



STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: WIC NEW FOOD PACKAGE FOCUS GROUP

CONTRACT NUMBER: CSP902211

EFFECTIVE DATES: 02/04/11 TO 07/30/11

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP902211 that opened on January 5, 2011. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

The agency listed herein is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health, Bureau of Nutrition Services, WIC Program as applicable.

Questions regarding this and/or the Services Contract may be directed to:

Jan Fitzpatrick, CPPB  
janice.fitzpatrick@das.state.oh.us

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:



<http://www.ohio.gov/procure>

Minority Business Enterprise Award in accordance with ORC CH. 125.081

COST SUMMARY FORM

WIC NEW FOOD PACKAGE FOCUS GROUP  
 CSP902211  
 UNSPSC CATEGORY CODE: 80140000

OAKS ITEM NUMBER	DESCRIPTION OF DELIVERABLES	UNIT COST	EXTENDED PRICE
18397	<u>Project Initiation</u> to include: 1) Develop an Interview Guide subject to approval of DOH;	\$1,100.00	\$1,100.00
18398	2) Develop a list of objectives and agenda for each session; for guidance and approval of DOH	\$220.00	\$220.00
18399	3) Plan development and review assessment documents with DOH to best reach the target population.	\$1,628.00	\$1,628.00
18400	<u>Communication Plan</u> to include schedule of meetings: 1) Initial meeting on-site with DOH;	\$324.00	\$324.00
18401	2) Established weekly contact via telephone or on-site; with written update on progress, key issues, strategies, or other as needed; for the duration of the project; (Estimated to be 26 weeks)	\$132.00 Per Week	\$3,432.00
18402	3) Monthly on-site meetings, for progress reports and written progress report. (6 months=6 meetings).	\$264.00 Per Meeting	\$1,584.00
18403	<u>Focus Group Sessions</u> to include facilities, moderator, participation and incentive. Offeror must provide a recommended number of sessions, __25__ to obtain the optimum results in all five regions.	\$1,391.64 Per Focus Group Session	\$34,791.00
18404	<u>Data Analysis and Final Report</u> to include: 1) Qualitative data analysis and in-depth report for each of the specified five regions (Five reports)	\$545.60 Each Region Report	\$2,728.00
18405	2) One statewide report and presentation to DOH of the final findings and results; including an evaluation report which details the reach, success, and any perceived failures. Results to be provided in electronic format and hard copy;	\$1,672.00	\$1,672.00
18406	3) Copies of video and audio taped focus group interactions to be presented to DOH at each monthly meeting or at the final meeting presentation, as agreed upon by DOH. __25__	\$7.04 Per Focus Group Session	\$176.00

Cost must be provided for each line item above for unit cost, and in the event of award, to verify invoices.  
 To be invoiced monthly in arrears for the Work completed in accordance with each of the deliverables above.  
 All costs must be in U.S. Dollars.  
 The State will not be responsible for any costs not identified.  
 There will be no additional reimbursement for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP902211-1 (07/30/11)



MINORITY BUSINESS ENTERPRISE

159685  
Rama Consulting Group, Inc.  
897 East 11<sup>th</sup> Avenue  
Columbus, OH 43211

TERMS: Net 30 Days

CONTRACTOR'S CONTACT:

Mataryun "Mo" Wright

Telephone: (614) 245-0451  
FAX: (614) 453-5095  
E-mail: [mowright@rama-consulting.net](mailto:mowright@rama-consulting.net)

REMIT TO:

159685  
Rama Consulting Group, Inc.  
Attn: Fiscal Officer  
897 East 11<sup>th</sup> Avenue  
Columbus, OH 43211