

**State of Nebraska, Department of Health and Human Services
REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES**

RETURN TO:

DHHS: Central Procurement Services
ATTN: Holly Glasgow & Jennifer
Crouse
PO BOX 94926
Lincoln, NE 68509

SOLICITATION NUMBER	RELEASE DATE
RFP 6215 Z1	January 15, 2020
OPENING DATE AND TIME	PROCUREMENT CONTACT
March 4, 2020 2:00 p.m. Central Time	Jennifer Crouse & Holly Glasgow

**PLEASE READ CAREFULLY!
SCOPE OF SERVICE**

The State of Nebraska (State), Department of Health and Human Services (DHHS), is issuing this Request for Proposal (RFP) Number 6215 Z1 for the purpose of selecting a qualified bidder to provide statewide education and public awareness on the need for organ and tissue donation. A more detailed description can be found in Section V. The resulting contract may not be an exclusive contract as the State reserves the right to contract for the same or similar services from other sources now or in the future.

The term of the contract will be five (5) years commencing upon execution of the contract by the State and the bidder. The Contract includes the option to renew for two (2) additional one (1) year periods upon mutual agreement of the Parties. The State reserves the right to extend the period of this contract beyond the termination date when mutually agreeable to the Parties.

ALL INFORMATION PERTINENT TO THIS REQUEST FOR PROPOSAL CAN BE FOUND ON THE INTERNET AT:
<http://das.nebraska.gov/materiel/purchasing.html>.

IMPORTANT NOTICE: Pursuant to Neb. Rev. Stat. § 84-602.04, State contracts in effect as of January 1, 2014, and contracts entered into thereafter, must be posted to a public website. The resulting contract, the solicitation, and the awarded bidder's proposal or response will be posted to a public website managed by DAS, which can be found at <http://statecontracts.nebraska.gov>.

In addition and in furtherance of the State's public records Statute (Neb. Rev. Stat. § 84-712 et seq.), all proposals or responses received regarding this solicitation will be posted to the State Purchasing Bureau public website.

These postings will include the entire proposal or response. Bidder must request that proprietary information be excluded from the posting. The bidder must identify the proprietary information, mark the proprietary information according to state law, and submit the proprietary information in a separate container or envelope marked conspicuously using an indelible method with the words "PROPRIETARY INFORMATION". The bidder must submit a detailed written document showing that the release of the proprietary information would give a business advantage to named business competitor(s) and explain how the named business competitor(s) will gain an actual business advantage by disclosure of information. The mere assertion that information is proprietary or that a speculative business advantage might be gained is not sufficient. (See Attorney General Opinion No. 92068, April 27, 1992) **THE BIDDER MAY NOT ASSERT THAT THE ENTIRE PROPOSAL IS PROPRIETARY. COST PROPOSALS WILL NOT BE CONSIDERED PROPRIETARY AND ARE A PUBLIC RECORD IN THE STATE OF NEBRASKA.** The State will determine, in its sole discretion, if the disclosure of the information designated by the Bidder as proprietary would 1) give advantage to business competitors and 2) serve no public purpose. The Bidder will be notified of the State's decision. Absent a determination by the State that the information may be withheld pursuant to Neb. Rev. Stat. § 84-712.05, the State will consider all information a public record subject to disclosure.

If the agency determines it is required to release proprietary information, the bidder will be informed. It will be the bidder's responsibility to defend the bidder's asserted interest in non-disclosure.

To facilitate such public postings, with the exception of proprietary information, the State of Nebraska reserves a royalty-free, nonexclusive, and irrevocable right to copy, reproduce, publish, post to a website, or otherwise use any contract, proposal, or response to this solicitation for any purpose, and to authorize others to use the documents. Any individual or entity awarded a contract, or who submits a proposal or response to this solicitation, specifically waives any copyright or other protection the contract, proposal, or response to the solicitation may have; and, acknowledges that they have the ability and authority to enter into such waiver. This reservation and waiver is a prerequisite for submitting a proposal or response to this solicitation, and award of a contract. Failure to agree to the reservation and waiver will result in the proposal or response to the solicitation being found non-responsive and rejected.

Any entity awarded a contract or submitting a proposal or response to the solicitation agrees not to sue, file a claim, or make a demand of any kind, and will indemnify and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials 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, sustained or asserted against the State, arising out of, resulting from, or attributable to the posting of the contract or the proposals and responses to the solicitation, awards, and other documents.

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GLOSSARY OF TERMS

Addendum: Something to be added or deleted to an existing document; a supplement.

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

Agent/Representative: A person authorized to act on behalf of another.

Amend: To alter or change by adding, subtracting, or substituting.

Amendment: A written correction or alteration to a document.

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 solicitation.

Best and Final Offer (BAFO): In a competitive proposal, the final offer submitted which contains the bidder's most favorable terms for price.

Bid Bond: An insurance agreement, accompanied by a monetary commitment, by which a third party (the surety) accepts liability and guarantees that the contractor will not withdraw the bid.

Bidder: A vendor who submits a proposal in response to a written solicitation.

Breach: Violation of a contractual obligation by failing to perform or repudiation of one's own promise.

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

Business Day: Any weekday, except State-recognized holidays.

Calendar Day: Every day shown on the calendar including Saturdays, Sundays, and State/Federal holidays.

Cancellation: To call off or revoke a purchase order without expectation of conducting or performing it at a later time.

Change Order: Document that provides amendments to an executed purchase order or contract.

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

Competition: The effort or action of two or more commercial interests to obtain the same business from third parties.

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 receive.

Contract: An agreement between two or more parties creating obligations that are enforceable or otherwise recognizable at law; the writing that sets forth such an agreement.

Contract Administration: The administration of the contract which includes and is not limited to; contract signing, contract amendments and any necessary legal actions.

Contract Award: Occurs upon execution of the State document titled "Service Contract Award" by the proper authority.

Contract Management: The management of day to day activities at the agency which includes and is not limited to ensuring deliverables are received, specifications are met, handling meetings and making payments to the Contractor.

Contract Period: The duration of the contract.

Contractor: An individual or entity lawfully conducting business in the State, or licensed to do so, who seeks to provide

goods or services under the terms of a written solicitation.

Cooperative Purchasing: The combining of requirements of two or more political entities to obtain advantages of volume purchases, reduction in administrative expenses or other public benefits.

Copyright: A property right in an original work of authorship fixed in any tangible medium of expression, giving the holder the exclusive right to reproduce, adapt and distribute the work.

Customer Service: The process of ensuring customer satisfaction by providing assistance and advice on those products or services provided by the Contractor.

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

Deviation: Any proposed change(s) or alteration(s) to either the terms and conditions or deliverables within the scope of the written solicitation or contract.

DHHS: Nebraska Department of Health and Human Services.

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

Evaluation Committee: Committee(s) appointed by the requesting agency that advises and assists the procuring office in the evaluation of proposals (offers made in response to written solicitations).

Extension: Continuance of a contract for a specified duration upon the agreement of the parties beyond the original Contract Period. Not to be confused with "Renewal Period".

Foreign Corporation: A foreign corporation that was organized and chartered under the laws of another state, government, or country.

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

Interested Party: A person, acting in their personal capacity, or an entity entering into a contract or other agreement creating a legal interest therein.

Invalid Proposal: A proposal that does not meet the requirements of the solicitation or cannot be evaluated against the other proposals.

Late Proposal: An offer received after the Opening Date and Time.

Licensed Software Documentation: The user manuals and any other materials in any form or medium customarily provided by the vendor 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.

Mandatory/Must: Required, compulsory, or obligatory.

May: Discretionary, permitted; used to express possibility.

Must: See Mandatory/Must and Shall/Will/Must.

Non-responsive Proposal: A bid that does not conform to the requirements of the Request for Proposal.

Opening Date and Time: Specified date and time for the public opening of received, labeled, and sealed formal proposals.

Point of Contact (POC): The person designated to receive communications and to communicate.

Pre-Proposal Conference: A meeting scheduled for the purpose of clarifying a written solicitation and related expectations.

Project: The total scheme, program, or method worked out for the accomplishment of an objective, including all documentation, commodities, and services to be provided under the contract.

Proposal: Bidder's response to a solicitation.

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 serves 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) advantaged by release of the information and the demonstrated advantage the named competitor(s) would gain by the release of information.

Protest/Grievance: A complaint about a governmental action or decision related to a solicitation or resultant contract, brought by a bidder who has submitted a proposal response in connection with the award in question, to AS Materiel Division or another designated agency with the intention of achieving a remedial result.

Public Proposal Opening: The process of opening correctly submitted offers at the time and place specified in the written solicitation and in the presence of anyone who wished to attend.

Release Date: The date of public release of the written solicitation to seek offers.

Renewal Period: Optional contract periods subsequent to the original Contract Period for a specified duration with previously agreed to terms and conditions. Not to be confused with Extension.

Request for Proposal (RFP): A written solicitation utilized for obtaining competitive offers.

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

Responsive Bidder: A bidder who has submitted a proposal which conforms to all requirements of the solicitation document.

Shall/Will/Must: An order/command; mandatory.

Should: Expected; suggested, but not necessarily mandatory.

Sole Source – Services: A service of such a unique nature that the vendor selected is clearly and justifiably the only practical source to provide the service. Determination that the vendor selected is justifiably the sole source is based on either the uniqueness of the service or sole availability at the location required.

Specifications: The detailed statement, especially of the measurements, quality, materials, and functional characteristics, or other items to be provided under a contract.

Statutory: These clauses are controlled by state law and are not subject to negotiation.

Subcontractor: Individual or entity with whom the contractor enters a contract to perform a portion of the work awarded to the contractor.

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

Third Party: Any person or entity, including but not limited to fiduciaries, shareholders, owners, officers, managers, employees, legally disinterested persons, and sub-contractors or agents, and their employees. It shall not include any entity or person who is an interested Party to the contract or agreement.

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 by, 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)).

Trademark: A word, phrase, logo, or other graphic symbol used by a manufacturer or contractor to distinguish its product from those of others, registered with the U.S. Patent and Trademark Office.

Vendor Performance Report: A report completed by the using agency and submitted to State Purchasing Bureau documenting products or services delivered or performed which exceed or fail to meet the terms of the purchase order, contract, and/or solicitation specifications.

Vendor: An individual or entity lawfully conducting business in the State.

Will: See Mandatory/Shall/Will/Must.

Work Day: See Business Day.

I. PROCUREMENT PROCEDURE

A. GENERAL INFORMATION

The solicitation is designed to solicit proposals from qualified bidder who will be responsible for providing statewide education and public awareness on the need for organ and tissue donation at a competitive and reasonable cost. Terms and Conditions, Project Description and Scope of Work, and Proposal instructions Requirements may be found in Sections II through VI.

Proposals shall conform to all instructions, conditions, and requirements included in the solicitation. Prospective bidders should carefully examine all documents, schedules, and requirements in this solicitation, and respond to each requirement in the format prescribed. Proposals may be found non-responsive if they do not conform to the solicitation.

B. PROCURING OFFICE AND COMMUNICATION WITH STATE STAFF AND EVALUATORS

Procurement responsibilities related to this solicitation reside with the Department of Health and Human Services. The point of contact (POC) for the procurement is as follows:

Name: Holly Glasgow & Jennifer Crouse
Agency: Department of Health and Human Services
Telephone: 402-471-6082
E-Mail: dhhs.rfpquestions@nebraska.gov

From the date the solicitation is issued until the Intent to Award is issued, communication from the bidder is limited to the POC listed above. After the Intent to Award is issued, the bidder may communicate with individuals the State has designated as responsible for negotiating the contract on behalf of the State. No member of the State Government, employee of the State, or member of the Evaluation Committee is empowered to make binding statements regarding this solicitation. The POC will issue any answers, clarifications or amendments regarding this solicitation in writing. Only the SPB or awarding agency can award a contract. Bidders shall not have any communication with, or attempt to communicate or influence any evaluator involved in this solicitation.

The following exceptions to these restrictions are permitted:

1. Contact made pursuant to pre-existing contracts or obligations;
2. Contact required by the schedule of events or an event scheduled later by the solicitation POC; and
3. Contact required for negotiation and execution of the final contract.

The State reserves the right to reject a bidder's proposal, withdraw an Intent to Award, or terminate a contract if the State determines there has been a violation of these procurement procedures.

C. SCHEDULE OF EVENTS

The State expects to adhere to the procurement schedule shown below, but all dates are approximate and subject to change.

ACTIVITY		DATE/TIME
1.	Release Solicitation	January 15, 2020
2.	Last day to submit written questions	February 3, 2020
3.	State responds to written questions through Solicitation "Addendum" and/or "Amendment" to be posted to the Internet at: http://das.nebraska.gov/materiel/purchase_bureau/vendor/agency-rfp.html	February 18, 2020
4.	Proposal Opening Location: Department of Health and Human Services 301 Centennial Mall South 3rd Floor Reception Lincoln, NE 68508	March 4, 2020 2:00 PM Central Time
5.	Review for conformance to solicitation requirements	March 4, 2020
6.	Evaluation period	March 5 – March 25, 2020
7.	"Oral Interviews/Presentations and/or Demonstrations" (if required)	TBD
8.	Post "Notification of Intent to Award" to Internet at: http://das.nebraska.gov/materiel/purchase_bureau/vendor/agency-rfp.html	May 15, 2020
9.	Contract finalization period	May 18 – June 15, 2020
10.	Contract award	June 15, 2020
11.	Contractor start date	July 1, 2020

D. WRITTEN QUESTIONS AND ANSWERS

Questions regarding the meaning or interpretation of any solicitation provision must be submitted in writing to the Department of Health and Human Services and clearly marked "RFP Number 6215 Z1; statewide education and public awareness on the need for organ and tissue donation Questions". The POC is not obligated to respond to questions that are received late per the Schedule of Events.

Bidders should present, as questions, any assumptions upon which the bidder's proposal is or might be developed. Proposals will be evaluated without consideration of any known or unknown assumptions of a bidder. The contract will not incorporate any known or unknown assumptions of a bidder.

It is preferred that questions be sent via e-mail to dhhs.rfpquestions@nebraska.gov, but may be delivered by hand or by U.S. Mail. It is recommended that bidders submit questions using the following format.

Solicitation Section Reference	Solicitation Page Number	Question

Written answers will be posted at http://das.nebraska.gov/materiel/purchase_bureau/vendor/agency-rfp.html per the Schedule of Events.

E. SECRETARY OF STATE/TAX COMMISSIONER REGISTRATION REQUIREMENTS (Statutory)

All bidders must be authorized to transact business in the State of Nebraska and comply with all Nebraska Secretary of State Registration requirements. The bidder who is the recipient of an Intent to Award may be required to certify that it has complied and produce a true and exact copy of its current (within ninety (90) calendar days of the intent to award) Certificate or Letter of Good Standing, or in the case of a sole proprietorship, provide written documentation of sole proprietorship and complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>. This must be accomplished prior to execution of the contract.

F. ETHICS IN PUBLIC CONTRACTING

The State reserves the right to reject proposals, withdraw an intent to award or award, or terminate a contract if a bidder commits or has committed ethical violations, which include, but are not limited to:

1. Offering or giving, directly or indirectly, a bribe, fee, commission, compensation, gift, gratuity, or anything of value to any person or entity in an attempt to influence the bidding process;
2. Utilize the services of lobbyists, attorneys, political activists, or consultants to influence or subvert the bidding process;
3. Being considered for, presently being, or becoming debarred, suspended, ineligible, or excluded from contracting with any state or federal entity;
4. Submitting a proposal on behalf of another Party or entity; and
5. Collude with any person or entity to influence the bidding process, submit sham proposals, preclude bidding, fix pricing or costs, create an unfair advantage, subvert the proposal, or prejudice the State.

The bidder shall include this clause in any subcontract entered into for the exclusive purpose of performing this contract.

Bidder shall have an affirmative duty to report any violations of this clause by the bidder throughout the bidding process, and throughout the term of this contract for the successful bidder and their subcontractors.

G. DEVIATIONS FROM THE REQUEST FOR PROPOSAL

The requirements contained in the solicitation (Sections II thru VI) become a part of the terms and conditions of the contract resulting from this solicitation. Any deviations from the solicitation in Sections II through VI 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 solicitation, requirements, or applicable state or federal laws or statutes. "Deviation", for the purposes of this solicitation, means any proposed changes or alterations to either the contractual language or deliverables within the scope of this solicitation. The State discourages deviations and reserves the right to reject proposed deviations.

H. SUBMISSION OF PROPOSALS

Bidders should submit one proposal marked on the first page: "ORIGINAL". If multiple proposals are submitted, the State will retain one copy marked "ORIGINAL" and destroy the other copies. The bidder is solely responsible for any variance between the copies submitted. Proposal responses should include the completed Form A, "Bidder Point of Contact". Proposals must reference the RFP number and be sent to the specified address. Please note

that the address label including the RFP number should appear on the face of each container or bidder's proposal response packet.

United States Postal Services (USPS) delivered proposal responses shall be mailed to:

ATTN: Holly Glasgow & Jennifer Crouse
DHHS - Central Procurement Services
PO BOX 94926
Lincoln, NE 68509

Hand delivered proposal responses or responses delivered by Federal Express (FedEx), United Parcel Service (UPS), etc. shall be delivered to:

ATTN: Holly Glasgow & Jennifer Crouse
DHHS - 3rd Floor Reception Desk
301 Centennial Mall South
Lincoln, NE 68509

If a recipient phone number is required for delivery purposes, 402-471-6082 should be used. The RFP number should be included in all correspondence. The State will not furnish packaging or sealing materials. It is the bidder's responsibility to ensure the solicitation is received in a sealed envelope or container and submitted by the date and time indicated in the Schedule of Events. Sealed proposals must be received in by the Department of Health and Human Services by the date and time of the proposal opening per the Schedule of Events.

The Request for Proposal form must be manually signed in an indelible manner and returned by the proposal opening date and time along with the bidder's Request for Proposal and any other requirements as stated in the Request for Proposal document in order for the bidder's Request for Proposal response to be evaluated.

It is the responsibility of the bidder to check the website for all information relevant to this Request for Proposal to include addenda and/or amendments issued prior to the opening date. Website address is as follows: http://das.nebraska.gov/materiel/purchase_bureau/vendor/agency-rfp.html.

Emphasis should be concentrated on conformance to the solicitation 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 the State reserves the right to reject the proposal as non-responsive.

By signing the "Request for Proposal for Contractual Services" form, the contractor guarantees compliance with the provisions stated in this solicitation.

The Technical and Budget Proposals Template should be presented in separate sections (loose-leaf binders are preferred) on standard 8 ½" x 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 should be numbered consecutively within sections and be referenced in the text by the number within the section, and should be placed as close as possible to the referencing text. Bidder must use the State's Budget Proposal Form.

I. PROPOSAL PREPARATION COSTS

The State shall not incur any liability for any costs incurred by bidders in replying to this solicitation, including any activity related to bidding on this solicitation.

J. FAILURE TO COMPLY WITH REQUEST FOR PROPOSAL

Violation of the terms and conditions contained in this solicitation 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. Withdrawal of the Intent to Award;
3. Withdrawal of the Award;
4. Negative Vendor Performance Report(s)
5. Termination of the resulting contract;
6. Legal action; and
7. 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.

K. PROPOSAL CORRECTIONS

A bidder may correct a mistake in a proposal prior to the time of opening by giving written notice to the State of intent to withdraw the proposal for modification or to withdraw the proposal completely. Changing a proposal after opening may be permitted if the change is made to correct a minor error that does not affect price, quantity, quality, delivery, or contractual conditions. In case of a mathematical error in extension of price, unit price shall govern.

L. LATE PROPOSALS

Proposals received after the time and date of the proposal opening will be considered late proposals. Late proposals will be returned unopened, if requested by the bidder and at bidder's expense. The State is not responsible for proposals that are late or lost regardless of cause or fault.

M. PROPOSAL OPENING

The opening of proposals will be public and the bidders will be announced. Proposals **WILL NOT** be available for viewing by those present at the proposal opening. Proposals will be posted to the State Purchasing Bureau website once an Intent to Award has been posted to the website. Information identified as proprietary by the submitting bidder, in accordance with the solicitation and state statute, will not be posted. If the state determines submitted information should not be withheld, in accordance with the [Public Records Act](#), or if ordered to release any withheld information, said information may then be released. The submitting bidder will be notified of the release and it shall be the obligation of the submitting bidder to take further action, if it believes the information should not be released. (See RFP signature page for further details) Bidders may contact the State to schedule an appointment for viewing proposals after the Intent to Award has been posted to the website. Once proposals are opened, they become the property of the State of Nebraska and will not be returned.

N. REQUEST FOR PROPOSAL REQUIREMENTS

The proposals will first be examined to determine if all requirements listed below have been addressed and whether further evaluation is warranted. Proposals not meeting the requirements may be rejected as non-responsive. The requirements are:

1. Original Request for Proposal for Contractual Services form signed using an indelible method;
2. Clarity and responsiveness of the proposal;
3. Completed Corporate Overview;
4. Completed Sections II through VI;
5. Completed Technical Approach; and
6. Completed State Budget Proposal.

O. EVALUATION COMMITTEE

Proposals are evaluated by members of an Evaluation Committee(s). The Evaluation Committee(s) will consist of individuals selected at the discretion of the State. Names of the members of the Evaluation Committee(s) will not be published prior to the intent to award.

Any contact, attempted contact, or attempt to influence an evaluator that is involved with this solicitation may result in the rejection of this proposal and further administrative actions.

P. EVALUATION OF PROPOSALS

All proposals that are responsive to the solicitation will be evaluated. Each evaluation category will have a maximum 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. Corporate Overview should 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 solicitation;
 - 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 vendor performance on prior contracts;
 - e. such other information that may be secured and that has a bearing on the decision to award the contract;
2. Technical Approach; and,
3. Budget Proposal.

Neb. Rev. Stat. §81-161 allows the quality of performance of previous contracts to be considered when evaluating responses to competitively bid solicitations in determining the lowest responsible bidder. Information obtained from any Vendor Performance Report (See Terms & Conditions, Section H) may be used in evaluating responses to solicitations for goods and services to determine the best value for the State.

Neb. Rev. Stat. §73-107 allows for a preference for a resident disabled veteran or business located in a designated enterprise zone. When a state contract is to be awarded to the lowest responsible bidder, a resident disabled veteran or a business located in a designated enterprise zone under the Enterprise Zone Act shall be allowed a preference over any other resident or nonresident bidder, if all other factors are equal.

Resident disabled veterans means any person (a) who resides in the State of Nebraska, who served in the United States Armed Forces, including any reserve component or the National Guard, who was discharged or otherwise separated with a characterization of honorable or general (under honorable conditions), and who possesses a disability rating letter issued by the United States Department of Veterans Affairs establishing a service-connected disability or a disability determination from the United States Department of Defense and (b)(i) who owns and controls a business or, in the case of a publicly owned business, more than fifty percent of the stock is owned by one or more persons described in subdivision (a) of this subsection and (ii) the management and daily business operations of the business are controlled by one or more persons described in subdivision(a) of this subsection. Any contract entered into without compliance with this section shall be null and void.

Therefore, if a resident disabled veteran or business located in a designated enterprise zone submits a proposal in accordance with Neb. Rev. Stat. §73-107 and has so indicated on the solicitation cover page under "Bidder must complete the following" requesting priority/preference to be considered in the award of this contract, the following will need to be submitted by the bidder within ten (10) business days of request:

1. Documentation from the United States Armed Forces confirming service;
2. Documentation of discharge or otherwise separated characterization of honorable or general (under honorable conditions);
3. Disability rating letter issued by the United States Department of Veterans Affairs establishing a service-connected disability or a disability determination from the United States Department of Defense; and
4. Documentation which shows ownership and control of a business or, in the case of a publicly owned business, more than fifty percent of the stock is owned by one or more persons described in subdivision (a) of this subsection; and the management and daily business operations of the business are controlled by one or more persons described in subdivision (a) of this subsection.

Failure to submit the requested documentation within ten (10) business days of notice will disqualify the bidder from consideration of the preference.

Evaluation criteria will be released with the solicitation.

Q. ORAL INTERVIEWS/PRESENTATIONS AND/OR DEMONSTRATIONS

The State may determine after the completion of the Technical and Budget Proposal evaluation that oral interviews/presentations and/or demonstrations are required. Every bidder may not be given an opportunity to interview/present and/or give demonstrations; the State reserves the right, in its discretion, to select only the top scoring bidders to present/give oral interviews. The scores from the oral interviews/presentations and/or demonstrations will be added to the scores from the Technical and Budget 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, identified in their proposal, 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. Only representatives of the State and the presenting contractor will be permitted to attend the oral interviews/presentations and/or demonstrations. A written copy or summary of the presentation, and demonstrative information (such as briefing charts, et cetera) may be offered by the bidder, but the State reserves the right to refuse or not consider the offered materials. Bidders shall not be allowed to alter or amend their proposals.

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

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.

R. BEST AND FINAL OFFER

If best and final offers (BAFO) are requested by the State and submitted by the bidder, they will be evaluated (using the stated BAFO criteria), scored, and ranked by the Evaluation Committee. The State reserves the right to conduct more than one Best and Final Offer. 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.

S. REFERENCE AND CREDIT CHECKS

The State reserves the right to conduct and consider reference and credit checks. The State reserves the right to use third parties to conduct reference and credit checks. By submitting a proposal in response to this solicitation, 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. Reference and credit checks may be grounds to reject a proposal, withdraw an intent to award, or rescind the award of a contract.

T. AWARD

The State reserves the right to evaluate proposals and award contracts in a manner utilizing criteria selected at the State's discretion and in the State's best interest. After evaluation of the proposals, or at any point in the solicitation process, the State of Nebraska may take one or more of the following actions:

1. Amend the solicitation;
2. Extend the time of or establish a new proposal opening time;
3. Waive deviations or errors in the State's solicitation process and in bidder proposals that are not material, do not compromise the solicitation process or a bidder's proposal, and do not improve a bidder's competitive position;
4. Accept or reject a portion of or all of a proposal;
5. Accept or reject all proposals;
6. Withdraw the solicitation;
7. Elect to rebid the solicitation;
8. Award single lines or multiple lines to one or more bidders; or,
9. Award one or more all-inclusive contracts.

The solicitation does not commit the State to award a contract. Once intent to award decision has been determined, it will be posted to the Internet at:

http://das.nebraska.gov/materiel/purchase_bureau/vendor/agency-rfp.html

Any protests must be filed by a bidder within ten (10) business days after the intent to award decision is posted to the Internet. Grievance and protest procedure is available on the Internet at:

<http://dhhs.ne.gov/Pages/Grants-and-Contract-Opportunities.aspx>

U. ALTERNATE/EQUIVALENT PROPOSALS

Bidder may offer proposals which are at variance from the express specifications of the solicitation. The State reserves the right to consider and accept such proposals if, in the judgment of the Materiel Administrator, the proposal will result in goods and/or services equivalent to or better than those which would be supplied in the original proposal specifications. Bidder must indicate on the solicitation the manufacturer's name, number and shall submit with their proposal, sketches, descriptive literature and/or complete specifications. Reference to literature submitted with a previous proposal will not satisfy this provision. Proposals which do not comply with these requirements are subject to rejection. In the absence of any stated deviation or exception, the proposal will be accepted as in strict compliance with all terms, conditions and specification, and the bidder shall be held liable therefore.

V. LUMP SUM OR "ALL OR NONE" PROPOSALS

The State reserves the right to purchase item-by-item, by groups or as a total when the State may benefit by so doing. Bidders may submit a proposal on an "all or none" or "lump sum" basis, but should also submit a proposal on an item-by-item basis. The term "all or none" means a conditional proposal which requires the purchase of all items on which proposals are offered and bidder declines to accept award on individual items; a "lump sum" proposal is one in which the bidder offers a lower price than the sum of the individual proposals if all items are purchased, but agrees to deliver individual items at the prices quoted.

W. EMAIL SUBMISSIONS

The Department of Health and Human Services will not accept proposals by email, electronic, voice, or telephone except for one-time purchases under \$50,000.00.

X. REJECTION OF PROPOSALS

The State reserves the right to reject any or all proposals, wholly or in part, in the best interest of the State.

Y. RESIDENT BIDDER

Pursuant to Neb. Rev. Stat. §§ 73-101.01 through 73-101.02, a Resident Bidder shall be allowed a preference against a Non-resident Bidder from a state which gives or requires a preference to Bidders from that state. The preference shall be equal to the preference given or required by the state of the Nonresident Bidders. The provision of this preference shall not apply to any contract for any project upon which federal funds would be withheld because of the provisions of this preference.

II. TERMS AND CONDITIONS

Bidders should complete Sections II through VI as part of their proposal. Bidders should read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the solicitation, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this solicitation. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this solicitation.

Bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

The contract resulting from this solicitation shall incorporate the following documents:

1. Request for Proposal and Addenda;
2. Amendments to the solicitation;
3. Questions and Answers;
4. Bidder's proposal (Solicitation and properly submitted documents);
5. The executed Contract and Addendum One to Contract, if applicable; and,
6. Amendments/Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future 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) Amendment to the executed Contract with the most recent dated amendment having the highest priority, 2) executed Contract and any attached Addenda, 3) Amendments to solicitation and any Questions and Answers, 4) the original solicitation document and any Addenda, and 5) the bidder's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract 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 below, 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 five (5) calendar days following deposit in the mail.

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.

C. BUYER'S REPRESENTATIVE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

The State reserves the right to appoint a Buyer's Representative to manage [or assist the Buyer in managing] the contract on behalf of the State. The Buyer's Representative will be appointed in writing, and the appointment document will specify the extent of the Buyer's Representative authority and responsibilities. If a Buyer's Representative is appointed, the Contractor will be provided a copy of the appointment document, and is required to cooperate accordingly with the Buyer's Representative. The Buyer's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. GOVERNING LAW (Statutory)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state and federal laws, ordinances, rules, orders, and regulations.

E. BEGINNING OF WORK

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:

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

F. AMENDMENT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

This Contract may be amended in writing, within scope, upon the agreement of both parties.

G. CHANGE ORDERS OR SUBSTITUTIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the solicitation. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

H. VENDOR PERFORMANCE REPORT(S)

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The State may document any instance(s) of products or services delivered or performed which exceed or fail to meet the terms of the purchase order, contract, and/or solicitation specifications. The Department of Health and Human Services may contact the Vendor regarding any such report. Vendor performance report(s) will become a part of the permanent record of the Vendor.

I. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

J. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the 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. OR In case of breach by the Contractor, the State may, without unreasonable delay, make a good faith effort to make a reasonable purchase or contract to purchased goods in substitution of those due from the contractor. The State may recover from the Contractor as damages the difference between the costs of covering the breach. Notwithstanding any clause to the contrary, the State may also recover the contract price together with any incidental or consequential damages defined in UCC Section 2-715, but less expenses saved in consequence of Contractor's breach.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

K. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

L. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within	NOTES/COMMENTS:

		Solicitation Response (Initial)	
ASH			

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 provision held to be invalid or illegal.

M. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials (“the indemnified parties”) from and against any and all third party 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 for personal injury, death, or property loss or damage, 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, resulting from this contract, 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 (Optional)

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 solicitation.

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, including subcontractor’s and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (§ 81-8,294), Tort (§ 81-8,209), and Contract Claim Acts (§ 81-8,302), as

outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. ALL REMEDIES AT LAW

Nothing in this agreement shall be construed as an indemnification by one Party of the other for liabilities of a Party or third parties for property loss or damage or death or personal injury arising out of and during the performance of this contract. Any liabilities or claims for property loss or damages or for death or personal injury by a Party or its agents, employees, contractors or assigns or by third persons, shall be determined according to applicable law.

6. The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

N. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASN			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if ordered by the court, including attorney's fees and costs, if the other Party prevails.

O. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

P. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS OF THE STATE OR ANOTHER STATE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be

contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

The Contractor may, but shall not be required to, allow other states, agencies or divisions of other states, or political subdivisions of other states to use this contract. The terms and conditions, including price, of this contract shall apply to any such contract, but may be amended upon mutual consent of the Parties. The State of Nebraska shall not be contractually or otherwise obligated or liable under any contract entered into pursuant to this clause. The State shall be notified if a contract is executed based upon this contract.

Q. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other Party, and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

R. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASH			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their 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 by 5 U.S.C. 552a (m)(1), provides that any officer or employee, 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.

S. OFFICE OF PUBLIC COUNSEL (Statutory)

If it provides, under the terms of this contract and on behalf of the State of Nebraska, health and human services to individuals; service delivery; service coordination; or case management, Contractor shall submit to the jurisdiction of the Office of Public Counsel, pursuant to Neb. Rev. Stat. §§ 81-8,240 et seq. This section shall survive the termination of this contract.

T. LONG-TERM CARE OMBUDSMAN (Statutory)

Contractor must comply with the Long-Term Care Ombudsman Act, per Neb. Rev. Stat. §§ 81-2237 et seq. This section shall survive the termination of this contract.

U. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

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 thirty (30) calendar day's 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 termination 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) calendar 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; and,
 - i. In the event funding is no longer available.

V. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor Contractor, person or entity in the assumption of any or all of the obligations of this contract;

5. Cooperate with any successor Contactor, person or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASX			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor, and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and 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 that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law;
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees)

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the bidder'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.

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

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any Subcontractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of 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 an 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 <http://das.nebraska.gov/materiel/purchasing.html>
2. The completed United States Attestation Form should be submitted with the solicitation response.
3. 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.
4. 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.

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

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, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, 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 goods and services to be covered by any contract resulting from this solicitation.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals, and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. DISCOUNTS

Prices quoted shall be inclusive of ALL trade discounts. Cash discount terms of less than thirty (30) days will not be considered as part of the proposal. Cash discount periods will be computed from the date of receipt of a properly

executed claim voucher or the date of completion of delivery of all items in a satisfactory condition, whichever is later.

F. PRICES

Prices submitted on the Budget Proposal form, Project Rates rate card, once accepted by the State, shall remain fixed for the first three years of the contract. Any request for a price increase subsequent to the first three years of the contract shall not exceed five percent (5%) of the price proposed for the period. Increases shall not be cumulative and will only apply to that period of the contract. The request for a price increase must be submitted in writing to the Department of Health and Human Services a minimum of 120 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

The State reserves the right to deny any requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.

The State will be given full proportionate benefit of any decreases for the term of the contract.

G. COST CLARIFICATION

The State reserves the right to review all aspects of cost 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.

H. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASM			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

I. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

J. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:

ASK			
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The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor;
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any Subcontractor to commence work until the Subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within one (1) years of termination or expiration of the contract, the contractor shall obtain an extended discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and one (1) years following termination or expiration of the contract.

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.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

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. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

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 Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE		
COMMERCIAL GENERAL LIABILITY		
General Aggregate		\$2,000,000
Products/Completed Operations Aggregate		\$2,000,000
Personal/Advertising Injury		\$1,000,000 per occurrence
Bodily Injury/Property Damage		\$1,000,000 per occurrence
Medical Payments		\$10,000 any one person
Damage to Rented Premises (Fire)		\$50,000 each occurrence
Contractual		Included
XCU Liability (Explosion, Collapse, and Underground Damage)		Included
Independent Contractors		Included
Abuse & Molestation		Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>		
WORKER'S COMPENSATION		
Employers Liability Limits		\$500K/\$500K/\$500K
Statutory Limits- All States		Statutory - State of Nebraska
USL&H Endorsement		Statutory
Voluntary Compensation		Statutory
COMMERCIAL AUTOMOBILE LIABILITY		
Bodily Injury/Property Damage		\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability		Included
Motor Carrier Act Endorsement		Where Applicable
UMBRELLA/EXCESS LIABILITY		
Over Primary Insurance		\$2,000,000 per occurrence
MANDATORY COI SUBROGATION WAIVER LANGUAGE		
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."		
MANDATORY COI LIABILITY WAIVER LANGUAGE		
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."		

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

Agency: DHHS Organ and Tissue Donation
 Attn: Program Manager
 301 Centennial Mall South
 Lincoln, NE 68509

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.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

K. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

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.

L. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

M. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

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 goods or services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

N. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Statutory)

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

O. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within	NOTES/COMMENTS:

		Solicitation Response (Initial)	
ASK			

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

P. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

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.

Q. WARRANTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees and costs.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)

Neb. Rev. Stat. §§81-2403 states, “[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency.”

B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. If an invoice is due at the same time as a bi-annual narrative report, invoice processing will be held until a satisfactory narrative report is received. Invoices shall be submitted quarterly via email to the contract manager.

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.

D. PAYMENT (Statutory)

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2403). 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 goods and services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

E. LATE PAYMENT (Statutory)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408).

F. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS (Statutory)

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. 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.

G. RIGHT TO AUDIT (First Paragraph is Statutory)

The State shall have the right to audit the Contractor's performance of this contract upon a thirty (30) days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract. (Neb. Rev. Stat. §84-304 et seq.) The State may audit and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract,

regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of contractor's business operations, nor will contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to contractor.

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
ASK			

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (0.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

V. PROJECT DESCRIPTION AND SCOPE OF WORK

The contractor should provide the following information in response to this solicitation.

A. PROJECT OVERVIEW

The Nebraska Organ and Tissue Donor Awareness and Education Fund was authorized under Neb. Rev. Stat. §60-495 and went into effect on January 1, 2000. The purpose of the Fund is to provide Nebraskans the opportunity to voluntarily donate \$1.00 at the time they obtain or renew their driver's license. The funds are used to educate all Nebraskans on the benefits of organ and tissue donation. Due to the fluidity of the monetary donations, the annual allocation amount has the potential to increase or decrease, with a starting annual amount of \$40,000.00 (forty thousand dollars).

B. SCOPE OF WORK

DHHS is seeking a qualified Contractor to provide strategic marketing to carry out a campaign to raise awareness about the benefits of organ and tissue donation to Nebraska residents. The campaign may include advertising, promotion, education and public relations in a variety of formats. The campaign may also encompass reaching out to television and radio stations, producing print and electronic advertising materials and utilizing websites and other online marketing opportunities. Select materials should be available in languages other than English. Due to the fluid nature of this solicitation and the resulting Contract, the percentage of time spent on the items delineated in the solicitation may change, with greater emphasis being put on different areas at different times.

1. CHANGE MANAGEMENT

This solicitation is for services that are fluid in nature. As such, there will be natural project dynamics built into the process as well as outside change management that will need to be addressed. (See Form C Project Rates)

a. NATURAL PROJECT DYNAMICS

Due to the dynamic nature of this solicitation and the resulting Contract, the percentage of time spent on the items delineated in this solicitation will be fluid, with greater emphasis being put on different areas at different times. This is considered a normal part of the services being contracted for and shall be included in the proposed fixed price.

b. OUTSIDE CHANGE MANAGEMENT

There may arise from time to time a need for work not originally delineated in this solicitation but considered within the scope of work as it relates to technology. This additional work may stem from legislative mandates, emerging technologies, and/or secondary research not otherwise addressed in this solicitation or known at the time this solicitation was issued.

c. CHANGE MANAGEMENT PROCESS

The Contractor may submit Change Orders which fall under, outside change management as described above. DHHS reserves the right to modify the Change Order prior to acknowledging and accepting it in writing before any additional work is undertaken. Each Change Order Request submitted by the Contractor will:

- i. Provide a clear description of what is included in each change request.
- ii. Delineate impacts to the project's scope or budget.
- iii. Support the Change Management Process by estimating impacts, investigating solutions, identifying alternatives, participating in the decision-making process, and implementing the agreed-upon solution.

C. WORK PLAN

1. Contractor must provide a one (1) year media plan, including a summary of the plan, description of the overall goals and objectives, types of interventions to be implemented, who will complete the tasks, and the time frame of when objectives will be completed.
2. Contractor must describe the effectiveness of activities outlined in the media plan, how the effectiveness will be measured and how the media plan will be monitored and evaluated.
3. Contractor must describe its process to determine how materials will be created and the media avenues that will be utilized to target non-English speaking populations.
4. Contractor must describe its annual process for assessing and modifying (when needed) the media plan.
5. Contractor must provide a list any other entities that may collaborate in the implementation of the plan or work.

D. TECHNICAL REQUIREMENTS

Contractor must respond completely and succinctly to the following requirements which relate directly to the program elements described in Section V. C. Work Plan and Section V. F. Deliverables.

1. Provide a detailed one-year media plan.
2. Describe Contractor's capacity to implement the media plan, including present and past activities with the target population.
3. Describe the Contractor's bi-annual (July – December and January – June) narrative reports which will be submitted to DHHS. Bi-annual reports will be due to DHHS no later than 30 days after the end of each bi-annual period. The reports will include a brief narrative summary of campaign activities developed or initiated during the six-months just completed as well as other pertinent information. DHHS reserves the right to modify any narrative reporting requirement. If an invoice is due at the same time as a narrative report, invoice processing will be held until a satisfactory narrative report is received.
4. List and describe new and additional campaign strategies that may not be captured above.

E. CONTRACTOR REQUIREMENTS

1. PLANNING/ADMINISTRATION

The Contractor must provide an annual media plan by November 1 of each year. The plan is created in conjunction with DHHS and approved by DHHS prior to implementation.

- a. The Contractor must be accessible to DHHS staff and respond to inquiries via phone or email within three (3) State business days.
- b. The Contractor must provide bi-annual narrative reports as noted in Section V. D. Technical Requirements #3.

2. PRODUCTION

The Contractor must produce media and informational materials as needed and approved by DHHS. Deadlines will be provided by DHHS.

- a. When media and informational materials are created, the Contractor will provide a Creative Brief and cost estimate to DHHS prior to the start of work on each project. The Creative Brief and cost estimate must be approved by DHHS prior to the start of work.
- b. Provide a template of the Creative Brief as part of the Proposal response.

3. IMPLEMENTATION/PLACEMENT

- a. The Contractor must implement the DHHS approved annual media plan by communicating with vendors to place media.
- b. The Contractor must evaluate the effectiveness of the annual media plan and recommend changes to DHHS as appropriate.

4. EVALUATION

When requested by DHHS, focus groups or surveys, or similar evaluation methods, may be required to determine the effectiveness of production efforts.

VI. PROPOSAL INSTRUCTIONS

This section documents the requirements that should be met by bidders in preparing the Technical and Budget 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 Corporate Overview, Technical and Budget Proposal are presented separately in the following subdivisions; format and order:

A. PROPOSAL SUBMISSION

1. CORPORATE OVERVIEW

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

a. BIDDER IDENTIFICATION AND INFORMATION

The bidder should 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 and whether the name and form of organization has changed since first organized.

b. FINANCIAL STATEMENTS

The bidder should provide financial statements applicable to the firm. If publicly held, the bidder should 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, should 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 should 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.

The State may elect to use a third party to conduct credit checks as part of the corporate overview evaluation.

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 should describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded bidder(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 should be identified.

e. RELATIONSHIPS WITH THE STATE

The bidder should describe any dealings with the State over the previous five (5) years. If the organization, its predecessor, or any Party named in the bidder's proposal response has contracted with the State, the bidder should 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 six (6) 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 should provide a summary matrix listing the bidder's previous projects similar to this solicitation 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 should address the following:

- i. Provide narrative descriptions to highlight the similarities between the bidder's experience providing strategic marketing services, including, but not limited to, advertising, promotion, education and public relations services, and this solicitation. These descriptions should include:
 - a) The time period of the project;
 - b) The scheduled and actual completion dates;
 - c) The bidder'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 should identify whether the work was performed as the prime Contractor or as a Subcontractor. If a contractor performed as the prime Contractor, the description should 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 should be listed separately. Narrative descriptions submitted for Subcontractors should be specifically identified as Subcontractor projects.
- iii. If the work was performed as a Subcontractor, the narrative description should identify the same information as requested for the Contractors above. In addition, Subcontractors should 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 should present a detailed description of its proposed approach to the management of the project.

The bidder should identify the specific professionals who will work on the State's project if their company is awarded the contract resulting from this solicitation. The names and titles of the team proposed for assignment to the State project should 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 should provide resumes for all personnel proposed 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 solicitation in addition to assessing the experience of specific individuals.

Resumes should not be longer than three (3) pages. Resumes should 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 should 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.

2. TECHNICAL APPROACH

The technical approach section of the Technical Proposal should consist of the following subsections:

- a. Understanding of the project requirements;
- b. Technical considerations; and
- c. Detailed project work plan.

B. BUDGET PROPOSAL REQUIREMENTS

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

The component costs of the fixed price proposal 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 Budget 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 Budget 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.

3. PROJECT RATES

DHHS includes natural project dynamics as part of the responsibilities of the Contractor within the fixed price. DHHS requires the following pricing approach be used when addressing Change Management tasks and activities:

- a. DHHS requires the bidder to support projects to change the system in each year of operations. The annual Change Management pricing and budgets must be developed in the response to this RFP.
- b. The hourly rate is to be used only for time spent directly on DHHS-approved Change Order Requests. Invoices must clearly identify the change project, the staff involved, and the hourly rate established in the RFP response.

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.

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Solicitation, and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free work place.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

ASK NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this Solicitation.

ASK I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

ASK I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED USING AN INDELIBLE METHOD (NOT ELECTRONICALLY)

FIRM:	redthread
COMPLETE ADDRESS:	201 N. 7th St Lincoln, NE 68508
TELEPHONE NUMBER:	531-500-3883
FAX NUMBER:	
DATE:	March 4, 2020
SIGNATURE:	
TYPED NAME & TITLE OF SIGNER:	Adam Kroft

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

ORIGINAL
RFP 6156 Z1

Proposal By:

redthread

Project:

Department of Health and Human Services

Organ and Tissue Donor Campaign



A. Proposal Submission

1. Corporate Overview

a. Contractor Identification and Information

Red Thread Creative, LLC DBA redthread
201 North 7th Street Suite 208
Lincoln, NE 68508

redthread is organized to do business in the state of Nebraska. redthread was first organized to do business in 2014. Red Thread Creative, LLC was previously Red Thread Solutions, LLC and was changed in 2016.



redthread Company Photo: February 2019

b. Financial Statements

Profit and loss statement: January - December 2017

	TOTAL		TOTAL
Income		NET OTHER INCOME	\$ -2,404.40
Billable Expense Income	701,225.83	NET INCOME	\$388,993.66
Refund	7,430.51		
Sales	-22.22		
Unapplied Cash Payment Income	1,616.00		
Uncategorized Income	2.64		
Total Income	\$710,252.76		
GROSS PROFIT	\$710,252.76		
Expenses			
Advertising & Marketing	2,611.10		
Bank Charges & Fees	407.23		
Charitable Contributions	766.00		
Client Expenses	59,889.94		
Contractors	18,217.00		
Employee Benefits	4,227.64		
Insurance	11,879.38		
Interest Paid	-77.40		
Job Supplies	162.63		
Legal & Professional Services	6,926.00		
Meals & Drinks	298.24		
Meals & Entertainment (deleted)	4,040.09		
Office Supplies & Software	6,957.90		
Other Business Expenses	23,011.33		
Parking and Tolls	87.51		
Payroll Expenses			
Company Contributions			
Health Insurance	1,525.86		
Total Company Contributions	1,525.86		
Taxes	6,706.87		
Wages	74,906.10		
Total Payroll Expenses	83,138.83		
Reimbursable Expenses	1,001.95		
Reimbursements	1,236.70		
Rent & Lease	21,573.16		
Salaries & Wages	41,125.72		
Taxes & Licenses	28,277.40		
Travel	1,228.51		
Utilities	1,867.84		
Total Expenses	\$318,854.70		
NET OPERATING INCOME	\$391,398.06		
Other Expenses			
Reconciliation Discrepancies	2,404.40		
Total Other Expenses	\$2,404.40		

b. Financial Statements

Profit and loss statement: January - December 2018

	TOTAL		TOTAL
Income		Travel	4,726.14
Billable Expense Income	1,246,838.57	Utilities	3,140.16
PayPal Sales	60.00	Total Expenses	\$995,533.36
Refund	4,172.03	NET OPERATING INCOME	\$283,227.14
Sales	15,930.95	Other Expenses	
Sales of Product Income	3,720.00	Other Miscellaneous Expense	307.00
Unapplied Cash Payment Income	5,039.60	Reconciliation Discrepancies	730.70
Uncategorized Income	2,999.35	Total Other Expenses	\$1,037.70
Total Income	\$1,278,760.50	NET OTHER INCOME	\$ -1,037.70
GROSS PROFIT	\$1,278,760.50	NET INCOME	\$282,189.44
Expenses			
Advertising & Marketing	967.86		
Bank Charges & Fees	588.59		
Car & Truck	86.16		
Charitable Contributions	2,331.99		
Client Expenses	148,863.65		
Contractors	28,780.10		
Employee Benefits	14,156.65		
Insurance	29,957.39		
Interest Paid	-210.87		
Job Supplies	6,578.86		
Legal & Professional Services	36,837.19		
Meals & Drinks	118.63		
Meals & Entertainment (deleted)	12,188.75		
Office Supplies & Software	37,589.37		
Other Business Expenses	67,084.28		
Parking and Tolls	404.53		
PayPal Fees	53.07		
Payroll Expenses	200.00		
Company Contributions			
Health Insurance	4,456.23		
Total Company Contributions	4,456.23		
Taxes	22,390.46		
Wages	525,644.19		
Total Payroll Expenses	552,690.88		
Property Tax	316.38		
Reimbursable Expenses	4,631.00		
Reimbursements	10,872.93		
Rent & Lease	20,310.63		
Repairs & Maintenance	121.90		
Salaries & Wages	138.35		
Subscriptions	198.00		
Taxes & Licenses	12,010.79		

b. Financial Statements

Profit and loss statement: January 2019 - December 2019

	TOTAL		TOTAL
Income		Other Income	
Billable Expense Income	1,727,941.87	Interest Income	115.27
Commission	63,940.96	Miscellaneous Income	1,100.00
Refund	430.65	Total Other Income	\$1,215.27
Unapplied Cash Payment Income	9,999.79	NET OTHER INCOME	\$1,215.27
Uncategorized Income	-20,474.35	NET INCOME	\$207,277.89
Total Income	\$1,781,838.92		
GROSS PROFIT	\$1,781,838.92		
Expenses			
Advertising & Marketing	1,759.00		
Ask My Accountant	-1,222.07		
Bank Charges & Fees	1,068.90		
Charitable Contributions	451.83		
Client Expenses	305,571.82		
Contractors	65,195.16		
Employee Benefits	4,040.00		
Insurance	13,211.68		
Interest Paid	244.84		
Legal & Professional Services	19,250.45		
Meals & Drinks	16,017.59		
Office Supplies & Software	30,202.17		
Other Business Expenses	45,539.93		
Parking and Tolls	13,229.04		
PayPal Fees	6,040.33		
Payroll Expenses			
Company Contributions			
Health Insurance	9,246.59		
Retirement	26,076.73		
Total Company Contributions	35,323.32		
Payroll Expense - Other	-1,298.94		
Taxes	66,916.85		
Wages	864,125.73		
Total Payroll Expenses	965,066.96		
Reimbursable Expenses	-99.00		
Reimbursements	44,124.87		
Rent & Lease	43,395.00		
Subscriptions	1,182.24		
Taxes & Licenses	-2,551.79		
Travel	542.03		
Uncategorized Expense	643.18		
Utilities	2,872.14		
Total Expenses	\$1,575,776.30		
NET OPERATING INCOME	\$206,062.62		

c. Change of Ownership

There is no anticipated change of ownership of redthread in the next 12 months following the proposal date.

d. Office Location

201 N. 7th Street, Suite 208
Lincoln, NE 68508.

e. Relationships with the State

redthread has worked with the following state government agencies over the last two years:

Department of Health and Human Services

Child Passenger Safety Campaign

Services contract was in force
No contract number
Jason Kerkman was the contract manager

Lead Poisoning Prevention Campaign

Contract 84403 O4
Derry Stover was the contract manager

Nebraska Department of Transportation

Distracted Driving Campaign

Contract 77974-04
Jeannie Bietz was the contract manager

Drive Smart Nebraska Campaign

No contract
Simera Reynolds and Jeannie Bietz were the contact points

Nebraska Safety Council Campaign

No contract
Mark Segerstrom was the contact point

Various Highway Safety Office projects

No contracts
Simera Reynolds is the contact point

Nebraska Department of Labor

NEworks Video Campaign

NDOL Agreement #023-0025-2017
Grace Johnson was the contact point

Apprenticeship Program Campaign

No contract
Scott Asmus was the contact point

NEres Vedeo Campaign

NDOL Agreement #023-0015-2018

Grace Johnson was the contact point

We have also worked with various Natural Resources Districts over the last two years:

- Central Platte NRD
- Little Blue NRD
- Lower Loup NRD
- Lower Platte North NRD
- Lower Platte South NRD
- Middle Republican NRD
- Papio Missouri River NRD
- Upper Niobrara White NRD

f. Contractor's Employee Relations to State

No redthread employee has been an employee of the State within the last 12 months.

g. Contract Performance

No contract termination for default has been experienced by redthread in the past two years.

h. Summary of Contractor's Corporate Experience

Mahoney Golf

Current evidence suggests that golf popularity is decreasing in the United States. Whether that's due to the price point or lack of available free time, golf courses need to attract new or lapsed golfers back to the game. Mahoney Golf Course wanted to position themselves as the judgement-free course, welcoming beginners and golfers of all skill sets to play a round or play around.

To create a low barrier of entry, we brainstormed a bunch of various events that Mahoney could throw to attract newbies to the range. Falling outside the realm of traditional golf, the events ranged from a miniature glow golf, to a couples night complete with a carriage (golf cart rental), to a night where you could enjoy a beer at whack some balls at a lower price. The events were promoted on social media and featured bright visuals to show what golfers can expect at each event.

Time Period of Project:

March - August, 2019

Scheduled Completion Date:

August 2019

Actual Completion Date:

August 2019

Anticipated Budget:

\$10,000

Actual Cost to Complete:

\$10,000

Reference Contact:

Maggie Stuckey, Executive Director

402.441.8285

director@lincolnparks.org



h. Summary of Contractor's Corporate Experience

Distracted Driving

When you text while driving, it turns out words can hurt. When drivers pick up their phones to text, tweet, post or even change a song, they are 23 times more likely to get in an accident. But the fact of the matter is that the majority of people still text and drive despite any shocking statistics or imagery. The Department of Transportation wanted a campaign that would encourage people to change their texting habits, and we responded with a thumbs up.

The tagline across all campaign elements was "thumbs up for safe driving!" which asked drivers to keep their thumbs on the wheel and eyes on the road. Using visuals of people driving with their thumbs on the steering wheel in the classic 10 and 2 placements, our drivers had their phones stowed and thumbs up for safe driving. One visual was female-focused and in a cityscape to target urban drivers, and the other was male-focused and on a country road to target rural drivers. Posters were placed in transportation offices and a social media toolkit was given to local police departments in our targeted counties.

Time Period of Project:

March 2019 - April 2019

Scheduled Completion Date:

April 2019

Actual Completion Date:

April 2019

Anticipated Budget:

\$30,000

Actual Cost to Complete:

\$40,000

Reference Contact:

Sim Reynolds, Traffic Safety Specialist

simera.reynolds@nebraska.gov



i. Summary of Contractor's Proposed Personnel/Management Approach

Planning

At the onset of a project, a project manager will highlight all important dates and milestones in our project management software, Asana. We'll share the timeline of dates and milestones with you to ensure everything lines up with your schedule. Once approved, project managers outline each and every task that will go into creating the deliverables and making sure we meet all deadlines. Tasks are assigned, working hours for each task are added, and every key member on the project is made aware of the timeline during a kickoff meeting.

An accounts executive for the client is added to each of the project tasks so when an update is requested on progress, they are also up to speed on everything. Check-in meetings with key members of the project are also outlined and made visible to our entire team.

Organization

One of the things that sets redthread apart from any competitor is our ability to find the right people for the right position. Every team member is personally selected for a project based on past work experience. They then take the items they are assigned in Asana, do their part, then meet with the rest of the project's team to gain everyone's input and collaborate.

Communication Procedures

We want our clients delighted with our progress, and never in the dark. For this reason, a designated accounts executive is provided to each client. Their cell phone number, our office phone number, and a slew of email addresses are available. We make it a point to respond day-of when possible, and never leave an email hanging on for a response longer than 24 hours. We make a point to update a client on our progress at every milestone within the project. At the request of the client, we are more than happy to provide a shared folder from our company Google Drive where deliverables and final assets can be shared.

Problem Solving

We take our morning coffee with a side of problem solving. We are always on our toes for our clients, and for our team. Where there's a will, there's a way, and our will to find the dust-covered, hidden gem of a solution is undying. Everything we face as a company and for our clients is met with a positive attitude, possibly some long work days, and most likely a eureka! moment when all was said and done. Our main focus when facing a problem is to look at situations we've conquered in the past, bring in others to gain new perspectives, and see how we can draw from our collective experiences to find the answer. There hasn't been a single issue that we've faced that a group brainstorm and some extra caffeine hasn't fixed. We're up for a challenge.

Building Consensus

No one at redthread is shy about sharing their opinions. During the ideation process we never count out any idea until we've settled on the most effective one. Internally, our final say regarding a consensus comes from our Creative Director with advice from the administrative members of a project taken into account. Then, we bring those ideas to a round-table style meeting with you that allows us to hear your take too. We'll get your thoughts, discuss among both teams and tweak any of our ideas until they feel right from both sides.

Quality Control:

Constructive criticism is a daily experience within redthread. Rest assured that every piece of creative reviewed by a client has been scrutinized internally through a few rounds of revisions before it is ever handed off. We read copy out loud, in a British accent, to help us catch misspellings or grammar issues (yes, for real). Our primary measure of quality control relies on the experience of our Art Director and Creative Director, but maintaining high-quality work is a team effort. Every team member - from the CEO to part-timers - have the opportunity to be heard and play a role in molding a project.

i. Summary of Contractor's Proposed Personnel/ Management Approach (Cont.)



Bryan Marine

Creative Director

academic degree: n/a

number of years at redthread: 2 years

references:

Tessa Burgener / 2225 Q St, Aurora, NE 68818 / 308.641.2097

Cody Schmick / 2727 N 11th St, Lincoln, NE 68521 / 308.737.0639

Kala Springer / 100 West Grand Dr Lincoln, NE 68521 / 402.450.9450



Casey Wurst

Junior Creative Director

academic degree: Bachelor's of Journalism & Mass Communications

number of years at redthread: 2 years

references:

Jeanne Bietz / 301 Centennial Mall South, Lincoln, NE 68509 / 402.471.0361

Simera Reynolds / PO Box 94612, Lincoln, NE 68509 / 402.471.2017

Derry Stover / PO Box 95026, Lincoln, NE 68509-5026 / 402.471.2822



Delaney Sommers

Project Manager

academic degree: Business Administration & Communications

numbers of years at redthread: 6 months

references:

Megan Bothwell / 5020 N 27th St, Lincoln, NE 68521 / 402.641.3918

Allison Mellick / 1201 Infinity Ct, Lincoln, NE 68512 / 402.658.2000

Katherine Overman / 8880 Ward Pkwy, Kansas City, MO 64114



Evan Wood

Graphic Designer

academic degree: Associates Degree in Applied Science - Graphic Design & Media Arts

number of years at redthread: 1 yr and 6 months

references:

Spencer Munson / 211 N 14th St, Lincoln, NE 68508 / 402.429.2642

Sam Rapien / 2504 9th Ave, Kearney, NE 68849 / 308.379.3719

Sophie Loren / 151 N 8th St #350, Lincoln, NE 68508 / 402.937.2434

i. Summary of Contractor's Proposed Personnel/ Management Approach (Cont.)



Taylor Stimbert

Graphic Designer

academic degree: Associates Degree in Applied Science - Graphic Design & Media Arts

numbers of years at redthread: 10 months

references:

Spencer Munson / 211 N 14th St, Lincoln, NE 68508 / 402.429.2642

Sam Rapien / 2504 9th Ave, Kearney, NE 68849 / 308.379.3719

Sophie Loren / 151 N 8th St #350, Lincoln, NE 68508 / 402.937.2434



Jenny Slater

Senior Graphic Designer

academic degree: Associates Degree in Applied Science - Graphic Design & Media Arts

number of years at redthread: 3 years

references:

Diane Schutt / 402.300.1211

Joseph Hall / 402.770.8018

Diane Bring / 402.440.2893



Chase Craddock

Account Executive

academic degree: Bachelor's of Arts

number of years at redthread: 2 years

references:

Rob Craddock / 816.729.7628

Jesse Anderson / 970.250.5541

Janet Rush / 402.363.5661



Margaret Davenport

Copywriter

academic degree: Bachelor's of Journalism & Mass Communications

number of years at redthread: 1 yr and 6 months

references:

Stephanie Cavazos / stephanie.cavazos@msichicago.org / 630.962.1196

Eric Martin / emartin@netad.unl.edu

Rebecca Buller / rbuller2@unl.edu

i. Summary of Contractor's Proposed Personnel/ Management Approach (Cont.)

**Eva Lube**

Video Producer

academic degree: Bachelor's of Artst**numbers of years at redthread:** 11 months**references:**

Don Robson / 540 South Evergreen Dr, Seward, NE 68434 / 913.406.8981

Seth Boggs / 125 N 2nd St, Seward, NE 68434 / 402.643.5143

Aaron Nix / 1320 Sunrise Dr, Seward, NE 68434 / 903.705.3839

**Devon Stanczyk**

Art Director

academic degree: Bachelor's of Fine Arts**number of years at redthread:** 4.5 years**references:**

Colleen Syron / 402.472.6850

Sarah Wischoff / 402.540.8996

Joel Christiansen / 402.430.5225

**Chelsea Wohlgemuth**

Graphic Designer

academic degree: Bachelor's of Fine Arts**certificates:** 1 year and 10 months**references:**

Seth Boggs / 125 N 2nd St, Seward, NE 68434 / 402.643.5143

Don Robson / 540 South Evergreen Dr, Seward, NE 68434 / 913.406.8981

Michel Sheer / 402.643.7276

j. Subcontractors

redthread does not intend to subcontract any part of this project

B. Budget Proposal Requirements

These prices provide the best estimate based on specified RFP requirements, but subject to change based on discovery with DHHS once the contract is awarded.

1. Pricing Summary

Awareness Campaign Theme Ideation

\$7,560.00

redthread will ideate concepts for the Organ and Tissue Donation campaign. Price assumes direction on concepts will include collaboration with client. Price includes discovery, needs identification and brainstorming for campaign ideas. Includes one pitch meeting with the redthread team.

Media Plan + Strategy Outline

\$6,800.00

redthread will ideate and create a media plan based on the chosen idea and requirements noted from client. Price anticipates collaboration with client on media selections. Price includes coordination and facilitation costs with chosen media outlets. Price includes reporting on media statistics at the end of the campaign.

Media Spend

\$80,500.00

redthread will allocate the following spend toward each of the media categories.

TV - \$30,000

Radio - \$15,000

Billboard - \$15,000

Social - \$5,000

Digital - \$5,000 (single market)

Price includes Administrative costs equalling 15% of each of the categories.

TV Production (30 Second Spot)

\$9,160.00

redthread will produce a 30-second TV spot for the Organ and Tissue Donation Campaign. Price includes script copywriting and editing, 4 redthread team members filming at 1 location for 1 full day, and video editing. Price includes 2 revisions to the finished script and 2 revisions to the final TV spot. This price does not include talent fees or location fees.

TV Production (1 Minute Spot)

\$10,760.00

redthread will produce a 60-second TV spot for the Organ and Tissue Donation Campaign. Price includes script copywriting and editing, 4 redthread team members filming at 1 location for 1 full day, and video editing. Price includes 2 revisions to the finished script and 2 revisions to the final TV spot. Price does not include talent fees or location fees.

Radio Ad (30 Second Spot)

\$3,040.00

redthread will produce a 30-second radio spot for the Organ and Tissue Donation Campaign. Price script copywriting and editing, recording, and editing costs. Price includes 2 revisions to the finished script and 2 revisions to the final radio spot. Price does not include talent fees.

Radio Ad (1 Minute Spot)**\$3,520.00**

redthread will produce a 60-second radio spot for the Organ and issue Donation Campaign. Price includes script copywriting and editing, recording, and editing costs. Price includes 2 revisions to the finished script and 2 revisions to the final radio spot. Price does not include talent fees.

Print Ad (3 Design Options or Orientations)**\$2,960.00**

redthread will create 3 print ads for the Organ and Tissue Donation campaign. Price includes either 3 options OR 3 orientations of 1 design. Price includes copy and design for each ad. Price includes 1 round of revisions on each of the finished ads and 1 round of revisions on the copy of each ad. Price does not include printing or production costs.

Billboard Design**\$1,720.00**

redthread will create 3 billboard designs for the Organ and Tissue Donation campaign. Price includes copy and design for each of the billboard designs. Price includes 1 round of revisions on each of the finished billboard designs and 1 round of revisions on the copy of each billboards. Price does not include printing or billboard production costs.

Landing Page**\$7,260.00**

redthread will create a Wordpress landing page using a Wordpress theme specific to the Organ and Tissue Donation campaign. Price includes hosting for 1 year, plugin costs, design and development costs. Price includes 2 rounds of revisions on the finished landing page and 1 round of revisions to the copy of the landing page. Price does not include the cost of a dedicated URL.

Social Ads (10 Ads/3 Months)**\$7,480.00**

redthread will concept and create 10 ads/posts for placement on social media over a 3 month timespan. This price includes concepting, copywriting and editing, calendar creation, design, posting and scheduling, and monitoring. This price does not include a recommended ad spend. This price includes 2 rounds of revisions on the calendar and its graphics per month.

Digital Ads (10 Ads/Orientations/3 Months)**\$7,480.00**

redthread will concept and create 10 ads/posts for digital placement over a 3 month timespan. This price includes concepting, copywriting and editing, design, posting and scheduling, and monitoring. This price does not include a recommended ad spend. This price includes 2 rounds of revisions on the calendar and its graphics per month.

Administrative Allocation (Meeting & Administrative Time)**\$16,000.00**

redthread will provide weekly updates on the Organ and Tissue Donation Campaign. Price includes kickoff meeting with the Organ and Tissue team and redthread team, wrap-up meeting, and correspondence time throughout the campaign.

Translation Time Allocation**\$10,000.00**

redthread will work with an outside party on translating all campaign materials into Spanish. Price includes outside party costs and facilitation. Price does not include additional language translations.

Focus Group or Survey Administration (price per)**\$7,540.00**

redthread will facilitate a focus group or an online survey centered around components of the campaign. Price includes facilitation costs as well as reporting costs. Price is reflective of one focus group meeting for one day, or one online survey conducted. Price anticipates collaboration with client on group selection, or list selection for the survey.

C. Budget Proposal Requirements

Payment schedule can be agreed upon following the RFP selection.

proposal submission

1. Work Plan

1. Contractor must provide a one (1) year media plan, including a summary of the plan, description of the overall goals and objectives, types of interventions to be implemented, who will complete the tasks, and the time frame of when objectives will be completed.

Plan Summary

An integrated campaign media plan including TV, radio, billboards, digital and social media ad placements in Nebraska running 8/31/20 through 8/31/21. The media plan focuses on Nebraska's top-populated cities, Omaha and Lincoln, across all media but also includes touch points across the state. The plan consistently runs digital ads throughout the year due to their relatively low cost, then other media is placed strategically with areas of high concentration in which the other media placements align.

Goals

Goals will be determined upon further discovery with the DHHS team, after learning capabilities to align changes in the number of organ donors with data gathered through the media plan (e.g. historically, for each +1,000,000 impressions we typically see an increase of 0.5% in organ donations).

Objectives

Objectives include but are not limited to:

- Discovery meeting with DHHS to identify key markets, demographics, media goals and other relevant information to impact the media plan.
- Adjustments to the presented media plan, as needed.
- Revised media plan submission for approval.
- Approval on a media plan.
- Contracting approved media plan through necessary media buys.
- Aligning creative placement for media buys based on agreed upon media plan.
- Monthly analytics reporting and assessment of digital and social media.
- Final campaign media performance report, post-campaign.

Types of Interventions

Digital ads will be monitored on an ongoing basis, with analytic reports provided monthly alongside recommendations for potential adaptations based on received data.

Who Will Complete the Tasks

- Media plan outline: Casey Wurst
- Media coordination: Casey Wurst & Delaney Sommers
- Media contracts: Rhett Muller (unless a DHHS representative must sign off on these)
- Media Placement: Casey Wurst & Delaney Sommers
- Monthly analytic reporting and assessment: Casey Wurst

Timeframe of When Objectives Will be Completed

- July 2020 - RFP selection made and planning begins.
- August 2020 - Deliverables started and follow ups made.
- September 2020 - Media contracts signed.
- October 2020 - Deliverables finished and media placed.
- November 2020 - Review of media delivered to DHHS and action plan put into place.

Media & Channels

Media to include:

TV, radio, billboards, social media and digital. Channels to later be determined based on an in-depth discovery with DHHS once contract is awarded.

2. Contractor must describe the effectiveness of activities outlined in the media plan, how the effectiveness will be measured and how the media plan will be monitored and evaluated.

The outlined media plan's effectiveness is determined based on our best strategy without a full discovery to outline information such as target markets, demographics or media plan KPIs. This strategy has the capability to change based on learned information from a discovery meeting with DHHS after the contract is awarded.

We've aimed at getting the campaign in front of large populations of state residents in Nebraska's two main metro areas: Omaha and Lincoln. These cities account for approximately 39.86% of the state population (based on most recent US Census data), giving an opportunity to secure a higher overall number of impressions when we focus on these target areas.

Estimated effectiveness of the media plan, prior to the campaign launch, will be based on total impressions in this integrated campaign, with a focus on low CPM in order to obtain a high number of total impressions based on the media budget.

Some media will be evaluated up-front when purchasing the buys based on an estimate of impressions, including radio and billboards. Other media will be evaluated, when data reporting true figures is then available. The media which fall into this second category are TV, social media and digital.

Following the end of the campaign, effectiveness will be measured with a total number of impressions weighed against the differential of year-over-year comparisons for the number of new organ donors in Nebraska.

3. Contractor must describe its process to determine how materials will be created and the media avenues that will be utilized to target non-English speaking populations.

Materials will be created for non-English speaking populations by modifying English creative (graphics, animations, videos, etc.) through the use of a 3rd party translator of our choosing, unless one is available or recommended by DHHS.

Digital media targeting Spanish speaking demographics will be placed as part of the targeting parameters for who we serve campaign ads to. Other media will be determined in collaboration with DHHS and after gathering recommendations from our media company contacts.

4. Contractor must describe its annual process for assessing and modifying (when needed) the media plan.

Media plan will be presented to DHHS for collaboration and modification, if necessary, after work has started July 1, 2020, based on the schedule of events (see I.C). Subject to modification based on learned insights after the project is awarded and open discussion takes place or if media availability changes between the date of the contract submission and point at which we have the project awarded and have begun media planning together.

5. Contractor must provide a list of any other entities that may collaborate in the implementation of the plan or work.

Other entities for media placement include the companies through which we place media. This includes but may not be limited to:

- Lamar - Billboard space availability, contracting and placement
- Alpha Media - Radio air time availability, contracting and placement
- Broadcast House - Radio air time availability, contracting and placement
- iHeartRadio - Radio air time availability, contracting and placement
- 10/11 - TV air time availability, contracting and placement
- Channel 8 - TV air time availability, contracting and placement
- Local4 - TV air time availability, contracting and placement
- AdRoll - Placement on the Google Display network

2. Technical Requirements

1. Provide a detailed one-year plan.

This is an example media plan with suggested strategy and placement, but subject to change based on discovery with DHHS once the contract is awarded.

Media	Channel	Market	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
TV	TRD	Omaha DMA	\$4,250		\$4,250					\$4,250		\$4,250		
		Lincoln Hastings Kearney DMA	\$3,250		\$3,250					\$3,250		\$3,250		
Radio	TBD	Omaha DMA	\$1,875		\$1,875					\$1,875		\$1,875		
		Lincoln Hastings Kearney DMA	\$1,875		\$1,875					\$1,875		\$1,875		
Billboard	N/A	Omaha	\$5,000							\$5,000				
		Lincoln	\$2,500							\$2,500				
Digital	Google Display Network	Lincoln DMA	\$420	\$415	\$415	\$415	\$415	\$415	\$415	\$415	\$415	\$415	\$415	\$415
Social	YouTube	Omaha	\$150	\$150	\$150	\$75	\$75	\$75	\$75	\$150	\$150	\$150	\$100	\$100
		Lincoln	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
		Omaha	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
		Lincoln	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
		Grand Island	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
		Kearney	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
		Hastings	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
		North Platte	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25

2. Describe Contractor's capacity to implement the media plan, including present and past activities with the target population.

Our agency has placed statewide media buys across each of the media outlined in V.C.1. Statewide campaigns utilizing billboards, radio and social media include:

- NDOT - Distracted Driving (2017, 2018, 2019)
- NDOT - Drive Smart Nebraska - You Have One Job (2017)
- NDOT - Drive Smart Nebraska - Occupant Safety (2018)
- DHHS - Lead Poisoning (2019)

Campaign including English & Spanish speaking audiences:
DHHS - Lead Poisoning - see V.H.1 for examples.

3. Bi-annual Narrative Report

Reports will summarize the completed tasks, visual representation of creative ran over up to that point. Reports will include total impressions achieved to-date based on the media plan, as well as detailed reporting on specific media. Social media and digital ad placements will have additional reporting on figures not available through other traditional media, such as demographic information on age, location and engagement with campaign ads.