co-occurring condition, with the goal being relief of symptoms, changes in behavior leading to improved functioning, and personal growth.

24-Hour Helpline: A 24-Hour Helpline answered by a live voice 24 hours a day and 7 days a week designed to assist callers in pre-crisis or urgent situations related to a problem gambling/behavioral health problem. The desired outcome is ensuring the safety of the caller in a time of distress that has the potential to lead to a life-threatening situation.

Upgrade: Any improvement or change in the Software that improves or alters its basic function.

Vendor: An actual or potential contractor; a contractor.

Will: Denotes the imperative, required, compulsory or obligatory.

I. SCOPE OF THE REQUEST FOR PROPOSAL

The State of Nebraska, Administrative Services (AS), Materiel Division, Purchasing Bureau (hereafter known as State Purchasing Bureau), is issuing this Request for Proposal, RFP Number 3916Z1 for the purpose of selecting a qualified contractor to provide a Problem Gambling Public Awareness Campaign.

A contract resulting from this Request for Proposal will be issued for a period of approximately fifteen (15) months effective April 18, 2012 through June 30, 2013, with the option to renew for two (2) additional one (1) year periods as mutually agreed upon by all parties. The Problem Gambling Public Awareness Campaign total funding for this contract shall not exceed $670,000 with a maximum spending authority for fiscal year 2012 (contract period of April 18, 2012-June 30, 2012) of $130,000; with a maximum spending authority for fiscal year 2013 (contract period of July 1, 2012-June 30 2013) of $180,000; with a maximum spending authority for fiscal year 2014 (contract period of July 1, 2013-June 30, 2014) of $180,000; and a maximum spending authority for fiscal year 2015 (contract period of July 1, 2014-June 30, 2015) of $180,000. The awarded bidder must provide all services required of this RFP for the duration of the contract period regardless of costs expended beyond reimbursable contract amount.

ALL INFORMATION PERTINENT TO THIS REQUEST FOR PROPOSAL CAN BE FOUND ON THE INTERNET AT: http://www.das.state.ne.us/materiel/purchasing/rfp.htm

A. SCHEDULE OF EVENTS

The State expects to adhere to the tentative procurement schedule shown below. It should be noted, however, that some dates are approximate and subject to change.

	ACTIVITY	DATE/TIME
1.	Release Request for Proposal	February 28, 2012
2.	Last day to submit written questions	March 9 , 2012
3.	State responds to written questions through Request for Proposal "Addendum" and/or "Amendment" to be posted to the Internet at: http://www.das.state.ne.us/materiel/purchasing/rfp.htm	March 15, 2012
4.	Proposal opening Location: Nebraska State Office Building State Purchasing Bureau 301 Centennial Mall South, Mall Level Lincoln, NE 68508	March 26, 2012 2:00 PM Central Time
5.	Review for conformance of mandatory requirements	March 26, 2012
6.	Evaluation period	March 27 – April 5, 2012
7.	"Oral Interviews/Presentations and/or Demonstrations" (if required)	To Be Determined
8.	Post "Letter of Intent to Contract" to Internet at: and http://www.das.state.ne.us/materiel/purchasing/rfp.htm	April 6, 2012
9.	Performance bond submission	April 16, 2012
10.	Contract award	April 17, 2012
11.	Contractor start date	April 18, 2012

II. PROCUREMENT PROCEDURES

A. PROCURING OFFICE AND CONTACT PERSON

Procurement responsibilities related to this Request for Proposal reside with the State Purchasing Bureau. The point of contact for the procurement is as follows:

Name: Ruth Gray
Agency: State Purchasing Bureau
Address: 301 Centennial Mall South, Mall Level
Lincoln, NE 68508

OR

Address: P.O. Box 94847
Lincoln, NE 68509
Telephone: 402-471-2401
Facsimile: 402-471-2089
E-Mail: matpurch.dasmat@nebraska.gov

B. GENERAL INFORMATION

The Request for Proposal is designed to solicit proposals from qualified vendors who will be responsible for providing a Problem Gambling Public Awareness Campaign at a competitive and reasonable cost. Proposals that do not conform to the mandatory items as indicated in the Request for Proposal will not be considered.

Proposals shall conform to all instructions, conditions, and requirements included in the Request for Proposal. Prospective bidders are expected to carefully examine all documentation, schedules and requirements stipulated in this Request for Proposal, and respond to each requirement in the format prescribed.

A fixed-price contract will be awarded as a result of this proposal. In addition to the provisions of this Request for Proposal and the awarded proposal, which shall be incorporated by reference in the contract, any additional clauses or provisions required by the terms and conditions will be included as an amendment to the contract.

C. COMMUNICATION WITH STATE STAFF

From the date the Request for Proposal is issued until a determination is announced regarding the selection of the contractor, contact regarding this project between potential contractors and individuals employed by the State is restricted to only written communication with the staff designated above as the point of contact for this Request for Proposal.

Once a contractor is preliminarily selected, as documented in the intent to contract, that contractor is restricted from communicating with State staff until a contract is signed. Violation of this condition may be considered sufficient cause to reject a contractor's proposal and/or selection irrespective of any other condition.

The following exceptions to these restrictions are permitted:

1. written communication with the person(s) designated as the point(s) of contact for this Request for Proposal or procurement;
2. contacts made pursuant to any pre-existing contracts or obligations; and
3. State-requested presentations, key personnel interviews, clarification sessions or discussions to finalize a contract.

Violations of these conditions may be considered sufficient cause to reject a bidder's proposal and/or selection irrespective of any other condition. No individual member of the State, employee of the State, or member of the Evaluation Committee is empowered to make binding statements regarding this Request for Proposal. The buyer will issue any clarifications or opinions regarding this Request for Proposal in writing.

D. WRITTEN QUESTIONS AND ANSWERS

Any explanation desired by a bidder regarding the meaning or interpretation of any Request for Proposal provision must be submitted in writing to the State Purchasing Bureau and clearly marked "RFP Number 3916Z1; Problem Gambling Public Awareness Campaign Questions". It is preferred that questions be sent via e-mail to matpurch.dasmat@nebraska.gov. Questions may also be sent by facsimile to 402-471-2089, but must include a cover sheet clearly indicating that the transmission is to the attention of Ruth Gray, showing the total number of pages transmitted, and clearly marked "RFP Number 3916Z1; Problem Gambling Public Awareness Campaign Questions".

Written answers will be provided through an addendum to be posted on the Internet at http://www.das.state.ne.us/materiel/purchasing/rfp.htm on or before the date shown in the Schedule of Events.

E. ORAL INTERVIEWS/PRESENTATIONS AND/OR DEMONSTRATIONS

The Evaluation Committee(s) may conclude after the completion of the Technical and Cost Proposal evaluation that oral interviews/presentations and/or demonstrations are required in order to determine the successful bidder. All bidders may not have an opportunity to interview/present and/or give demonstrations; the State reserves the right to select only the top scoring bidders to present/give oral interviews in its sole discretion. The scores from the oral interviews/presentations and/or demonstrations will be added to the scores from the Technical and Cost Proposals. The presentation process will allow the bidders to demonstrate their proposal offering, explaining and/or clarifying any unusual or significant elements related to their proposals. Bidders' key personnel may be requested to participate in a structured interview to determine their understanding of the requirements of this proposal, their authority and reporting relationships within their firm, and their management style and philosophy. Bidders shall not be allowed to alter or amend their proposals. Only representatives of the State and the presenting bidders will be permitted to attend the oral interviews/presentations and/or demonstrations.

Once the oral interviews/presentations and/or demonstrations have been completed the State reserves the right to make a contract award without any further discussion with the bidders regarding the proposals received.

Detailed notes of oral interviews/presentations and/or demonstrations may be recorded and supplemental information (such as briefing charts, et cetera) may be accepted; however, such supplemental information shall not be considered an amendment to a bidders' proposal. Additional written information gathered in this manner shall not constitute replacement of proposal contents.

Any cost incidental to the oral interviews/presentations and/or demonstrations shall be borne entirely by the bidder and will not be compensated by the State.

F. SUBMISSION OF PROPOSALS

The following describes the requirements related to proposal submission, proposal handling and review by the State.

To facilitate the proposal evaluation process, one (1) original, clearly identified as such, and five (5) copies of the entire proposal should be submitted. The copy marked “original” shall take precedence over any other copies, should there be a discrepancy. Proposals must be submitted by the proposal due date and time. A separate sheet must be provided that clearly states which sections have been submitted as proprietary or have copyrighted materials. All proprietary information the bidder wishes the State to withhold must be submitted in accordance with the instructions outlined in Section III, Proprietary Information. Proposal responses should include the completed Form A, Bidder Contact Sheet. Proposals must reference the request for proposal number and be sent to the specified address. Container(s) utilized for original documents should be clearly marked “ORIGINAL DOCUMENTS”. Please note that the address label should appear as specified in Section II part A on the face of each container or bidder’s bid response packet. Rejected late proposals will be returned to the bidder unopened, if requested, at bidder's expense. If a recipient phone number is required for delivery purposes, 402-471-2401 should be used. The request for proposal number must be included in all correspondence.

Emphasis should be concentrated on conformance to the Request for Proposal instructions, responsiveness to requirements, completeness and clarity of content. If the bidder’s proposal is presented in such a fashion that makes evaluation difficult or overly time consuming, it is likely that points will be lost in the evaluation process. Elaborate and lengthy proposals are neither necessary nor desired.

The Technical and Cost Proposals should be packaged separately (loose-leaf binders are preferred) on standard 8 ½” by 11” paper, except that charts, diagrams and the like may be on fold-outs which, when folded, fit into the 8 ½” by 11” format. Pages may be consecutively numbered for the entire proposal, or may be numbered consecutively within sections. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. The Technical Proposal must not contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Proposal so that the bidder’s understanding of the scope of work may be evaluated. The Technical Proposal shall disclose the bidder’s technical approach in as much detail as possible, including, but not limited to, the information required by the Technical Proposal instructions.

G. PROPOSAL OPENING

The sealed proposals will be publicly opened and the bidding entities announced on the date, time and location shown in the Schedule of Events. Proposals will be available for viewing by those present after the proposal opening. Vendors may also contact the State to schedule an appointment for viewing proposals after the opening date.

H. LATE PROPOSALS

Proposals received after the time and date of the proposal opening will be considered late proposals. Rejected late proposals will be returned to the bidder unopened, if requested, at bidder's expense. The State is not responsible for proposals that are late or lost due to mail service inadequacies, traffic or any other reason(s).

I. REJECTION OF PROPOSALS

The State reserves the right to reject any or all proposals, wholly or in part, or to award to multiple bidders in whole or in part. The State reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal and do not improve the bidder's competitive position. All awards will be made in a manner deemed in the best interest of the State.

J. EVALUATION OF PROPOSALS

All responses to this Request for Proposal which fulfill all mandatory requirements will be evaluated. Each category will have a maximum possible point potential. The State will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below. Areas that will be addressed and scored during the evaluation include:

1. Executive Summary;
2. Corporate Overview shall include but is not limited to;

- **a.** the ability, capacity and skill of the bidder to deliver and implement the system or project that meets the requirements of the Request for Proposal;
- **b.** the character, integrity, reputation, judgment, experience and efficiency of the bidder;
- **c.** whether the bidder can perform the contract within the specified time frame;
- **d.** the quality of bidder performance on prior contracts;
- **e.** such other information that may be secured and that has a bearing on the decision to award the contract;

3. Technical Approach; and
4. Cost Proposal.

Evaluation criteria will become public information at the time of the Request for Proposal opening. Evaluation criteria and a list of respondents will be posted to the State Purchasing Bureau website at http://www.das.state.ne.us/materiel/purchasing/rfp.htm Evaluation criteria will not be released prior to the proposal opening.

K. EVALUATION COMMITTEE

Proposals will be independently evaluated by members of the Evaluation Committee(s). The committee(s) will consist of staff with the appropriate expertise to conduct such proposal evaluations. Names of the members of the Evaluation Committee(s) will not become public information.

Prior to award, bidders are advised that only the point of contact indicated on the front cover of this Request For Proposal For Contractual Services Form can clarify issues or render any opinion regarding this Request for Proposal. No individual member of the State, employee of the State or member of the Evaluation Committee(s) is empowered to make binding statements regarding this Request for Proposal.

L. MANDATORY REQUIREMENTS

The proposals will first be examined to determine if all mandatory requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Signed, in ink, Request For Proposal For Contractual Services form;
2. Executive Summary;

3. Corporate Overview;
4. Technical Approach; and
5. Cost Proposal.

M. REFERENCE CHECKS

The State reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the company in the proposal, those indicated through the explicitly specified contacts, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

Information to be requested and evaluated from references may include, but is not limited to, some or all of the following: project description and background, job performed, functional and technical abilities, communication skills and timeliness, cost and schedule estimates and accuracy, problems (poor quality deliverables, contract disputes, work stoppages, et cetera), overall performance, and whether or not the reference would rehire the firm or individual. Only top scoring bidders may receive reference checks and negative references may eliminate bidders from consideration for award.

N. SECRETARY OF STATE/TAX COMMISSIONER REGISTRATION REQUIREMENTS

All bidders are expected to comply with any statutory registration requirements. It is the responsibility of the bidder who is the recipient of an Intent to Award to comply with any statutory registration requirements pertaining to types of business entities (e.g. a foreign or Nebraska corporation, non-resident contractor, limited partnership, or other type of business entity). The bidder who is the recipient of Intent to Award will be required to certify that it has so complied and produce a true and exact copy of its registration certificate, or, in the case registration is not required, to provide the reason as to why none is required. This must be accomplished prior to the award of contract.

O. VIOLATION OF TERMS AND CONDITIONS

Violation of the terms and conditions contained in this Request for Proposal or any resultant contract, at any time before or after the award, shall be grounds for action by the State which may include, but is not limited to, the following:

1. rejection of a bidder's proposal;
2. suspension of the bidder from further bidding with the State for the period of time relative to the seriousness of the violation, such period to be within the sole discretion of the State.

III. TERMS AND CONDITIONS

By signing the "Request For Proposal For Contractual Services" form, the bidder guarantees compliance with the provisions stated in this Request for Proposal, agrees to the terms and conditions and certifies bidder maintains a drug free work place environment.

Bidders are expected to closely read the Terms and Conditions and provide a binding signature of intent to comply with the Terms and Conditions; provided, however, a bidder may indicate any exceptions to the Terms and Conditions by (1) clearly identifying the term or condition by subsection, (2) including an explanation for the bidder's inability to comply with such term or condition which includes a statement recommending terms and conditions the bidder would find acceptable. Rejection in whole or in part of the Terms and Conditions may be cause for rejection of a bidder's proposal.

A. GENERAL

_____
Accept
& Initial

The contract resulting from this Request for Proposal shall incorporate the following documents:

1. the signed Request For Proposal form;
2. the original Request for Proposal document;
3. any Request for Proposal addenda and/or amendments to include questions and answers;
4. the contractor's proposal;
5. any contract amendments, in order of significance; and
6. contract award.

Unless otherwise specifically stated in a contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) the contract award, 2) contract amendments with the latest dated amendment having the highest priority, 3) Request for Proposal addenda and/or amendments with the latest dated amendment having the highest priority, 4) the original Request for Proposal, 5) the signed Request For Proposal form, 6) the contractor's proposal.

Any ambiguity in any provision of this contract which shall be discovered after its execution shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

Once proposals are opened they become the property of the State of Nebraska and will not be returned.

B. AWARD

_____
Accept
& Initial

All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The State reserves the right to reject any or all proposals, wholly or in part, or to award to multiple bidders in whole or in part, and at its discretion, may withdraw or amend the Request for Proposal at any time. The State reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the bidder's competitive position. All awards will be made in a manner deemed in the best interest of the State. The Request for Proposal does not commit the State to award a contract. If, in the opinion of the State, revisions or amendments will require substantive changes in proposals, the due date may be extended.

By submitting a proposal in response to this Request for Proposal, the bidder grants to the State the right to contact or arrange a visit in person with any or all of the bidder's clients.

Once an intent to award decision has been determined, it will be posted to the Internet at: http://www.das.state.ne.us/materiel/purchasing/rfp.htm

Grievance and protest procedure is available on the Internet at: http://www.das.state.ne.us/materiel/purchasing/agencyservicesprocurementmanual/ProtestGrievanceProcedureForServices.doc

Any protests must be filed by a vendor within ten (10) calendar days after the intent to award decision is posted to the Internet.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION

_____ Accept & Initial

The contractor shall comply with all applicable local, State and Federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits contractors of the State of Nebraska, and their subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions or privileges of employment because of race, color, religion, sex, disability, or national origin (Neb. Rev. Stat. §48-1101 to 48-1125). The contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The contractor shall insert a similar provision in all subcontracts for services to be covered by any contract resulting from this Request for Proposal.

D. PERMITS, REGULATIONS, LAWS

_____ Accept & Initial

The contractor shall procure and pay for all permits, licenses and approvals necessary for the execution of the contract. The contractor shall comply with all applicable local, state, and federal laws, ordinances, rules, orders and regulations.

E. OWNERSHIP OF INFORMATION AND DATA

_____ Accept & Initial

The State of Nebraska shall have the unlimited right to publish, duplicate, use and disclose all information and data developed or derived by the contractor pursuant to this contract.

The contractor must guarantee that it has the full legal right to the materials, supplies, equipment, and other rights or titles (e.g. rights to licenses transfer or assign deliverables) necessary to execute this contract. The contract price shall, without exception, include compensation for all royalties and costs arising from patents, trademarks and copyrights that are in any way involved in the contract. It shall be the responsibility of the contractor to pay for all royalties and costs, and the State must be held harmless from any such claims.

F. INSURANCE REQUIREMENTS

_____ Accept & Initial

The contractor shall not commence work under this contract until he or she has obtained all the insurance required hereunder and such insurance has been approved by the State. If contractor will be utilizing any subcontractors, the contractor is responsible for obtaining the certificates(s) of insurance required herein under from any and all subcontractor(s). Contractor is also responsible for ensuring subcontractor(s) maintain the insurance required until completion of the contract requirements. The contractor shall not allow any subcontractor to commence work on his or her subcontract until all similar insurance required of the subcontractor has been obtained and approved by the contractor. Approval of the insurance by the State shall not limit, relieve or decrease the liability of the contractor hereunder.

If by the terms of any insurance a mandatory deductible is required, or if the contractor elects to increase the mandatory deductible amount, the contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

1. WORKERS' COMPENSATION INSURANCE

The contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contactors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the contractor shall require the subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. This policy shall include a waiver of subrogation in favor of the State. The amounts of such insurance shall not be less than the limits stated hereinafter.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect contractor and any subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the contractor or by any subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an occurrence basis, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury and Contractual Liability coverage. The policy shall include the State, and others as required by the Contract Documents, as an Additional Insured. This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered excess and non-contributory. The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned and Hired vehicles.

3. INSURANCE COVERAGE AMOUNTS REQUIRED

a. WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY

Coverage A	Statutory
Coverage B	
Bodily Injury by Accident	$100,000 each accident
Bodily Injury by Disease	$500,000 policy limit
Bodily Injury by Disease	$100,000 each employee

b. COMMERCIAL GENERAL LIABILITY

General Aggregate	$2,000,000
Products/Completed Operations Aggregate	$2,000,000
Personal/Advertising Injury	$1,000,000 any one person
Bodily Injury/Property Damage	$1,000,000 per occurrence
Fire Damage	$50,000 any one fire
Medical Payments	$5,000 any one person

c. COMMERCIAL AUTOMOBILE LIABILITY

Bodily Injury/Property Damage	$1,000,000 combined single limit

d. UMBRELLA/EXCESS LIABILITY

Over Primary Insurance	$1,000,000 per occurrence

4. EVIDENCE OF COVERAGE

The contractor should furnish the State, with their proposal response, a certificate of insurance coverage complying with the above requirements to the attention of the Buyer, Administrative Services, State Purchasing Bureau, 301 Centennial Mall S, 1st Fl, Lincoln, NE 68508 (facsimile 402-471-2089). These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration and amounts and types of coverage afforded. If the State is damaged by the failure of the contractor to maintain such insurance, then the contractor shall be responsible for all reasonable costs properly attributable thereto.

Notice of cancellation of any required insurance policy must be submitted to Administrative Services State Purchasing Bureau when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

G. COOPERATION WITH OTHER CONTRACTORS

_____ Accept & Initial

The State may already have in place or choose to award supplemental contracts for work related to this Request for Proposal, or any portion thereof.

1. The State reserves the right to award the contract jointly between two or more potential contractors, if such an arrangement is in the best interest of the State.

2. The contractor shall agree to cooperate with such other contractors, and shall not commit or permit any act which may interfere with the performance of work by any other contractor.

H. INDEPENDENT CONTRACTOR

_____ Accept & Initial

It is agreed that nothing contained herein is intended or should be construed in any manner as creating or establishing the relationship of partners between the parties hereto. The contractor represents that it has, or will secure at its own expense, all personnel required to perform the services under the contract. The contractor's employees and other persons engaged in work or services required by the contractor under the contract shall have no contractual relationship with the State; they shall not be considered employees of the State.

All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination against the contractor, its officers or its agents) shall in no way be the responsibility of the State. The contractor will hold the State harmless from any and all such claims. Such personnel or other persons shall not require nor be entitled to any compensation, rights or benefits from the State including without limit, tenure rights, medical and hospital care, sick and vacation leave, severance pay or retirement benefits.

I. CONTRACTOR RESPONSIBILITY

_____ Accept & Initial

The contractor is solely responsible for fulfilling the contract, with responsibility for all services offered and products to be delivered as stated in the Request for Proposal, the contractor's proposal, and the resulting contract. The contractor shall be the sole point of contact regarding all contractual matters.

If the contractor intends to utilize any subcontractors' services, the subcontractors' level of effort, tasks and time allocation must be clearly defined in the contractor's proposal. The contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal, in the performance of the contract, without the prior written authorization of the State. Following execution of the contract, the contractor shall proceed diligently with all services and shall perform such services with qualified personnel in accordance with the contract.

J. CONTRACTOR PERSONNEL

_____ Accept & Initial

The contractor warrants that all persons assigned to the project shall be employees of the contractor or specified subcontractors, and shall be fully qualified to perform the work required herein. Personnel employed by the contractor to fulfill the terms of the contract shall remain under the sole direction and control of the contractor. The contractor shall include a similar provision in any contract with any subcontractor selected to perform work on the project.

Personnel commitments made in the contractor's proposal shall not be changed without the prior written approval of the State. Replacement of key personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

The State reserves the right to require the contractor to reassign or remove from the project any contractor or subcontractor employee.

In respect to its employees, the contractor agrees to be responsible for the following:

1. any and all employment taxes and/or other payroll withholding;
2. any and all vehicles used by the contractor's employees, including all insurance required by state law;
3. damages incurred by contractor's employees within the scope of their duties under the contract;
4. maintaining workers' compensation and health insurance and submitting any reports on such insurance to the extent required by governing State law; and
5. determining the hours to be worked and the duties to be performed by the contractor's employees.

Notice of cancellation of any required insurance policy must be submitted to the State when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

K. STATE OF NEBRASKA PERSONNEL RECRUITMENT PROHIBITION

_____ Accept & Initial

The contractor shall not, at any time, recruit or employ any State employee or agent who has worked on the Request for Proposal or project, or who had any influence on decisions affecting the Request for Proposal or project.

L. CONFLICT OF INTEREST

_____ Accept & Initial

By submitting a proposal, bidder certifies that there does not now exist any relationship between the bidder and any person or entity which is or gives the appearance of a conflict of interest related to this Request for Proposal or project.

The bidder certifies that it shall not take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder or which creates an actual or appearance of conflict of interest.

The bidder certifies that it will not employ any individual known by bidder to have a conflict of interest.

M. PROPOSAL PREPARATION COSTS

The State shall not incur any liability for any costs incurred by bidders in replying to this Request for Proposal, in the demonstrations, or oral presentations, or in any other activity related to bidding on this Request for Proposal.

_____ Accept & Initial

N. ERRORS AND OMISSIONS

The bidder shall not take advantage of any errors and/or omissions in this Request for Proposal or resulting contract. The bidder must promptly notify the State of any errors and/or omissions that are discovered.

_____ Accept & Initial

O. BEGINNING OF WORK

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful contractor. The contractor will be notified in writing when work may begin.

_____ Accept & Initial

P. ASSIGNMENT BY THE STATE

The State shall have the right to assign or transfer the contract or any of its interests herein to any agency, board, commission, or political subdivision of the State of Nebraska. There shall be no charge to the State for any assignment hereunder.

_____ Accept & Initial

Q. ASSIGNMENT BY THE CONTRACTOR

The contractor may not assign, voluntarily or involuntarily, the contract or any of its rights or obligations hereunder (including without limitation rights and duties of performance) to any third party, without the prior written consent of the State, which will not be unreasonably withheld.

_____ Accept & Initial

R. DEVIATIONS FROM THE REQUEST FOR PROPOSAL

The requirements contained in the Request for Proposal become a part of the terms and conditions of the contract resulting from this Request for Proposal. Any deviations from the Request for Proposal must be clearly defined by the bidder in its proposal and, if accepted by the State, will become part of the contract. Any specifically defined deviations must not be in conflict with the basic nature of the Request for Proposal or mandatory requirements. “Deviation”, for the purposes of this RFP, means any proposed changes or alterations to either the contractual language or deliverables within the scope of this RFP. The State discourages deviations and reserves the right to reject proposed deviations.

_____ Accept & Initial

S. GOVERNING LAW

The contract shall be governed in all respects by the laws and statutes of the State of Nebraska. Any legal proceedings against the State of Nebraska regarding this Request for Proposal or any resultant contract shall be brought in the State of Nebraska administrative or judicial forums as defined by State law. The contractor must be in compliance with all Nebraska statutory and regulatory law.

_____ Accept & Initial

T. ATTORNEY'S FEES

In the event of any litigation, appeal or other legal action to enforce any provision of the contract, the contractor agrees to pay all expenses of such action, as permitted by law, including attorney's fees and costs, if the State is the prevailing party.

_____ Accept & Initial

U. ADVERTISING

Accept & Initial

The contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its services are endorsed or preferred by the State. News releases pertaining to the project shall not be issued without prior written approval from the State.

V. STATE PROPERTY

Accept & Initial

The contractor shall be responsible for the proper care and custody of any State-owned property which is furnished for the contractor's use during the performance of the contract. The contractor shall reimburse the State for any loss or damage of such property, normal wear and tear is expected.

W. SITE RULES AND REGULATIONS

Accept & Initial

The contractor shall use its best efforts to ensure that its employees, agents and subcontractors comply with site rules and regulations while on State premises. If the contractor must perform on-site work outside of the daily operational hours set forth by the State, it must make arrangements with the State to ensure access to the facility and the equipment has been arranged. No additional payment will be made by the State on the basis of lack of access, unless the State fails to provide access as agreed to between the State and the contractor.

X. NOTIFICATION

Accept & Initial

During the bid process, all communication between the State and a bidder shall be between the bidder's representative clearly noted in its proposal and the buyer noted in Section II, A. Procuring Office and Contact Person of this RFP. After the award of the contract, all notices under the contract shall be deemed duly given upon delivery to the staff designated as the point of contact for this Request for Proposal, in person, or upon delivery by U.S. Mail, facsimile, or e-mail. Each bidder should provide in its proposal the name, title and complete address of its designee to receive notices.

1. Except as otherwise expressly specified herein, all notices, requests or other communications shall be in writing and shall be deemed to have been given if delivered personally or mailed, by U.S. Mail, postage prepaid, return receipt requested, to the parties at their respective addresses set forth above, or at such other addresses as may be specified in writing by either of the parties. All notices, requests, or communications shall be deemed effective upon personal delivery or three (3) days following deposit in the mail.

2. Whenever the contractor encounters any difficulty which is delaying or threatens to delay its timely performance under the contract, the contractor shall immediately give notice thereof in writing to the State reciting all relevant information with respect thereto. Such notice shall not in any way constitute a basis for an extension of the delivery schedule or be construed as a waiver by the State of any of its rights or remedies to which it is entitled by law or equity or pursuant to the provisions of the contract. Failure to give such notice, however, may be grounds for denial of any request for an extension of the delivery schedule because of such delay.

Either party may change its address for notification purposes by giving notice of the change, and setting forth the new address and an effective date.

For the duration of the contract, all communication between contractor and the State regarding the contract shall take place between the contractor and individuals specified by the State in writing. Communication about the contract between contractor and individuals not designated as points of contact by the State is strictly forbidden.

Y. EARLY TERMINATION

Accept & Initial

The contract may be terminated as follows:

1. The State and the contractor, by mutual written agreement, may terminate the contract at any time.

2. The State, in its sole discretion, may terminate the contract for any reason upon 30 days written notice to the contractor. Such termination shall not relieve the contractor of warranty or other service obligations incurred under the terms of the contract. In the event of cancellation the contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.

3. The State may terminate the contract immediately for the following reasons:

- **a.** if directed to do so by statute;
- **b.** contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
- **c.** a trustee or receiver of the contractor or of any substantial part of the contractor's assets has been appointed by a court;
- **d.** fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its contractor, its employees, officers, directors or shareholders;
- **e.** an involuntary proceeding has been commenced by any party against the contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) days; or (ii) the contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the contractor has been decreed or adjudged a debtor;
- **f.** a voluntary petition has been filed by the contractor under any of the chapters of Title 11 of the United States Code;
- **g.** contractor intentionally discloses confidential information;
- **h.** contractor has or announces it will discontinue support of the deliverable;
- **i.** second or subsequent documented "vendor performance report" form deemed acceptable by the State Purchasing Bureau.

Z. FUNDING OUT CLAUSE OR LOSS OF APPROPRIATIONS

Accept & Initial

The State may terminate the contract, in whole or in part, in the event funding is no longer available. The State's obligation to pay amounts due for fiscal years following the current fiscal year is contingent upon legislative appropriation of funds for the contract. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal years for which such funds are not appropriated. The State will give the contractor written notice thirty (30) days prior to the effective date of any termination, and advise the contractor of the location (address and room number) of any related equipment. All obligations of the State to make payments after the termination date will cease and all interest of the State in any related equipment will terminate. The contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the contractor be paid for a loss of anticipated profit.

AA. BREACH BY CONTRACTOR

Accept & Initial

The State may terminate the contract, in whole or in part, if the contractor fails to perform its obligations under the contract in a timely and proper manner. The State may, by providing a written notice of default to the contractor, allow the contractor to cure a failure or breach of contract within a period of thirty (30) days (or longer at State's discretion considering the

gravity and nature of the default). Said notice shall be delivered by Certified Mail, Return Receipt Requested or in person with proof of delivery. Allowing the contractor time to cure a failure or breach of contract does not waive the State's right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the contractor, the State may contract the service from other sources and hold the contractor responsible for any excess cost occasioned thereby.

BB. ASSURANCES BEFORE BREACH

_____ Accept & Initial

If any document or deliverable required pursuant to the contract does not fulfill the requirements of the Request for Proposal/resulting contract, upon written notice from the State, the contractor shall deliver assurances in the form of additional contractor resources at no additional cost to the project in order to complete the deliverable, and to ensure that other project schedules will not be adversely affected.

CC. RETAINAGE

_____ Accept & Initial

The State may withhold five percent (5%) of each payment due as retainage. The entire retainage amount will be payable upon successful completion of the project. Upon completion of the project, the contractor will invoice the State for any outstanding work and for the retainage. The State may reject the final invoice by identifying the specific reasons for such rejection in writing to the contractor within 45 calendar days of receipt of the final invoice. Otherwise, the project will be deemed accepted and the State will release the final payment and retainage in accordance with the contract payment terms.

DD. PERFORMANCE BOND

_____ Accept & Initial

The selected contractor may be required to supply a certified check or a bond executed by a corporation authorized to contract surety in the State of Nebraska, payable to the State of Nebraska, which shall be valid for the life of the contract to include any renewal and/or extension periods. The amount of the certified check or bond must be twenty thousand dollars ($20,000.00). The check or bond, if required, will guarantee that the selected contractor will faithfully perform all requirements, terms and conditions of the contract. Failure to comply shall be grounds for forfeiture of the check or bond as liquidated damages. Amount of forfeiture will be determined by the agency based on loss to the State. The bond or certified check will be returned when the service has been satisfactorily completed as solely determined by the State, after termination or expiration of the contract.

EE. FORCE MAJEURE

_____ Accept & Initial

Neither party shall be liable for any costs or damages resulting from its inability to perform any of its obligations under the contract due to a natural disaster, or other similar event outside the control and not the fault of the affected party ("Force Majeure Event"). A Force Majeure Event shall not constitute a breach of the contract. The party so affected shall immediately give notice to the other party of the Force Majeure Event. The State may grant relief from performance of the contract if the contractor is prevented from performance by a Force Majeure Event. The burden of proof for the need for such relief shall rest upon the contractor. To obtain release based on a Force Majeure Event, the contractor shall file a written request for such relief with the State Purchasing Bureau. Labor disputes with the impacted party's own employees will not be considered a Force Majeure Event and will not suspend performance requirements under the contract.

FF. PROHIBITION AGAINST ADVANCE PAYMENT

_____ Accept & Initial

Payments shall not be made until contractual deliverable(s) are received and accepted by the State.

GG. PAYMENT

_____ Accept & Initial

State will render payment to contractor when the terms and conditions of the contract and specifications have been satisfactorily completed on the part of the contractor as solely determined by the State. Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408). The State may require the contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any services provided by the contractor prior to the Effective Date, and the contractor hereby waives any claim or cause of action for any such services.

HH. INVOICES

_____ Accept & Initial

Invoices for payments must be submitted by the contractor to the agency requesting the services with sufficient detail to support payment. Invoices must be submitted no more frequently than monthly seeking reimbursement for actual, allowable expenses as defined in this contract. Upon establishment of a contract, DBH-GAP will provide a standard template for expense reimbursement invoices to be utilized by the Contractor. The terms and conditions included in the contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

II. AUDIT REQUIREMENTS

_____ Accept & Initial

All contractor books, records and documents relating to work performed or monies received under the contract shall be subject to audit at any reasonable time upon the provision of reasonable notice by the State. These records shall be maintained for a period of five (5) full years from the date of final payment, or until all issues related to an audit, litigation or other action are resolved, whichever is longer. All records shall be maintained in accordance with generally accepted accounting principles.

In addition to, and in no way in limitation of any obligation in the contract, the contractor shall agree that it will be held liable for any State audit exceptions, and shall return to the State all payments made under the contract for which an exception has been taken or which has been disallowed because of such an exception. The contractor agrees to correct immediately any material weakness or condition reported to the State in the course of an audit.

JJ. TAXES

_____ Accept & Initial

The State is not required to pay taxes of any kind and assumes no such liability as a result of this solicitation. Any property tax payable on the contractor's equipment which may be installed in a state-owned facility is the responsibility of the contractor.

KK. INSPECTION AND APPROVAL

Accept & Initial

Final inspection and approval of all work required under the contract shall be performed by the designated State officials. The State and/or its authorized representatives shall have the right to enter any premises where the contractor or subcontractor duties under the contract are being performed, and to inspect, monitor or otherwise evaluate the work being performed. All inspections and evaluations shall be at reasonable times and in a manner that will not unreasonably delay work.

LL. CHANGES IN SCOPE/CHANGE ORDERS

Accept & Initial

The State may, at any time with written notice to the contractor, make changes within the general scope of the contract. Changes in scope shall only be conducted with the written approval of the State's designee as so defined by the State from time to time. (The State retains the right to employ the services of a third party to perform any change order(s)).

The State may, at any time work is in progress, by written order, make alterations in the terms of work as shown in the specifications, require the performance of extra work, decrease the quantity of work, or make such other changes as the State may find necessary or desirable. The contractor shall not claim forfeiture of contract by reasons of such changes by the State. Changes in work and the amount of compensation to be paid to the contractor for any extra work so ordered shall be determined in accordance with the applicable unit prices of the contractor's proposal.

Corrections of any deliverable services or performance of work required pursuant to the contract shall not be deemed a modification requiring a change order.

MM. SEVERABILITY

Accept & Initial

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the particular provision held to be invalid.

NN. CONFIDENTIALITY

Accept & Initial

All materials and information provided by the State or acquired by the contractor on behalf of the State shall be regarded as confidential information. All materials and information provided by the State or acquired by the contractor on behalf of the State shall be handled in accordance with Federal and State Law, and ethical standards. The contractor must ensure the confidentiality of such materials or information. Should said confidentiality be breached by a contractor; contractor shall notify the State immediately of said breach and take immediate corrective action.

It is incumbent upon the contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable to contractors by 5 U.S.C. 552a (m)(1), provides that any officer or employee of a contractor, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than $5,000.

OO. PROPRIETARY INFORMATION

Accept & Initial

Data contained in the proposal and all documentation provided therein, become the property of the State of Nebraska and the data becomes public information upon opening the proposal. If the bidder wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within Nebraska's public record statutes. All proprietary information the bidder wishes the State to withhold must be submitted in a sealed package, which is separate from the remainder of the proposal. The separate package must be clearly marked PROPRIETARY on the outside of the package. Bidders may not mark their entire Request for Proposal as proprietary. Bidder's cost proposals may not be marked as proprietary information. Failure of the bidder to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other bidders and the public. Proprietary information is defined as trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. §84-712.05(3)). In accordance with Attorney General Opinions 92068 and 97033, bidders submitting information as proprietary may be required to prove specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would receive. Although every effort will be made to withhold information that is properly submitted as proprietary and meets the State's definition of proprietary information, the State is under no obligation to maintain the confidentiality of proprietary information and accepts no liability for the release of such information.

PP. CERTIFICATION OF INDEPENDENT PRICE DETERMINATION/COLLUSIVE BIDDING

Accept & Initial

By submission of this proposal, the bidder certifies, that he or she is the party making the foregoing proposal that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and further that the bidder has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

QQ. PRICES

Accept & Initial

All prices, costs, terms and conditions outlined in the proposal shall remain fixed and valid commencing on the opening date of the proposal until an award is made (and for bidder receiving award prices shall remain as bid for the duration of the contract unless otherwise so stated in the contract) or the Request for Proposal is cancelled.

Contractor represents and warrants that all prices for services, now or subsequently specified are as low as and no higher than prices which the contractor has charged or intends to charge customers other than the State for the same or similar products and services of the same or equivalent quantity and quality for delivery or performance during the same periods of time. If, during the term of the contract, the contractor shall reduce any and/or all prices charged to any customers other than the State for the same or similar products or services specified herein,

the contractor shall make an equal or equivalent reduction in corresponding prices for said specified products or services.

Contractor also represents and warrants that all prices set forth in the contract and all prices in addition, which the contractor may charge under the terms of the contract, do not and will not violate any existing federal, state or municipal law or regulations concerning price discrimination and/or price fixing. Contractor agrees to hold the State harmless from any such violation. Prices quoted shall not be subject to increase throughout the contract period unless specifically allowed by these specifications.

RR. BEST AND FINAL OFFER

_____ Accept & Initial

The State will compile the final scores for all parts of each proposal. The award may be granted to the highest scoring responsive and responsible bidder. Alternatively, the highest scoring bidder or bidders may be requested to submit best and final offers. If best and final offers are requested by the State and submitted by the bidder, they will be evaluated (using the stated criteria), scored and ranked by the Evaluation Committee. The award will then be granted to the highest scoring bidder. However, a bidder should provide its best offer in its original proposal. Bidders should not expect that the State will request a best and final offer.

SS. ETHICS IN PUBLIC CONTRACTING

_____ Accept & Initial

No bidder shall pay or offer to pay, either directly or indirectly, any fee, commission compensation, gift, gratuity, or anything of value to any State officer, legislator or employee based on the understanding that the receiving person's vote, actions or judgment will be influenced thereby. No bidder shall give any item of value to any employee of the State Purchasing Bureau.

Bidders shall be prohibited from utilizing the services of lobbyists, attorneys, political activists, or consultants to secure the contract. It is the intent of this provision to assure that the prohibition of state contact during the procurement process is not subverted through the use of lobbyists, attorneys, political activists, or consultants. It is the intent of the State that the process of evaluation of proposals and award of the contract be completed without external influence. It is not the intent of this section to prohibit bidders from seeking professional advice, for example consulting legal counsel, regarding terms and conditions of this Request for Proposal or the format or content of their proposal.

If the bidder is found to be in non-compliance with this section of the Request for Proposal, they may forfeit the contract if awarded to them or be disqualified from the selection process.

TT. INDEMNIFICATION

_____ Accept & Initial

1. GENERAL

The contractor agrees to defend, indemnify, hold, and save harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the contractor, its employees, subcontractors, consultants, representatives, and agents, except to the extent such contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The contractor agrees it will at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the contractor or its employees, subcontractors, consultants, representatives, and agents; provided, however, the State gives the contractor prompt notice in writing of the claim. The contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the contractor has indemnified the State, the contractor shall at the contractor's sole cost and expense promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the contractor, and the State may receive the remedies provided under this RFP.

3. PERSONNEL

The contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel provided by the contractor.

UU. NEBRASKA TECHNOLOGY ACCESS STANDARDS

_____ Accept & Initial

Contractor shall review the Nebraska Technology Access Standards, found at http://www.nitc.nebraska.gov/standards/accessibility/accessibility_standards.pdf and ensure that products and/or services provided under the contract comply with the applicable standards. In the event such standards change during the contractor's performance, the State may create an amendment to the contract to request that contract comply with the changed standard at a cost mutually acceptable to the parties.

VV. ANTITRUST

_____ Accept & Initial

The contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

WW. DISASTER RECOVERY/BACK UP PLAN

_____ Accept & Initial

The contractor shall have a disaster recovery and back-up plan, of which a copy should be provided to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue services as specified under these specifications in the event of a disaster.

XX. TIME IS OF THE ESSENCE

_____ Accept & Initial

Time is of the essence in this contract. The acceptance of late performance with or without objection or reservation by the State shall not waive any rights of the State nor constitute a waiver of the requirement of timely performance of any obligations on the part of the contractor remaining to be performed.

YY. RECYCLING

_____ Accept & Initial

Preference will be given to items which are manufactured or produced from recycled material or which can be readily reused or recycled after their normal use as per state statute (Neb. Rev. Stat. §81-15, 159).

ZZ. DRUG POLICY

_____ Accept & Initial

Contractor certifies it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

AAA. NEW EMPLOYEE WORK ELIGIBILITY STATUS

_____ Accept & Initial

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at www.das.state.ne.us.

2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.

3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

BBB. CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND INELIGIBILITY

_____ Accept & Initial

The contractor, by signature to this RFP, certifies that the contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any federal department or agency from participating in transactions (debarred). The contractor also agrees to include the above requirements in any and all subcontracts into which it enters. The contractor shall immediately notify the Department if, during the term of this contract, contractor becomes debarred. The Department may immediately terminate this contract by providing contractor written notice if contractor becomes debarred during the term of this contract.

IV. PROJECT DESCRIPTION AND SCOPE OF WORK

Bidder must provide responses in the Technical Approach Section V.A.4 to all requested information as indicated in the following narrative sections, the scope of work and deliverables. Bidder is not required to provide a response other than in the Technical Approach Section V.A.4; therefore, references directly below such as "expected to describe", "expected to demonstrate" and "demonstrate ability" etc. do not have to be responded to in these sections.

A. PROJECT OVERVIEW

The Division of Behavioral Health believes in three simple principles: Prevention Works, Treatment is Effective, and People Recover. These principles, as proposed by the Substance Abuse and Mental Health Services Administration (SAMHSA), create inertia for continued support for behavioral health as a critical component of overall health and well-being.

The Gamblers Assistance Program (GAP) seeks to find a qualified vendor that understands these principles and recognizes the importance of health promotion and harm reduction awareness messaging. The development and implementation of an effective public awareness campaign about problem gambling is a critical element in a successful system of care for problem gamblers, their families and all Nebraska communities. This Request for Proposal identifies the components required for development and implementation of a Problem Gambling Public Awareness Campaign.

DHHS does not take a position as a proponent or opponent regarding the gaming industry, legalized gaming in Nebraska or other states. DHHS does seek to promote the prevention of problems related to gambling activity, awareness for the general public of low risk and harm reduction gambling strategies to avoid problematic behavior, and promote awareness and access to effective treatment services for problem gamblers and their families who have been negatively impacted by gambling. This Problem Gambling Public Awareness Campaign must not suggest a position other than the outcome of wellness for Nebraskans. A successful bidder will demonstrate the understanding of this position and the ability to partner for the development and implementation of an awareness campaign that supports overall health promotion.

B. PROJECT ENVIRONMENT

The Division of Behavioral Health (DBH or the Division) is one (1) of six (6) Divisions within the Nebraska Department of Health and Human Services. The Nebraska Behavioral Health System (NBHS) is the public behavioral health system comprised of the Department of Health and Human Services Division of Behavioral Health, Regional Centers in Hastings, Lincoln and Norfolk, six (6) Regions, and providers of Mental Health/Substance Abuse/Problem Gambling (MH/SA/PG) services statewide. These services are provided for the adult and child/youth population who are both clinically and financially eligible for behavioral health services. The Division provides funding, oversight and technical assistance to six (6) Regional Behavioral Health Authorities (Regions). (A map of the Regions is available at http://dhhs.ne.gov/behavioral_health/Pages/beh_nebhrgb.aspx.) The Regions contract with local agencies to provide community mental health and substance abuse prevention and treatment services. The Gamblers Assistance Program contracts directly with providers of evaluation, prevention, education, helpline and treatment for problem gambling services.

The Division acts as the chief behavioral health authority for the State of Nebraska and directs the administration and coordination of the public behavioral health system, including but not limited to: 1) administration and management of the Division, Regional Centers, and other programs operated by the Division; 2) integration and coordination of the public behavioral

health system; 3) comprehensive statewide planning for the provision of a broad array of community-based behavioral health services and continuum of care; 4) coordination and oversight of Regional Behavioral Health Authorities; and 5) promotion of activities in research and education to improve the quality of behavioral health services, recruitment and retention of behavioral health professionals, and access to behavioral health programs and services.

For more information about the Division of Behavioral Health go to http://dhhs.ne.gov/behavioral_health/Pages/behavioral_health_index.aspx

The Gamblers Assistance Program is an administrative program that utilizes a collaborative partnership with a governor appointed advisory committee (State Committee on Problem Gambling), service providers, and consumers to coordinate initiatives, manage resources, direct services and reduce the impact of problem gambling for all Nebraskans. The GAP was created in 1992 as part of the Nebraska Lottery Act. The GAP was originally administered by the Department of Revenue, but was transferred to the Division on Alcoholism, Drug Abuse and Addiction Services in the Department of Public Institutions in 1995. With the merger of five state agencies in 1997, the GAP currently operates within the Division of Behavioral Health in the Nebraska Department of Health and Human Services. GAP seeks to provide services blending a public health approach and individualized recovery oriented behavioral healthcare to contribute to the safety and well-being of Nebraskans.

The new GAP Strategic Plan 2011-2015 reports the mission statement: "To reduce the impact of problem gambling in Nebraska through quality and effective education and treatment services." There are three goals to support this mission which are: 1) Educate Nebraskans about Problem Gambling, 2) Promote the delivery of an integrated array of treatment services throughout Nebraska, and 3) Ensure quality and effective problem gambling services. The GAP Strategic Plan 2011-2015 is available on the DHHS website. Further information pertaining to the GAP can be found in Nebraska Revised Statutes §71-816 & 71-817 and on the DHHS website at: http://dhhs.ne.gov/behavioral_health/Pages/beh_gam_gam.aspx

DHHS does not have state specific recent comprehensive research to identify current projected prevalence rates of problem/pathological gamblers in Nebraska. However smaller studies (by geographic areas, by populations or by other states) as well as national and international research indicates that approximately 1-3% of individuals experience problem-pathological gambling; and that up to 6% of the younger population may experience risky-problematic gambling behaviors. Applying national research, DHHS-DBH can project that there are approximately 47,000 individuals experiencing problems and behavioral health challenges in Nebraska related to gambling. It is estimated that a portion of this population may be experiencing symptoms of a pathological gambling disorder as a diagnosable behavioral health disorder. Most individuals suffering in this addictive pattern need professional assistance to reduce the negative impact of problem gambling and harm to self and community, gain control of their financial stability, rebuild safe and healthy relationships, and establish and maintain stable recovery. The families of these individuals are often in need of assistance to secure their own safety and recovery from this family disease as well as to support their loved one's recovery. It is DHHS-DBH's desire to increase awareness of problem gambling resources, to inform at-risk populations of harm reduction strategies and to promote wellness.

To provide access to assistance for Nebraskan's twenty-four hours a day, seven days a week, GAP provides funding for a Nebraska Problem Gambling Helpline: 1-800-GAMBLER. This helpline provides a service to all callers experiencing problems related to gambling, although one goal of the line is also to provide referrals to counseling services. A Voucher Program is

being utilized that intends to provide an incentive to callers, motivating them to engage in treatment services by removing the financial burden and offering up to six free sessions. This Voucher is distributed via mail to interested callers, with information of local resources. A successful marketing campaign must include the Problem Gambling Helpline number on all media. The Voucher Program should also be mentioned on media when applicable, available or appropriate. Historically, awareness activities have included marketing the helpline number; however the majority of calls are actually referred from the 1-800-BETSOFF Iowa Problem Gambling Helpline. Due to the saturation of advertising of Iowa's helpline near casinos close to the Nebraska border, advertising of DHHS-DBH's own line has been somewhat limited or challenged in these geographic areas. A successful bidder must recognize this challenge and provide recommendations for a creative marketing plan for Nebraska.

A small scale awareness campaign ("Play it Safe") was implemented several years prior; and was one of few problem gambling campaigns nationally that utilized a public friendly harm reduction message rather than a treatment directed message. More information about "Play it Safe" can be found at: http://www.playitsafenebraska.com/.

C. PROJECT REQUIREMENTS

The Education Goal under the GAP Strategic Plan 2011-2015 includes the strategy of "Implement an awareness plan utilizing a single, focused message about problem gambling." The desired result of this strategic plan initiative is to identify a target audience, to create a focused message that would be recognizable (develop a "brand" to increase community impact), and to implement and evaluate the effectiveness of an awareness campaign based upon one comprehensive marketing plan, for the next several years. DHHS has performed early steps to identify the target audience: individuals (adults between the ages of 25-55) negatively impacted by problem gambling. Regardless of marketing campaign approach, it is required that all media include the recognition of the Problem Gambling Helpline (1-800-GAMBLER) as well as the Voucher Program when possible or appropriate. The overall expected goal resulting from this Problem Gambling Public Awareness Campaign is to:

1. Increase help seeking behavior by the target audience; which should be evidenced in an increase of call volume to the Nebraska DHHS funded Problem Gambling Helpline (1-800-GAMBLER) and an increase of individuals (the problem gambler and/or the family) presenting for problem gambling education/counseling services at GAP funded treatment centers in Nebraska.

2. Decrease of high risk gambling behavior via education/awareness about low risk strategies and harm reduction messaging; which may be evidenced via data from surveys utilized in Nebraska to measure health behavior.

The successful bidder will develop, with DHHS review and approval, and implement a media campaign to deliver problem gambling awareness messages statewide. In the past several years, radio, print ads and billboards have been utilized and may be a part of this effort as well. However, it is DHHS's expectation that the successful bidder recommend a campaign designed for the purpose of this RFP which may include alternative media mix and scheduling appropriate to reach the desired goals. In addition, social networking, interactive/multi-media opportunities, and any other creative and/or non-traditional means to reach the target audiences should be considered and utilized as appropriate.

As part of the campaign, the Contractor may develop and implement earned media activities as appropriate. If earned media efforts are developed, the Contractor shall provide DHHS-DBH drafts of all news releases, media advisories, etc., created as a result of these funds.

DHHS must always be noted as the funder for this project. DHHS-DBH will review the drafts to ensure that they meet the standards and that they are consistent in tone and quality with similar materials produced by or for DHHS.

Evaluation by the Contractor throughout this contract period will be expected. This evaluation will measure ad awareness and recall and other areas of the media campaign as appropriate. Focus groups and other evaluation tools may also be utilized throughout the length of the contract. The bidder is expected to describe the proposed evaluation processes. In addition, DHHS-DBH has an evaluation team responsible for overseeing all GAP funded initiatives and the Contractor is expected to participate in relevant activities as defined in this RFP, to include consideration of marketing campaign impact in the larger problem gambling service system. Presentation on-site in Lincoln, Ne in person to the State Committee on Problem Gambling on project implementation will be expected no more than once annually; and participation on-site in Lincoln in person or by teleconference in DHHS GAP Strategic Plan workgroups will be requested as appropriate, but no more frequently than once per quarter. Regularly scheduled project update meetings (generally by conference call) between the Contractor and DHHS-DBH staff are considered customary, as described in Deliverables Section. Other requirements are described within the Scope of Work Section, the Deliverables Section and otherwise throughout this RFP.

The Problem Gambling Public Awareness Campaign is expected to launch by late summer, early fall 2012. Hence, the components of development and creative design are expected to be performed prior to awareness campaign implementation. March is the nationally recognized Problem Gambling Awareness Month, and the successful bidder will recognize this opportunity for general public awareness and special initiatives. A successful bidder shall consider this timeline in proposal development and marketing plan project management timeline.

D. BUSINESS REQUIREMENTS

The Contractor is expected to be the primary agent responsible for managing this project. Bidder is expected to provide demonstration of commitments/partnership(s) such as letters of agreements with all subcontractors for any services in this proposal. Any other additional subcontracting of the responsibilities within this RFP may be done only with the written consent of the State. Failure to properly notify and gain approval from the State is grounds for immediate cancellation of the contract. The Contractor must also monitor all subcontracts for operational integrity including data collection and management and will provide training and/or technical assistance as necessary to secure appropriate standards. Contractor shall remain responsible for timely, effective performance of all work and assumes all responsibility to ensure that all work under the contract is performed in accordance with the contract provisions.

DHHS-DBH expects the Contractor to facilitate all aspects of the Problem Gambling Public Awareness Campaign as defined in this RFP. The Contractor is expected to provide services as indicated throughout service period entirety reimbursable up to the final accepted cost proposal bid but no more than the maximum contract authority per respective fiscal year as indicated in this RFP. The Contractor must provide all services required by this RFP for the duration of the contract period regardless of costs expended beyond reimbursable contract amount. Additional considerations are as follows:

1. No bidder, or any of the proposed subcontractors, can have a current contract or affiliation with gaming industry companies. In addition, the successful bidder, or any proposed subcontractors, may not accept gaming industry business (contract or affiliation) for the duration of this contract.

2. Agencies with experience working with government agencies, on social marketing campaigns, and/or the non-profit sector are desired.
3. Bidders and/or subcontractor(s) with staff who have expertise in public health and working with multicultural communities and special populations are desired.
4. The successful bidder shall be readily available during normal business hours.
5. Contractors that will accept reduced commission fees on media placement are desired.
6. DHHS-DBH reserves the right to retain additional media, marketing, or communications services as necessary during the contract term.
7. The successful bidder and any subcontractors are strictly prohibited from using any funds paid through this contract for any direct contact with state legislators or their staff for purposes of influencing any legislative policies or funding decisions.
8. The successful bidder selected through this RFP will work to maintain visibility for problem gambling awareness efforts in Nebraska through a combination of earned and paid media.
9. The successful bidder shall fulfill the earned media component of this contract, as appropriate, in accordance with generally accepted standards practiced in Nebraska broadcast and print newsrooms and taught by American journalism schools. In addition, written earned media work shall be prepared in Associated Press style, reflect the needs of the intended media audience, and contain appropriate state and/or local information as warranted.
10. DHHS shall retain materiel ownership of all creative elements, brand/logo and materials produced for this Problem Gambling Public Awareness Campaign.
11. DHHS reserves the right to modify the media mix and distribution during the course of the contract.

E. SCOPE OF WORK

1. PROBLEM GAMBLING PUBLIC AWARENESS CAMPAIGN

a. Plan Development and Project Management

- **i.** Development and production of marketing strategies to ensure primary target population and community awareness of service
- **ii.** Fiscal management capacity to conform with Division billing procedures, audit requirements
- **iii.** Develop, monitor and manage technological needs to ensure consistency and effectiveness
- **iv.** Provide Organizational chart and staff descriptions for all positions
- **v.** Adoption, maintenance and adherence to generally accepted financial accounting practices
- **vi.** Demonstrate approach to stakeholder involvement in the project, including the State Committee on Problem Gambling
- **vii.** Demonstrate understanding of GAP direction as described in the GAP Strategic Plan 2011-2015 and development of the public awareness campaign services to support this direction
- **viii.** Demonstrate ability to manage overall project, including any subcontractors to ensure cost efficient and effective, quality services in compliance with all standards described within this contract
- **ix.** Demonstrate willingness and ability to partner and meet regularly with DHHS staff, and understanding of DHHS as final approval for all project products

x. Demonstration of recognition of March as National Problem Gambling Awareness Month and description of consideration in campaign development and implementation

b. Creative Design and Implementation

i. Describe ability to develop the campaign so as to deliver no less than 25% bonus time/weight on overall media placement

ii. Demonstrate ability to develop creative, innovative and a balanced campaign. The Contractor shall manage the selection of creative materials, recommend and manage the purchase of paid media, and develop earned media opportunities, subject to DHHS approval

iii. Demonstrate understanding and ability to ensure DHHS is recognized on all awareness campaign products/media as the project funder

iv. Demonstrate understanding of Helpline awareness; and ability to ensure the Nebraska DHHS funded Problem Gambling Helpline 1-800-GAMBLER and the Voucher Program is recognized on all awareness campaign products/media as the primary referral source

v. Demonstrate understanding of desired late summer/early fall campaign launch and ability to manage project to ensure timeline success

c. Quality Assurance and Data Management

i. Description of data management system, quality and conformity measurement, and ability to meet required outcome reporting as described within this RFP and bidder's proposal response

ii. Demonstrate ability and describe process to perform utilization management procedures and evaluation of campaign effectiveness; and to partner with the DHHS to identify additional data elements as appropriate for larger system impact

iii. Ability to collect, monitor, track, report and submit data elements and reporting to include but not limited to:

a) Narrative summary of campaign activities, formative research activities and results, project development processes, products developed, project management updates, etc.

b) Demonstration and description of media ventures including earned media, paid media, and any pro bono work if applicable; anticipated outcomes/projected numbers reached, etc.

c) Summary of previous period evaluation and summary of next period activities

iv. Submission of quarterly reports as directed by Division; bidder is expected to demonstrate willingness to provide reporting at any time as requested by Division (at no additional cost to the State)

F. TECHNICAL REQUIREMENTS

The successful bidder will be required to partner with the DHHS-DBH to review marketing campaign evaluation data elements and processes, and identify relevant evaluation material impactful to the larger problem gambling service system. DHHS must be listed as project funder on all awareness campaign materials and media. The Nebraska Problem Gambling Helpline (1-800-GAMBLER) and Voucher Program must also be provided on all awareness

campaign materials and media. DHHS maintains property ownership rights of such information and material.

G. PROJECT PLANNING AND MANAGEMENT

Bidder is expected to provide proposed timeline of activities which must include the development of the campaign plan, the formative research, the creative development process, the campaign implementation to include media buying and evaluation of the Problem Gambling Public Awareness Campaign. Project planning and management is the responsibility of the contractor, but shall require DHHS-DBH approval, and will include further discussion on the specifics of the campaign(s) and media mixes after the contract has been awarded. DHHS-DBH is committed to providing relevant information, data, and/or background on the program to assist the successful bidder in planning, design, evaluation, and implementation. Project management is the responsibility of the Contractor as well as management of all staff assigned to the project.

The successful bidder is also expected to provide products, draft plans/materials and final Project Management Plan and reporting as indicated in the Deliverables section of this RFP. Proposed Products will be reviewed by DHHS before approval and acceptance of any and all final Products.

H. DELIVERABLES

1. Will develop a recommended Problem Gambling Awareness Campaign plan to include but not limited to a comprehensive media/marketing campaign (which shall include suggested media mix and schedule) that focuses on the goals identified within this RFP.

2. Will seek collaborative input from stakeholders to perform formative research during campaign development.

3. Will design, implement, monitor and evaluate the Problem Gambling Public Awareness Campaign.

4. Will manage fiscal operations, compliance and quality assurance for all operations, Scope of Work requirements and approved subcontractors.

5. Will collect, monitor and submit required data elements and manage reporting systems.

6. Will provide reporting (at no additional cost to the State) to DHHS including:

- **a.** Presentation(s) on-site in Lincoln, NE in person to the State Committee on Problem Gambling no more frequently than once per fiscal year
- **b.** Presentation(s) to the GAP Strategic Plan workgroups no more frequently than quarterly via teleconference or on-site in Lincoln, NE Reports on progress and data elements as described within this RFP and in the table below:

Deliverable	Due Date	Bidder Requirements
Project Management Plan	Contract Start Date + 10 business days	Within two weeks after Contract Start Date, the Contractor will submit a Project Management Plan that includes the Contractor's plans for managing all operations of the contract including development, management objectives and responsibilities, fiscal operations, quality assurance, timely service delivery, execution of project, implementation of processes, etc. Proposed Plan will be reviewed by DHHS before acceptance of final Plan.
Project Products	As indicated in RFP and bidder's proposal response	Bidder is expected to submit products required in this RFP within timeline indicated, Proposed Products will be reviewed by DHHS before acceptance of final Products. Products may include but are not limited to: Public Awareness Campaign marketing plan, awareness campaign creative materials, marketing schedules, reports, etc.
Project Status Updates	Contract Start Date for the contract duration in the following timeline: 1. No less frequently than bi-weekly from Contract Start Date thru July 2012 2. No less frequently than monthly from August 2012 thru December 2012 3. No less frequently than quarterly from January 2013 thru June 30, 2015	Upon contract award, Contractor and DHHS Project Manager will establish protocol for required status updates via telephone conference or face to face meetings. Contractor Project Management Team, DHHS-DBH Project Manager and other key staff will attend such meetings as described to the extent that it will not jeopardize project progress. Meetings will follow a standard pre-set agenda jointly prepared by the Contractor and DHHS-DBH Project Manager but will remain flexible to allow discussion of additional issues or concerns.

Project Status Reports	Project Status Reports due quarterly to begin after Contract Start Date: First Quarter Report due: July 15, 2012 to cover the first contract period from Contract Start Date thru June 30, 2012. FY13 First Quarter Report due: October 15, 2012 to cover the first quarter period after the Contract Start date. 1. FY14 First Quarter Report due October 15, 2013 2. FY15 First Quarter Report due October 15, 2014 FY13 Second Quarter Report due: January 15, 2013 to cover the second quarter period after the Contract Start Date. 1. FY14 Second Quarter Report due January 15, 2014 2. FY15 Second Quarter Report due January 15, 2015 FY13 Third Quarter Report due: April 15, 2013 to cover the third quarter period after the Contract Start date. 1. FY14 Third Quarter Report due April 15, 2014 2. FY15 Third Quarter Report due April 15, 2015	This section of the deliverable presents the protocol for submittal of Status Reports, including the format and media for submittal and the procedure for submittal. Key information for the quarterly and annual reports includes but is not limited to: summary of recent accomplishments/ events; identification of and resolution plans/documentation for critical issues and risks; activities planned for the next reporting period; summary of project's progress according to Work Plan schedule; reporting of required data elements, outcomes and project evaluation. DHHS will stipulate weekly progress status reports in case of slippage or non-compliance of RFP requirements. Final reporting will include key information including but not limited to a formal summary of service provision, data elements, project outcomes, etc. Division may request reporting format change at any time throughout the duration of the contract. Reports must be mailed to DHHS-DBH Project Manager in the following format: Cover Letter plus one (1) hard copy bound; posting the Deliverable in the Project Repository; and one (1) electronic file copy via e-mail in MS Word, MS Excel, MS Power Point format or other formats pre-approved by DHHS. If necessary, Division may request Contractor to provide verbal report to clarify and aid review panel in understanding the document. Deliverables must be approved in writing by DHHS to be considered final.

	FY13 Fourth Quarter Report and Annual Summary due: July 15, 2013 to cover the fourth quarter period after the Contract Start Date as well as a summary of the entire fiscal year project. 1. FY14 Fourth Quarter Report due July 15, 2014 2. FY15 Fourth Quarter Report due July 15, 2015 Final Project Report due: July 25, 2015 to cover the entire Public Awareness Campaign period.	

V. PROPOSAL INSTRUCTIONS

This section documents the mandatory requirements that must be met by bidders in preparing the Technical and Cost Proposal. Bidders should identify the subdivisions of "Project Description and Scope of Work" clearly in their proposals; failure to do so may result in disqualification. Failure to respond to a specific requirement may be the basis for elimination from consideration during the State's comparative evaluation.

Proposals are due by the date and time shown in the Schedule of Events. Content requirements for the Technical and Cost Proposal are presented separately in the following subdivisions:

A. TECHNICAL PROPOSAL

The Technical Proposal shall consist of four (4) sections:

1. SIGNED, in ink, "State of Nebraska Request For Proposal For Contractual Services" form;
2. Executive Summary;
3. Corporate Overview; and
4. Technical Approach.

1. REQUEST FOR PROPOSAL FORM

By signing the "Request For Proposal For Contractual Services" form, the bidder guarantees compliance with the provisions stated in this Request for Proposal, agrees to the Terms and Conditions stated in this Request for Proposal and certifies bidder maintains a drug free work place environment.

The Request For Proposal For Contractual Services form must be signed in ink and returned by the stated date and time in order to be considered for an award.

2. EXECUTIVE SUMMARY

The Executive Summary shall condense and highlight the contents of the solution being proposed by the bidder in such a way as to provide the Evaluation Committee with a broad understanding of the Contractor's Technical Proposal.

Bidders must present their understanding of the problems being addressed by implementing a new system, the objectives and intended results of the project, and the scope of work. Bidders shall summarize how their Technical Proposal meets the requirements of the Request for Proposal, and why they are best qualified to perform the work required herein.

3. CORPORATE OVERVIEW

The Corporate Overview section of the Technical Proposal must consist of the following subdivisions:

a. BIDDER IDENTIFICATION AND INFORMATION

The bidder must provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the bidder is incorporated or otherwise organized to do business, year in which the bidder first organized to do business, whether the name and form of organization has changed since first organized, and Federal Employer Identification Number and/or Social Security Number.

b. FINANCIAL STATEMENTS

The bidder must provide financial statements applicable to the firm. If publicly held, the bidder must provide a copy of the corporation's most recent audited financial reports and statements, and the name, address and telephone number of the fiscally responsible representative of the bidder's financial or banking organization.

If the bidder is not a publicly held corporation, either the reports and statements required of a publicly held corporation, or a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information must be submitted in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of the organization. Additionally, a non-publicly held firm must provide a banking reference.

The bidder must disclose any and all judgments, pending or expected litigation, or other real or potential financial reversals, which might materially affect the viability or stability of the organization, or state that no such condition is known to exist.

c. CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the bidder must describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded vendor(s) will require notification to the State.

d. OFFICE LOCATION

The bidder's office location responsible for performance pursuant to an award of a contract with the State of Nebraska must be identified.

e. RELATIONSHIPS WITH THE STATE

The bidder shall describe any dealings with the State over the previous two (2) years. If the organization, its predecessor, or any party named in the bidder's proposal response has contracted with the State, the bidder shall identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

f. BIDDER'S EMPLOYEE RELATIONS TO STATE

If any party named in the bidder's proposal response is or was an employee of the State within the past twenty-four (24) months, identify the individual(s) by name, State agency with whom employed, job title or position held with the State, and separation date. If no such relationship exists or has existed, so declare.

If any employee of any agency of the State of Nebraska is employed by the bidder or is a subcontractor to the bidder, as of the due date for proposal submission, identify all such persons by name, position held with the bidder, and position held with the State (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the State, it is determined that a conflict of interest

exists or may exist, the bidder may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

g. CONTRACT PERFORMANCE

If the bidder or any proposed subcontractor has had a contract terminated for default during the past five (5) years, all such instances must be described as required below. Termination for default is defined as a notice to stop performance delivery due to the bidder's non-performance or poor performance, and the issue was either not litigated due to inaction on the part of the bidder or litigated and such litigation determined the bidder to be in default.

It is mandatory that the bidder submit full details of all termination for default experienced during the past five (5) years, including the other party's name, address and telephone number. The response to this section must present the bidder's position on the matter. The State will evaluate the facts and will score the bidder's proposal accordingly. If no such termination for default has been experienced by the bidder in the past five (5) years, so declare.

If at any time during the past five (5) years, the bidder has had a contract terminated for convenience, non-performance, non-allocation of funds, or any other reason, describe fully all circumstances surrounding such termination, including the name and address of the other contracting party.

h. SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

The bidder shall provide a summary matrix listing the bidder's previous projects similar to this Request for Proposal in size, scope and complexity. The State will use no more than three (3) narrative project descriptions submitted by the bidder during its evaluation of the proposal.

The bidder must address the following:

i. Bidder must provide narrative descriptions to highlight the similarities between their experience and this Request for Proposal. These descriptions must include:

- **a)** the time period of the project;
- **b)** the scheduled and actual completion dates;
- **c)** the contractor's responsibilities;
- **d)** for reference purposes, a customer name (including the name of a contact person, a current telephone number, a facsimile number and e-mail address); and
- **e)** each project description shall identify whether the work was performed as the prime contractor or as a subcontractor. If a bidder performed as the prime contractor, the description must provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.

ii. Contractor and subcontractor(s) experience must be listed separately. Narrative descriptions submitted for subcontractors must be specifically identified as subcontractor projects.

iii. If the work was performed as a subcontractor, the narrative description shall identify the same information as requested for the contractors above. In addition, subcontractors shall identify what share of contract costs, project responsibilities, and time period were performed as a subcontractor.

i. SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

The bidder must present a detailed description of its proposed approach to the management of the project.

The bidder must identify the specific professionals who will work on the State's project if their company is awarded the contract resulting from this Request for Proposal. The names and titles of the team proposed for assignment to the State project shall be identified in full, with a description of the team leadership, interface and support functions, and reporting relationships. The primary work assigned to each person should also be identified.

The bidder shall provide resumes for all personnel proposed by the bidder to work on the project. The State will consider the resumes as a key indicator of the bidder's understanding of the skill mixes required to carry out the requirements of the Request for Proposal in addition to assessing the experience of specific individuals.

Resumes must not be longer than three (3) pages. Resumes shall include, at a minimum, academic background and degrees, professional certifications, understanding of the process, and at least three (3) references (name, address, and telephone number) who can attest to the competence and skill level of the individual. Any changes in proposed personnel shall only be implemented after written approval from the State.

j. SUBCONTRACTORS

If the bidder intends to subcontract any part of its performance hereunder, the bidder must provide:

i. name, address and telephone number of the subcontractor(s);
ii. specific tasks for each subcontractor(s);
iii. percentage of performance hours intended for each subcontract; and
iv. total percentage of subcontractor(s) performance hours.

4. TECHNICAL APPROACH

The technical approach section of the Technical Proposal must consist of the following subsections: (a) thru (e). Bidders must provide responses for all specific questions listed under each subsection in addition to providing additional information necessary or desired to demonstrate the bidder's proposal.

a. UNDERSTANDING OF PROJECT REQUIREMENTS: PROBLEM GAMBLING BEHAVIORAL HEALTH SYSTEM OF CARE	
SOC 1.	Describe understanding of DBH-GAP Strategic Plan and how the Problem Gambling Public Awareness Campaign supports and strengthens the problem gambling behavioral health system as noted in Section IV A, B, E 1.a.vii
Bidder Response:	
SOC 2.	Describe how the Problem Gambling Public Awareness Campaign will be designed, implemented and measured with consideration for the objective of harm reduction, encouraging help seeking behaviors and public health education, to support an effective project as described in Section IV A, B, C, E 1.a.i
Bidder Response:	
SOC 3.	Describe general summary of bidder's understanding and overall approach to the development and implementation of a Problem Gambling Public Awareness Campaign and how this approach would best fit and benefit the current system, environment and future of a problem gambling behavioral health system in Nebraska as indicated in Section IV B, C, E 1.a.vi, E 1.a.ix, E 1.a.x
Bidder Response:	
SOC 4.	Provide additional information as necessary or desired to further demonstrate bidder's proposal per understanding of project requirements.
Bidder Response:	

b. PROPOSED DEVELOPMENT APPROACH: PROBLEM GAMBLING PUBLIC AWARENESS CAMPAIGN DEVELOPMENT AND IMPLEMENTATION	
DEV 1.	Describe general plans to Develop, Operate and Manage Problem Gambling Awareness Campaign project including ability to provide and comply with, work plan and deliverables table including reporting requirements as indicated in Section IV C, D, and E 1.a.viii, G and H
Bidder Response:	
DEV 2.	Describe bidder's willingness to perform project management, development and implementation with DHHS approval; and understanding of DHHS requirement for final approval on all project products as indicated in Section IV C, E 1.a.ix
Bidder Response:	
DEV 3.	Describe bidder's strategy to include stakeholder involvement, and ability to comply with the requirement to provide presentation(s) as requested by DHHS to the State Committee on Problem Gambling as described in Section IV C, E 1.a.vi and H
Bidder Response:	
DEV 4.	Describe understanding of desired timeline for implementation and ability to create project management strategies to ensure development as such as indicated in Section IV C, D, E 1.b.v
Bidder Response:	

DEV 5.	Describe proposed public awareness campaign marketing strategies including types of marketing, media advocacy, earned media; how the campaign will develop over time as described in Section IV C, D and indicated in E 1.a.i, E 1.b.i, E 1.b.ii
Bidder Response:	

DEV 6.	Describe understanding and ability to comply with indication of DHHS as funder on all awareness campaign materials and media as indicated in Section IV. A, B, C E 1.biii and F.
Bidder Response:	
DEV 7.	Describe understanding of importance of Nebraska's Problem Gambling Helpline, recognition of historical marketing issues and considerations for proposed campaign development, and ability to comply with indication of helpline and voucher program on all awareness campaign materials and media as indicated in Section IV, B, C, E 1.b.iv and F.
Bidder Response:	
DEV 8.	Provide additional information as necessary or desired to further demonstrate bidder's proposal per development approach.
Bidder Response:	

c. TECHNICAL CONSIDERATIONS	
TC 1.	Provide information as necessary or desired to further demonstrate bidder's proposal per technical considerations.
Bidder Response:	

d. DETAILED PROJECT WORKPLAN: PROJECT MANAGEMENT, QUALITY ASSURANCE AND DATA MANAGEMENT	
MGT 1.	Describe approach and strategy for quality assurance and data management including ability to collect, track, monitor and submit data elements of Public Awareness Campaign components as indicated within this RFP and as developed throughout project implementation, and provide data and meet reporting requirements and Deliverables as indicated in Section IV C and E 1.a.vii, 1.c.i, 1.c.ii, 1.c.iii, and H
Bidder Response:	
MGT 2.	Describe ability to ensure continuous project performance monitoring, to evaluate the public awareness campaign, and to meet requirement of partnering with DHHS for system evaluation considerations, as required as described in Section IV C and E 1.a.viii 1.c.ii
Bidder Response:	
MGT 3.	Describe approach to organizational structure and ability to meet expectation to provide Organizational chart ability to ensure continuous project management in collaboration with the Division including timely project timeline management, frequent status updates, timely product delivery, and general project implementation, as described in Section IV E 1.a.iv and H
Bidder Response:	

MGT 4.	Describe commitment for any subcontractors and ability to provide oversight, management and quality performance monitoring as indicated in Section IV D, E 1.a.viii
Bidder Response:	
MGT 5.	Describe ability to conform to fiscal operating standards and required procedures as indicated in Section IV D and E 1.a.ii
Bidder Response:	
MGT 6.	Provide additional information as necessary or desired to further demonstrate bidder's proposal per detailed project work plan.
Bidder Response:	

e. DELIVERABLES AND DUE DATES	
DV 1.	Provide information as necessary or desired to further demonstrate bidder's proposal per deliverables and due dates.
Bidder Response:	

B. COST PROPOSAL REQUIREMENTS

This section describes the requirements to be addressed by bidders in preparing the Cost Proposal. The bidder must submit the Cost Proposal in a section of the proposal that is packaged separately as specified in this RFP from the Technical Proposal section.

The component costs of the fixed price proposal, inclusive of all costs, e.g. travel expenses, etc., for providing the services set forth in the Request for Proposal must be provided by submitting forms substantially equivalent to those described below.

1. PRICING SUMMARY

This summary shall present the total fixed price to perform all of the requirements of the Request for Proposal. The bidder must include details in the Cost Proposal supporting any and all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the goods and/or services to be provided, quantities, and timing and unit costs, if applicable.

The State reserves the right to review all aspects of the Cost Proposal for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

2. PRICES

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the Request for Proposal. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

C. PAYMENT SCHEDULE

The payment schedule for the project is tied to specific dates and deliverables. Invoices may be submitted by the contractor on specific dates based on the completion and acceptance of related deliverables. No invoice will be approved unless the associated deliverables have been approved. A percentage of the total contract cost may then be invoiced based on the following schedule.

Invoices are to be submitted to Division for reimbursement no more frequently than monthly seeking reimbursement for actual, allowable expenses and will detail actual expenditures with appropriate documentation when necessary or required. The Division reserves the right to request, inspect and deny payment for which expenditure documentation is not produced, relevant, appropriate or accurate. No invoice will be approved unless the associated deliverables (if applicable) have been approved.

Form A

Bidder Contact Sheet

Request for Proposal Number 3916Z1

Form A should be completed and submitted with each response to this Request for Proposal. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	
Bidder Address:	
Contact Person & Title:	
E-mail Address:	
Telephone Number (Office):	
Telephone Number (Cellular):	
Fax Number:	

Each bidder shall also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	
Bidder Address:	
Contact Person & Title:	
E-mail Address:	
Telephone Number (Office):	
Telephone Number (Cellular):	
Fax Number:	