



# STATE OF INDIANA

Michael R. Pence, Governor

DEPARTMENT OF ADMINISTRATION  
Procurement Division  
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Indianapolis, Indiana 46204  
317 / 232-3053

## Award Recommendation Letter

Date: August 12, 2016

To: Stan Judson, Director of Account Management  
Indiana Department of Administration

From: Leslie Jones, Account Manager  
Indiana Department of Administration

Subject: Recommendation for Award of RFP 16-104  
Administration, Analysis, and Reporting of the Indiana Adult Tobacco Survey

### Estimated One-Year Contract Amount: \$200,000.00

Based on the State's evaluation of responses received for RFP 16-104, **Ball State University** is recommended for award to provide Administration, Analysis, and Reporting of the Indiana Adult Tobacco Survey for the Indiana State Department of Health (ISDH).

Terms of the award recommendation are outlined in this letter.

The State of Indiana received proposals from four (4) respondents:

- Ball State University
- HPG Network
- SMARI LLC
- Smart Revenue Inc.

The proposals were evaluated by ISDH and IDOA according to the following criteria established in the RFP:

- Adherence to Mandatory Requirements (Pass/Fail)
- Management Assessment/Quality (MAQ) (50 points)
- Cost Proposal (25 points)
- Indiana Economic Impact (5 points)
- Buy Indiana (5 points)
- Minority Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Women Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Indiana Veteran Business Enterprise Sub-Contractor Commitment (5 points + 1 available bonus point)

The proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

### A. Adherence to Requirements

Proposals were reviewed for adherence to mandatory requirements. All Respondents were deemed responsive and were then evaluated based on the Business Proposal, Technical Proposal, and Cost Proposal responses.

## B. Management Assessment/Quality

### Business Proposal (17 points)

For the business proposal evaluation, the evaluation team considered the information each respondent provided in the business proposal. The following areas were reviewed to assess the respondent's ability to serve the State:

- References
- Subcontractors
- Experience Serving State Governments
- Experience Serving Similar Clients
- Buy Indiana Status

### Technical Proposal (33 Points)

For the technical proposal evaluation, the team considered each respondent's proposal in the following areas:

CRITERIA / QUESTION	RFP SECTION / QUESTION
Please demonstrate your ability to coordinate the survey process with TPC Staff.	RFP Section 2.4, Question A1
Describe the organizational capacity for managing and completing required tasks with overlapping timelines.	RFP Section 2.4, Question A2
Please highlight your approach to and any experience in phone-based survey administration, including sample selection, survey incentives, call center capacity, analysis and report writing.	RFP Section 2.4, Question A3
Describe expertise in the following areas: survey methodology, research methodology; quantitative analysis; qualitative analysis; tobacco control expertise; communicating survey data and results; writing technical reports.	RFP Section 2.4, Question A4
Describe, in detail, at least three examples of similar projects. At least one example that is health-specific or tobacco control-specific is desired.	RFP Section 2.4, Question A5
Describe the respondent's ability to administer, analyze and report results of the 2017 Indiana Adult Tobacco Survey.	RFP Section 2.4, Question B1
Provide a description of the respondent's experience in data collection and research methodology. Include examples of data collection from youth, adult and minority populations. Explain the appropriateness of the described methodology as opposed to other approaches.	RFP Section 2.4, Question B2
Provide a plan for achieving desired response rate for the 2017 ATS.	RFP Section 2.4, Question B3
Describe the respondent's ability to provide presentations on findings and report outcomes.	RFP Section 2.4, Question B4
Provide a timeline for all aspects of the project.	RFP Section 2.4, Question B5
Describe a strong working knowledge of tobacco control research and how the respondent will keep abreast of changes that may need to take place in the survey approach in order to gather the best data based on science available.	RFP Section 2.4, Question B6

The evaluation team's scores were based on a review of the Respondents' proposed approaches to each section of the Business and Technical proposals, Section 2.3 and Section 2.4, as well as specific questions that respondents were asked to respond to in the RFP. The results of the initial management assessment/quality evaluation are shown below:

**Table 1: Initial Management Assessment/Quality Scores**

RESPONDENT	MAQ SCORE
Ball State University	42.64
HPG Network	29.71
SMARI LLC	25.11
Smart Revenue Inc.	19.11

### C. Cost Proposal (25 Points)

The initial cost proposals were then normalized to one another, based on the lowest cost proposal evaluated. The lowest cost proposal received a total of 25 points. The normalization formula used is as follows:

$$\text{Respondent's Cost Score} = (\text{Lowest Cost Proposal} / \text{Total Cost of Proposal}) \times 25 \text{ points}$$

**Table 2: Initial Cost Scores**

RESPONDENT	COST SCORE
Ball State University	14.04
HPG Network	20.96
SMARI LLC	25.00
Smart Revenue Inc.	14.52

### D. First Round Total Scores

The First Round Management Assessment and Quality Score in Table 1 (shown above) were combined with the Initial Cost Scores in Table 2 (shown above) to generate total scores used to create a “short list,” as described in Section 3.2 of the RFP. The combined scores (out of a possible maximum of 75 points) are tabulated in Table 3 below.

**Table 3: First Round Total Scores**

RESPONDENT	MAQ SCORE (50 MAX)	COST SCORE (25 MAX)	TOTAL SCORE (75 Max)	FIRST ROUND RESULT
Ball State University	42.64	14.04	56.68	Short-Listed
HPG Network	29.71	20.96	50.67	Short-Listed
SMARI LLC	25.11	25.00	50.11	Short-Listed
Smart Revenue Inc.	19.11	14.52	33.63	Removed

There was a clear and natural break in the scores between Ball State University, HPG Network, and SMARI LLC from Smart Revenue Inc. As such, Smart Revenue Inc. was eliminated from further consideration. The remaining three Respondents were short-listed for further consideration. Short-listed Respondents were asked to participate in oral presentations, respond to clarification questions, as needed, and invited to reduce pricing through a Best and Final Offer (BAFO) round.

The short-listed Respondents are listed below:

- Ball State University
- HPG Network
- SMARI LLC

### E. Post Short-Listing Evaluations

After short-listing, the remaining Respondents' MAQ scores were updated based on oral presentations. In addition, cost scores were updated based on BAFO responses. The final scores for the short-listed Respondents after these updates are as follows:

**Table 4: Post Short-Listing Evaluation Scores (Short-Listed Respondents Only)**

<b>RESPONDENT</b>	<b>MAQ SCORE 50 Max</b>	<b>COST SCORE 25 Max</b>	<b>TOTAL SCORE 75 Max</b>
Ball State University	43.82	14.52	58.34
HPG Network	28.32	23.32	51.64
SMARI LLC	23.89	25.00	48.89

**F. IDOA Scoring**

IDOA scored the Respondents in the following areas: Buy Indiana (5 points), Indiana Economic Impact (5 points), Minority Business Participation (5 points + 1 available bonus point), Women Business Participation (5 points + 1 available bonus point), and Indiana Veteran Business Enterprise Participation (5 points + 1 available bonus point) using the criteria outlined in the RFP. When necessary, IDOA clarified certain Buy Indiana, Indiana Economic Impact, Minority and Women Business Participation and Indiana Veteran Business Enterprise Participation information with the Respondents. The total scores out of 103 possible points were tabulated and are as follows:

**Table 5: Final Evaluation Scores**

<b>Respondent</b>	<b>Management Assessment/Quality</b>	<b>Cost</b>	<b>Buy Indiana</b>	<b>IEI</b>	<b>MBE</b>	<b>WBE</b>	<b>IVBE</b>	<b>Total Score</b>
Ball State University	43.82	14.52	5.00	2.25	-1.00	-1.00	-1.00	62.59
HPG Network	28.32	23.32	5.00	2.08	-1.00	-1.00	-1.00	55.72
SMARI LLC	23.89	25.00	0.00	5.00	-1.00	-1.00	-1.00	50.89

**Award Summary**

During the course of the evaluation, the State scrutinized all proposals to determine the viability of the proposed business solutions and ability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of one (1) year from the date of contract execution. There may be three (3) one-year renewals for a total of four (4) years at the State's option.