

**Maryland Public Television, (MPT)**  
11767 Owings Mills Blvd.  
Owings Mills, Maryland 21117-1499

**PROCUREMENT OFFICER'S DETERMINATION**  
**COMAR 21.05.09**  
**Intergovernmental Cooperative Purchasing Agreement**

**Contract Title:** Geo Fencing Ad Campaign  
**Contract No.:** MPT 2018-0004; R15B8400122  
**Contractor Name:** Essnova Solutions Inc.  
**Contract Amount:** \$180,000

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Maryland Public Television (MPT) is issuing a contract to Essnova Solutions using the GSA Schedule 70 for a 90-day Gambling and Addiction Geo Fencing Ad Campaign in accordance with COMAR 21.05.09 *Intergovernmental Cooperative Purchasing* in the amount of \$180,000.00.

## **I. BACKGROUND**

MPT presently holds an Interagency Agreement (IA) with the Maryland Department of Health. This IA is for a Gambling and Addiction campaign using Geo-Fencing as a means to broadcast Public Service Announcements (PSAs). This campaign is aimed at educating the public about available support and help with Gambling and Addiction. The ad campaign will be placed on network, mobile devices, Instagram, Facebook and Google AdWords.

MPT was tasked with creating the ads for placement on mobile media outlets, as well as procuring the Geo-Fencing services. The Geo-Fencing ad campaign will target the six (6) State of Maryland casino locations.

Due to the requirements of the grants funding source, the campaign must be up and running no later than July 31, 2018. The project consists of a twelve-week (12) ad campaign to be aired on multiple media outlets with a Geo-Fencing radius of ten (10) miles around each of the State of Maryland casino locations.

## **II. FACTS**

MPT, in consultation with and concurrence from the Department of Information Technology (DoIT), utilized the available coop purchasing program offered through the GSA 70 Schedule as an administrative and cost efficient method to award the project in consideration of its restrictive funding and award timeframe requirements.

Per GSA e-Buy procedures, RFQ1301327S was posted on GSA Advantage E-Buy on June 28, 2018 with quotes due by July 3, 2018. Evaluation factors included:

1. Price
2. Daily Click Through Rate (CTR) and Number of Daily Impressions that can be delivered by the daily allocated dollars, indicating how services and expertise can increase unique clicks and impressions while maximizing the geo-fence performance and decreasing repeats.
3. Offeror's software system and any special or unique features that can enhance the needs of the campaign.
4. Proposed Project Manager, assigned staff, experience, and availability, including subcontractors.

All offers satisfactorily met MPT's requirements; however, 2 firms tied for lowest price, \$180,000.00 which is approximately 25% less than the third competitor. Essnova Solutions, Inc. is able to provide MPT with approximately twice the distribution ability of its competitor, and is therefore, selected for award.

### III. RECOMMENDATION


MPT has determined that the use of this intergovernmental cooperative purchasing agreement, GSA 70, will reduce the time-period need determination and delivery of the solution. This cooperative purchase agreement will provide cost benefits to the State, will promote administrative efficiencies, and promote intergovernmental cooperation. MPT has selected a low-cost, highly capable vendor to meet project requirements.

Based on the facts presented above, and in accordance with COMAR 21.05.09.04, the Procurement Officer has determined and recommends that this Intergovernmental Cooperative Purchasing Agreement (ICPA) procurement be awarded to Essnova Solutions Inc. in the not to exceed amount of \$180,000. The award using the GSA 70 Schedule is in the best interest of the State and is not intended to evade the purposes of Division II of the Article.

#### DETERMINATION:



Daniel J. Guthrie  
MPT Procurement Officer

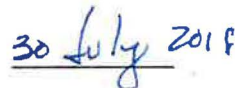


Date

#### APPROVAL:



Michael G. Leahy  
Secretary, Department of Information Technology



Date