

State of Minnesota

MNsure



MNsure Request for Proposal for MNsure Marketing Campaign

Date Posted: February 27, 2024

SWIFT Event ID 2000015413

- Responses must be received not later than 12:00 p.m., Central Time, March 19, 2024
- Late responses will not be considered

Minnesota's Commitment to Diversity and Inclusion

The State of Minnesota is committed to diversity and inclusion in its public procurement process. The goal is to ensure that those providing goods and services to the State are representative of our Minnesota communities and include businesses owned by minorities, women, veterans, and those with substantial physical disabilities. Creating broader opportunities for historically under-represented groups provides for additional options and greater competition in the marketplace, creates stronger relationships and engagement within our communities, and fosters economic development and equality.

To further this commitment, the Department of Administration operates a program for Minnesota-based small businesses owned by minorities, women, veterans, and those with substantial physical disabilities. For additional information on this program, or to determine eligibility, please call 651-296-2600 or go to the Office of Equity in Procurement home page, at www.mn.gov/admin/oep.

This information is available in accessible formats for people with disabilities by contacting the MNsure Accessibility & Equal Opportunity (AEO) office at 651-539-2099 or 855-366-7873 or AEO@MNsure.org.

SPECIAL NOTICE: This is a request for proposal. It does not obligate the State of Minnesota to award a contract or complete the proposed program, and the State reserves the right to cancel this solicitation if it is considered in its best interest.

This Solicitation requires proposals to be submitted through the SWIFT Supplier Portal. Please note the security changes below that may impact responders from submitting a timely response.

SWIFT SUPPLIER PORTAL SECURITY CHANGES

There are new security measures that the Minnesota Management and Budget implemented on October 16, 2022. It is a new multi-factor authentication (MFA) to enhance the security of the [State of Minnesota Supplier Portal](#). MFA is an authentication method that requires bidders and suppliers provide two verification factors to log into the SWIFT Supplier Portal. The goal of MFA is to create a layered defense that makes it more difficult for unauthorized system access to occur.

For information about these changes, please refer to the [SWIFT Supplier Portal Multi-Factor Authentication FAQ](#) document.

If you have not done so already, please make sure to log into the SWIFT Supplier Portal as soon as possible to get this authentication set up early so there are no issues when submitting a response to an RFP.

You are strongly encouraged to set your MFA during business hours of 8:00 A.M. to 4:00 P.M., Central Time, Monday through Friday. You may experience delay setting your MFA after hours.

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Solicitation Attachments

1. APPENDIX 1: RESPONDER QUESTIONNAIRE
2. APPENDIX 2: RFP ATTACHMENTS
 - Attachment A: Responder Declarations
 - Attachment B: Exceptions to State's Terms and Conditions
 - Attachment C: Cost Detail
 - Attachment D: Responder Forms
 - Veteran-Owned Preference Form
 - Workforce and Equal Pay Declaration Page

Sample Contract

- Exhibit A: Contract Terms
- Exhibit B: Insurance Requirements
- Exhibit C: Workplan
- Exhibit D: Budget
- Exhibit E: Data Sharing Agreement
- Exhibit F: Ordering and Invoice Samples

SECTION 1 – INSTRUCTIONS TO RESPONDERS

Steps for
Completing Your
Response

Follow the steps below to complete your response to this Solicitation:

Step 1: Read the solicitation documents and ask questions, if any

Step 2: Write your response

Step 3: Submit your response

Incomplete
Submittals

A response must be submitted along with any required additional documents. Incomplete responses that materially deviate from the required format and content may be rejected.

STEP 1 – READ THE SOLICITATION DOCUMENT & ASK QUESTIONS, IF ANY

How to Ask
Questions

Prospective responders should submit their questions via email to Anne Sexton, Senior Staff Attorney:

anne.sexton@state.mn.us

Questions should be emailed to the contact by 12:00 p.m., Central Time, March 5, 2024.

Other personnel are NOT authorized to discuss this request for proposal. Questions sent to other email boxes will not be responded to. Contact regarding this request for proposal with any MNSure personnel not following the process described therein could result in disqualification. MNSure will not be held responsible for oral responses to responders.

STEP 2 – WRITE YOUR RESPONSE

The Response Content section is in this link to [Section 4](#). Prepare a written response and supply all requested content. Responses should address the requested information and documents detailed in Section 4. DO NOT INCLUDE Non-Public/Trade Secret data (as defined in this link to [Minn. Stat. § 13.37](#)).

Review, sign, and include the Responder Declarations with your response.

STEP 3 –SUBMIT YOUR RESPONSE

Where to Send
Your Response

All responses to this solicitation (termed an “Event” within SWIFT) must be submitted through SWIFT using the Supplier portal (<https://mn.gov/supplier>). Training and documentation on how to submit your response is available through the Supplier portal link above. All costs incurred in responding to this solicitation will be borne by the responder.

Late responses will not be considered. Responses received after End Date above will not be considered, even if errors or delays were caused by issues outside of responders’ control. If you need assistance please contact the SWIFT Vendor Assistance Helpline at 651-201-8100, Option 1, and then Option 1.

Fax, e-mail, mailed, printed, or hand-delivered proposals will **not** be accepted or considered.

Responders must submit the following each as separate attachment clearly labeled:

1. Work plan
2. Media buying recombination plan (including a sample report or campaign analysis)
3. Two work samples of multi-platform campaigns
4. Appendix 1: Responder Questionnaire
5. Appendix 2: RFP Attachments

By submitting a response, responder is making a binding legal offer for the period of time set forth below in Section 6, Conditions of Offer.

SECTION 2 – SUMMARY OF SCOPE

1. Procurement Overview.

BACKGROUND

MNSure helps individuals find, choose, and enroll in comprehensive health coverage and is the ONLY place to get financial help to lower the cost of insurance. Through MNSure, individuals have access to easily compare information on costs, benefits, health care providers, quality and customer satisfaction for an array of coverage options. With this information, individuals can choose and enroll in the health benefit plan that best fits their personal and family needs. MNSure is the only place eligible individuals can receive an advanced premium tax credit and cost-sharing reductions. By engaging consumers in a one-stop shopping experience with transparent information, MNSure makes purchasing health insurance easier and more understandable, while putting more control and choice in the hands of individuals.

MNSure's executive leadership team prioritizes ingenuity, innovation, creative thinking, a commitment to equity and inclusion and a get-it-done attitude. As an organization, MNSure will be open, honest and inclusive as it looks to increase enrollment through its website.

PROJECT OVERVIEW

This RFP is seeking development of a statewide marketing campaign that will leverage existing marketing and public relations efforts and initiatives and enhance them in order to raise awareness of MNSure's brand, programs, and services and that will run from approximately September 2024 through January 2025 (including the national and state open enrollment periods within this time). Additional marketing efforts outside of open enrollment to promote special enrollment periods, progress MNSure has made in technology and customer service, as well as general audience awareness, may also be considered and may run from December 2024 through June 2025 or during any other period outside the national and state open enrollment periods.

Key Components of Requested Services:

- Design and manage an innovative, flexible and multifaceted advertising campaign that drives enrollment in health insurance plans through MNSure.
- Effectively reach **diverse audiences** in all geographic areas of Minnesota, including those who are traditionally more uninsured, underinsured and/or experiencing health disparities, as well as more affluent audiences who currently purchase health insurance on their own but would benefit from the services available only through MNSure.
- Maintain strong endorsement and support from key stakeholders and all Minnesotans.

The successful responder (vendor) must show ability to adapt to changing market realities throughout the course of the campaign.

Responders must also be capable of working in close collaboration with MNSure staff and consultants to carry out contract deliverables within the established timeframe. The selected contractor will work closely with the following in performing its work: 1) the MNSure Senior Director of Public Affairs, 2) the MNSure Communications Manager; 3) MNSure Government Affairs Manager; 4) MNSure, communications, marketing, and outreach staff, and 5) other MNSure staff and leadership, consultants, and select navigator partners. At MNSure's direction, the vendor may work with MNSure's outreach team to help facilitate marketing and awareness of enrollment events, as well as select broker and/or navigator partners.

The State recognizes that some firms may have a higher level of expertise on a specific section of the Required Tasks and Deliverables. Given that the Required Tasks and Deliverables crosses multiple marketing platforms and is targeted towards diverse populations, vendors may want to consider establishing partnerships with other entities that are experts and have experience in specialized areas.

The vendor will provide professional technical and media purchasing services in accordance with applicable budget and workplan documents, which will be included in and incorporated into a contract.

RESPONDER ELIGIBILITY

Pursuant to section 1311¹ of the ACA, a health carrier or an entity that is treated under subsection (a) or (b) of section 52 of the Internal Revenue Code of 1986 as a member of the same controlled group of corporations (or under common control with) as a health carrier is not eligible to carry out responsibilities or perform functions required of an exchange. Responders must describe how they are an eligible Responder to this RFP (as detailed in “Appendix 1” below).

TIME FRAME

The State anticipates a contract will be executed during July 2024 with work commencing shortly thereafter and an anticipated end date of June 30, 2025. MNsure has the option to extend the contract at MNsure’s sole discretion in increments to be determined by MNsure, not to exceed a total contract term of five years.

BUDGET

While MNsure is not setting a maximum cost limit on proposal submissions, it is important to note that price will be a significant consideration during the evaluation period; MNsure will evaluate proposals based on “best value.” The table below lists the approximate spending on the MNsure statewide marketing campaign for the 2024 and 2025 open enrollment periods.

Open Enrollment Year	Approximate Marketing Campaign Services Amount	Approximate Media Purchases Amount
2024	\$518,000	\$1,132,000
2025	\$518,000	\$1,132,000

2. Required Tasks and Deliverables.

This RFP is seeking individuals or companies that will design, develop and produce a comprehensive statewide marketing and public relations campaign for MNsure. **The required tasks (Tasks 1-6 below) should be individually addressed in the detailed cost proposal and work plan.**

Task 1: Design a Multi-faceted Statewide Marketing and Public Relations Campaign for MNsure

Building upon market research, previous marketing campaign assets and outreach and communications planning work already completed, the selected vendor will develop and manage a results-oriented marketing and public relations campaign. The proposed solution and approach shall be guided by several key strategies and supporting concepts:

¹ See: 42 U.S.C. § 18031.

1. A focus on increasing enrollment that targets:
 - a. Individuals who currently purchase health insurance on their own / have no access to employer sponsored coverage;
 - b. Diverse communities that are typically uninsured or underinsured;
 - c. Demographics that are typically uninsured or underinsured; and
 - d. Populations identified by the Minnesota Health Access Survey, conducted by the Minnesota Department of Health, outlines demographic and geographic information on Minnesota's uninsured population and is available here:
<https://www.health.state.mn.us/data/economics/hasurvey/index.html>.
2. Re-enrolling individuals who have previously enrolled in MNsure, including:
 - a. Qualified health plan enrollees;
 - b. MinnesotaCare enrollees; and
 - c. Medical Assistance enrollees.
3. Increasing enrollment by working with partner organizations including grantees, navigators, brokers and agents to increase enrollment through MNsure.
4. Increase MNsure brand recognition across the state.

The campaign will include, but not be limited to, the following components:

1. Mass/paid media: radio, TV, digital, etc.
2. Social media
3. Earned media: news releases, PSAs, story placements including an editorial calendar
4. Promotions: launch of open enrollment, key milestones through the campaign
5. Two campaign evaluations: one before launch and one following the campaign's completion
6. Focus groups for creative testing
7. Updating and creating individualized marketing campaigns for approximately 20 lead broker agencies across the state

Task 2: Development of Collateral Materials

To support marketing efforts, select collateral materials may need to be created on an ad hoc basis; however, a comprehensive suite of materials is not needed. Collateral materials that may need to be created include, but are not limited to, co-branded signage, brochures, fact sheets, images and other population-specific collaterals. Commodity printing is not part of the scope of work under this contract. All collateral printing will be secured and overseen internally by MNsure.

Task 3: Media Buying Recommendations, Negotiations, and Placement

As necessary and as directed by MNSure, the selected vendor will complete all media buying, negotiations, and placement activities and manage and oversee MNSure media and productions for a customized mix of advertising services for MNSure Qualifying Life Event (“QLE”) and Special Enrollment Period (“SEP”) campaigns. The selected vendor will devise a paid media plan to achieve a best value for the investment. The plan will include statewide placements as well as strategic placements to reach target populations. The Responder will utilize research to ensure a diverse media mix. The research will include media audience, ratings/readership and value-added opportunities (e.g., on-air interviews, brochure distribution at media events, etc.).

Advertising will be placed through the following mediums, and align with the media usage of MNSure’s audiences:

1. Television (e.g., 15- and 30-second TV ads);
2. Online (e.g. paid search, banner ads, streaming videos);
3. Radio (over air and internet i.e., Pandora, iHeartRadio) (e.g., 15- and 30-second ads); and
4. Additional mediums suggested by the proposer.

Responder should provide specific media buying recommendations for MNSure, including:

1. Identification of specific media to be used;
2. Identification through which the Responder will reach Minnesota’s minority populations;
3. Timing, frequency, penetration and length of placement;
4. Allocation of placement within selected media;
5. Justification of media allocation and integration in campaign, cost effectiveness and return on investment;
and
6. Itemization of media cost.

Task 4: Development of Public Relations Strategies

Either as a stand-alone element or in-concert with partnership plans with other vendors, the selected vendor shall assess and recommend different types of public relation strategies and activities for all appropriate target audiences. The vendor will seek to conceive and create unique opportunities or events to increase enrollment as a component of the marketing campaign.

Responder should incorporate structure and strengths of existing MNSure partners, including navigator grantees, broker enrollment centers and other enrollment assistance and external partners in proposing strategic and sustainable promotional strategies.

Responder should consider direct-to-consumer tactics, consumer-facing technologies, external and community partnerships, and other innovative, results-oriented strategies.

Task 5: Accessibility

All documents, videos and other work products delivered by the vendor chosen under this RFP must be accessible in order to conform to the state accessibility standard and state video captioning requirements. Information about the standards can be found at <https://mn.gov/mnit/government/policies/accessibility/> and <https://www.revisor.mn.gov/statutes/cite/3251.05>. For example, this requirement includes closed-captioned products for the deaf and hard of hearing.

Task 6: Annual Report

Design an accessible Annual Report using content provided by MNsure.

SECTION 3 – PROPOSAL INSTRUCTIONS AND ADDITIONAL INFORMATION

1. Anticipated Contract Term.

The term of this contract is anticipated to be from July 1, 2024 to June 30, 2025, with the option to extend up to an additional four years in increments determined by the State.

2. Question and Answer Instructions.

All questions should be submitted no later than the date and time listed in Section 1, Instructions to Responders. The State is not obligated to answer questions submitted after the question due date and time.

Only personnel listed above are authorized to discuss this solicitation with responders. Contact regarding this solicitation with any personnel not listed above could result in disqualification. This provision is not intended to prevent responders from seeking guidance from state procurement assistance programs regarding general procurement questions.

If a Responder discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in the solicitation, please immediately notify the contact person detailed above in writing of such error and request modification or clarification of the document.

3. Additional Tasks or Activities.

Responders are encouraged to propose additional tasks, activities, or goods above and beyond the scope of what is requested in this solicitation if they will substantially improve the results of this procurement. Any costs associated with these additional tasks, activities, or goods should be clearly marked in Attachment C and separated from costs associated with the tasks, activities, or goods specifically requested under this solicitation. Because cost is a factor in the evaluation of responses to this solicitation, failure to separate costs for additional tasks, activities, or goods may result in those costs being included in a responder's cost proposal and result in a lower cost score for that proposal.

4. Solicitation Schedule

Activity	Date
RFP published	February 27, 2024
Applicant questions are due	12:00 p.m. Central Time, March 5, 2024
MNsure responses to questions posted in SWIFT	March 12, 2024
Proposals due	12:00 p.m. Central Time, March 19, 2024
Finalists Notified	April 2024
Contract negotiations completed	May 2024

SECTION 4 – PROPOSAL CONTENT

Please submit the following information:

1. Work Plan. Responder should provide a detailed work plan which includes all of the following components:

- 1) A detailed implementation timeline (for the period of July 1, 2024 through June 30, 2025, including possible market research and marketing work to be performed outside of MNsure annual open enrollment) and estimated deliverable due dates;
- 2) Proposed solutions and approaches for Required Tasks 1, 2, and 4-6 (listed on pages 7-10 of this RFP document) including i) explanations on the Responder's approach to reach targeted diverse, multicultural, and "hard to reach" populations, and ii) considerations to determine when translated pieces are appropriate.

Approaches may include strategic planning, research in service of creating a strategic plan, including but not limited to market research, creative development (including but not limited to television, radio, print, digital and mobile), collateral and/or product development, promotions, account management, marketing strategy and support, and implementation, including social media;

- 3) A description of the deliverables to be provided by the Responder that identifies the major tasks to be accomplished and be used as a scheduling and managing tool, as well as the basis for invoicing;
- 4) A description of the interaction/communication with MNsure staff and/or stakeholders;
- 5) An explanation of how the work plan will meet the Key Components of Requested Services (identified on page 6 of this RFP document); and
- 6) A summary of your agency's internal measurement tools, suggestions for outside/supplemental resources and your approach to reporting.

The work plan has a 45 page limit. Work plans should use at least 11-point font with one-inch margins and pages consecutively numbered. If the work plan exceeds the page limit, only the first 45 pages will be considered.

Responders may also propose additional tasks or innovative activities if they will substantially improve the results of the campaign. Proposed optional tasks or activities must be identified and separated from the required items tasks on both the work plan and cost detail.

This document should NOT list cost detail. If cost detail is included in this document, the State may disqualify the proposal as non-responsive. Responder should provide a statement of the objectives, goals, and tasks to show or demonstrate the Responder's view and understanding of the nature of the contract.

2. Media buying recommendation plan. Responder should provide a detailed media buying recommendation plan for Task 3 (listed on pages 8-9 of this RFP) for the period of July 1, 2024 through June 30, 2025 which includes all of the following components:

- 1) Describe the methodology to justify creative and media investments and describe how a return on investment (ROI) is established and measured. What technologies have you developed and/or utilize in order to flawlessly execute and seamlessly track and report?
- 2) What are the top three distinguishing attributes of your media planning and buying approach and team? Include information on technologies or platforms that enable you to optimize targeting and

include whether these technologies are in-house or outsourced.

- 3) Describe your planning methodology and provide insight into your process for creating audience profiles, buying, monitoring, optimizing, analyzing, and reporting across all channels. In particular, provide a synopsis of how you minimize ad fraud and waste in digital media buys.
- 4) Share a breakout of total media placed by your firm across the following channels in 2023 as compared to 2022: TV, radio, OOH, print, programmatic digital, direct digital, mobile, paid social, paid search and other.
- 5) Briefly describe your process for reviewing sponsorship/event proposals or promotional media opportunities to determine cost/benefit value for your clients. Give an example of what you would consider your best earned media story with attendant business results and post campaign learnings. Include the strategic insights that drove your recommendations and illustrate how you rationalized channel allocations.
- 6) Please provide a sample of a report or campaign analysis that MNsure would expect to see on an ongoing basis. **This sample has a 5 page limit.** If the sample exceeds the page limit, only the first 5 pages will be considered.

No cost detail (including savings, discounts, etc.) should be included in the media buying recommendation plan. The State does not intend to pay commissions on media purchases.

3. Qualifications and Experience.

- 1) Complete and submit Appendix 1: Responder Questionnaire.
- 2) Provide two work samples of multi-platform campaigns completed within the past five years that demonstrate the Responder's capabilities of meeting the scope of services in this RFP including meeting the state accessibility standard and state video captioning requirements. At least one sample should demonstrate multi-platform campaigns completed for a government entity. **The two work samples have a 4 page limit combined.** If the work samples exceed the page limit, only the first 4 pages will be considered.

4. Cost Detail. Complete and submit Appendix 2 Attachment C, "Cost Detail," attached to this solicitation.

5. Sample Transaction Documents. Prior to award, a potential successful Responder must submit samples of any transaction documents proposed for use under the resulting contract. The State will review the transaction documents to ensure they contain sufficient detail and to review additional terms and conditions contained therein, if any. The State reserves the right to request additional detail in the transaction documents or to reject additional terms and conditions within transaction documents. Once approved by the State, Contractor may not materially change transaction documents unless a change has been approved in writing by the Commissioner of Administration, as delegated to the Office of State Procurement. Any terms and conditions included in transaction documents but not approved by the State are voidable by the State. Any terms and conditions that are in conflict with Minnesota law or in conflict with the terms of the State Contract are void. Failure to void a non-approved term or condition included in a transaction document does not waive the State's right to void any non-approved term or condition.

Submit all requested documentation, including, but not limited to, the following documents:

1. APPENDIX 1: RESPONDER QUESTIONNAIRE
2. APPENDIX 2: RFP ATTACHMENTS

- a) Attachment A: Responder Declarations
- b) Attachment B: Exceptions to State's Terms and Conditions
- c) Attachment C: Cost Detail
- d) Attachment D: Responder Forms
 - Veteran-Owned Preference Form
 - Workforce and Equal Pay Declaration Page

DO NOT INCLUDE Non-Public/Trade Secret data (as defined by Minn. Stat. § 13.37).

SECTION 5 – EVALUATION PROCEDURE AND CRITERIA

The State will conduct an evaluation of responses to this Solicitation. The evaluations will be conducted in three phases:

Phase 1 - Review responses for responsiveness and pass/fail requirements

Phase 2 - Evaluate responses

Phase 3 - Select finalist(s)

1. Phase 1 – Responsiveness and Pass/Fail Requirements

The purpose of this phase is to determine if each response complies with mandatory requirements. The State will first review each proposal for responsiveness to determine if the Responder satisfies all mandatory requirements. The State will evaluate these requirements on a pass/fail basis.

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

- Responses must be received by the due date and time specified in this RFP.
- Responder must complete and submit “Appendix 1: Responder Questionnaire.”
- Responder must be an eligible Responder under section 1311 of the Affordable Care Act. When responding to Appendix 1, Responder must attest that Responder is not a health carrier or an entity that is treated under subsection (a) or (b) of section 52 of the Internal Revenue Code of 1986 as a member of the same controlled group of corporations (or under common control with) as a health carrier.

2. Phase 2 - Evaluate Responses

Only those responses found to have met Phase 1 criteria will be considered in Phase 2.

The factors and weighting on which responses will be evaluated are:

- | | |
|---|---|
| 1. Work Plan | 300 points |
| 2. Qualifications and Experience (Appendix 1 & work samples) | 250 points |
| 3. Media buy recommendation plan (including sample report or campaign analysis) | 150 points |
| 4. Cost Detail | <u>300 points</u>
1,000 points |
| 5. Preference Points (if applicable) | 120 points (in addition to 1,000 available) |

Preference points are described under Solicitation Terms and will be applied to the total score after points have been awarded.

3. Phase 3 - Select Finalist(s)

Only those responses that have been evaluated under Phase 2 shall be eligible for Phase 3.

The State will make its selection based on best value, as determined by this evaluation process. The State reserves the right to pursue negotiations on any exception taken to the State’s standard terms and conditions. In the event that negotiated terms cannot be reached, the State reserves the right to terminate negotiations and begin negotiating with the next highest scoring responder or take other actions as the State deems appropriate. If the State anticipates multiple awards, the State reserves the right to negotiate with more than one Responder.

The anticipates implementation of this contract on or about July 1, 2024.

SECTION 6 – SOLICITATION TERMS

1. Competition in Responding

The State desires open and fair competition. Questions from responders regarding any of the requirements of the Solicitation must be submitted in writing to the Solicitation Administrator listed in the Solicitation before the due date and time. If changes are made the State will issue an addendum.

Any evidence of collusion among responders in any form designed to defeat competitive responses will be reported to the Minnesota Attorney General for investigation and appropriate action.

2. Addenda to the Solicitation

Changes to the Solicitation will be made by addendum with notification and posted in the same manner as the original Solicitation. Any addenda issued will become part of the Solicitation.

3. Data Security - Foreign Outsourcing of Work is Prohibited

All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all levels.

4. Joint Ventures

The State allows joint ventures among groups of responders when responding to the solicitation. However, one responder must submit a response on behalf of all the others in the group. The responder that submits the response will be considered legally responsible for the response (and the contract, if awarded).

5. Withdrawing Response

A responder may withdraw its response prior to the due date and time of the Solicitation. For solicitations in the SWIFT Supplier Portal, a responder may withdraw its response from the SWIFT Supplier Portal. For solicitations done any other way, a responder may withdraw its response by notifying the Solicitation Administrator in writing of the desire to withdraw.

After the due date and time of this Solicitation, a responder may withdraw a response only upon showing that an obvious error exists in the response. The showing and request for withdrawal must be made in writing to Solicitation Administrator within a reasonable time and prior to the State's detrimental reliance on the response.

6. Rights Reserved

The State reserves the right to:

- Reject any and all responses received;
- Waive or modify any informalities, irregularities, or inconsistencies in the responses received;
- Negotiate with the highest scoring Responder[s];
- Terminate negotiations and select the next response providing the best value for the State;
- Consider documented past performance resulting from a State contract may be considered in the evaluation process;
- Short list the highest scoring Responders;
- Require Responders to conduct presentations, demonstrations, or submit samples;
- Interview key personnel or references;
- Request a best and final offer from one or more Responders;
- The State reserves the right to request additional information ; and
- The State reserves the right to use estimated usage or scenarios for the purpose of conducting pricing evaluations. The State reserves the right to modify scenarios, and to request or add additional scenarios for the evaluation.

7. Samples and Demonstrations

Upon request, Responders are to provide samples to the State at no charge. Except for those destroyed or mutilated in testing, the State will return samples if requested and at the Responder's expense. All costs to conduct and associated with a demonstration will be the sole responsibility of the Responder.

8. Responses are Nonpublic during Evaluation Process

All materials submitted in response to this Solicitation will become property of the State. During the evaluation process, all information concerning the responses submitted will remain private or nonpublic and will not be disclosed to anyone whose official duties do not require such knowledge. Responses are private or nonpublic data until the completion of the evaluation process as defined by Minn. Stat. § 13.591. The completion of the evaluation process is defined as the State having completed negotiating a contract with the selected responder. The State will notify all responders in writing of the evaluation results.

9. Trade Secret Information

9.1 Responders must not submit as part of their response trade secret material, as defined by Minn. Stat. § 13.37.

9.2 In the event trade secret data are submitted, Responder must defend any action seeking release of data it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments awarded against the State in favor of the party requesting the data, and any and all costs connected with that defense.

9.3 The State does not consider cost or prices to be trade secret material, as defined by Minn. Stat. § 13.37.

9.4 A responder may present and discuss trade secret information during an interview or demonstration with the State, if applicable.

10. Conditions of Offer

Unless otherwise approved in writing by the State, Responder's cost proposal and all terms offered in its response that pertain to the completion of professional and technical services and general services will remain firm for 180 days, until they are accepted or rejected by the State, or they are changed by further negotiations with the State prior to contract execution.

11. Award

Any award that may result from this solicitation will be based upon the total accumulated points as established in the solicitation. The State reserves the right to award this solicitation to a single Responder, or to multiple Responders, whichever is in the best interest of the State, providing each Responder is in compliance with all terms and conditions of the solicitation. The State reserves the right to accept all or part of an offer, to reject all offers, to cancel the solicitation, or to re-issue the solicitation, whichever is in the best interest of the State.

12. Requirements Prior to Contract Execution

Prior to contract execution, a responder receiving a contract award must comply with any submittal requests. A submittal request may include, but is not limited to, a Certificate of Insurance.

13. Targeted Group, Economically Disadvantaged Business, Veteran-Owned and Individual Preference

Unless a greater preference is applicable and allowed by law, in accordance with Minn. Stat. § 16C.16, businesses that are eligible and certified by the State as targeted group (TG) businesses, economically disadvantaged (ED) businesses, and veteran-owned businesses will receive points equal to 12% percent of the total points available as preference.

For TG/ED/VO certification and eligibility information visit the Office of Equity in Procurement website at <https://mn.gov/admin/business/vendor-info/oep/> or call the Division's Helpline at 651.296.2600.

14. Reciprocity

State shall comply with Minn. Stat. § 16C.06, subd. 7, as that applies to a non-resident vendor. This paragraph does not apply for any project in which federal funds are expended.

APPENDIX 1: RESPONDER QUESTIONNAIRE

Responder Overview

Include a company description:

Number of employees:

Number of employees in responding office:

Number of employees assigned to MNsure account:

Approximate annual billings:

Approximate annual billings for responding office:

Responder Personnel

1. Provide a list of personnel who will work on the campaign, detailing their training and work experience and the anticipated percentage of amount time each will devote to this project. Short biographies should be submitted for key personnel, including proposed subcontractors. **Resumes or other information about project personnel should not, if possible, contain personal telephone numbers, personal addresses, or personal email addresses. If it is necessary to include personal contact information, please clearly indicate in the response that personal contact information is being provided.**
2. If applicable, provide a list of subcontractors whose services will be used and the specific role(s) each subcontractor will have.

Responder Questions

1. Describe your background and experience with similar projects.
2. What type of client is best served by your agency?
3. Describe how you would measure campaign success and what metrics you would use to assess the effectiveness of this campaign.
4. Describe how you would approach implementing MNsure's marketing and advertising campaign within the aggressive timeframe. What is your experience working with immediate and non-flexible timelines?
5. Describe how the firm goes about the development of basic creative strategies and your approach for innovative creative design.
6. Describe any unique services the Responder thinks would be helpful in meeting the goals of this RFP.
7. Describe the approach to project management and organization that you would use for the project.
 - How do you typically manage the client/agency relationship?
 - What are your project management capabilities and what tools or processes do you use to manage workflow?
 - How do you typically expect the client to manage the client/agency relationship?
 - How do you effectively divide responsibilities between client and agency and ensure important timelines are maintained and deadlines achieved?
 - What processes are in place for financial stewardship?

8. Describe how you would design a campaign that would reach underserved communities in Minnesota.
9. Describe how your policies and practices promote diversity, equity, and inclusion in areas such as hiring practices, subcontracting, etc. Detail your demographic breakdown and any other information pertinent to your efforts in this area.
10. Describe how you are an eligible Responder to this RFP, in accordance with Section 1311 of the ACA. At minimum, provide a written statement that attests that your company is **not** a health carrier or an entity that is treated under subsection (a) or (b) of section 52 of the Internal Revenue Code of 1986 as a member of the same controlled group of corporations (or under common control with) as a health carrier. **This is a pass/fail requirement, as stated above on page 15 of this RFP solicitation document.** MNSure reserves the right to verify this attestation and request additional information on your company's ownership and corporate or business entity formation documents, or any other necessary documents to verify eligibility under section 1311.
11. Are you certified with the Minnesota Department of Administration, Office of Equity in Procurement as a targeted group (TG) business, economically disadvantaged (ED) businesses, and veteran-owned businesses? MNSure reserves the right to verify this attestation. For TG/ED/VO certification and eligibility information visit the Office of Equity in Procurement website at <https://mn.gov/admin/business/vendor-info/oep/> or call the Division's Helpline at 651.296.2600.

APPENDIX 2: RFP ATTACHMENTS

ATTACHMENT A: RESPONDER DECLARATIONS

The undersigned certifies, to the best of his or her knowledge and belief, that:

- A. **Response Contents.** The information provided is true, correct, and reliable for purposes of evaluation for potential contract award. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the Responder to suspension or debarment proceedings as well as other remedies available by law
- B. **Authorized Signature.** This Declaration is signed by the appropriate person(s), with the authority to contractually bind the Responder, as required by applicable articles, bylaws, resolutions, minutes, and ordinances.
- C. **Non-Collusion Certification.**
 - 1. The Proposal has been arrived at by the Responder independently and has been submitted without collusion and without any agreement, understanding or planned common course of action with any other vendor designed to limit fair or open competition; and
 - 2. The contents of the Response have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any other individual prior to the due date and time of this Solicitation. Any evidence of collusion among Responders in any form designed to defeat competitive responses will be reported to the Minnesota Attorney General for investigation and appropriate action.
- D. **Organizational Conflicts of Interest.** To the best of Responder's knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons,
 - 1. a vendor is unable or potentially unable to render impartial assistance or advice to the State;
 - 2. the vendor's objectivity in performing the contract work is or might be otherwise impaired; or
 - 3. the vendor has an unfair competitive advantage.

If after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the State's Chief Procurement Officer which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organizational conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the Contractor was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to OSP, the State may terminate the contract for default. Organizational conflicts of interest terms apply to any subcontractors for this work.

- E. **Certification Regarding Lobbying.** For State of Minnesota Contracts and Grants over \$100,000, the undersigned certifies, to the best of his or her knowledge and belief that:
 - 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any

cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, Disclosure Form to Report Lobbying in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into and is a prerequisite for making or entering into this transaction imposed by 31 U.S.C. 1352. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

- F. **Copyrighted Material Waiver.** By signing its Response, the Responder certifies that it has obtained all necessary approvals for the reproduction and distribution of the contents of its response.
- G. **Diverse Spend Reporting.** The Sample Contract contains a clause for Diverse Spend Reporting. When this clause applies, Contractor will be required to register in a free portal to report diverse spend.
- Please see [Diverse Spend Reporting Frequently Asked Questions](#) for additional information.

By signing this form, Responder acknowledges and certifies compliance with all applicable requirements indicated above.

Company Name: _____

Signature: _____

Printed Name: _____

Title: _____

Date: _____

Phone Number: _____

Email Address: _____

ATTACHMENT B: EXCEPTIONS TO STATE'S TERMS AND CONDITIONS

The State presumes a responder agrees to the terms and conditions of this solicitation unless a responder takes specific exception to one or more of the conditions on this form.

The State reserves the right to reject, negotiate, or accept any exception listed to the State's terms and conditions (including those found in the attached Sample Contract).

INSTRUCTIONS: A responder must explicitly list all exceptions to State's terms and conditions, if any (including those found in the attached Sample Contract). Reference the clause number and page number of the State's term and condition for each of a responder's exceptions. If no exceptions exist, state "NONE" specifically on the form below. Whether or not exceptions are taken, the Responder must sign and date this form and submit it as part of their response. *(Add additional pages if necessary.)*

Clause and Page Number	Suggested Change to Clause	Explanation or Justification

By signing this form, I acknowledge that the above-named responder accepts, without qualification, all terms and conditions stated in this solicitation (including the sample contract) except those clearly outlined as exceptions above.

Signature: _____

Printed Name: _____

Title: _____

Date: _____

ATTACHMENT C: COST DETAIL

Responders must submit Attachment C “Cost Detail” form to submit their Cost Proposal. The rate(s) identified in the Cost Proposal must include all costs, including but not limited to: travel expenses, mass mailings, fees, commissions, compensation, equipment and other charges.

Identify the level of the State’s participation in the contract and details of cost allowances for this participation. The State does not make regular payments based solely upon the passage of time; it only pays for services performed or work delivered after it is accomplished.

Submit the Attachment C: Cost Proposal as a separate document(s) from your technical response for all copies of the Proposal. Do not include any cost information in the Technical Proposal part of the response. The Proposal must be open for acceptance until a contract is executed, the Solicitation is cancelled, or 180 days after the due date and time of the Solicitation, whichever comes first.

The cost proposal represents 30% of the total evaluation of your proposal. Provide the best financial proposal to complete the work for the duration of the contract based on the proposed work plan. **The Responder must tie their cost breakout to specific milestones and Required Tasks (Tasks 1-6) listed on pages 7-10 with the understanding that if the Responder is chosen for implementation, the contract may reference payment for these specific milestones.** Your pricing proposal must include all deliverables and services required by the RFP and proposed by your agency and partners, unless you specifically state that an item or feature is offered as a proposal additional task or activity. Travel or other costs must be factored into the bid, as no additional fees will be paid to perform this work.

The State does not intend to pay commissions on media purchases. Therefore, Responders should not include commissions in the cost detail. Mark-up rates for media buying should be clearly identified.

1. Cost proposals should address each of the following points to ensure consistency in approach:
 - Include any assumptions made to create your cost proposal.
 - Include any relevant one-time implementation costs.
 - Include any anticipated additional costs that will become the responsibility of MNsure. Any costs that are included at the time of negotiation that are not included in this proposal may lead the vendor’s proposal to be determined to be unresponsive.
2. Responder must complete the chart below for each identified deliverable. The State reserves the right to negotiate additional tasks within the scope of this solicitation with the highest scoring responder.

Task #	Deliverable or Project Phase Description	Total Cost for Completion of Deliverable or Project Phase
1	Design a Multi-faceted Statewide Marketing and Public Relations Campaign for MNsure	\$
2	Development of Collateral Materials	\$
3	Media Buying Recommendations, Negotiations, and Placement	\$

4	Development of Public Relations Strategies	\$
5	Accessibility	\$
6	Annual Report	\$
	Totals	\$

ATTACHMENT D: RESPONDER FORMS
STATE OF MINNESOTA
VETERAN-OWNED PREFERENCE FORM

Unless a greater preference is applicable and allowed by law, in accordance with Minn. Stat. §16C.16, subd. 6a, the Commissioner of Administration will award up to a 12% preference on state procurement to certified small businesses that are majority owned and operated by veterans.

Veteran-Owned Preference Requirements - See Minn. Stat. § 16C.19(d):

- 1) The business has been certified by the Office of Equity in Procurement (OEP) as being a veteran-owned or service-disabled veteran-owned small business.

or

- 2) The principal place of business is in Minnesota AND the US Small Business Administration verifies the business as being a veteran-owned or service-disabled veteran-owned small business under Public Law 109-461 and Code of Federal Regulations, title 13, part 128.

Statutory requirements and appropriate documentation must be met **by the solicitation response due date and time** to be awarded the veteran-owned preference. For Bids, the preference applies only to the first \$2,000,000.

Claim the Preference

By signing below I confirm that:

My company is claiming the veteran-owned preference afforded by Minn. Stat. § 16C.16, subd. 6a. By making this claim, I verify that:

- The business has been certified by the Office of Equity in Procurement (OEP) as being a veteran-owned or service-disabled veteran-owned small business.

or

- My company's principal place of business is in Minnesota **and** the US Small Business Administration verifies my company as being a veteran-owned or service-disabled veteran-owned small business.

Name of Company: _____ Date: _____

Authorized Signature: _____ Telephone: _____

Printed Name: _____ Title: _____

Sign and return this form with your solicitation response to claim the veteran-owned preference.

Workforce and Equal Pay Declaration Page

This form is **required for all businesses** executing government contracts under the following:

1. Select one:

- Businesses executing a contract with **State or Metropolitan agencies** in excess of \$100,000 ([Workforce Certificate](#)) and if applicable \$500,000 ([Equal Pay Certificate](#))
- Businesses executing a contract with **University of Minnesota** for general obligation bond funded capital projects in excess of \$100,000 ([Workforce Certificate](#)) and if applicable \$500,000 ([Equal Pay Certificate](#))
- Businesses executing a contract with **Political Subdivisions** for general obligation bond funded capital projects in excess of \$250,000 ([Workforce Certificate](#)) and if applicable \$1,000,000 ([Equal Pay Certificate](#))

Select all that apply:

2. We are a Certificate holder:

- Workforce Certificate under the name: _____
- Equal Pay Certificate under the name: _____

3. We are applying/have applied for the following certificate(s):

- Workforce Certificate Application date (MM/DD/YYYY): _____
- Equal Pay Certificate Application date (MM/DD/YYYY): _____

4. We have not applied for one or both certificates:

- Our Company does not yet have a Workforce Certificate or Equal Pay Certificate. We acknowledge that a Workforce and, if applicable, Equal Pay Certificate, or approved exemption by MDHR is required before a contract can be executed.

5. We are Exempt:

- We attest to MDHR that we have not employed 40 or more employees on a single day during the prior 12 months in Minnesota or the state in where we have our primary place of business. MDHR may request the names of our employees during the previous 12 months, the date of separation, if applicable, and the current employment status and count.

6. Business Information

Vendor/Supplier ID	Business Name	Name of Contracting Agency
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Authorized Signatory Name	Title	Date
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Signature	Email	Phone
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For assistance with this form, email the Minnesota Department of Human Rights Compliance.MDHR@state.mn.us