

**CONTRACT SUMMARY**

ITEM	DESCRIPTION
<b>Contract Title</b>	Multicultural Marketing, Advertising & Media Services at Baltimore/Washington International Thurgood Marshall and Martin State Airports
<b>MAA Contract Number</b>	MAA-SV-23-008
<b>Request for Proposals (RFP) Issue Date</b>	March 18, 2022
<b>Applicable Provisions</b>	MDOT Terms & Conditions for Services February 2022
<b>Provisions for Federal Aid Applicable</b>	YES ( ) NO ( X )
<b>MBE Subcontractor Participation Goal</b>	30% Overall
<b>Veteran-Owned Small Business Enterprise Goal</b>	1%
<b>Small Business Reserve</b>	YES ( ) NO ( X )
<b>Project Location</b>	BWI Thurgood Airport (X) – MTN Airport ( X )
<b>Contract Duration</b>	5 years
<b>Pre-Proposal Conference</b>	March 31, 2022 at 1:00 P.M. Local Time Via Microsoft Teams <a href="#">Click here to join the meeting</a> <b>Or call in (audio only)</b> <a href="#">+1 443-409-5228</a> , Phone Conference ID: 563 356 477#
<b>RFP Inquiry Period</b> Questions must be written and sent via email	April 7, 2022 @ 4:00:00 P.M. <a href="mailto:Gmealy2@bwiairport.com">Gmealy2@bwiairport.com</a>
<b>Technical Proposals Due No Later Than</b>	<b>May 9, 2022 @ 4:00:00 P.M.</b> Local Time MDOT Maryland Aviation Administration Office of Procurement & Materials Management 7001 Aviation Boulevard, 2 <sup>nd</sup> Floor Glen Burnie MD 21061 <b>Offerors are reminded that a completed Feedback Form is requested if a no-bid decision is made.</b>
<b>Financial Proposals Due No Later Than</b>	<b>June 14, 2022 @ 4:00:00 P.M.</b> Local Time MDOT Maryland Aviation Administration Office of Procurement & Materials Management 7001 Aviation Boulevard, 2 <sup>nd</sup> Floor Glen Burnie MD 21061

## NOTICE TO OFFERS

Multicultural Marketing, Advertising & Media Services at Baltimore/Washington International Thurgood Marshall and Martin State Airports, MAA-SV-23-008

This Contract will be awarded in accordance with the Competitive Sealed Proposals method under COMAR 21.05.03.

**Sealed Technical proposals** for the State of Maryland (“State”), Maryland Department of Transportation Maryland Aviation Administration (“MDOT MAA”) project entitled, Multicultural Marketing, Advertising & Media Services at Baltimore/Washington International Thurgood Marshall (BWI Thurgood Marshall) and Martin State (MTN) Airports, MAA-SV-23-008 **will be received** at the MDOT MAA’s Office of Procurement & Materials Management, 7001 Aviation Boulevard, 2<sup>nd</sup> Floor, Glen Burnie, MD 21061 until May 9, 2022 at 4:00:00 P.M., Local Time.

**Sealed financial proposals** for Multicultural Marketing, Advertising & Media Services at BWI Thurgood Marshall and MTN Airports, MAA-SV-23-005, **will be received** at the MDOT MAA’s Office of Procurement & Materials Management, 7001 Aviation Boulevard, Glen Burnie, MD 21061 **until June 14, 2022 at 4:00:00 P.M., Local Time.**

Hand Delivery is recommended. Proposals sent by hand or commercial delivery shall be delivered to:

MDOT MAA  
Office of Procurement and Materials Management  
7001 Aviation Blvd., 2<sup>nd</sup> Floor  
Glen Burnie, MD 21061  
Attn: Gayle Mealy

Use of U.S. Mail or other delivery services may delay delivery. Proposals sent by U.S. Mail shall be delivered to:

MDOT MAA  
Office of Procurement and Materials Management  
MAA, P.O. Box 8766  
BWI Marshall Airport MD 21240-0766  
Attn: Gayle Mealy

Late proposals, late request for modification, or late request for withdrawal will not be considered. U.S. Postal Service mail is not received at the Office of Procurement and Materials Management. MDOT MAA is not responsible for proposals received late regardless of the method of shipment or delivery.

**Positively no Technical Proposals will be accepted after May 9, 2022 at 4:00:00 PM Local Time.**

The MDOT MAA is requesting services from a qualified Advertising Agency to provide a comprehensive strategy for services normally associated with multicultural advertising, marketing and communications for BWI Thurgood Marshall and MTN Airports as more fully described in this Request for Proposals (RFP). Each Offeror, prior to submitting a proposal shall become fully informed as to the extent and character of the work required. A submission of an offer is agreement with all terms and conditions referenced in the RFP.

This project has been advertised via eMaryland Marketplace Advantage (“eMMA”). Proposal documents must be downloaded on <https://emma.maryland.gov>, including Specifications (Volume I) and Bid Documents (Volume II). All proposals must be submitted using these proposal documents.

A Prospective Offeror that has received this document from a source other than <https://emma.maryland.gov> should go to <https://emma.maryland.gov>, for any changes or additional materials related to this RFP and should contact the Procurement Office.

A **Pre-Proposal Web Conference** will be held **March 31, 2022, at 1:00 P.M. local time**, for interested Offerors. The meeting will take place via Microsoft Teams using either the following link or phone number and Conference ID to join: [Click here to join the meeting/Or call in \(audio only\) +1 443-409-5228](#), Phone Conference ID: 563 356 477#

Attendance is not mandatory but interested Offerors are encouraged to attend. A State Equal Opportunity Officer may be available to discuss the Minority Business Enterprise (“MBE”) program requirements.

**Questions and Exceptions** are due by **April 7, 2022 at 4:00:00 P.M.** All questions and any exceptions to the RFP requirements must be submitted to the Procurement Officer in writing at [gmealy2@bwiairport.com](mailto:gmealy2@bwiairport.com).

Offerors are hereby notified that regarding any contract entered into pursuant to this RFP MBEs will be afforded full opportunity to submit offers in response to this notice and will not be subjected to discrimination on the basis of race, color, sex, creed, or national origin. MBE firms are encouraged to respond to this solicitation notice.

It is the goal of MDOT that MBE firms participate in all contracts, and the MDOT MAA has established a minimum overall goal of **thirty percent (30%)** MBE subcontractor participation of the total contract value for this Contract.

Additionally, a one percent (1%) **VSBE subcontract participation goal** of the total contract value for this Contract has been established. VSBEs must be verified by the Center for Verification and Evaluation (CVE) of the United States Department of Veterans Affairs. The VSBE list can be found at: <https://www.vetbiz.va.gov/> To count the

participation of a verified VSBE firm on a contract, the VSBE firm must keep its VSBE certification up-to-date in eMMA.

In accordance with COMAR 21.11.03.10(E), all contracts containing Minority Business Enterprise (MBE) Program Goals must include the Liquidated Damages Provision as found in Section V of this RFP.

MBE firms may elect to be dually certified as woman-owned businesses and as members of an ethnic or racial category. For purposes of achieving any gender or ethnic/racial MBE participation subgoals in a particular contract, an MBE firm that has dual certification may participate in the contract either as a woman-owned business or as a business owned by a member of a racial or ethnic minority group, but not both.

By submitting a response to this solicitation:

- 1) An Offeror certifies that it is, or intends to be, a registered vendor on eMarylandMarketplace Advantage;
- 2) An Offeror agrees that the established MBE goal will be performed by one (1) or more certified MBE firms including any classifications specified. A prime Firm, including an MBE Firm and/or a registered Small Business Firm must accomplish the MBE subcontract goals with MDOT-certified MBE Subcontractors. A current directory of certified MBEs is available through the Maryland State Department of Transportation (MDOT), Office of Minority Business Enterprise, 7201 Corporate Center Drive, Hanover, Maryland 21076. The phone numbers are (410) 865-1269, 1-800-544-6056, or TTY (410) 865-1342. The directory is also available on the MDOT website at <http://mbe.mdot.state.md.us/directory/>. The most current and up-to-date information on MBEs is available via this website. **Only MDOT-certified MBEs may be used to meet the MBE subcontracting goals.**
- 3) As an option for meeting the MBE participation goal set out for this procurement in part or in total, the MDOT MAA strongly encourages joint venture partnerships between the prime and MBEs.
- 4) The Offeror shall be deemed to represent that it is not in arrears in the payment of any obligation due and owing the State, including the payment of taxes and employee benefits, and that it shall not become so in arrears during the term of the Contract if selected for the Contract award;
- 5) The Offeror agrees to accept payments by electronic funds transfer, for Contracts with a value of \$100,000 or more, unless the State Comptroller's Office grants an exemption. Questions regarding electronic funds transfers should be referred to the Office of the Comptroller, General Accounting Division, 80 Calvert Street, Annapolis MD 21401; 410-260-7813; or email [gad@comp.state.md.us](mailto:gad@comp.state.md.us).

- 6) The Offeror agrees, that if selected for award, shall be deemed to have accepted the terms of this RFP and all accompanying documents. Any exceptions to this RFP and Contract documents must be clearly identified in the Proposal Submittal Form (Section X.1) included as part of the Offeror's proposal. A proposal that takes exception to these terms may be rejected.

The Hiring Agreement – This contract has been designated as part of the First Source Program which provides that the Firm, Maryland Department of Human Resources (DHR) and the contracting entity will work cooperatively to identify and hire qualified current and former Family Investment Program ("FIP") recipients, their children, foster youth, and child support obligors to fill job openings resulting from this procurement, in accordance with Section 13-224, State Finance and Procurement Article.

All Offerors are advised that if a Contract is awarded as a result of this solicitation, the successful Offeror will be required to complete a DHR Hiring Agreement. A copy of this Affidavit is included in the RFP Attachments. This Affidavit must be provided when requested from the MDOT MAA or with the Notice of Recommended Award package.

**Personal Protective Equipment ("PPE"):**

- 1) In order to promote workplace safety, to mitigate and minimize risk to employees who may be exposed to various hazards related to their work responsibilities, the Employer shall provide personal protective equipment to employees in the performance of their job duties and train on the use of PPE.
- 2) The Firm must ensure that the Firms Personnel make full use of such equipment as the circumstances demand. This includes but not limited to safety helmets, eye protection, face shields, safety shoes, gloves, mask etc.
- 3) Where it is a site/facility rule that such items of equipment must be worn, the owner has the right to request removal from the Premises of any Personnel not complying with this rule. For the purposes of this section, personal protective equipment shall mean equipment required under applicable federal and state laws, rules, and/or regulations (including Occupational Safety and Health Administration regulations) or required by Employer policy.

The State reserves the right to cancel this RFP, accept or reject any and all Proposals, in whole or in part, received in response to this RFP, to waive or permit the cure of minor irregularities, and to conduct discussions with all qualified or potentially qualified Offerors in any manner necessary to serve the best interests of the State. The State also reserves the right, in its sole discretion, to award a Contract based upon the written Proposals received without discussions or negotiations.

If there should be any questions regarding this RFP, please contact:

Gayle Mealy  
Manager, A/E and Services Section

Office of Procurement & Materials Management  
MDOT MAA  
Office (410) 859-7331  
[Gmealy2@bwairport.com](mailto:Gmealy2@bwairport.com)