

Job & Family Services of Clark County  
Request for Proposals (RFP)  
Marketing and Web Site Services



## **REQUEST FOR PROPOSALS**

Job & Family Services of Clark County  
Marketing and Web Site Services  
RFP #: 01-FY12

**For Service Provision**  
May 1, 2011 to June 30, 2012

Offered by  
**Job & Family Services of Clark County**  
**1345 Lagonda Avenue**  
**Springfield, Ohio 45503**  
**937-327-1700**

**Deadline for Proposal Submission is March 21, 2011**  
**REQUESTS TO EXTEND DEADLINE WILL NOT BE GRANTED**

## **Table of Contents**

Section I. **General Purpose & Provider Information**

- 1.1 Purpose
- 1.2 Objective of the Project
- 1.3 Anticipated Procurement Timetable
- 1.4 Internet Question & Answer Period; RFP Clarification Opportunity
- 1.5 Bidders' Conference
- 1.6 Communication Prohibitions
- 1.7 Contract Period and Funds Available
- 1.8 Renewal Clause
- 1.9 Termination Clause

Section II. **Provider Experience and Qualifications**

- 2.1 Demonstration of Experience

Section III. **Scope of Work & Specifications of Deliverables**

- 3.1 Scope of Work
- 3.2 Specification of Deliverables

Section IV. **Limitations and Other Requirements**

- 4.1 Limitations
- 4.2 Interview
- 4.3 Proposal Cost
- 4.4 Certifications
- 4.5 Declaration of Material Assistance Requirements
- 4.6 Campaign Contributions Declaration
- 4.7 Subcontractor Identification and Participation Information
- 4.8 Waiver of Minor Proposal Errors
- 4.9 Proposal Clarifications

Section V. **Proposal Format & Submission**

- 5.1 Proposal Submission Information
- 5.2 Format for Organization of the Proposal/Proposal Content
  - A. Technical Proposal
  - B. Cost Proposal
  - C. Provider Disqualifiers for Proposal Errors

Section VI. Criteria for Proposal Evaluation & Selection

- 6.1 Scoring of Proposals
  - A. Phase I. Review—Initial Qualifying Criteria
  - B. Phase II. Review—Criteria for Scoring the Technical Proposal
  - C. Phase III. Review—Criteria for Considering the Cost Proposal
- 6.2 Review Process Caveats
- 6.3 Final Provider Recommendation
- 6.4 Tie Breaker

Section VII. Protest Procedure

- 7.1 Protests
- 7.2 Caveats

Section VIII. Attachments and Their Uses

- A. Provider Assurances Form
- B. Technical Proposal Evaluation Score Sheet
- C. Cost Proposal Evaluation Score Sheet
- D. Campaign Contribution Declaration Form

**JOB & FAMILY SERVICES OF CLARK COUNTY**  
**Marketing & Web Site Services**  
**RFP# 01-FY12**

**SECTION I. GENERAL PURPOSE & PROVIDER INFORMATION**

**1.1 Purpose**

Job & Family Services of Clark County (JFSCC) releases this Request for Proposals (RFP) for the purpose of seeking a consultant of marketing and web site services.

**1.2 Objective of the Project**

The project must include a comprehensive range of marketing activities required by JFSCC in the advancement of communication and marketing goals for the overall department as well as each of its five individual divisions.

Web site services must include but are not limited to a wide range of functionality from basic to advanced modules for the overall department as well as each of its five divisions.

All services procured through this RFP must make a seamless transition from previous provider services that include the services described above.

**1.3 Anticipated Procurement Timetable**

<u>Date</u>	<u>Event/Activity</u>
March 7, 2011	JFSCC releases RFP to potential providers; Q&A period opens - RFP becomes active. - Proposers may submit inquiries for RFP clarification.
March 10, 2011	Proposer Q&A Period Closes 9 a.m. (for inquiries for RFP clarification). - No further inquiries for RFP clarification will be accepted.
March 14, 2011	JFSCC posts Proposer Question & Answer document on its web site: <a href="http://www.clarkdijfs.org">www.clarkdijfs.org</a> .
March 21, 2011	<b>4:00 p.m. Deadline for Respondents to Submit Proposals.</b> - This is the proposal opening date, beginning of the JFSCC process of proposal review.
April 1, 2011	Recommendation of the Proposal Review Team and letter of intent to award contract issued by JFSCC. All applicants notified.
May 1, 2011	Service provision begins.

JFSCC reserves the right to revise this schedule in the best interest of Job & Family Services of Clark County and/or to comply with the County procurement procedures and regulations and after providing reasonable notice.

#### **1.4 Internet Question & Answer Period; RFP Clarification Opportunity**

Respondents may ask clarifying questions regarding this RFP via email during the Q&A Period as outlined in Section 1.3, Anticipated Procurement Timetable. To ask a question, respondents must submit all questions in writing, via email, to Robin Maynard at [rmaynard@clarkdifs.org](mailto:rmaynard@clarkdifs.org) prior to the closing time and date for the Question & Answer Period.

Questions about this RFP must reference the relevant part of this RFP, the heading for the provision under question, and the page number of the RFP where the provision can be found. The provider must also include the name of a representative of the provider, the company name and business phone number. JFSCC may, at its option, disregard any questions which do not appropriately reference an RFP provision or location, or which do not include identification for the originator of the question. JFSCC will not respond to any questions submitted after 9 a.m. on the date the Q&A period closes.

JFSCC responses to all questions asked via email will be posted on the Internet website dedicated to this RFP, for reference by all providers. Providers will not receive personalized or individual email responses. Clarifying questions asked and JFSCC responses to such questions comprise the "JFSCC Q&A Document" for this RFP.

Provider proposals in response to this RFP are to take into account any information communicated by JFSCC in the Final Q&A Document for the RFP. **It is the responsibility of all respondents to check this site on a regular basis for responses to questions, as well as for any amendments or other pertinent information regarding this RFP.**

Accessibility to the JFSCC Q&A Document will be clearly identified on the website dedicated to this RFP, once that document is made available.

**IMPORTANT:** Requests from potential providers for copies of previous RFPs, past provider proposals, score sheets or contracts for this or similar past projects, are Public Records Requests (PRRs), and are not clarification questions regarding the present RFP. PRRs submitted in accordance with directions provided in Section 1.6. Communication Prohibitions will be honored. The posted time frames for JFSCC responses to email questions for RFP clarification do not apply to PRRs.

Providers are to base their RFP responses, and the details and costs of their proposed projects, on the requirements and performance expectations established in this RFP for the future contract, NOT on details of any current or past related contract.

Requirements under a current project may or may not be required by JFSCC under any

future contract, and so may not be useful information for providers who choose to respond to the RFP. If providers ask questions about existing or past contracts using the Q&A process, JFSCC will use its discretion in deciding whether to provide answers. Interested providers should also refer to RFP Section 1.7, Contract Period and Funds Available, for related information.

There is an established time period for the Internet Q&A process (see Section 1.3, Anticipated Procurement Timetable, above). JFSCC will only answer those questions submitted within the stated time frame for submission of provider questions, and which pertain to issues of RFP clarity, and which are not requests for public information. JFSCC is under no obligation to acknowledge questions submitted through the Q&A process if those questions are not in accordance with these instructions.

Should respondents experience technical difficulties accessing either the JFSCC website where the RFP and its related documents are published, they may contact Robin Maynard at [rmaynard@clarkdifs.org](mailto:rmaynard@clarkdifs.org).

### **1.5 Bidders' Conference**

There will be no bidders' conference for this RFP.

As noted in Section 1.6 (below) of this RFP, JFSCC may not specifically notify any provider of changes or announcements related to this RFP except through the website posting. It is the affirmative responsibility of interested proposers to be aware of and fully respond to all updated information posted on this web page.

### **1.6 Communication Prohibitions**

From the issuance date of this RFP until an actual contract is awarded to a provider, there may be no communications concerning the RFP between any provider that expects to submit a proposal and any employee of JFSCC, or any other individual regardless of their employment status, who is in any way involved in the development of the RFP or the selection of the contractor.

The only exceptions to this prohibition are as follows:

1. Communications conducted pursuant to Section 1.4, Internet Q&A Period;
2. As necessary in any pre-existing or on-going business relationship between JFSCC and any provider that could submit a proposal in response to this RFP;
3. As part of any provider interview process or proposal clarification process initiated by JFSCC, which JFSCC deems necessary in order to make a final selection;
4. If it becomes necessary to revise any part of this RFP, JFSCC will post those revisions, amendments, etc., to the website dedicated to this RFP;\* and
5. Any Public Records Request (PRR) made through JFSCC.

**\*Important Note:** Amendments to the RFP or to any documents related to it will be accessible to interested providers through the original web page established for the RFP. All interested providers must refer to that web page regularly for amendments or other announcements. JFSCC may not specifically notify any provider of changes or announcements related to this RFP except through the website posting. It is the affirmative responsibility of interested providers to be aware of and to fully respond to all updated information posted on this web page.

JFSCC is not responsible for the accuracy of any information regarding this RFP that was obtained or gathered through a source other than the Internet Q&A process described in this RFP. Any attempts at prohibited communications by providers may result in the disqualification of those providers' proposals.

#### **1.7 Contract Period**

JFSCC is seeking to contract with a provider to deliver marketing and web site services. A contract will be negotiated for the period beginning May 1, 2011 and ending June 30, 2012. Two additional one-year extensions may be then negotiated without the release of another RFP.

Potential providers are to be aware that JFSCC may, at its sole discretion, negotiate with all technically qualifying providers for a revised cost proposal if the cost proposals of all technically qualifying providers are in excess of the available funding for this project. Section 6.1 C. of this RFP establishes further information on JFSCC procedures to be implemented if this occurs.

#### **1.8 Renewal Clause**

Upon agreement of the provider and JFSCC, any contract entered into may be renewed for an additional 1-2 program years without going out for bid each year, provided the contract award does not increase more than 2-3% for the renewal period and performance standards are being met, unless the increase limit is waived by JFSCC.

#### **1.9 Termination Clause**

JFSCC may terminate any contract entered into when it is determined by JFSCC in its best interest to do so, by giving at least thirty (30) days advance notice, in writing, to the Contractor. The Contractor shall be entitled to receive just and equitable compensation for any services satisfactorily performed hereunder through the date of termination.

### **SECTION II. PROVIDER EXPERIENCE AND QUALIFICATIONS**

## **2.1 Demonstration of Experience & References**

The provider's previous experience in delivering similar or related services should be demonstrated. If applicable, the provider should include descriptions and/or samples of up to three similar projects completed in the past five years that demonstrate appropriate experience. Additionally, the provider should provide names and contact information for up to three entities for which they have performed similar large scale projects in the past 5 years.

## **SECTION III. SCOPE OF WORK & SPECIFICATIONS OF DELIVERABLES**

### **3.1 Scope of Work**

The overall approach to marketing, messaging and web site services must include: literature, supergraphics, media advertising, web site marketing/maintenance, newsletter design/development and social media as well as any other marketing activities required by the Department.

### **3.2 Specification of Deliverables**

#### **1. General Marketing**

Providers will be responsible for developing and administering a comprehensive range of marketing activities required by JFSCC in the advancement of communications and marketing goals for the overall Department as well as each of its five individual divisions. This would include planning, concept, development and/or execution of the complete range of efforts undertaken throughout the year, including direct communication, public relations, organic search marketing, advertising, events, web-based marketing and promotional materials.

#### **2. Website Services**

The JFSCC web site incorporates a branded family/system for the various divisions and provides a synergistic entity that supports the individualized requirements of each area of the Department. Services must include, but are not limited to, a wide range of functionality from basic to advanced modules such as: posting and notification modules, individual lander sub-sites support/development, rich media content modules (videos and images/galleries) an HTML newsletter module, SEO campaign, SmartForms, user-controlled Content Management System, Google Analytics site tracking system, PDF/file upload capabilities, Social Media and support/troubleshooting for all areas.

## **SECTION IV. LIMITATIONS AND OTHER REQUIREMENTS**

#### **4.1 Limitations**

This RFP does not commit JFSCC to award a contract or to pay any cost incurred in the preparation of a proposal. JFSCC reserves the right to accept or reject any or all proposals received, to negotiate services and cost with proposers, and to cancel in part or in its entirety this RFP.

JFSCC will review each proposal with respect to price, proposer's administrative and programmatic capabilities, and conformance to the RFP criteria. JFSCC may reject all responses if proposed rates are unreasonable or if the proposers do not meet the RFP acceptance criteria.

All proposals submitted in response to the RFP will become the property of JFSCC.

#### **4.2 Interview**

Providers submitting proposals may be required to participate in an in-depth interview as part of the evaluation process. The interview, if necessary, may include participants from JFSCC and/or other county agency staff or other representatives it may appoint, as appropriate. JFSCC reserves the right to select from responding providers for interviews and may not interview all providers submitting proposals. The provider shall bear all costs of any scheduled interview.

#### **4.3 Proposal Cost**

Costs incurred in the preparation of this proposal are to be borne by the responding provider and JFSCC will not contribute in any way to the costs of the preparation. Any costs associated with interviews will be borne by the respondent and will not be JFSCC's responsibility (see Section 4.2, above).

#### **4.4 Certifications**

Any provider responding to any JFSCC RFP, or any other procurement opportunity, is required to provide certification of insurance. The following are the standard requirements of insurance for providers who hold contracts with Clark County. Responding providers must provide, in their proposals, assurances regarding the items outlined below:

- a. Worker's Compensation Insurance as required by Ohio law and any other state in which work will be performed, or letter of exemption.

- b. Commercial General Liability Insurance for a minimum of \$1,000,000 per occurrence with an annual aggregate of at least \$2,000,000, including coverage for subcontractors, if any are used.
- c. Umbrella or Excess Liability insurance (over and above Commercial General Liability) with a limit of at least \$2,000,000.
- d. Auto Liability Insurance covering all owned, non-owned and hired vehicles used in connection with the work of Clark County, or its departments, with limits of at least \$300,000 (Combined Single Limit) or, \$100,000 per person and \$300,000 per accident for Bodily Injury and \$100,000 per accident for property damage.
- e. The Board of Clark County Commissioners (not the Department of Job & Family Services) must be named as "Additional Insured" on the policies listed in paragraphs b, c, and d above.
- f. Professional liability or errors and omissions insurance (if applicable) for a minimum of \$1,000,000 per incident. Note: The type of coverage will vary based on the profession or service of the contractor. Normally, at least errors and omissions coverage should be obtained with a minimum of \$1,000,000 per incident liability limit with the County named as additional insured. ("Additional insured" designation may be unavailable for some professions.)

See Section 5.2 of this RFP for specific instructions regarding inclusion of these documents in proposals. Failure to provide proper certifications as part of the proposal submitted to JFSCC may result in the disqualification of the provider's proposal from consideration.

#### **4.5 Declaration of Material Assistance Requirements**

Any provider responding to any JFSCC RFP, or any other procurement opportunity, is required to provide certification that the provider has not provided material support or resources to any organization listed on the "Terrorist Exclusion List" (TEL) maintained by the U.S. Department of State. The Declaration of Material Assistance Form, which can be accessed at <http://www.publicsafety.ohio.gov/links/HLS0038.pdf> must be printed, completed, and signed by the interested proposer's authorized representative, and returned to JFSCC as a component of the provider technical proposal/bid. Failure to properly complete the form or to provide it as part of the proposal submitted to JFSCC may result in the disqualification of the provider's proposal from consideration.

Providers may access the TEL from the Ohio Homeland Security Office website, located at [http://www.publicsafety.ohio.gov/links/terrorist\\_exclusion\\_list.pdf](http://www.publicsafety.ohio.gov/links/terrorist_exclusion_list.pdf) or via e-mail to [dma-info@dps.state.oh.us](mailto:dma-info@dps.state.oh.us) for the current list of excluded organizations and additional information.

#### **4.6 Campaign Contribution Declaration**

As part of the submitted proposal, providers must include the applicable notarized Affidavit in Compliance with Section 3517.13 of the Ohio Revised Code form (Campaign Contribution Declaration – HB694). Amended Substitute House Bill 694 (“HB 694”) limits solicitations of and political contributions by owners and certain family members of owners of businesses seeking or awarded public contracts.

All providers interested in responding to this RFP must include the completed Campaign Contribution Form (included in this RFP as Attachment D) in their proposals.

#### **4.7 Subcontractor Identification and Participation Information**

Any providers proposing to use a subcontractor for any part of the work described in this RFP must clearly identify the subcontractor(s) and their tasks in their proposals. The proposal must include a letter from the proposed subcontractor(s), signed by a person authorized to legally bind the subcontractor, indicating the following:

1. The subcontractor’s legal status, federal tax ID number, and principle business address;
2. The name, phone number, and fax number of a person who is authorized to legally bind the subcontractor to contractual obligations;
3. A complete description of the work the subcontractor will do;
4. A commitment to do the work, if the provider is selected;
5. A statement that the subcontractor has read and understands the RFP, the nature of the work, and the requirements of the RFP.

**There may be no dollar amounts of any kind included with subcontractor information; inclusion of dollar amounts will result in the disqualification of the primary provider’s entire proposal.**

#### **4.8 Waiver of Minor Proposal Errors**

JFSCC may, at its sole discretion, waive minor errors or omissions in provider’s Technical and/or Cost proposals/forms when those errors do not unreasonably obscure the meaning of the content.

#### **4.9 Proposal Clarifications**

JFSCC reserves the right to request clarifications from providers of any information in their Technical and/or Cost proposals/forms, and may request such clarification as it deems necessary at any point in the proposal review process.

## **SECTION V. PROPOSAL FORMAT & SUBMISSION**

### **5.1 Proposal Submission Information**

JFSCC requires proposal submissions in both paper and electronic format. The proposal must be prepared and submitted in accordance with instructions found in this Section. The proposal submission must be comprised of:

- Six paper copies (**one signed original and five copies**) and either one CD-ROM copy of the Technical Proposal or the Technical Proposal may be emailed to [rmaynard@clarkdjfs.org](mailto:rmaynard@clarkdjfs.org).

**AND**

- in a sealed, separate envelope, **six** paper copies (**one signed original and five copies**) and one CD-ROM copy of the Cost Proposal or the Cost Proposal may be emailed to [rmaynard@clarkdjfs.org](mailto:rmaynard@clarkdjfs.org).

The providers' total proposal submissions (both the technical and cost proposals in all required copies) must be received by JFSCC complete no later than 4 p.m. on March 21, 2011. Faxed submissions will not be accepted. **Proposals must be addressed to:**

**Job & Family Services of Clark County  
Attention: Robin Maynard  
1345 Lagonda Avenue, Bldg. C  
Springfield, Ohio 45503**

Providers' original technical and cost proposals must contain all the information and documents specified in Section 5.2, Format for Organization of the Proposal. All copies (both paper and CD-ROM/e-mail) of the original proposal must include copies of ALL information, documents, and pages in the original proposal.

Along with the Technical Proposal, the provider must submit the Cost Proposal in a separate, sealed envelope/package labeled: **“NOTE: DO NOT OPEN. COST PROPOSAL  
ENCLOSED FOR MARKETING AND WEB SITE SERVICES RFP – RFP#01-FY12 SUBMITTED  
BY [PROVIDER’S NAME HERE].”**

The CD-ROM/e-mail copy of the Technical Proposal must include all components of the technical proposal, including any required or voluntary attachments to it. The CD-ROM/e-mail copy of the Cost Proposal must include all cost proposal components,

including any required or voluntary attachments. **The CD-ROM containing the Cost Proposal must be submitted in the sealed envelope containing the hardcopy Cost Proposal. If the provider chooses to submit the electronic copy of the Cost Proposal, it must submit separately from the e-mail containing the Technical Proposal.** The CD-ROMs must be labeled with the provider's name, the RFP number, and the proposal submission date or proposal due-date, at minimum. The requested CDs/e-mails will be used by JFSCC for archiving purposes and for fulfillment of Public Records Requests. Failure to include them or to properly label them may, at JFSCC discretion, result in the rejection of the provider from any consideration.

All proposal submissions must be received, complete, at the above address, via mail or hand delivery by the above date and time. Materials received separately from a provider's proposal submission (e.g. letters of recommendation from past customers of the provider's services) will not be added to the proposal nor considered in the review and scoring process. Materials received after the date and time as stated above will not be included in any previous submissions, nor will they be delivered. JFSCC is not responsible for proposals incorrectly addressed or for proposals delivered to any location other than the address specified above.

For hand delivery on the due date, providers are to deliver the proposals to the address specified above. **JFSCC is not responsible for any proposals delivered to any address other than the address provided above.**

## **5.2 Format for Organization of the Proposal/Proposal Content**

### **A. Technical Proposal**

A sample Technical Proposal Evaluation Score Sheet is provided as **Attachment B.** of this RFP. **Providers are strongly encouraged to use the Score Sheet to check their proposals for quality, compliance, and completeness prior to submission.**

The provider's Technical Proposal must contain the following components, organized in the format described below:

**Section 1** *Identifying Information:* The name of the proposing organization, address, name of contact person, telephone number, email address, etc. should be clearly identified.

**Section 2** *Provider Experience & Qualifications*

Demonstration of Experience: This section must address each of the items that appear in Section 2.1 of this RFP. Proposals must include demonstration of the provider's previous experience in delivering similar services. Proposals should include descriptions and/or samples of similar

projects completed in the past five years that demonstrate appropriate experience.

**Section 3** *Description of Services to be Provided:* This section must address each of the items that appear in Section III. Scope of Work & Specification of Deliverables of this RFP.

**Section 4** *Other Pertinent Information:* This section may include additional information not requested elsewhere.

**Section 5** Provider Assurances Form

Declaration Regarding Material Assistance/Non-Assistance to a Terrorist Organization

Campaign Contribution Declaration Form

Assurances and Certifications

A copy of the most recently completed financial audit

All pages in the Technical Proposal must be sequentially numbered, with the exception of Section 5 contents.

**IMPORTANT:** Any provider Technical Proposals found to contain any prohibited cost information shall be disqualified from consideration. Prohibited cost information is defined as any dollar amounts which JFSCC might find indicative of the relative cost or economy of the proposed project. However, information on the assets, value, or historical business volume of the provider is NOT considered to be such prohibited cost information, and MAY be included in any provider's technical proposal. Any prohibited cost information must be submitted with the separate, sealed project budget/Cost Proposal. The Technical Proposal is defined as any part of the provider's proposal (either as required by JFSCC or sent at provider's discretion, such as work plan, resumes, letters of recommendation, letters of cooperation from any subcontractors, etc.) which is not specifically identified by JFSCC as a required component of the separate, sealed project budget/Cost Proposal. Should a provider feel it is important to include any documents containing such prohibited cost information in the technical proposal, the cost information in those documents must be made unreadable by the provider before submission of the proposal to JFSCC.

## **B. Cost Proposal**

Providers must submit a cost proposal/budget for the initial contract period of May 1, 2011 to June 30, 2012.

A sample Cost Proposal Evaluation Score Sheet is provided as **Attachment C** of this RFP. **Providers are strongly encouraged to use the Score Sheet to check their proposals for quality, compliance, and completeness prior to submission.**

**Six (one signed original and five copies) copies of the Cost Proposal must be submitted in a separate, sealed envelope, and labeled: “**NOTE: DO NOT OPEN. COST PROPOSAL ENCLOSED FOR MARKETING & WEB SITE SERVICES RFP#01-FY12 SUBMITTED BY [PROVIDER’S NAME HERE].**”**

This envelope/package must also contain the labeled Cost Proposal CD-ROM (if the provider chooses not to email the proposal to the specified address). The Cost Proposal must include a statement that the prices quoted are firm.

In calculating their total proposed cost, providers must consider cost resulting from each deliverable listed in Section 3.2 of this RFP, as well as all program costs, primary and incidental, necessary to complete all program activities (whether identified by JFSCC in this RFP or not).

### **C. IMPORTANT – PROVIDER DISQUALIFIERS FOR PROPOSAL ERRORS**

Any provider’s Technical Proposal found to contain any cost information shall be disqualified from consideration. Cost information is defined as any dollar amounts which might be deemed to be indicative of the relative cost or economy of the proposed project. Information on assets, value, or historical business volume of the provider is NOT considered to be such prohibited cost information and MAY be included in any provider’s technical proposal as information on business capacity and stability. All prohibited cost information must be submitted with the separate, sealed Cost Proposal. The Technical Proposal is defined as any part of the provider’s proposal (either as required by JFSCC or sent at provider’s discretion), such as work plan, resumes, letters of recommendation, letters of cooperation from any subcontractors, etc., which is not specifically identified by JFSCC as a required component of the separate, sealed Cost Proposal. Should a provider determine to include in the technical proposal any documents which contain such cost information, the cost information in those documents must be made unreadable by the provider before submission of the proposal to JFSCC. Failure to follow these instructions will result in disqualification.

## **SECTION VI. CRITERIA FOR PROPOSAL EVALUATION & SELECTION**

### **6.1 Scoring of Proposals**

JFSCC will contract with a provider that best demonstrates the ability to meet requirements as specified in this RFP. Providers submitting a response will be evaluated

based on the capacity and experience demonstrated in their Technical and Cost Proposal. All proposals will be reviewed and scored by a Proposal Review Team (PRT), comprised of staff from JFSCC and their designees. Providers should not assume that the review team members are familiar with any current or past work activities with JFSCC. Proposals containing assumptions, lack of sufficient detail, poor organization, lack of proofreading and unnecessary use of self-promotional claims will be evaluated accordingly. PRT members will be required to sign disclosure forms to establish that they have no personal or financial interest in the outcome of the proposal review and contractor selection process.

Selection of the provider will be based upon the criteria specified in Sections II., III., IV., and V. of this RFP. Any proposals not meeting the requirements contained in those sections of this RFP will not be scored or may be held pending receipt of required clarifications. The PRT reserves the right to reject any and all proposals, in whole or in part, received in response to this request. The review team may waive minor defects that are not material when no prejudice will result to the rights of any provider or to the public. In scoring the proposals, JFSCC will score in three phases:

**A. Phase I. Review—Initial Qualifying Criteria:**

In order to be fully reviewed and scored, proposals submitted must pass the following Phase I. Review. **Any “no” answer to the questions listed below will eliminate a proposal from further consideration.**

1. Was the proposal received by the deadline as specified in Sections 1.3 and 1.4?
2. Did the provider submit six paper copies and one electronic copy of their Technical Proposal, as well as their Cost Proposal (in a separate sealed envelope labeled: **“NOTE: DO NOT OPEN. COST PROPOSAL ENCLOSED FOR MARKETING & WEB SITE SERVICES RFP#01-FY12 SUBMITTED BY [PROVIDER’S NAME HERE].”**)?
3. Does the provider’s proposal include all required affirmative statements and certifications, signed by the provider’s responsible representative, including the following:
  - Provider Assurances Form, Attachment A
  - Declaration of Material Assistance Form (see Section 4.5 of this RFP)
  - Campaign Contribution Declaration (see Section 4.6 of this RFP)
  - Certifications (see Section 4.4 of this RFP)
  - Copy of the most recently completed financial audit, if applicable
4. According to those certifications, does the provider affirmatively indicate that it is not on the federal debarment list; that it is fiscally solvent; that it will meet all Federal, State, and Local compliance requirements; and that the person signing the form is authorized to enter into a contract with JFSCC?

5. Does JFSCC' review of the Auditor of State website verify that the provider is not excluded from contracting with JFSCC by ORC Section 9.24 for an unresolved finding for recovery (i.e. the proposal of any provider whose name appears on the Auditor's website as having an unresolved finding for recovery will be eliminated from further consideration.)?

**B. Phase II. Review—Criteria for Scoring the Technical Proposal:**

The PRT will then score those qualifying technical proposals, not eliminated in Phase I. Review by assessing how well the provider meets the requirements as specified in Sections II, III, IV, V, and VI of this RFP. Using the score sheet for Phase II scoring (see **Attachment B.** of this RFP for specific evaluation criteria), the PRT will read, review, discuss and reach consensus on the final technical score for each qualifying technical proposal.

A maximum of 100 points will be awarded for the Technical Proposal. A technical proposal must achieve a total of at least 65 points (a score which represents that the provider can successfully perform the resulting contractual duties) out of the possible 100 points to qualify for continued consideration. Any proposal which does not meet the minimum required technical proposal points will be disqualified from any further consideration and its cost proposal will neither be opened nor considered.

**IMPORTANT:** Before submitting a proposal to JFSCC in response to this RFP, providers are strongly encouraged to use the Technical Proposal Evaluation Score Sheet (**Attachment B.**) and the above technical performance scoring information to review their proposals for completeness, compliance and quality.

All remaining qualified Technical Proposals will proceed to the next level of review, which is consideration of the Cost Proposal. Any other proposals will be disqualified from further consideration, and the corresponding Cost Proposals will neither be opened nor will be scored.

**C. Phase III.—Criteria for Considering the Cost Proposal**

The Cost Proposal will be reviewed by JFSCC. The grand total of each technically qualified provider's Cost Proposal is divided by that provider's Technical Proposal score. This compares the cost with the quality of the Technical Proposal, which will provide an average cost-per-quality point earned on the Technical Proposal.

A maximum of 70 points will be awarded for the Cost Proposal. A cost proposal must achieve a total of at least 45 points (a score which represents that the provider can successfully perform the resulting contractual duties) out of the possible 70

points to qualify for continued consideration. Any proposal which does not meet the minimum required cost proposal points may be disqualified from any further consideration.

If the cost proposals of all technically qualifying proposers (as determined by the scoring process described in this section and by the Technical Proposal Evaluation Score sheet, **Attachment B.**, to this RFP) are in excess of the available funding for this project, JFSCC may, at its sole discretion, negotiate with all technically qualifying providers for a revised cost proposal. Providers may then submit one last and best offer, or may request that JFSCC view its original cost proposal as its last and best offer, or may formally withdraw from further consideration, and shall formally indicate its choice according to directions provided by JFSCC at that time. Upon receipt of all last and best offers, and assuming that one or more have submitted a cost proposal that is within project budget, JFSCC will then consider those providers' revised cost proposals which are within the budget according to the cost-point assignment process described in this section, above, and in the Technical Proposal Evaluation Score Sheet, **Attachment B.**, for calculation of the winning score.

## **6.2      Review Process Caveats**

JFSCC may, at its sole discretion, waive minor errors or omissions in providers' Technical and/or Cost proposals/forms when those errors do not unreasonably obscure the meaning of the content.

JFSCC reserves the right to request clarifications from providers to any information in their Technical and/or Cost proposals/forms, and may request such clarification as it deems necessary at any point in the proposal review process. Any such requests for proposal clarification when initiated by JFSCC, and providers' verbal or written response to those requests, shall not be considered a violation of the communication prohibitions contained in Section 1.6 of this RFP. Such communications are expressly permitted when initiated by JFSCC, but are at the sole discretion of JFSCC.

Should JFSCC determine a need for interviewing providers prior to making a final selection, results to interview questions shall be scored in a manner similar to the process described in Section 6.1, Scoring of Proposals, above. Such scored results may be either added to those providers' proposal scores, or will replace certain criteria scores, at the discretion of JFSCC. The standards for scoring the interviews and the method used for considering the results of the interviews shall be applied consistently for all providers participating in the interview process for that RFP.

JFSCC reserves the right to negotiate with providers for adjustments to their proposals should JFSCC determine, for any reason, to adjust the scope of the project for which this RFP is released. Such communications are not violations of any communications

prohibition, and are expressly permitted when initiated by JFSCC, but are at the sole discretion of JFSCC.

Any provider deemed not responsible, or any submitting a proposal deemed not to be responsive to the terms of this RFP, shall not be awarded the contract.

#### **6.3 Final Provider Recommendation**

The PRT will recommend to the Department Director the technically qualified provider offering the proposal most advantageous to JFSCC, as determined by the processes and requirements established in this RFP.

#### **6.4 Tie Breaker**

In the event that two or more of the proposals have a score which is tied after final calculation of both the technical proposal and the cost proposal, the proposal with the higher score in the technical proposal will prevail.

### **SECTION VII. PROTEST PROCEDURE**

#### **7.1 Protests**

Any potential, or actual, provider objecting to the award of a contract resulting from the issuance of this RFP may file a protest of the award of the contract, or any other matter relating to the process of soliciting the proposals. Such a protest must comply with the following guidelines:

- A. A protest may be filed by a prospective or actual provider objecting to the award of a contract resulting from this RFP. The protest shall be in writing and shall contain the following information:
  1. The name, address, and telephone number of the protestor;
  2. The program name of the RFP being protested;
  3. A detailed statement of the legal and factual grounds for the protest, including copies of any relevant documents;
  4. A request for a ruling by JFSCC;
  5. A statement as to the form of relief requested from JFSCC; and
  6. Any other information the protestor believes to be essential to the determination of the factual and legal questions at issue in the written protest;
- B. A timely protest shall be considered by JFSCC, if received within the following periods:

1. A protest based on alleged improprieties in the issuance of the RFP or any other event preceding the closing date for receipt of proposals which are apparent or should be apparent prior to the closing date for receipt of proposals shall be filed no later than 4 p.m. the closing date for receipt of proposals, as specified in Section 1.3, Anticipated Procurement Timetable of this RFP.
2. If the protest relates to the announced intent to award a contract, the protest shall be filed no later than 9 a.m. of the eighth (8<sup>th</sup>) calendar day after the issuance of the Letter of Intent to Award the contract.

C. An untimely protest may be considered by JFSCC if it determines that the protest raises issues significant to JFSCC' procurement system. An untimely protest is one received by JFSCC after the time periods set forth in Item B. of this section.

D. All protests must be filed at the following location:

Director  
Job & Family Services of Clark County  
1345 Lagonda Avenue  
Springfield, Ohio 45503

- E. When a timely protest is filed, a contract award shall not proceed until a decision on the protest is issued or the matter is otherwise resolved, unless the JFSCC Director determines that a delay will severely disadvantage JFSCC. The provider(s) who would have been awarded the contract shall be notified of the receipt of the protest.
- F. JFSCC shall issue written decision on all timely protests and shall notify any provider who filed an untimely protest as to whether or not the protest will be considered.

## 7.2 Caveats

**JFSCC is under no obligation to issue a contract as a result of this solicitation if, in the opinion of JFSCC and the proposal review team, none of the proposals are responsive to the objectives and needs of JFSCC. JFSCC reserves the right to not select any provider should JFSCC decide not to proceed. Changes in this RFP of a material nature will be provided via the agency website. All providers are responsible for obtaining any such changes without further notice by JFSCC.**

## **SECTION VIII. ATTACHMENTS AND THEIR USES**

- A. Provider Assurances Form (*To be completed and included in the proposal packet as specified in Section 5.2*)**
- B. Technical Proposal Evaluation Score Sheet (*For provider self-evaluation purposes...do not submit*)**
- C. Cost Proposal Evaluation Score Sheet (*For provider self-evaluation purposes...do not submit*)**
- D. Campaign Contribution Declaration Form (*To be completed and included in technical proposal packet as specified in Section 5.2*)**

**ATTACHMENT A**  
**Provider Assurances Form**

**Purpose:** Job & Family Services of Clark County (JFSCC) requires the following information on providers who submit proposals or bids in response to Requests for Proposals (RFPs) or other competitive opportunity in order to facilitate the development of the contract (or finalization of a purchase) with the selected provider. JFSCC reserves the right to reject any proposal if this information is not provided fully, accurately, and by the deadline set by JFSCC. Further, some of this information (as identified below) **must** be provided in order for JFSCC to accept and consider a proposal/bid. **Failure to provide such required information will result in the proposal's immediate disqualification.**

**Instructions:** Provide the following information regarding the provider submitting the proposal or bid. Providers must print this attachment, complete and sign it and include it in their proposals. It is mandatory that the information provided is certified with an original signature from a person with authority to represent the provider. Providers are to provide this completed and signed form as a component of their original proposal, according to instructions in the RFP for proposal/bid composition.

**Providers must provide all information**

<b>1. JFSCC RFP #:</b>	<b>2. Proposal Due Date:</b>
<b>3. Provider Name:</b>  (legal name of the provider – person or organization – to whom contract/purchase payments would be made)	<b>4. Provider Federal Tax ID #:</b>  (this number MUST correspond with the name in Item #3)
<b>5. Provider Corporate Address:</b>	<b>6. Provider Remittance Address: (or "same" if as same as Item #5)</b>
<b>7. Print or type information on the provider representative/contact person authorized to answer questions on the proposal/bid:</b> <b>Provider Representative:</b> <b>Representative's Title:</b> <b>Address:</b> <b>Phone #:</b> <b>Fax #:</b> <b>E-Mail:</b>	
<b>8. Print or type the name of the provider representative authorized to address contractual issues, including the authority to execute a contract on behalf of the provider, and to whom legal notices regarding contract termination or breach, should be sent</b> (if not the same individual as in #7, provide the following information on each such representative and specify their function): <b>Provider's Representative:</b> <b>Representative's Title:</b> <b>Address:</b> <b>Phone #:</b> <b>Fax #:</b> <b>E-Mail:</b>	

Job & Family Services of Clark County

Request for Proposals (RFP)

Marketing and Web Site Services

I recognize that I must give assurances for each item below. If I cannot, I will explain why the assurances were not met or this proposal will be automatically rejected. The assurances are:

1. I am authorized by my Board of Directors, Trustees, other legally qualified officer, or as the owner of this agency or business to submit this proposal.
2. We are not currently on any Federal, State of Ohio, or local Debarment List.
3. We included in our proposal a copy of our most recently completed financial audit confirming that we are fiscally solvent.
4. We have, or will have: all of the fiscal control and accounting procedures needed to ensure that contract funds will be used as required by law and contract.
5. We have additional funding sources and will not be solely dependent on any funds awarded through a contract as a result of this RFP.
6. **We will meet all applicable Federal, State and Local compliance requirements.** These include, but are not limited to:
  - Records accurately reflect actual performance.
  - Maintaining record confidentiality, as required.
  - Reporting financial, participant, and performance data, as required.
  - Complying with Federal and State non-discrimination provisions.
  - Meeting requirements of **Section 504 of the Rehabilitation Act of 1973.**
  - Meeting all applicable labor laws, including Child Labor Law standards.
  - Drug Free Workplace

**We will not:**

- Use contract funds to assist, promote or deter union organizing.
- Use contract funds in the construction, operation or maintenance of any part of a facility to be used for sectarian instruction or religious worship.

**I hereby assure that all of the above are true:**

---

Signature

---

Date

---

Name (printed)

---

Title

Job & Family Services of Clark County  
 Request for Proposals (RFP)  
 Marketing and Web Site Services

**ATTACHMENT B**

**Technical Proposal Evaluation Score Sheet**  
**100 points possible**

**Proposing Organization:**

<b>Provider Experience &amp; Qualifications</b>	Poor 1-9 points	Fair 10-19 points	Good 20-30 points	Score 30 points possible
Provider demonstrated appropriate experience (according to Section 2.1 of the RFP).	Notes:			
<b>Services to Be Provided</b>	Poor 1-9 points	Fair 10-19 points	Good 20-30 points	Score 30 points possible
Provider has created a realistic and comprehensive plan for providing each of the following: a. General Marketing b. Web Site Services	Notes:			
<b>References</b>	Poor 1-8 points	Fair 9-17 points	Good 18-25 points	Score 25 points possible
Provider included references of up to three entities for which it has performed similar large scale projects in the past five years. References included description of services provided. Provider also included samples/description of up to three similar projects completed in the past five years that demonstrate appropriate experience	Notes:			
<b>Other Pertinent Information</b>	Poor 1-5 points	Fair 6-10 points	Good 11-15 points	Score 15 points possible
Provider included additional information not requested elsewhere that demonstrated ability to provide requested services.				
Comments:				Final Score

**ATTACHMENT C**

<b>Cost Proposal Evaluation Score Sheet</b> <b>70 points possible</b>				
<b>Proposing Organization:</b>				
<b>COMPUTATIONS</b>	Poor 1-3 points	Fair 4-7 points	Good 8-10 points	Score 10 points possible
Provider's cost proposal computations are all correct.	Notes:			
<b>COSTS &amp; METHODOLOGY</b>	Poor 1-9 points	Fair 10-17 points	Good 18-25 points	Score 25 points possible
Provider's cost proposal included all necessary cost elements to successfully implement requested marketing and web site services.	Notes:			
<b>NARRATIVE</b>	Poor 1-9 points	Fair 10-17 points	Good 18-25 points	Score 25 points possible
Provider's cost proposal included a detailed narrative demonstrating how costs are related to each service presented in the proposal.	Notes:			
<b>COST REASONABILITY</b>	Poor 1-3 points	Fair 4-7 points	Good 8-10 points	Score 10 points possible
Provider's costs are necessary and reasonable.	Notes:			
Comments:				Final Score

Job & Family Services of Clark County  
Request for Proposals (RFP)  
Marketing and Web Site Services

**ATTACHMENT D**  
**Campaign Contribution Declaration**  
AFFIDAVIT IN COMPLIANCE WITH SECTION 3517.13  
OF THE OHIO REVISED CODE

STATE OF OHIO

COUNTY OF \_\_\_\_\_ SS:

Personally appeared before me the undersigned, as an individual or as a representative of

\_\_\_\_\_ for a contract for \_\_\_\_\_  
(Name of Entity) (Type of Product or Service)

to be let by the County of Clark, who, being duly cautioned and sworn, makes the following statement with respect to prohibited activities constituting a conflict of interest or other violations under Ohio Revised Code Section 3517.13, and further states that the undersigned has the authority to make the following representation on behalf of himself or herself or of the entity (corporation, business trust, partnership, other unincorporated business [including labor unions], association [including professional associations], estate, or trust):

1. That none of the following has individually made within the previous 24 months and that, if awarded a contract for the purchase of goods or services in excess of \$10,000 (aggregated) in a calendar year, none of the following individually will make, beginning on the date the contract is awarded and extending until one year following the conclusion of the contract, as an individual, one or more campaign contributions (on or after April 4, 2007) totaling in excess of \$1,000, to any member of the Clark County Board of Commissioners or their individual campaign committees:
  - a. myself;
  - b. any partner or owner or shareholder of the partnership (or other unincorporated business);
  - c. any shareholder of the association;
  - d. any administrator of the estate;
  - e. any executor of the estate;
  - f. any trustee of the trust;
  - g. any owner of more than 20% of the corporation or business trust (if applicable);
  - h. each spouse of any person identified in (a) through (c) of this section;
  - i. each child seven years of age to seventeen years of age of any person identified in divisions (a) through (g) of this section (only applicable to contributions made on or after January 1, 2007).
2. That none of the following have collectively made within the previous 24 months, and that, if awarded a contract for the purchase of goods or services in excess of \$10,000 (aggregated) in a calendar year, none of the following collectively will make, beginning on the date the contract is awarded and extending until one year following the conclusion of the contract, one or more campaign contributions (on or after April 4, 2007) totaling in excess of \$2,000, to any member of the Clark County Board of Commissioners or their individual campaign committees:
  - a. myself
  - b. any partner or owner or shareholder of the partnership (if applicable);
  - c. any shareholder of the association;
  - d. any administrator of the estate;
  - e. any executor of the estate;
  - f. any trustee of the trust;
  - g. any owner of more than 20% of the corporation or business trust (if applicable);
  - h. each spouse of any person identified in (a) through (c) of this section;
  - i. each child seven years of age to seventeen years of age of any person identified in divisions (a) through (g) of this section.

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

Title: \_\_\_\_\_

Sworn to before me and subscribed in my presence this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Notary Public: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_