

# DEPARTMENT OF MENTAL HEALTH

State of Mississippi

239 North Lamar Street  
1101 Robert E. Lee Building  
Jackson, Mississippi 39201



601-359-1288  
FAX 601-359-6295  
TDD 601-359-6230

Wendy D. Bailey - Executive Director

Mississippi Department of Mental  
Health Invitation for Sealed Bids:  
**For 988 Billboard Advertisement**

**RFX: 3160006252**

October 20, 2023

**Amendment 2 – issued 12/11/2023**

This amendment for the above referenced RFX includes replacement of the original Invitation for Sealed Bids and all attachments/exhibits. The changes included multiple formatting and clerical modifications, none of which are substantive to the procurement, and includes a few substantive changes as outlined below:

- The date bids are due is changed to January 4, 2024, at 9:00 A.M. to allow time for responses, due to a clarification of the description of services to be provided and evaluation terms.
- The estimated start date of this contract will be January 15, 2024, and has been included in section “3” on Page 2.
- The description of services to be provided has been revised in Attachment A-Section D on Page 10-11.

Acknowledgement of receipt by signature below is required to be returned with bid packet.

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Vendor Representative

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Title

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Date

Mississippi Department of Mental Health

Invitation for Sealed Bids:

**For 988 Billboard Advertisement**

**RFX: 3160006252**

October 20, 2023

1. In accordance with the rules and regulations of the Mississippi Public Procurement Review Board Office of Personal Service Contract Review (OPSCR), Mississippi Department of Mental Health (DMH) will receive sealed bids and award a contract for services as described in the following specifications (**Attachment A**). Bidders shall understand that any eventual contract resulting from this Invitation for Bid shall be governed by the applicable provisions of the Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations, a copy of which is available at 501 North West Street, Suite 701E, Jackson, Mississippi 39201 for inspection, or downloadable at <http://www.dfa.ms.gov>.
2. **Sealed bids (2 each paper copies) must be received not later than Thursday, January 4, 2024, at 9:00 AM CST**, at Mississippi Department of Mental Health, by hand or mail delivery to 239 N Lamar Street, Suite 1104, Jackson, MS 39201. **Bidders must also submit a bid online in the State of Mississippi electronic procurement system, MAGIC.** In order to submit an online bid, bidders must be registered as a vendor in MAGIC and have an ID Number and Password assigned. Bidders can obtain help with registration and online bidding by calling (601) 359-1343 or at [www.dfa.ms.gov](http://www.dfa.ms.gov).
3. The **term of the contract** shall be for a period of **6 months minimum** for the services as specified in this request for sealed bids. **The estimated start date for this contract will be January 15, 2024, however it is understood that DMH reserves the right to change the start date if the needs of DMH require such a change.**
4. It is our intent to procure services in **Attachment A**. Contract awards shall be firm fixed-price contract as defined by paragraph 3-501.04.2 of the Mississippi Public Procurement Review Board Office of Personal Service Contract Review Regulations.
5. Failure to examine any drawings, specifications, and instructions will be at bidder's risk. It shall be incumbent upon the bidder to understand the specifications. Any request for clarifications shall be in writing and shall be submitted to our contract's coordinator at least ten (10) working days prior to the time and date set for the bid opening.
6. If any questions or responses require revision to the solicitation as originally published, such revisions will be by formal amendment only. If the solicitation includes a contact person, bidders are cautioned that any oral or written representation made by this or any person that appear to change materially any portion of the solicitation shall not be relied upon unless subsequently ratified by a written amendment to this solicitation issued by the DMH

Contracts Coordinator. For determination as to whether any representation made requires that an amendment be issued, contact the DMH Contracts Coordinator at (601) 359-6518.

7. It is the intent of the specifications to obtain a product and/or service that will adequately meet the needs of the user while promoting the greatest extent of competition that is practicable. It is the responsibility of the prospective bidder to notify Mississippi Department of Mental Health if the specifications, terms or conditions are formulated in a manner that would unnecessarily restrict competition. Any protest or question concerning the bid invitation or bid procedures must be received in the Mississippi Department of Mental Health Contract Coordinator not less than ten (10) working days prior to the time and date set for the bid opening.
8. The minimum specifications stated herein are used to set a standard and in no case are used with the intention to discriminate against any prospective bidder. Bidders should submit detailed descriptions, manufacturer names models and literature of the product and services they propose to furnish.
9. Questions or problems arising from bid procedures or subsequent order and delivery of services procedures should be directed to **Lisa Wallace, Contracts Coordinator**, Mississippi Department of Mental Health, 239 N Lamar Street, Suite 1104, Jackson, MS 39201, (601) 359-6518.
10. Only one bid, per line item, per bidder. Alternate bids unless specifically requested will not be considered.
11. Prices quoted shall be fixed and firm for the expected contract term. Bidder shall utilize the procurement schedule provided in this document to submit pricing.
12. Invoices are to be sent by mail to Mississippi Department of Mental Health, 239 N Lamar Street, Suite 1001, Jackson, MS 39201, Attn: Accounts Payable.
13. No bid shall be altered or amended after the final specified time for opening bids. Request for bids and modifications or corrections thereof received after the final closing time specified will not be considered.
14. No bid addendum will be issued within a period of five (5) working days prior to the time and date set for the initial bid opening. Should it become necessary to issue an amendment within the five-day period prior to the bid opening, the bid opening date will be reset giving bidders sufficient time to answer the addendum.
15. If purchase orders or contracts are canceled because of the awarded vendor's failure to perform or request for an unspecified price increase, that vendor shall be removed from our bidder's list for a period of no less than twenty-four (24) months.
16. The bidder understands that Mississippi Department of Mental Health is an equal opportunity employer and, therefore, maintains a policy which prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, genetic information or any other consideration made unlawful by federal, State, or local laws. All such discrimination is unlawful, and the contractor agrees during the term of the agreement that the contractor will strictly adhere to this policy in its employment practices and provision of products and services. The contractor shall comply with, and all activities under this agreement shall be subject to, all applicable federal, State of Mississippi, and local laws and regulations, as now existing and as may be amended or modified.

17. It is expressly understood and agreed that the obligation of the Mississippi Department of Mental Health to proceed under any eventual agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and the receipt of state and/or federal funds. If the funds anticipated for the continuing fulfillment of the agreement are, at any time, not forthcoming or insufficient, either through the failure of the federal government to provide funds or of the State of Mississippi to appropriate funds or the discontinuance or material alteration of the program under which funds were provided or if funds are not otherwise available to Mississippi Department of Mental Health, Mississippi Department of Mental Health shall have the right upon ten (10) working days written notice to the vendor, to terminate this agreement without damage, penalty, cost or expenses to Mississippi Department of Mental Health of any kind whatsoever. The effective date of termination shall be as specified in the notice of termination.
18. Mississippi Department of Mental Health reserves the right to reject any and all bids in whole or in part and unless otherwise specified by the bidders, to award items, parts of items or by any group of items on the bid. Also, the right is reserved to waive minor informalities which do not affect the price, quantity, quality, delivery, or contractual conditions of the services being procured. DMH also reserves the right to cancel the solicitation in whole or in part when it is determined to be in the best interest of DMH. If the bidder fails to state the time within which bid must be accepted, it is understood and agreed that Mississippi Department of Mental Health shall have sixty (60) days, from the bid opening date, to accept.
19. It is the intent of Mississippi Department of Mental Health to procure only the products and services that meet the minimum standards stated herein. Alternates will be considered only if deviations to those standards are fully substantiated and submitted by potentially responsive sources denoting their equality to standards proposed, along with adequate documentation, including specifications, and construction details along with bid for evaluation and approval.
20. All products and services bid must equal or exceed specifications listed. The absence of detail specifications or the omission of detail description shall be recognized as meaning only the best commercial practices are to prevail and that only first quality services, materials and workmanship are to be used. All equipment bid, if applicable, shall be new and of current production, latest design and construction.
21. Bid openings will be conducted open to the public. However, they will serve only to open the bids. No discussion will be entered into with any vendor as to the quality or provisions of the specifications, and no award will be made either stated or implied at the bid opening. All bidders are invited and encouraged to attend the bid opening to review the submitted bids. After the close of the bid opening meeting and prior to award, the bids will be considered to be in the evaluation process and will not be available for review by bidders. Non-participants will be prohibited from obtaining any information relative to the bid until after the official award has been made.
22. The successful vendor will ensure that any written material prepared, after award, by the vendor in response to the requirements of this solicitation shall be thoroughly researched for accuracy of content, shall be grammatically correct and not contain spelling errors, shall be submitted in a format approved by the designated DMH Project Officer, and shall be submitted in a draft form for advance review and comment by the project officer. The cost of correcting grammatical errors or other revisions required to bring written materials into compliance with the solicitation requirements shall be borne by the successful vendor. DMH may waive requirements if it is determined to be in the best interest of Mississippi Department of Mental Health. This clause applies to reports and any written document submitted by the successful vendor(s) after a contract has been awarded and not prior to a bid being submitted or as part of a bid submission.

23. The successful vendor shall irrevocably transfer, assign, set over, and convey to Mississippi Department of Mental Health all rights, title, and interest, including the sole exclusive and complete copyright interest, in any and all copy-rightable works created pursuant to any contract awarded as result of this bid invitation. The vendor further agrees to execute such documents as DMH may request to effect such transfer or assignment. Further the vendor agrees that the rights granted to DMH by this paragraph are irrevocable. The vendor's remedy in the event of termination of or dispute over any agreement entered into as a result of this solicitation shall not include any right to rescind, terminate, or otherwise revoke or invalidate in any way the rights conferred pursuant to the provisions of this paragraph. Similarly, no termination of any agreement entered into as result of this solicitation shall have the effect of rescinding, terminating, or otherwise invalidating the rights acquired pursuant to the provisions of this paragraph. DMH may waive this requirement if it is determined to be in the best interest of the agency.
24. The successful vendor will, upon termination of agreement, on the date agreed upon by both parties, disconnect, disassemble, crate, insure and ship all owned equipment, covered by any eventual agreement, to a destination designated by the owner at no cost to DMH, if applicable.
25. The Mississippi Department of Mental Health accepts no responsibility for any expenses incurred by the bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the bidder.
26. The bidder should mark any and all pages of the bid considered to be proprietary information. Any pages not marked accordingly will be subject to review by the general public after award of the contract. Requests to review the proprietary information will be handled in accordance with applicable legal procedures. Section 25-61-9 and 79-23-1 of the Mississippi Code shall be used in determining proper procedures for this paragraph.
27. Bidders shall acknowledge receipt of any amendment to the solicitation by signing and returning the amendment with the bid, by identifying the amendment number and date in the space provided for this purpose on the bid form, or by letter. The acknowledgment must be received by the Mississippi Department of Mental Health by the time and at the place specified for receipt of bids.
28. Bidder will provide at least two (2) references for contracts to provide services of similar size and scope to those specified in this bid invitation. References must include at least one (1) reference for current contracts or those awarded within the past three years. Include the name of referenced organization, telephone number, start date of services, and the name of a responsible contact person. Reference information must be provided as a part of the bid package submitted for consideration. References must not be managed or owned by the parent company or organization of the submitting vendor. References must report the vendor to be of good reputation in providing applicable services as determined, by DMH. **List references on EXHIBIT -A.**
29. **YEARS IN BUSINESS:** Indicate the length of time you have been providing the same or similar services to those specified in this bid invitation on **EXHIBIT -A.**
30. Bids (2 copies) must be submitted signed and sealed with bidder's name and address on outside of envelope, and the time of the bid opening, date of the bid opening, Rfx number on the outside lower left corner of the envelope. Bid prices must be submitted on the form(s) provided in the bid package (**EXHIBIT – D**). All bids must be submitted in writing.

31. The successful vendor(s) shall enter into a contract which is substantially the same as the sample contract and its general terms and conditions attached as **EXHIBIT - B**. The total contract shall consist of this invitation for bid, the proposed bid offer from vendor and the standard sample contract shown as **EXHIBIT - B**. No other documents shall be a part of the formal contractual agreement. In no event is a vendor to submit its own standard contract terms and conditions in response to this solicitation. The Bidder may submit exceptions to terms and conditions listed in **EXHIBIT - B**, and DMH will review requested exceptions and accept or reject exceptions at its sole discretion and as approved by the Mississippi Office of Personal Service Contract Review Board. This contract shall take priority over any other agreements that may be signed separately in conjunction with this invitation for bid, to include third party agreements.
32. Prospective Bidders shall not change or alter this bid invitation in any way. Award will be based on acceptance of this invitation in its entirety and vendor shall respond solely utilizing this IFB document as required.
33. Negotiation Delay. If a written agreement cannot be negotiated within thirty (30) days of notification of the successful bidder(s), DMH may at its sole discretion at any time, thereafter, terminate negotiations with that bidder and either negotiate a contract with the next qualified bidder or choose to terminate the IFB process and not enter into a contract with any of the bidders.
34. The vendor agrees that submission of a signed bid form is certification that the vendor will accept an award made to it as a result of the submission.
35. Before submitting a bid, each bidder shall make all investigations and examinations necessary to ascertain all site conditions and requirements affecting the full performance of the contract and to verify any representations made by DMH upon which the bidder will rely. If the bidder receives an award as a result of its bid submission, failure to have made such investigations and examinations will in no way relieve the bidder from its obligation to comply in every detail with all provisions and requirements of the contract documents, nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim whatsoever by the contract for additional compensation.
36. Taxes. Mississippi Department of Mental Health is exempt from federal excise taxes and state and local sales or use taxes and bidders must quote prices which do not include such taxes. Evidence of exemption will be furnished upon request. Contractors making improvement to, additions to or repair work on real property on behalf of Mississippi Department of Mental Health are liable for any applicable sales or use taxes on purchase of tangible personal property for use in connection with eventual contract. Contractors are likewise liable for any applicable use tax on personal property furnished to them by DMH for use in connection with their contracts. Contractors shall be liable for all personal property taxes that become due as a result of any awarded contract related to this Invitation for Bid.
37. The schedule in **Attachment A** will be followed in the execution of this invitation for bids.
38. Tie Bids. Low tie bids shall be awarded as specified in paragraph 3-202.14 of the State of Mississippi Office of Personal Service Contract Review Procurement Regulations.
39. Mistakes in Bids. Mistakes in bids submitted shall be determined and resolved as specified in paragraph 3-202.12 of the State of Mississippi Office of Personal Service Contract Review Procurement Regulations.

40. Bid modification and withdrawal. Bids may be modified or withdrawn by written notice received by the DMH Contracts Coordinator prior to the time and date set for bid opening.
41. Late Bids. Any bid received after the time and date set for receipt of bids is late. Any withdrawal or modification of a bid received after the time and date set for opening of bids at the place designated for opening is late. No late bid, late modification, or late withdrawal will be considered unless receipt would have been timely but for the action or inaction of state personnel directly serving Mississippi Department of Mental Health. The only acceptable evidence to establish the date of mailing shall be the U.S. Postal Service postmark or other Courier Service postmark and if the postmark is not legible, the bid package or envelope shall be processed if mailed late. Bidders submitting late bids which shall not be considered for award shall be so notified as practicable.
42. All vendors shall sign, complete and return the Certifications and Assurances Form, **EXHIBIT - C**.
43. Any protest by a responsive Bidder must be timely and in conformance with instructions set forth in this bid invitation. The protest period for responsive Bidders shall begin on the day following the issuance of the notice of intent to award contract and end 5:00 P.M. on the **seventh day** following issuance of the notice. Protests must be written and must include the name and address of the protester and the IFB (RFx) number. It must also include a statement of grounds for protest, including appropriate supporting exhibits, and it must specify the ruling requested from DMH. The protest must be delivered to the DMH Contracts Coordinator. Protests received after the deadline will not be accepted.
44. Payments by state agencies using the State's accounting system shall be made and remittance information provided electronically as directed by the State. These payments shall be deposited into the bank account of the Contractor's choice. The State may, at its sole discretion, require the Contractor to submit invoices and supporting documentation electronically at any time during the term of the is agreement. Contractor understands that the State is exempt from the payment of taxes. All payments shall be in United States currency. Contractor agrees to accept all payments in United States Currency via the State of Mississippi's electronic payment and remittance vehicle. Mississippi Department of Mental Health agrees to make payment in accordance with Mississippi law on "Timely Payments for Purchases by Public Bodies", which generally provides for payment of undisputed amounts by Mississippi Department of Mental Health within forty-five (45) days of receipt of invoice, which is post service provision. Please see **EXHIBIT – D** for applicable rules and the signature page which must be signed and returned with your bid.
45. If applicable, Contractor represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act of 2008 and will register and participate in the status verification system for all newly hired employees. Mississippi Code Annotated 71-11-1 et seq. The term "employee" as used herein means any person that is hired to perform work within the State of Mississippi. As used herein, "status verification system" means the illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. Contractor agrees to maintain records of such compliance. Upon request of the State and after approval of the Social Security Administration or Department of Homeland Security when required, Contractor agrees to provide a copy of each verification. Contractor further represents and warrants that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws. The breach of this agreement may subject Contractor to the following: (a) termination of this contract and ineligibility for any state or public contract in Mississippi for up to three (3) years, with notice of such cancellation/termination being made public, (b) the loss of any license, permit, certification

or other document granted to Contractor by an agency, department or governmental entity for the right to do business in Mississippi for up to one (1) year; or both. (c) In the event of such cancellations/termination, Contractor would also be liable for any additional costs incurred by the State due to contract cancellation or loss of license or permit to do business in the State.

46. The contract may be cancelled by DMH in whole or in part by written notice of default to the Contractor upon non-performance, violation of contract terms, delivery failure, bankruptcy or insolvency, or the making of an assignment for the benefit of creditors. A new solicitation may then be issued to a new vendor, or when time is of the essence, similar commodities and/or service may be purchased on the open market utilizing emergency procurement procedures. In either event, the defaulting Contractor (or his/her surety) shall be liable to DMH for cost to DMH in excess of the defaulted contract price. Lack of knowledge by the Contractor will in no way be a cause for relief from responsibility.
47. The eventual contract(s) resulting from this IFB shall be governed by and construed in the laws of the State of Mississippi, excluding its conflicts of laws' provisions, and any litigation with respect thereto shall be brought in the courts of the State. Contractor shall comply with applicable federal, state and local laws and regulations.
48. Bidders shall be registered with the Mississippi Secretary of State's Office as a business provider in good standing to provide services in the State of Mississippi as required by Mississippi State Code 79- 4-15.01. If not already registered, at the time bid is submitted, Bidder(s) understands that they must do so within seven (7) working days of being offered an award. This requirement does not apply to Sole Proprietors and DMH reserves the right to request documentation of bidder's business status.
49. **Order To Stop Work:** The Chief Procurement Officer, may, by written order to the contractor at any time, and without notice to any surety, require the contractor to stop all or any part of the work called for by this contract. This order shall be for a specified period not exceeding 90 days after the order is delivered to the contractor, unless the parties agree to any further period. Any such order shall identified specifically as a stop work order issued pursuant to this clause. Upon receipt of such an order the contractor shall forthwith comply with its terms and take all reasonable steps to minimize the occurrence of costs allocable to the work covered by the order during the period of work stoppage. Before the stop work order expires, or within any further period to which the parties shall have agreed, the Chief Procurement Officer shall either:
  - (a) cancel the stop work order; or,
  - (b) terminate the work covered by such order as provided in the Termination for Default Clause or the Termination for Convenience Clause of this contract.

**Cancellation Or Expiration Of The Order:** If a stop work order is issued under this clause is cancelled at any time during the period specified in the order, or if the period of the order or any extension thereof expires, the contractor shall have the right to resume work. An appropriate adjustment shall be made in the delivery schedule or contractor price, or both, and the contract shall be modified in writing accordingly, if:

- (a) the stop work order results in an increase in the time required for, or in the contractor's properly allocable to, the performance of any part of this contract; and,



- (b) the contractor asserts a claim for such an adjustment within 30 days after the end of the period of work stoppage, provided that, if the Chief Procurement Officer decides the facts justify such action, any such claim asserted may be received and acted upon at any time prior to final payment under this contract.

**Termination of Stopped Work:** If a stop work order is not canceled and the work covered by such order is terminated for default or convenience, the reasonable costs resulting from the stop work order shall be allowed by adjustment or otherwise.

**Adjustments of Price:** Any adjustment in price made pursuant to this clause shall be determined in accordance with the price adjustment clause of this contract if applicable.

50. This contract, including any accompanying exhibits, attachments, and appendices, is subject to the "Mississippi Public Records Act of 1983," and its exceptions. See Mississippi Code Annotated 25-61-1 et seq., and Mississippi Code Annotated 79-23-1. In addition, this contract is subject to the provisions of the Mississippi Accountability and Transparency Act of 2008. Mississippi code annotated 27-104- 151 et seq. Unless exempted from disclosure due to a court-issued protective order, a copy of this executed contract is required to be posted to the Department of Finance and Administration's independent agency contract website for public access at <http://www.transparency.mississippi.gov>. Information identified by the Contractor as trade secrets, or other proprietary information including confidential vendor information, or any other information which is required confidential by state or federal law or outside the applicable freedom of information statutes, will be redacted.
51. It is expressly understood that Mississippi law requires that the provisions of this contract which contain the commodities purchased or the personal or professional services provided, the price to be paid, and the term of the contract shall not be deemed to be a trade secret or confidential commercial or financial information and shall be available for examination, copying or reproduction.
52. A bidder, successful or unsuccessful, may request a post-award debriefing, in writing, by U.S. Mail or electronic submission. The written request must be received by the DMH Executive Director within three (3) business days of notification of the contract award. A post-award debriefing is a meeting and not a hearing; therefore, legal representation is not required. A debriefing typically occurs within three (3) business days of receipt of the request. If a bidder prefers to have legal representation present, the bidder must notify the DMH Executive Director in writing and identify its attorney by name, address, and telephone number. DMH will schedule and/or suspend and reschedule the meeting at a time when a Representative of the Office of the Mississippi Attorney General can be present. For additional information regarding post-award debriefing, as well as the information that may be provided and excluded, please see section 7-114 through section 7-114.07 of the Mississippi Personal Service Contract Review Board Rules and Regulations.
53. It is understood that if this contract requires approval by the Public Procurement Review Board and/or the Mississippi Department of Finance and Administration Office of Personal Service Contract Review and this contract is not approved by the PPRB and/or OPSCR, it is void and no payment shall be made hereunder.

## **Attachment A**

### **Service Specifications and Information**

#### **Section A - Introduction**

The Mississippi Department of Mental Health (DMH) seeks independent contractor(s) to provide 988 Billboard Advertisement services for a project to Build Local 988 Capacity awareness. DMH received federal funding for the project from the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA). 988 grantees (states and sub-recipients) are required to report a series of data elements that will enable SAMHSA to determine the intended outcomes are met. On July 16, 2022, the National Suicide Prevention Lifeline changed to an easy to remember, three-digit number, 988, and will be promoted as a suicide prevention and behavioral health crisis line. The purpose of these cooperative agreements are to improve state and territory response to 988 contacts (including calls, chats, and texts) originating in the state/territory by: (1) recruiting, hiring and training behavioral health workforce to staff local 988/Lifeline centers to respond, intervene, and provide follow-up to individuals experiencing a behavioral health crisis; (2) engaging Lifeline crisis centers to unify 988 responses across states/territories; and (3) expanding the crisis center staffing and response structure needed for the successful implementation of 988. It is expected that these grants will: (1) ensure all calls originating in a state/territory first route to a local, regional and/or statewide Lifeline crisis call center; (2) improve state/territory response rates to meet minimum key performance indicators; and (3) increase state/territory support capacity to meet 988 crisis contact demand.

#### **Section B – Deadlines/Timelines**

IFB Issue Date	<b>October 20, 2023</b>
IFB Submission Deadline	<b>January 4, 2024 @ 9:00 AM CST</b>
Expected Contract Award Date	<b>January 15, 2024</b>

DMH reserves the right to amend and/or change the above schedule of events as it deems necessary.

#### **Section C – Minimum Qualifications**

Vendor of the State of Mississippi capable of statewide billboard placement in multiple locations both rural and urban across the state of Mississippi.

#### **Section D - Description of Services to Be Provided**

**Objective:** The Mississippi Department of Mental Health is looking to engage in a billboard advertisement campaign with statewide placement to promote the 988 behavioral health and suicide prevention lifeline. The vendor will continue the efforts of 988 marketing by statewide installation of outdoor billboards in specific areas approved by DMH.

- Provide a statewide six (6) month minimum campaign for billboard advertising that reaches highly populated and more desolate locations throughout the state with multiple geographic areas that includes both large urban or metropolitan markets and rural areas. This campaign should be designed to include comprehensive coverage throughout the state. This project is expected to have a budget to support at least 35 billboards, but vendors are not required to submit 35 billboards to be considered in this IFB.
- Multiple sign dimensions may be used, but at a minimum, at least one digital billboard or bulletin size must be used in the 3 larger geographic areas of Tupelo, Jackson/metropolitan, and the coast.
- Provide geographical map of proposed billboard locations including billboard size.
- Provide impression counts at all proposed locations.
- List of billboards including cost, size, and location per 4-week advertisement period.
- Communicate proposed ideas to DMH and medial consultant firm for final approval.
- Provide regularly scheduled onsite maintenance to locations when needed.
- The Department of Mental Health will provide the artwork.
- All setup costs must be included in the bid.
- Proposals will be evaluated on an itemized basis with lowest cost per billboard, per comparable size, per relative area, for 4-week advertisement period. **Multiple vendors may be selected.**

## REFERENCE PAGE - EXHIBIT: A

Company Name	Contact Person	Telephone	Address	Date of Last Service/Sale

**NOTE: ALL REFERENCES WILL BE CONTACTED AND THEY MUST REPORT THE BIDDER TO BE OF GOOD REPUTATION IN PROVIDING SERVICES THE SAME AS THOSE REQUESTED IN THIS IFB.**

**YEARS IN BUSINESS**

Indicate the length of time you have been in business providing the services requested in this invitation for bid: \_\_\_\_\_ Years and \_\_\_\_\_ Months.

## EXHIBIT-C

### CERTIFICATIONS AND ASSURANCES

*I/We make the following certifications and assurances as a required element of the offer to which it is attached, understanding that the truthfulness of the facts affirmed here and the continued compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):*

01. Representation Regarding Contingent Fees. The contractor represents that it **has/has not (Circle One)** retained a person to solicit or secure a State contract upon an agreement or understanding for a commission, percentage, or contingent fee, except as disclosed in the contractor's bid.
02. Representation Regarding Gratuities. The bidder, offeror or contractor represents that it **has/has not (Circle One)** violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 6-204 (Gratuities) of the Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations.
03. Certification of Independent Price Determination. The bidder certifies that the prices submitted in response to the solicitation **has/has not (Circle One)** been arrived at independently and without - for the purpose of restricting competition - any consultation, communication, or agreement with any other bidder or competitor relating to those prices, the intention to submit a bid, or the methods or factors used to calculate the prices bid.
04. Prospective Contractor's Representation Regarding Contingent Fees. The prospective contractor represents as a part of such contractor's bid that such contractor **has/has not (Circle One)** retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract.
05. Certification of Non-Debarment. By submitting a bid, the bidder certifies that it **is/is not (Circle One)** currently debarred from submitting bids for contracts issued by a political subdivision or agency of Mississippi and that it is not an agent of a person or entity that is currently debarred from submitting bids for contracts issued by any political subdivision or agency of the State of Mississippi.

Signature

Date

**EXHIBIT – D**

Bids are to be submitted as listed below, on or before [enter time date of deadline for receipt].

PLEASE MARK YOUR ENVELOPE:

**988 Billboard Advertisement**

IFB RfX Number: **3160009252**

Initial Posting Date: **Friday, October 20, 2023**

Mississippi Department of Mental Health

Attention: Lisa Wallace, Contract Coordinator

239 North Lamar St.

1001 Robert E. Lee Bldg.

Jackson, MS 39201

SEALED BID – DO NOT OPEN

**Fixed Price Bid for Service Per Sign (table should be attached to this “EXHIBIT D” listing the signs being proposed and using the following fields):**

<b>Sign Size (including specs)</b>	<b>Sign Location – coordinates or other identifying information on map</b>	<b>Sign Identifier (if applicable)</b>	<b>Price per 4-week period</b>

**Name of Company:** \_\_\_\_\_

**Quoted By:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Name and phone number of Company Representative to be contacted by Agencies seeking to contract for services pursuant to this IFB:** \_\_\_\_\_