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STATE OF MARYLAND



PUBLIC SERVICE COMMISSION

December 22, 2021

PSC# 12.20.21 — MD Choice Advertising — Billboards

To Whom It May Concern:

The Public Service Commission of Maryland (“Commission”) is seeking proposals to provide specific advertising in select Billboards across Maryland to increase Maryland residential utility customers’ awareness of the Commission’s MDEnergyChoice.com website. The advertising content will be provided to the awarded offeror by the Commission in a digital format.

The offeror shall work directly with the Commission’s contract manager assigned to this project. The vendor shall provide proposals to cover a Statewide presence and a subset thereof.

Offerors shall submit Proposals in two separate volumes (or envelopes) entitled:

- Volume I – Technical Proposal for PSC# 12.20.21 MD Energy Choice Advertising — Billboards
- Volume II – Financial Proposal for PSC# 12.20.21 MD Energy Choice Advertising — Billboards

Offeror Technical Proposal shall include:

1. A summary of the Offeror’s experience with such advertising;
2. An explanation of how the vendor proposes to accomplish the scope of work, including the number and type of displays, duration in days of each advertising display at each billboard location, and media or materials used for each display (e.g., digital versus printed format);
3. How the contractor will provide proof of the number of advertising displays deployed and confirmation of the duration of each display advertisement deployed.

Offeror Financial Proposal shall include:

1. Rates per advertisement installation and production for each display by media type used for each billboard location;
2. Packaged or bundled rates for a combination of media and/or multiple billboard locations;
3. Any other costs (if applicable) separately listed not included above.

Your financial proposal price is to be fully loaded including all costs/expenses associated with the provision of services as required. The cost proposal price shall include, but is not limited to, all: labor,

profit/overhead, general operating, administrative, and all other expenses and costs necessary, including travel expenses to perform the work. No other amounts will be paid to the potential offeror. Provide no pricing information in the Technical Proposal.

All questions, including concerns regarding any applicable MBE or VSBE participation goals, shall identify in the subject line the Solicitation Number and Title PSC# 12.20.21 - MD Energy Choice Advertising — Billboards RFP, and shall be submitted in writing via e-mail to the Procurement Officer at least three (3) days before the Proposal due date. The Procurement Officer, based on the availability of time to research and communicate an answer, shall decide whether an answer can be given before the Proposal due date.

Answers to all questions that are not specific only to the requestor will be distributed via the same mechanism as for RFP amendments and posted on eMMA and the Commission website under [Procurement and Contracts](#). The statements and interpretations contained in responses to any questions, whether responded to verbally or in writing, are not binding on the Commission unless it issues an amendment in writing.

If the RFP is revised before the due date for Proposals, the Commission shall post any addenda to the RFP on eMMA and shall endeavor to provide such addenda to all prospective Offerors that were sent this RFP or are otherwise known by the Procurement Officer to have obtained this RFP. It remains the responsibility of all prospective Offerors to check eMMA for any addenda issued before the submission of Proposals.

Acknowledgment of the receipt of all addenda to this RFP issued before the Proposal due date shall be included in the Transmittal Letter accompanying the Offeror's Technical Proposal. Addenda made after the due date for Proposals will be sent only to those Offerors that remain under award consideration as of the issuance date of the addenda.

Acknowledgment of the receipt of addenda to the RFP issued after the Proposal due date shall be in the manner specified in the addendum notice. Failure to acknowledge receipt of an addendum does not relieve the Offeror from complying with the terms, additions, deletions, or corrections set forth in the addendum, and may cause the Proposal to be deemed not reasonably susceptible of being selected for award.

It is the State's intention to obtain goods and services, as specified in this RFP, from a Contract between the selected Offeror and the State. The anticipated duration of services to be provided under this Contract is for a period of six (6) months, with the option to renew for an additional six (6) months. The Contract resulting from this solicitation is a small procurement, Category III (not to exceed \$50,000.00) in accordance with COMAR 21.05.07 and shall be a fixed price contract in accordance with COMAR 21.06.03.02 for the selected services. The Commission intends to make a single award as a result of this RFP. An Offeror, either directly or through its subcontractor(s), must be able to provide all goods and services and meet all of the requirements requested in this solicitation and the successful Offeror (the Contractor) shall remain responsible for Contract performance regardless of subcontractor participation in the work.

In order to receive a contract award, a vendor must be registered on eMMA. Registration is free. Go to emma.maryland.gov, click on "New Vendor? Register Now" to begin the process, and then follow the prompts.

The State will not be responsible for any costs incurred by any Offeror in preparing and submitting a Proposal, in making an oral presentation, providing a demonstration, or performing any other activities related to submitting a Proposal in response to this solicitation.

The Commission must receive your proposal by 4:00 p.m. Local Time on January 27, 2022. Please send your proposal to:

Maryland Public Service Commission,
Attn: Devan B. Perry, Procurement Officer
6 St. Paul Street, 16th Floor
Baltimore, MD 21202

Your proposal may be sent via email to devan.perry1@maryland.gov, as long as a signed paper copy is received by the next business day.

If you are unable to submit a proposal, please respond with that information to be removed from this solicitation mailing list.

Minority Business Enterprises Are Encouraged to Respond to this Solicitation.

Thank you and the Commission looks forward to receiving your proposals,

Devan B. Perry

Devan B. Perry,
Procurement Officer
410-767-8009
devan.perry1@maryland.gov