



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
Delivery Order

Order Date: 12-28-2022

CORRECT ORDER NUMBER MUST APPEAR
 ON ALL PACKAGES, INVOICES, AND
 SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Number:	CDO 0506 2896 WIC2300000002 1	Procurement Folder:	1141887
Document Name:	Advertising and Marketing Service	Reason for Modification:	
Document Description:	Advertising and Marketing Service		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Husted		
Telephone:	(304) 558-2402		
Email:	crystal.g.husted@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0506 HHR2200000001 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR		DEPARTMENT CONTACT	
Vendor Customer Code:	000000109305	Requestor Name:	Kent D Light
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400		Requestor Phone:	(304) 352-4852
CHARLESTON WV 25301		Requestor Email:	kent.d.light@wv.gov
US			
Vendor Contact Phone:	999-999-9999 Extension:		
Discount Details:			
	Discount Allowed	Discount Percentage	Discount Days
#1	No	0.0000	0
#2	No		
#3	No		
#4	No		

23

FILE LOCATION _____

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US	WV DHHR Materials Management OFFICE OF HEALTH FACILITIES 160 JACOBSON DRIVE DOCK 11 POCA WV 25159-9772 US

Total Order Amount:	\$573,890.00
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Purchasing Division's File Copy

CH 11/3/23

PURCHASING DIVISION AUTHORIZATION DATE: <i>Tara [Signature]</i> 11/3/2023 ELECTRONIC SIGNATURE ON FILE
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ENTERED

ENCUMBRANCE CERTIFICATION DATE: <i>Rewely Toles</i> 1-3-23 ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC Delivery Order - ONS, WV WIC Program are efforts for increasing WIC Program awareness, support, participation, and equity in underserved populations as outlined in USDA Food and Nutrition Service strategic goals and priorities.

Timeframe: 2/01/2023 to 1/31/2024

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	6.00000	HOUR	\$105.0000	\$630.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-02-01	2024-01-31				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	150.00000	HOUR	\$105.0000	\$15,750.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-02-01	2024-01-31				

Commodity Line Description: Account Services

Extended Description:

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	200.00000	HOUR	\$105.0000	\$21,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-02-01	2024-01-31				

Commodity Line Description: Media Buys

Extended Description:

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	200.00000	HOUR	\$105.0000	\$21,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-02-01	2024-01-31				

Commodity Line Description: Design & Copy

Extended Description:

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$515,510.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-02-01	2024-01-31				

Commodity Line Description: Media Buying Add-On

Extended Description:

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

Work Order

To: Heidi Staats
Office of Nutrition Services, WV WIC Program

From: Bethany West

RE: Work Order for ONS // WV WIC Outreach Initiative, 2022-2023

Date: October 12, 2022

Statement of Work to be Performed:

The Manahan Group LLC will work with the Office of Nutrition Services // WV WIC Program on initiatives to generate an awareness of and participation in WIC services in underserved populations. By changing the conversation surrounding WIC services and promoting the reopening of local offices, campaign's goal is to reach participants and eligible West Virginians with details about the program.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

Timeframe:

February 1, 2023 – January 31, 2024 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

Estimated Labor and Costs:

The Manahan Group LLC will need a total of 506 labor hours to help create, plan, coordinate and execute the campaign elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	6.00	\$ 105.00	\$ 630.00
Account Service	150.00	\$ 105.00	\$ 15,750.00

Media Buys	200.00	\$ 105.00	\$ 21,000.00
Design & Copy	200.00	\$ 105.00	\$ 21,000.00

Total Labor: \$58,380.00

Estimated Outside Costs:


The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	Media placements, outreach materials, event sponsorships, photoboosts.	\$ 504,500.00
Media Buying Add-On		\$ 11,010.00

Total Outside Costs: \$515,510.00

Total Work Order Not to Exceed: \$573,890.00

Submitted by:



Bethany West

The Manahan Group LLC

Ok
Althea Greenhouse

Service		All-Inclusive Hourly Rate	
Contract Administration, Consultation, Planning		\$105.00	
Account Services		\$105.00	
Video Production		\$20.00	
Radio, TV, Cable Platform		\$20.00	
Outdoor Advertising		\$20.00	
Media Buys		\$105.00	
Print Media		\$20.00	
Research, Survey, Analysis, Evaluation		\$20.00	
Design and Copy		\$105.00	
Website Design		\$75.00	
Data Acceptance and Transfer		\$0.00	

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

ADD-ON FOR MEDIA BUYS PERCENTAGE _____ **5.0%**

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

-See Next Page



STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

Bureau for Public Health
Office of Nutrition Services

Bill J. Crouch
Cabinet Secretary

Ayne Amjad, MD, MPH
Commissioner & State Health Officer

MEMORANDUM

TO: Bryan Rosen
Director of Purchasing, DHHR

THROUGH: Billie Hancock
Purchasing Director, BPH Central Finance

FROM: Heidi Staats *HCS*
Director, Office of Nutrition Services (ONS)

DATE: November 9, 2022

RE: The Manahan Group LLC Delivery Order – WV WIC Program Operational Adjustment Funding for Federal Priorities to Implement Strategies to Reach Underserved Populations

The purpose of this memorandum is to request a CDO be put in place against the approved CMA HHR22*1 for The Manahan Group LLC to complete services for the Office of Nutrition Services (ONS). This delivery order and outlined Statement of Work, are efforts for increasing WIC Program awareness, support, participation, and equity in underserved populations as outlined in USDA Food and Nutrition Service (FNS) strategic goals and priorities for federal fiscal year 2023.

Since WIC's rebrand with the National WIC Association Recruitment and Retention campaign in 2016, the WIC Program has implemented several strategies to attempt to reach potentially eligible populations. Rebranding has been focused on general outreach materials, nutrition education handouts, and a social media presence. A current CDO with The Manahan Group (TMG) targets projects initiated with the American Rescue Plan Act, breastfeeding support materials and WIC authorized vendor training materials. The campaign outlined in this request expands marketing and outreach to promote the reopening of WIC clinics to in-person service provision (following virtual only services since 2020) and integrating retailer and clinic messaging to refocus on WIC's public health mission.

The timeframe requested for this CDO is from February 1, 2023, through January 31, 2024. The Manahan Group LLC will invoice ONS on actual costs incurred each month per line item and deliverable.

Each year USDA FNS offers Operational Adjustment (OA) funding to implement national priorities and strategic goals. OA project awards are a competitive proposal process with scoring

to ensure projects are innovative, and clearly address a specific need in a way that can yield measurable results with Program impact. The current workorder proposed through this CDO with The Manahan Group is West Virginia's approved award to address USDA FNS priorities of program access and increase Program awareness, support, participation, and equity in underserved populations.

Furthermore, several of the deliverables allows ONS to meet federal requirements noted in Federal Register 246.4 (a)(7): "The State WIC Agency, in cooperation with local agencies, must inform eligible persons of the availability of Program benefits, including the eligibility criteria for participation, the location of local agencies operating the Program, with emphasis on reaching enrolling eligible women in the early months of pregnancy and migrants."

All programs and projects under ONS are 100% federally funded by the USDA FNS. The cost of this project is paid for using special federal funding (Operational Adjustment Fundings) awarded by USDA. The funding cannot be used towards any other ONS objective except costs associated with the OA proposal attached. If funding is not utilized for this project, it reverts to USDA as unspent.

Your consideration of this request is appreciated. If there are questions or additional information needed, please contact Heidi Staats, ONS Director, but phone at 304-352-0960 or by email at Heidi.E.Staats@wv.gov