



State of New Hampshire
Department of Health and Human Services

REQUEST FOR PROPOSALS

FOR

Public Awareness Campaign for Brain Health, Alzheimer's Disease
and Related Dementias

RFP-2024-DLTSS-05-PUBLI

RELEASE DATE: December 18, 2023

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1. PURPOSE AND OVERVIEW

1.1. Introduction

The New Hampshire Department of Health and Human Services, Division of Long Term Supports and Services, Bureau of Elderly and Adult Services (“Department”) is seeking responses to this Request for Proposals (solicitation) from qualified Vendors to develop and implement a statewide, multimodal public awareness campaign to increase knowledge on brain health, Alzheimer’s disease, and related dementias.

The Department anticipates awarding one (1) contract for the services in this solicitation.

1.2. Key Information

The information in the table below is as anticipated by the Department. All information is subject to change, the availability of funds, and/or approval by the Governor and Executive Council.

Contract Effective Date	Upon Governor and Council Approval	
Contract End Date	June 30, 2025	
Renewal Options	The Department may extend contracted services for up to two (2) additional years.	
Funding for the resulting contract is anticipated to be approximately:	\$500,000 for contract term.	
Funding Source	The Department anticipates using General funds for the resulting contract.	
	Assistance Listing #	N/A
	Award Name	N/A
Match Requirements	N/A	
Point of Contact	Alex Rainey, Contract Specialist Alex.D.Rainey@dhhs.nh.gov 603-271-9284	
From the date of release of this solicitation until an award is made and announced regarding the selection of a Vendor, all communication with personnel employed by or under contract with the Department regarding this solicitation is prohibited unless first approved by the Point of Contact listed above. Department employees have been directed not to hold conferences and/or discussions concerning this solicitation with any potential contractor during the selection process, unless otherwise authorized by the Point of Contact. Vendors may be disqualified for violating this restriction on communications.		

1.3. Procurement Timetable

All times are according to Eastern Time. The Department reserves the right to modify these dates and times at its sole discretion.

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Item	Action	Date
1.	Solicitation Released	12/18/2023
2.	Letter of Intent Submission Deadline (optional)	12/22/2023
3.	Questions Submission Deadline	12/29/2023 12:00 PM - Noon
4.	Department Response to Questions Published	1/10/2024
5.	Vendor Solicitation Response Due Date	1/24/2024 12:00 PM - Noon

1.4. Background

1.4.1. New Hampshire Department of Health and Human Services, Division of Long Term Supports and Services, Bureau of Elderly and Adult Services

The Department is responsible for promoting the health, safety, and well-being of the citizens of New Hampshire. To achieve that goal, the Department provides services for children, families, individuals, and older adults in areas such as mental health, developmental disabilities, substance abuse, and public health. The Department does this work through partnerships with families, community groups, providers, other state and local entities, and New Hampshire citizens.

The Bureau of Elderly and Adult Services (BEAS) provides a variety of social and long-term supports to adults age 60 and older, and to adults between the ages of 18 and 59 who have a chronic illness or disability. Services and supports can be accessed through contracted vendors, ServiceLink Resource Centers and Department/BEAS District Offices. Services and supports are intended to assist people to live as independently as possible.

1.4.2. Objective

In New Hampshire, there are an estimated 26,000 individuals living with Alzheimer's disease. By 2025, this number is expected to increase by 23%, meaning at least 32,000 NH residents will be living with the disease, and still more with another type of dementia. Beyond that, there are approximately 58,000 caregivers providing millions of dollars in unpaid care. While there is currently no cure, science proves that early detection, primary prevention, and risk reduction can improve outcomes for people living with dementia.

The Department is seeking to spread awareness on brain health, and symptoms of Alzheimer's disease and related dementias, so individuals and their families can seek medical attention as more medications and services become available that people are not aware of, in the form of a general awareness campaign about symptoms and beneficial treatments, service availability, and other available resources.

1.4.3. Covered Populations

The population to be served through the resulting contract includes individuals living with Alzheimer's and other related dementias and their families, health care providers, and the general public. The public awareness campaign will be tailored to address the needs of these different groups.

2. STATEMENT OF WORK

2.1. Scope of Services

- 2.1.1. The selected Vendor must develop and implement a comprehensive, multimodal marketing and public awareness campaign on brain health, Alzheimer's disease and related dementias to provide information to individuals with Alzheimer's or other related dementias and their families, health care providers, and the general public. The campaign must be tailored to include information for each target audience that:
 - 2.1.1.1. Educates health care professionals about the importance of early detection and timely diagnosis of cognitive impairment;
 - 2.1.1.2. Explains validated cognitive assessment tools and the value of a Medicare Annual Wellness visit for cognitive health;
 - 2.1.1.3. Increases public understanding and awareness of early warning signs of Alzheimer's disease and other types of dementia;
 - 2.1.1.4. Emphasizes the value of early detection and diagnosis, and how to reduce the risk of cognitive decline, particularly among persons in diverse communities who are at greater risk of developing Alzheimer's disease and other types of dementia;
 - 2.1.1.5. Informs health care professionals and the general public about dementia care coordination services for those living with Alzheimer's disease and related dementias; and
 - 2.1.1.6. Identifies other resources and services available to individuals living with dementia and their families and caregivers.
- 2.1.2. The selected Vendor must create and utilize a marketing strategy to disseminate information to community partners, which may include, but are not limited to:
 - 2.1.2.1. Senior Centers;
 - 2.1.2.2. Libraries;
 - 2.1.2.3. Area Agencies;
 - 2.1.2.4. Medical Facilities; and
 - 2.1.2.5. Families.
- 2.1.3. The selected Vendor must ensure all campaign materials are reviewed and approved by the Department prior to distribution and use.

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- 2.1.4. The selected Vendor must work collaboratively with the Department to promote and disseminate social media marketing communications statewide regarding the campaign.
- 2.1.5. The selected Vendor must collaborate with community partners and leaders, as approved by the Department, to extend the reach of messaging efforts to subgroups or segments of the population who are seeking information related to the campaign, and must customize the campaign to allow for local populations and context.
- 2.1.6. The selected Vendor must certify the number, frequency, and reach of activities implemented as part of the public awareness strategy, which may include, but is not limited to:
 - 2.1.6.1. Tracking reach and frequency of paid media campaign;
 - 2.1.6.2. Community engagement activities; and
 - 2.1.6.3. Digital outreach.
- 2.1.7. The selected Vendor must develop effective messaging, slogans and marketing imagery to support the public awareness campaign, which will be disseminated through:
 - 2.1.7.1. Social and digital media, which may include:
 - 2.1.7.1.1. Facebook;
 - 2.1.7.1.2. Instagram;
 - 2.1.7.1.3. Twitter; and/or
 - 2.1.7.1.4. Other social platforms as approved by the Department.
- 2.1.8. The selected Vendor must post the information campaign to the Department's, and/or their website and social media accounts, and explore other dissemination options to ensure effective distribution of information, in collaboration with the Department.
- 2.1.9. The selected Vendor must purchase, manage, and optimize all media for the public awareness campaign.
- 2.1.10. The selected Vendor must purchase, set up, and traffic media across all channels, which includes, but is not limited to:
 - 2.1.10.1. Negotiating with media outlets in NH to ensure competitive and economical advertising and promotional pricing, and to leverage free, or matched advertising.
 - 2.1.10.2. Directly uploading social and digital media content in self-service platforms.
- 2.1.11. The selected Vendor must submit a Work Plan to the Department within thirty (30) days of the contract Effective Date.
- 2.1.12. The selected Vendor must implement the Department-approved Work Plan through activities that include, but are not limited to:

- 2.1.12.1. Creative development;
- 2.1.12.2. Producing promotional materials; and
- 2.1.12.3. Monitoring media consumption.
- 2.1.13. The selected Vendor must provide marketing materials to marginalized and non-English speaking populations throughout New Hampshire.
- 2.1.14. The selected Vendor must ensure that photography used in social marketing campaigns is registered and in compliance with applicable copyright laws.
- 2.1.15. The selected Vendor must ensure that services are made available statewide.
- 2.1.16. The selected Vendor must participate in meetings with the Department on a monthly basis, or as otherwise requested by the Department.

2.2. Reporting

- 2.2.1. The selected Vendor must provide Work Plan Status Reports to the Department on a quarterly and annual basis, and more frequently as requested by the Department. Work Plan Status Reports must include, but are not limited to:
 - 2.2.1.1. Status of all items included in the Work Plan;
 - 2.2.1.2. Number and reach of paid media efforts targeting awareness of Alzheimer's and other related dementias;
 - 2.2.1.3. Community Feedback;
 - 2.2.1.4. Campaign objectives;
 - 2.2.1.5. Fiscal reports;
 - 2.2.1.6. Marketing campaign status, including, but not limited to:
 - 2.2.1.7. Activities and outreach;
 - 2.2.1.8. Budget;
Evaluation of key performance indicators for volume, quality, value, and cost;
 - 2.2.1.9. Activities; and
 - 2.2.1.10. Outcomes for each State Fiscal Year of the contract period.
- 2.2.2. The selected Vendor must submit a Final Status Report to the Department within thirty (30) days of the contract Completion Date. The Final Status Report must be in a format satisfactory to the Department and contain a summary of all services provided, goals and objectives achieved, including the Reporting in Subsection 2.2, which may be subject to change by the Department.
- 2.2.3. The selected Vendor must work with the Department to monitor progress in meeting the Reporting in Subsection 2.2., and the overall campaign objectives and goals.
- 2.2.4. The selected Vendor may be required to provide other data and metrics to the Department in a format specified by the Department.

2.3. Mandatory Questions

In response to this solicitation, Vendors must respond to the Mandatory Questions below in Appendix C, Technical Responses to Questions.

- Q1** - *Describe, in detail, your experience developing and implementing comprehensive, consumer-focused public awareness campaigns, including campaigns that reach specialty populations. Please provide one example of a successfully implemented public awareness campaign by your organization.*
- Q2** - *Describe, in detail, your knowledge of brain health, Alzheimer's disease and other related dementias and/or how you will gain the knowledge and information in the topic area in order to develop a strategy for public awareness.*
- Q3** - *Describe your approach to providing all services in this RFP and provide a proposed Work Plan with a detailed project timeline that includes, but is not limited to:*
- a. Milestones marking specific points across the timeline to ensure the project is on schedule.*
 - b. Steps and resources needed to bring each aspect of the project through from development to completion.*
 - c. Possible project barriers and constraints, including suggested mitigation strategies for each.*
 - d. A Program Staff List – Appendix E, with resumes and an organizational chart, which shows your ability to perform the work requested.*
- Q4** - *Describe how you will determine and focus on populations who will benefit from the public awareness campaign, including individuals who are known to be at increased risk for adverse health outcomes and/or underserved. Include the process and resources to be utilized.*
- Q5** - *Provide your proposed campaign evaluation plan to measure campaign effectiveness and reach. Include proposed key performance indicators and metrics to be used.*
- Q6** - *Explain your ability to provide the requested services, including your experience working collaboratively with stakeholders, state agencies and/or other organizations to carry out a public awareness campaign.*

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2.4. Finance

2.4.1. Funding is anticipated to be available for the resulting contract as follows:

State Fiscal Year	Funding Amount
2024	\$200,000
2025	\$300,000
TOTAL	\$500,000

2.4.2. Funds are anticipated to be available in the State Fiscal Years identified above with the ability to adjust encumbrances between state fiscal years, if needed and justified.

2.4.3. Payment for services will be made on a monthly basis based on the approved budgets, which will be included in the resulting contract. The selected Vendor will be required to submit budgets for Department approval upon notification of award.

2.4.4. The selected Vendor must submit monthly invoices using a form satisfactory to the Department, which identifies and requests reimbursement for authorized expenses incurred. The selected Vendor must ensure invoices are completed, dated and submitted to the Department to initiate payment.

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3. SOLICITATION RESPONSE EVALUATION

3.1. The Department will evaluate responses from Vendors based upon the criteria and standards contained in this solicitation and by applying the points set forth below. Vendors are advised that the scoring of the Cost Proposal will be combined with the scoring of the Technical Response to determine the overall highest scoring Vendor.

TECHNICAL RESPONSE	POSSIBLE SCORE
(Q1) Experience Developing Public Awareness Campaigns	120 Points
(Q2) Knowledge	100 Points
(Q3) Work Plan	200 Points
(Q4) Populations to be Served	80 Points
(Q5) Evaluations/Performance Metrics	100 Points
(Q6) Working with Stakeholders/Collaboration	100 Points
Technical Response – Total Possible Score	700 Points

COST PROPOSAL	POSSIBLE SCORE
Vendor Budget Narrative Evaluation, including Salary Breakdown (see Section 3.3 below)	150 Points
Total Vendor Cost (see formula below)	150 Points
Cost Proposal – Total Possible Score	300 Points

MAXIMUM POSSIBLE SCORE	1000 Points
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3.2. Preliminary Scoring of Technical Responses

3.2.1. The Department will establish an evaluation team. This evaluation team will review the Technical Proposals and give a preliminary score. Should a Vendor fail to achieve **350 minimum points** in the preliminary scoring, it will receive no further consideration from the evaluation team and the Vendor’s Cost Proposal will remain unopened.

3.3. Scoring of Cost Proposals

3.3.1.1. Vendor Budget Narrative Evaluation: The Vendor must:

3.3.1.1.1. Complete Appendix D, Budget Sheet (w/ Narrative and Salary Breakdown), for each State Fiscal Year (July 1 through June 30).

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3.3.1.1.2. Provide a Budget Narrative that explains the specific line item costs included in the Appendix D, Budget Sheet (w/ Narrative and Salary Breakdown), and their direct relationship to meeting the objectives of this RFP.

3.3.2. The Vendor **Budget Narrative Evaluation** will be scored based on the following criteria to evaluate allocation of cost:

0-50	51-100	101-150
Relationship of costs relative to the proposed services is not understood.	Relationship of costs relative to the proposed services is somewhat understood.	Relationship of costs relative to the proposed services is fully understood.
Costs do not directly align with objectives, requirements, and/or proposed services of the RFP.	Costs somewhat align with objectives and proposed services of the RFP.	Costs fully and directly align with objectives and proposed services of the RFP.

3.3.2.1. **Vendor Total Cost:** The following formula will be used to assign points for Vendor Cost:

Vendor's Cost Score = (Lowest Total Proposed Cost / Vendor's Total Proposed Cost) x Maximum Number of Points for Vendor Cost.

For the purpose of use of this formula, the lowest proposed cost is defined as the lowest total cost proposed in Appendix D, Budget Sheet by a Vendor that has not been disqualified.

**For example:*

Vendor A proposes \$100,000

Vendor B proposes \$200,000

Maximum Number of Points for Vendor Cost = 150 points.

Vendor B Vendor Cost

= (\$100,000/\$200,000) x 150

= 75 total points.

For the purpose of use of this formula, the lowest proposed cost is defined as the lowest total cost proposed by a Vendor that has not been disqualified and received the minimum points during preliminary scoring of technical responses as specified above.

Fractions of points will be rounded up to the nearest whole number of points.

4. SOLICITATION RESPONSE PROCESS

4.1. Letter of Intent

- 4.1.1. A Letter of Intent to submit a Response to this solicitation is optional.
- 4.1.2. Receipt of the Letter of Intent by Department will be required to receive electronic notification of any solicitation amendments, in the event such are produced; any further materials on this project, including electronic files containing tables required for response to this solicitation; any addenda, corrections, or schedule modifications; notifications regarding any informational meetings for Vendors; or responses to comments or questions.
- 4.1.3. The Letter of Intent must be transmitted by email to the Contract Specialist identified in Subsection 1.2., and include the name, telephone number, mailing address and email address of the Vendor's designated contact. **Notwithstanding the Letter of Intent, Vendors remain responsible for reviewing the most updated information related to this solicitation before submitting a response.**

4.2. Questions and Answers

4.2.1. Vendors' Questions

- 4.2.1.1. All questions about this Solicitation including, but not limited to, requests for clarification, additional information or any changes to the Solicitation must be made in writing, by email only, citing the Solicitation page number and part or subpart, and submitted to the Contract Specialist identified in Subsection 1.2.
- 4.2.1.2. The Department may consolidate or paraphrase questions for efficiency and clarity. Questions that are not understood will not be answered. Statements that are not questions will not receive a response.
- 4.2.1.3. The questions must be submitted by email; however, the Department assumes no liability for ensuring accurate and complete email transmissions.
- 4.2.1.4. Questions must be received by the Department by the deadline given in Subsection 1.3., Procurement Timetable.

4.2.2. Department Responses

- 4.2.2.1. The Department intends to issue responses to properly submitted questions by the deadline specified in Subsection 1.3., Procurement Timetable. All oral answers given are non-binding. Written answers to questions received will be posted on the Department's website at (<https://www.dhhs.nh.gov/doing-business-dhhs/contracts-procurement-opportunities>). This date may be subject to change at the Department's discretion.

4.2.3. Exceptions

- 4.2.3.1. The Department will require the successful Vendor to execute a contract using the Form P-37, General Provisions and Standard Exhibits, which are attached as Appendix A. To the extent that a

Vendor believes that exceptions to Appendix A will be necessary for the Vendor to enter into a Contract, the Vendor must note those issues during the Question Period in Subsection 1.3., Vendors may not request exceptions to the Scope of Services or any other sections of this Solicitation.

4.2.3.2. The Department will review requested exceptions and accept, reject or note that it is open to negotiation of the proposed exception at its sole discretion in its response to Vendor questions.

4.2.3.3. Any exceptions to the standard form contract and exhibits that are not raised by a Vendor during the Question Period may not be considered. **In no event is a Vendor to submit its own standard contract terms and conditions as a replacement for the Department's terms in response to this Solicitation.**

4.3. Solicitation Amendment

4.3.1. The Department reserves the right to amend this Solicitation by publishing any addenda, as it deems appropriate, prior to the Submission Deadline on its own initiative or in response to issues raised through Vendor questions. In the event that an addendum is published, the Department, at its sole discretion, may extend the Submission Deadline.

5. SOLICITATION RESPONSE SUBMISSION INSTRUCTIONS

5.1. Responses to this Solicitation must be submitted electronically via email to **rfx@dhhs.nh.gov** **AND** to the Contract Specialist at the email address specified in Subsection 1.2.

5.1.1. The subject line must include the following information:

RFP-2024-DLTSS-05-PUBLI (email xx of xx).

5.2. The maximum size of file attachments per email is 25 MB. Submissions with file attachments exceeding 25 MB must be sent via multiple emails.

5.3. The Department must receive submissions by the time and date specified in the Procurement Timetable in Section 1.3., and in the manner specified or it may be rejected as non-compliant, unless waived by the Department as a non-material deviation.

5.4. The Department will conduct an initial screening step to verify Vendor compliance with the requirements of this Solicitation. The Department may waive or offer a limited opportunity for a Vendor to cure immaterial deviations from the Solicitation requirements if it is deemed to be in the best interest of the Department.

5.5. Late submissions that are not accepted will remain unopened. Disqualified submissions will be discarded. Submission of solicitation responses shall be at the Vendor's expense.

6. SOLICITATION RESPONSE REQUIREMENTS

6.1. Acceptable solicitation responses must offer all services identified in Section 2 - Statement of Work, unless an allowance for partial scope is specifically described in Section 2.

6.2. Vendors must submit a separate electronic document for the Technical Response and a separate electronic document for the Cost Proposal.

6.3. Technical Response Contents

Each Technical Response must contain the following, in the order described in this section:

6.3.1. **Appendix B – Transmittal Letter and Vendor Information**, including:

6.3.1.1. **Vendor Code Number** - Prior to executing any resulting contract, the selected Vendor will be required to provide a vendor code number issued by the State of New Hampshire Department of Administrative Services upon registering as an authorized vendor with the State. Vendors are strongly encourage to provide a vendor code number in the Appendix B if available. More information can be found at: <https://das.nh.gov/purchasing/vendorresources.aspx>

6.3.2. **Appendix C – Vendor Technical Response to Mandatory Questions**

6.3.3. **Resumes** – Vendors must provide resumes for those key personnel who would be primarily responsible for meeting the terms and conditions of any agreement resulting from this Solicitation. Vendors must redact all personal information from resumes.

6.4. Cost Proposal Contents

6.4.1. **Appendix D, Budget Sheet** – Vendors must complete an Appendix D, Budget Sheet, including the Budget Narrative column and Program Staff List, for each State Fiscal Year (July 1 through June 30). including a Program Staff List for each State Fiscal Year of the contract.

7. ADDITIONAL TERMS AND REQUIREMENTS

7.1. Non-Collusion

The Vendor's required signature on the Appendix B – Transmittal Letter and Vendor Information submitted in response to this Solicitation guarantees that the prices, terms and conditions, and services quoted have been established without collusion with other Vendors and without effort to preclude the Department from obtaining the best possible competitive solicitation response.

7.2. Collaborative Solicitation Responses

Solicitation responses must be submitted by one organization. Any collaborating organization must be designated as a subcontractor subject to the terms of Appendix A, P-37 General Provisions and Standard Exhibits.

7.3. Validity of Solicitation Responses

Solicitation responses must be valid for one hundred and eighty (180) days following the deadline for submission in the Procurement Timetable above in Subsection 1.3., or until the Effective Date of any resulting contract, whichever is later.

7.4. Debarment

Vendors who are ineligible to bid on proposals, bids or quotes issued by the Department of Administrative Services, Division of Procurement and Support Services pursuant to the provisions of RSA 21-I:11-c shall not be considered eligible for an award under this solicitation.

7.5. Property of Department

Any material property submitted and received in response to this solicitation will become the property of the Department and will not be returned to the Vendor. The Department reserves

the right to use any information presented in any solicitation response provided that its use does not violate any copyrights or other provisions of law.

7.6. Solicitation Response Withdrawal

Prior to the Response Submission Deadline specified in Subsection 1.3., Procurement Timetable, a submitted Letter of Intent or solicitation responses may be withdrawn by submitting a written request for its withdrawal to the Contract Specialist specified in Subsection 1.2.

7.7. Confidentiality

- 7.7.1. Pursuant to RSA 21-G:37, the content of responses to this solicitation must remain confidential until the Governor and Executive Council have awarded a contract. The Vendor's disclosure or distribution of the contents of its solicitation response, other than to the Department, will be grounds for disqualification at the Department's sole discretion.

7.8. Public Disclosure

- 7.8.1. The information submitted in response to this solicitation (including all materials submitted in connection with it, such as attachments, exhibits, addenda, and presentations), any resulting contract, and information provided during the contractual relationship may be subject to public disclosure under Right-to-Know laws, including RSA 91-A. In addition, in accordance with RSA 9-F:1, any contract entered into as a result of this solicitation will be made accessible to the public online via the New Hampshire Secretary of State website (<https://sos.nh.gov/>).
- 7.8.2. Confidential, commercial or financial information may be exempt from public disclosure under RSA 91-A:5, IV. If a Vendor believes any information submitted in response to this solicitation should be kept confidential, the Vendor must specifically identify that information where it appears in the submission in a manner that draws attention to the designation and must mark/stamp each page of the materials that the Vendor claims must be exempt from disclosure as "CONFIDENTIAL." Vendors must also provide a letter to the person listed as the point of contact for this solicitation, identifying the specific page number and section of the information considered to be confidential, commercial or financial and providing the rationale for each designation. Marking or designating an entire submission, attachment or section as confidential shall neither be accepted nor honored by the Department. Vendors must also provide a separate copy of the full and complete document, fully redacting those portions and shall note on the applicable page or pages that the redacted portion or portions are "confidential."
- 7.8.3. Submissions which do not conform to these instructions by failing to include a redacted copy (if necessary), by failing to include a letter specifying the rationale for each redaction, by failing to designate the redactions in the manner required by these instructions, or by including redactions which are contrary to these instructions or operative law may be rejected by the Department as not conforming to the requirements of the solicitation.
- 7.8.4. Pricing, which includes but is not limited to, the administrative costs and other performance guarantees in responses or any subsequently awarded contract

shall be subject to public disclosure regardless of whether it is marked as confidential.

- 7.8.5. Notwithstanding a Vendor's designations, the Department is obligated under the Right-to-Know law to conduct an independent analysis of the confidentiality of the information submitted in response to the solicitation. If a request is made to the Department to view or receive copies of any portion of the response that is marked confidential, the Department shall first assess what information it is obligated to release. The Department will then notify the Vendor that a request has been made, indicate what, if any, information the Department has assessed is confidential and will not be released, and specify the planned release date of the remaining portions of the response. To halt the release of information by the Department, a Vendor must initiate and provide to the Department, prior to the date specified in the notice, a court action in the Superior Court of the State of New Hampshire, at its sole expense, seeking to enjoin the release of the requested information.
- 7.8.6. By submitting a response to this solicitation, Vendors acknowledge and agree that:
- 7.8.6.1. The Department may disclose any and all portions of the response or related materials which are not marked as confidential and/or which have not been specifically explained in the letter to the person identified as the point of contact for this solicitation;
- 7.8.6.2. The Department is not obligated to comply with a Vendor's designations regarding confidentiality and must conduct an independent analysis to assess the confidentiality of the information submitted; and
- 7.8.6.3. The Department may, unless otherwise prohibited by court order, release the information on the date specified in the notice described above without any liability to a Vendor.

7.9. Electronic Posting of Solicitation Results and Resulting Contract

- 7.9.1. At the time of receipt of responses, the Department will post the number of responses received with no further information. No later than five (5) business days prior to submission of a contract to the Department of Administrative Services pursuant to this solicitation, the Department will post the name, rank or score of each responding Vendor. In the event that the resulting contract does not require Governor & Executive Council (G&C) approval, the Agency will disclose the rank or score at least five (5) business days before final approval of the contract.
- 7.9.2. Pursuant to RSA 91-A and RSA 9-F:1, the Secretary of State will post to the public any document submitted to G&C for approval, including contracts resulting from this solicitation, and posts those documents on its website (<https://sos.nh.gov/administration/miscellaneous/governor-executive-council/>). By submitting a response to this solicitation, vendors acknowledge and agree that, in accordance with the above mentioned statutes and policies, (and regardless of whether any specific request is made to view any document relating to this solicitation), any contract resulting from this solicitation that is submitted to G&C for approval will be made accessible to the public online.

7.10. Non-Commitment

Notwithstanding any other provision of this solicitation, this solicitation does not commit the Department to award a contract. The Department reserves the right to reject any and all responses to this solicitation or any portions thereof, at any time and to cancel this solicitation and to solicit new solicitation responses under a new procurement process.

7.11. Liability

By submitting a response to this solicitation, the Vendor agrees that in no event shall the Department be either responsible for or held liable for any costs incurred by a Vendor in the preparation or submittal of or otherwise in connection with a solicitation response, or for work performed prior to the Effective Date of a resulting contract.

7.12. Request for Additional Information or Materials

The Department may request any Vendor to provide additional information or materials needed to clarify information presented in the solicitation response. Such a request will be issued in writing and will not provide a Vendor with an opportunity to change, extend, or otherwise amend its solicitation response in intent or substance.

7.13. Oral Presentations and Discussions

The Department reserves the right to require some or all Vendors to make oral presentations of their solicitation response. The purpose of the oral presentation is to clarify and expound upon information provided in the written solicitation response. Vendors are prohibited from altering the original substance of their solicitation response during the oral presentations. The Department will use the information gained from oral presentations to refine the technical review scores. Any and all costs associated with an oral presentation shall be borne entirely by the Vendor.

7.14. Successful Vendor Notice and Contract Negotiations

If a Vendor is selected, the Department will send written notification of their selection and the Department's desire to enter into contract negotiations. Until the Department successfully completes negotiations with the selected Vendor, all submitted solicitation responses remain eligible for selection by the Department. In the event contract negotiations are unsuccessful with the selected Vendor, the evaluation team may recommend another Vendor. The Department will not contact Vendor that are not initially selected to enter into contract negotiations.

7.15. Scope of Award and Contract Award Notice

7.15.1. The Department reserves the right to award a service, part of a service, group of services, or total solicitation response and to reject any and all solicitation responses in whole or in part. A contract award is contingent on approval by the Governor and Executive Council.

7.15.2. If a contract is awarded, the selected Vendor must obtain written consent from the State before any public announcement or news release is issued pertaining to any contract award.

7.16. Site Visits

The Department may, at its sole discretion, at any time prior to contract award, conduct a site visit at the Vendor's location or at any other location deemed appropriate by the Department, to determine the Vendor's capacity to satisfy the terms of this solicitation. The Department may also require the Vendor to produce additional documents, records, or materials relevant

to determining the Vendor's capacity to satisfy the terms of this solicitation. Any and all costs associated with any site visit or requests for documents shall be borne entirely by the Vendor.

7.17. Protest of Intended Award

Any challenge of an award made or otherwise related to this solicitation shall be governed by RSA 21-G:37, and the procedures and terms of this solicitation. The procedure set forth in RSA 21-G:37, IV, shall be the sole remedy available to challenge any award resulting from this solicitation. In the event that any legal action is brought challenging this solicitation and selection process, outside of the review process identified in RSA 21-G:37, IV, and in the event that the State of New Hampshire prevails, the challenger agrees to pay all expenses of such action, including attorney's fees and costs at all stages of litigation.

7.18. Contingency

Aspects of the award may be contingent upon changes to state or federal laws and regulations.

7.19. Ethical Requirements

From the time this solicitation is published until a contract is awarded, no Vendor shall offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined by RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member of any such official or employee who will or has selected, evaluated, or awarded a solicitation, or similar submission. Any Vendor that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2. Any Vendor who has been convicted of an offense based on conduct in violation of this section, which has not been annulled, or who is subject to a pending criminal charge for such an offense, shall be disqualified from submitting a response to this solicitation, or similar request for submission and every such Vendor shall be disqualified from submitting any solicitation response or similar request for submission issued by any state agency. A Vendor that was disqualified under this section because of a pending criminal charge which is subsequently dismissed, results in an acquittal, or is annulled, may notify the Department of Administrative Services, which shall note that information on the list maintained on the state's internal intranet system, except in the case of annulment, the information, shall be deleted from the list.

7.20. Liquidated Damages

The selected Vendor agrees that liquidated damages may be determined by the Department as part of the contract specifications, as failure to achieve required performance levels will more than likely substantially delay and disrupt the Department's operations.

8. COMPLIANCE

- 8.1.** The selected Vendor must be in compliance with applicable federal and state laws, rules and regulations, and applicable policies and procedures adopted by the Department currently in effect, and as they may be adopted or amended during the contract period.
- 8.2.** The selected Vendor may be required to complete a contract monitoring questionnaire, to be provided by the Department, to determine risk of noncompliance and appropriate monitoring activities, including, but not limited to:
 - 8.2.1. Site visits.
 - 8.2.2. File reviews.
 - 8.2.3. Staff training.

8.3. Records

- 8.3.1. The selected Vendor must maintain the following records during the resulting contract term where appropriate and as prescribed by the Department:
 - 8.3.1.1. Books, records, documents and other electronic or physical data evidencing and reflecting all costs and other expenses incurred by the selected Vendor in the performance of the resulting contract, and all income received or collected by the selected Vendor.
 - 8.3.1.2. All records must be maintained in accordance with accounting procedures and practices, which sufficiently and properly reflect all such costs and expenses, and which are acceptable to the Department, and to include, without limitation, all ledgers, books, records, and original evidence of costs such as purchase requisitions and orders, vouchers, requisitions for materials, inventories, valuations of in-kind contributions, labor time cards, payrolls, and other records requested or required by the Department.
- 8.3.2. During the term of the resulting contract and the period for retention hereunder, the Department, the United States Department of Health and Human Services, and any of their designated representatives shall have access to all reports and records maintained pursuant to the resulting contract for purposes of audit, examination, excerpts and transcripts. If, upon review of the Final Expenditure Report the Department shall disallow any expenses claimed by the selected Vendor as costs hereunder the Department shall retain the right, at its discretion, to deduct the amount of such expenses as are disallowed or to recover such sums from the selected Vendor.

8.4. Credits and Copyright Ownership

- 8.4.1. All documents, notices, press releases, research reports and other materials prepared during or resulting from the performance of the services of the resulting Contract must include the following statement, "The preparation of this (report, document etc.) was financed under a Contract with the State of New Hampshire, Department of Health and Human Services, with funds provided in part by the State of New Hampshire and/or such other funding sources as were available or required, e.g., the United States Department of Health and Human Services."
- 8.4.2. All written, video and audio materials produced or purchased under the contract must have prior approval from the Department before printing, production, distribution or use.
- 8.4.3. The Department will retain copyright ownership for any and all original materials produced, including, but not limited to:
 - 8.4.3.1. Brochures.
 - 8.4.3.2. Resource directories.
 - 8.4.3.3. Protocols.
 - 8.4.3.4. Guidelines.
 - 8.4.3.5. Posters.
 - 8.4.3.6. Reports.

- 8.4.4. The selected Vendor must not reproduce any materials produced under the contract without prior written approval from the Department.

8.5. Website and Social Media

- 8.5.1. The selected Vendor must work with the Department's Communications Bureau to ensure that any social media or website designed, created, or managed on behalf of the Department meets all Department and NH DoIT website and social media requirements and policies. The selected Vendor agrees Protected Health Information (PHI), Personally Identifiable Information (PII), or other Confidential Information solicited either by social media or the website that is maintained, stored or captured must not be further disclosed unless expressly provided in the Contract. The solicitation or disclosure of PHI, PII, or other Confidential Information is subject to the terms of the Department's Information Security Requirements Exhibit, the Department's Business Associate Agreement and all applicable Department and federal law, rules, and agreements. Unless specifically required by the Contract and unless clear notice is provided to users of the website or social media, the Contractor agrees that site visitation must not be tracked, disclosed or used for website or social media analytics or marketing.

8.5.2. State of New Hampshire's Website Copyright

- 8.5.2.1. All right, title and interest in the State WWW site, including copyright to all Data and information, shall remain with the State of New Hampshire. The State of New Hampshire shall also retain all right, title and interest in any user interfaces and computer instructions embedded within the WWW pages. All WWW pages and any other Data or information shall, where applicable, display the State of New Hampshire's copyright.

8.6. Audit Requirements

- 8.6.1. The selected Vendor must email an annual audit to dhhs.act@dhhs.nh.gov if any of the following conditions exist:
- 8.6.1.1. Condition A - The selected Vendor expended \$750,000 or more in federal funds received as a subrecipient pursuant to 2 CFR Part 200, during the most recently completed fiscal year.
 - 8.6.1.2. Condition B - The selected Vendor is subject to audit pursuant to the requirements of NH RSA 7:28, III-b, pertaining to charitable organizations.
 - 8.6.1.3. Condition C - The selected Vendor is a public company and required by Security and Exchange Commission (SEC) regulations to submit an annual financial audit.
- 8.6.2. If Condition A exists, the selected Vendor shall submit an annual single audit performed by an independent Certified Public Accountant (CPA) to the Department within 120 days after the close of the Vendor's fiscal year, conducted in accordance with the requirements of 2 CFR Part 200, Subpart F of the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal awards.

New Hampshire Department of Health and Human Services

Public Awareness Campaign for Brain Health, Alzheimer's Disease and Related Dementias

- 8.6.3. If Condition B or Condition C exists, the selected Vendor shall submit an annual financial audit performed by an independent CPA within 120 days after the close of the selected Vendor's fiscal year.
- 8.6.4. Any selected Vendor that receives an amount equal to or greater than \$250,000 from the Department during a single fiscal year, regardless of the funding source, may be required, at a minimum, to submit annual financial audits performed by an independent CPA if the Department's risk assessment determination indicates the Vendor is high-risk.
- 8.6.5. In addition to, and not in any way in limitation of obligations of the resulting Contract, it is understood and agreed by the selected Vendor that the selected Vendor shall be held liable for any state or federal audit exceptions and shall return to the Department all payments made under the resulting Contract to which exception has been taken, or which have been disallowed because of such an exception.

9. APPENDICES TO THIS SOLICITATION

- 9.1. Appendix A – Form P-37 General Provisions and Standard Exhibits**
- 9.2. Appendix B – Transmittal Letter and Vendor Information**
- 9.3. Appendix C – Technical Response to Questions**
- 9.4. Appendix D – Budget Sheet (w/ Narrative and Salary Breakdown)**
- 9.5. Appendix E – Program Staff List**