



Office of
Procurement Services
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REQUEST FOR PROPOSAL

RFP NUMBER: CSP900715
INDEX NUMBER: DOH060
UNSPSC CATEGORY: 82101800

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Department of Health (ODH) is requesting Proposals for:

MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH. 125.081

TITLE: INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY

OBJECTIVE: To obtain a full service marketing and media provider for the Ohio Department of Health's Second Chance Trust Fund to increase the number of Ohio Organ, Eye and Tissue Donors in the Ohio Donor Registry.

RFP ISSUED: March 25, 2014
INQUIRY PERIOD BEGINS: March 25, 2014
INQUIRY PERIOD ENDS: April 8, 2014 at 8:00 AM
PROPOSAL DUE DATE: April 16, 2014 by 1:00 PM

Offeror must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" with the respective RFP Number and due date on each. Offeror must submit this signed cover page with its technical Proposal.

Submit Sealed Proposals to:

Department of Administrative Services
Office of Procurement Services
Attn: Bid Desk
4200 Surface Road
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

Offeror Name and Address: _____ _____ _____ _____ E-Mail Address: _____ Phone Number: () _____ - _____, Ext. _____	Name/Title: _____ _____ Signature: _____ By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.
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RFP GLOSSARY OF TERMS

AA:	Affirmative Action
Contractor:	Vendor after Award
CSP:	Competitive Sealed Proposal
DAS:	Department of Administrative Services
EOD:	Equal Opportunity Division
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
OAC:	Ohio Administrative Code
OAKS:	Ohio Administrative Knowledge System (Ohio's Accounting System)
OBG:	Ohio Business Gateway
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SOS:	Secretary of State
UNSPSC:	The United Nations Standard Products and Services Code

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Ohio Department of Health (the Agency), is soliciting competitive sealed proposals (Proposals) for Increase Registration in the Ohio Organ, Eye and Tissue Donor Registry. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP also gives the estimated dates on page one, for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

1.2 CONTRACT PERIOD

Once awarded, the term of the Contract will be from the award date through June 30, 2016. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed two (2) years and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

1.3 BACKGROUND

The Second Chance Trust Fund Advisory Committee (SCTF) works to help solve the critical shortage of organ, eye and tissue donors through education and awareness efforts. The fund is supported by a voluntary donation made when a person obtains or renews an Ohio driver's license or state identification card from the Bureau of Motor Vehicles (BMV). This voluntary contribution supports donation education efforts in the state of Ohio to reach students, medical professionals and the general public.

Currently, 59.7% of all licensed drivers and state ID holders are registered organ, eye and tissue donors. According to a survey, 90% of all Ohioans support organ, tissue and eye donation. Closing the gap between the number of registered donors and the number of Ohioans supporting the cause is imperative. Increasing donor registration is necessary to save the lives of over 121,000 men, women and children across the United States, including more than 3,400 Ohioans, who are waiting for life-saving transplants.

The Ohio initiative officially began in July of 2007 with the following tactics:

The College Challenge campaign was performed June 2007 to July 2009, by utilizing the energy, creativity and competitive nature of college students, we recruited Ohio colleges/universities to create and execute their own campaigns. These campaigns included social networking, viral marketing, PR, guerilla marketing, and alumni and minority outreach. Each college was given a comprehensive "how to" notebook of information, research and suggestions for implementing their *Do It Now!* program. A customized Website for each college campaign was created to provide easily downloadable information and to track registrations via a unique URL. Ongoing encouragement and communication with each college team helped to keep them motivated. Materials, a small budget and prizes were incorporated into the challenge.

The Corporate Campaign took place January 2008 to July 2009, included the "Life is Never Routine" campaign that highlighted the emotional stories of recipients who received "The Call" that an organ or tissue was finally available. Active recruitment of corporations across the state, education about organ/tissue donation and creation of targeted materials were part of this successful campaign. Promotional materials that were sent to corporations included letters, posters, paycheck stuffers and other tools for implementing a donor registration drive. More than 100 companies participated throughout the state.

The Green Chair Campaign was launched to help reach the original audience of 18- to 44-year-olds, but also those up to age 64. The concept was to create a memorable icon that branded the campaign while acting as a symbol for motivational conversations about organ/tissue donation. Most people have had a memorable favorite chair at some point in their life and Archie Bunker's chair is even enshrined at the Smithsonian. The campaign focuses on an empty chair that represents the loss of someone who did not get a needed transplant as well as chairs with different individuals sitting in them representing those getting a second chance at life because of an organ/tissue donation. The chair visual is accompanied by the tagline, "Don't let another chair go empty." The Green Chair was introduced through viral videos featuring: the then governor of Ohio, then Cincinnati Bengals quarterback Carson Palmer, then OSU coach Jim Tressel, and recipients and donor families. This was supported with a series of emotional PSAs that were aired on radio and TV, media outreach and social media. The Green Chair then made "personal appearances" throughout the state at venues such as hospitals, health fairs, sporting events, and home and garden shows. Advocates, recipients, donor families and registered donors were invited to sit in the Green Chair to discuss the issue and/or tell their own stories. These supporters were videotaped and photographed and the images were promoted through social media and viral videos. In April, 2010 a multimedia e-mail based on the Green Chair was sent to more

than one million Ohio residents in celebration of Donate Life Month. This campaign was started in December 2010 and continues.

The *Do It Now!* campaign was extremely effective in spurring conversations about organ/tissue donation and delivering a call-to-action with a sense of urgency. The campaign has created a network of supporters who will be registered donors and advocates for many years. At Green Chair events across the state, people attended just to sit in the Green Chair and tell their story, whether they became involved through the college or corporate challenges, saw the Green Chair PSAs or had personal involvement with recipients or a donor. In 2011 alone, the number of our Facebook fans increased from 800 to 4,373 and these fans actively engage with other supporters on Facebook, YouTube and Twitter.

From September 2007-February 2011 these tactics encouraged 991,594 people who had not previously been registered organ, eye and tissue donors to become one.

In 2012, in an effort to increase the number of registered donors nationwide, Donate Life America set the goal of registering 20 million new donors. In turn, Donate Life Ohio set the goal of contributing 250,000 new registrants to that total. To meet this goal, Donate Life Ohio revamped its Green Chair campaign to showcase the many myths associated with donation and the thousands of people impacted by donation. The integrated campaign leveraged a television ad called "Many Faces," which tells the story of three real Ohioans who countered three donation myths to save lives as organ donors: Mary, who donated her liver at age 62 to save Brian, who was facing liver failure; Roxanne, who became a donor after doctors did everything in their power to save her life following a stroke, and her kidney saved Willie, who had endured years of dialysis; and Calvin, whose family chose to donate his organs, tissue and corneas after consulting with their family minister. Other elements of the campaign included convenience store advertising, outdoor advertising, digital advertising, Facebook tab and app development, and a social media content development and engagement strategy.

Partnerships have also been instrumental in raising awareness of organ, eye and tissue donation. During April 2011, Donate Life Ohio partnered with Kroger, one of the state's largest grocery chains, to distribute Green Chair lapel pins through all of the store's pharmacy locations. Collateral, in-store radio announcements and circular ads offered shoppers information about donation and encouraged them to register. An ongoing partnership with the Ohio Hospital Association was also formed, where toolkits about donation were created and shared to educate its members. The partnership also created the Hospital Champions program to encourage hospitals to spread the donation message and honor hospitals of every size for donation advocacy.

The integrated campaign successfully registered 457,749 new donors in 2012- 2013. The integrated campaign has been recognized with awards from Donate Life America, PRWeek, PR News, PRSA, Marketing Healthcare Today and Healthcare Marketing Report.

1.4 SCOPE OF WORK

The Contractor will be responsible for managing the current social media – SCTF/Donate Life Ohio's Facebook, Twitter and YouTube accounts. They will be responsible for purchasing media using our existing television advertisements or creating new television advertisements and purchasing media. Purchasing media includes television, digital, out-of-home, and other types deemed necessary.

All of the above is to be directed and coordinated through the Second Chance Trust Fund (SCTF) and the Donate Life Ohio Steering Committee (DLOSC), representing the state's organ, eye and tissue recovery agencies. Contact information will be available to the awarded Contractor. The awarded contractor will use pre-existing materials provided by the Second Chance Trust Fund and create new materials as needed. These pre-existing materials include: www.donatelifehio.org Web site, Donate Life Ohio Facebook, Donate Life Ohio You Tube, Donate Life Ohio Twitter, "Green Chairs", Green Chair lapel pins, t-shirt design, and brochures, all with the theme of "Don't Let Another Chair Go Empty. Do It Now!" or "It costs nothing. It means everything." While the program already has these items in use the Contractor will need to continue developing additional ideas for new collaterals.

The full scope of services that are needed include:

- TV creative
- Digital creative
- Out-of-home creative
- Collateral creative
- Media planning and buying (TV, digital, out-of-home)
- Website development
- Website user experience strategy
- Social media app development
- Social media strategy

- Social media content development
- Public relations- writing
- Public relations- media relations
- Partnership management
- Crisis communications
- Copywriting
- Collateral production
- Video production
- Photography
- Brand strategy and research
- Client service and project management

During the first year of this contract the goals include (but not limited to):

- Increase the donor registry by 196,000 new registrants
- Increase inclusive messages to diverse communities
- Increase donor registrants in the over 46 year old age range
- Identify affinity partners who have state association meetings where Donate Life Ohio should be presenting

- I. Offeror Qualifications. Offeror must provide references to demonstrate it meets or exceeds all requirements of experience, particularly in the execution of consumer based and grassroots programs with resulting increased registration/membership/sales. References should include name, address, phone number and e-mail of company where the work was performed. The reference should also include dates work was performed, campaign name and budget. Familiarity with healthcare non-profits and/or organ and tissue donation in Ohio is desirable.

The Offeror must demonstrate it possesses the following abilities.

- A. Media Buying Experience – Within the last three (3) years, the Offeror must have experience in statewide media buying, budgeting and billing; managing media provider performance; and reporting. An essential capability of the Offeror is to potentially incorporate existing broadcast advertising materials within this campaign. The Offeror must also have three (3) years' experience in digital media buying.
- B. Public Sector Experience – Experience in developing statewide marketing campaigns that generate results, excitement and awareness. Demonstrated ability to define audience(s) and strategic approaches. Possibly identify third party partners to enhance programs in pursuit of goals.
- C. Creativity - The Offeror must have innovative and appropriate platforms, strategies and tactics using, but not limited to, theme development, guerilla and viral marketing, Web promotion and advertising, campaign-related collateral materials and other forms of both traditional and non/traditional media/marketing.
- D. Account Service – The Offeror must have a demonstrated process to provide quality account service, including reporting, budgeting and billing. The account manager must be willing to work closely with multiple people throughout the state of Ohio.
- E. Measurement – The Offeror will establish goals for measuring effective programs to increase Ohio Donor Registry registration rates. An effective campaign will integrate the measurement tool(s) in the overall plan.
- II. SOW Continued: The Offeror will be responsible for coordinating all Work with the Donate Life Ohio Steering Committee and the Second Chance Trust Fund Advisory Committee. Contact information will be provided to the awarded Contractor. The Contractor shall focus on the following:
- A. Ohio Donor Registry Participation – Contractor is to focus on strategies that will increase participation in the Ohio Donor Registry. Contractor should thoroughly define and justify how proposed strategies will increase participation in the Ohio Donor Registry.
- B. Target Population: Defined – If target population is different than what is stated in the RFP the Contractor will identify and thoroughly define and justify choice of target population.
- C. Strategic Direction: Defined – Contractor to identify and thoroughly outline choice(s) specific strategies to be employed concurrent with the recommended tactics defined in the RFP (theme development, guerilla and viral marketing, Web promotion and advertising, campaign-related collateral materials and forms of traditional and non-traditional media/marketing).

- D. Strategic Direction: Creativity and Innovation - Contractor to identify creative and innovative ways to deliver the marketing message, including third-party partners to enhance programs and reach goals. Provide architectural branding component for all Donate Life Ohio organizations to operate within. Provide evidence of being able to incorporate national campaign materials. Contractor to provide detailed description with all components addressed and explained.
 - E. Strategic Direction: Feasibility - Contractor to provide evidence that the proposed strategies can reach the 196,000 goal per year. Contractor to provide strategies which have a strong possibility of reaching goal and can be executed each year.
 - F. Strategic Direction: Execution - Contractor to possess necessary capabilities and project experience to execute strategies in the time period allotted. Contractor to provide strong evidence exhibited that it can execute proposed strategies in the time allotted.
 - G. Evaluation - Contractor to include a plan for evaluating the success of all strategies including a design for measuring project outcomes. Contractor to provide a plan which is complete with measurable outcomes that correspond with strategies.
 - H. Budget - Contractor to include a budget that is proportional to anticipated outcomes. Contractor's budget must be an equitable allocation of media/marketing dollars is evident across the State and that pro-bono services are outlined.
 - I. Project Personnel – Contractor must include project personnel capable of reaching the desired goals and that are able and willing to collaborate with the Donate Life Ohio Steering Committee. Contractor's personnel qualifications must meet or exceed project requirements with all key personnel identified and resumes submitted.
- III. Deliverables. The Offeror must perform the following services and specify that it will perform clearinghouse operations for SCTF under the terms of the contract.

The Contractor shall work collaboratively with the SCTF and DLOSC to accomplish the following deliverables:

- A. Conduct necessary research;
- B. Use data to strategically develop programming, guide media selection and geographic targeting, identify any appropriate partners;
- C. Coordinate edits on current television advertisement if necessary or develop and create new television advertisement;
- D. Based on identified target audience(s), develop a detailed Media Plan for a campaign to include proposed dates, locations and estimated donor designation potential;
- E. As approved by SCTF and DLOSC, negotiate and procure media/third-party contracts;
- F. Coordinate distribution of the SCTF and DLOSC artwork and specifications to advertisers;
- G. Develop "next" 12 month plan so that work can continue after contract ends(in case there is a lapse in contracts);
- H. Coordinate billing for all media/third-party contracts;
- I. Pay for any media/third-party services purchased;
- J. Reconcile any billing discrepancies before submission of invoice(s) to SCTF;
- K. Submit invoices to the SCTF monthly. All invoices must be submitted no later than forty-five (45) days from the last date of service or job;
- L. Invoices must clearly identify charges. Any disputes will be resolved at the discretion of SCTF;
- M. Support documentation must include copies of full disclosure of all invoices and affidavits for each media type and outlet purchased (e.g. a list of which channels ran what, when and how much it cost).

- 1.5 CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION DAS procures goods and services through a RFP in a transparent manner and in accordance with the laws of the state of Ohio. All proposals provided to DAS in response to this RFP become records of DAS and as such, will be open to inspection by the public after award unless exempt from disclosure under the Ohio Revised Code or another provision of law.

Unless specifically requested by the State, an Offeror should not voluntarily provide to DAS any information that the Offeror claims as confidential, proprietary or trade secret and exempt from disclosure under the Ohio Revised Code or another provision of law. Additionally, the Offeror must understand that all Proposals and other material submitted will become the property of the State and may be returned only at the State's option. Confidential, proprietary or trade secret information should not be voluntarily included in a Proposal or supporting materials because DAS will have the right to use any materials or ideas submitted in any Proposal without compensation to the Offeror.

See Instructions for further detail.

- 1.6 REGISTRY OF OFFERORS DAS will prepare a registry of Proposals containing the name and address of each Offeror. The registry will be on the Office of Procurement Services Web site and open for public inspection after the Proposals are received.

- 1.7 INSTRUCTIONS
Link to Web site for Instructions is available in Section 5.1.

- 1.8 REQUIRED REVIEW
Offerors shall carefully review the entire RFP and all the referenced Web links. Offerors shall promptly notify DAS through the inquiry process of any ambiguity, inconsistency, or error they discover. Notifications must be received by the deadline for receipt of questions in the inquiry process.

- 1.9 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and four (4) copies for a total of five (5) Proposal packages. The Offeror must also submit a complete copy of the Proposals on a CD in Microsoft Office (Word, Excel, or Project) 2003 or higher, format and/or PDF format as appropriate.

2.0 EVALUATION OF PROPOSALS

- 2.1 MANDATORY REQUIREMENTS The following Table 1 contains items that are Mandatory Requirements for this RFP.

Determining the Offeror's ability to meet the Mandatory Requirements is the first step of the DAS evaluation process. The Offeror's response must be clearly labeled "Mandatory Requirements" and collectively contained in Tab 2 of the Offeror's Proposal in the "Offeror Required Information and Certification" section.

DAS will evaluate Tab 2 alone to determine whether the Proposal meets all Mandatory Requirements (accept/reject). If the information contained in Tab 2 does not clearly meet every Mandatory Requirement, the Proposal may be disqualified by DAS from further consideration.

2.2 TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements
1. In the Offeror's Proposal Cover Letter, the Offeror must clearly demonstrate it has previous experience working in the field of providing marketing services for non-profit agencies and government entities.

If the State receives no Proposals meeting all of the mandatory requirements, the State may elect to cancel this RFP.

2.3 PROPOSAL EVALUATION CRITERIA If the Offeror provides sufficient information to DAS in its Proposal, demonstrating it meets the Mandatory Requirements, the Offeror's Proposal will be included in the next step of the evaluation process which involves the scoring of the Proposal Technical Requirements (Table 3), followed by the scoring of the Cost Proposals. In the Proposal evaluation step, DAS rates the Proposals based on the following listed criteria and the weight assigned to each criterion. The possible points allowed in this RFP are distributed as indicated in the Table 2 - Scoring Breakdown. Each Proposal passing the Mandatory Requirements will be evaluated by an evaluation committee made up of a representative(s) from DAS, Agency team members, and potentially a subject matter expert or an independent consultant.

2.4 TABLE 2 - SCORING BREAKDOWN

Criteria	Maximum Allowable Points
Proposal Technical Requirements	225 Points
Proposal Cost	55 Points
Total	280 Points

The scale below (0-5) will be used to rate each proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	WEAK 1 POINT	WEAK TO MEETS 2 POINTS	MEETS 3 POINTS	MEETS TO STRONG 4 POINTS	STRONG 5 POINTS
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DAS will score the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror's Total Technical Score in Table 3. Representative numerical values are defined as follows:

DOES NOT MEET (0 pts.): Response does not comply substantially with requirements or is not provided.

WEAK (1 pt.): Response was poor related to meeting the objectives.

WEAK TO MEETS (2 pts.): Response indicates the objectives will not be completely met or at a level that will be below average.

MEETS (3 pts.): Response generally meets the objectives (or expectations).

MEETS TO STRONG (4 pts.): Response indicates the objectives will be exceeded.

STRONG (5 pts.): Response significantly exceeds objectives (or expectations) in ways that provide tangible benefits or meets objectives (or expectations) and contains at least one enhancing feature that provides significant benefits.

2.5 TABLE 3 - TECHNICAL PROPOSAL EVALUATION

Criterion	Weight	Rating (0=Does not Meet to 5=Strong)	Extended Score
Offeror Profile			
The Offeror must provide documentation that demonstrates three (3) years of previous experience working in the field of providing marketing services for non-profit agencies and government entities.	6		
The Offeror must: a. Demonstrate it has sufficient resources to meet the requirements and deadline of the project. (e.g. sufficient office facilities, technology and support mechanisms; financial stability and capacity; sufficient time commitment by its staff). b. Demonstrate it can quickly undertake and successfully complete the required tasks for this project. c. Document it has an adequately skilled staff to develop quality deliverables in the allowable time frame.	6		
The Offeror must: a. Provide team staffing names and positions detailing each member's experience, background and work assignment. b. Identify the amount of time key project personnel will be expected to spend on this project. c. Describe a contingency plan for completing the Project, should the staffing personnel become unavailable to work on this Project for any reason.	6		
The Offeror's designated Project Manager must demonstrate previous experience as a Project Manager for providing effective marketing services for non-profit agencies and government entities.	6		
Offeror References			
The Offeror documents, at a minimum, three (3) previous references for jobs similar to this Project and provides details of similarities within the last three (3) years	6		
Scope of Work			
The Offeror must: a. Clearly explain how it will accomplish the Scope of Work incorporating all of the deliverables including a complete and clear plan of its ability to reach the targeted population. b. Express, in detail, its understanding, perception and prior experience, if applicable, with the initiatives to Increase Registration in the Ohio Organ, Eye and Tissue Donor Registry program. c. Should include any anticipated difficulties in performing the specified Project requirements and proposed solutions to those difficulties.	15		

Total Technical Score: _____

In this RFP, DAS asks for responses and submissions from Offerors, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to an Offeror, a failure by an Offeror to make a required submission or meet a mandatory requirement will normally result in a rejection of that Offeror's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DAS received.

Once the technical merits of a Proposal are evaluated, the costs of that Proposal will be considered. It is within DAS' discretion to wait to factor in a Proposal's cost until after the conclusion of any interviews, presentations, demonstrations or discussions. Also, before evaluating the technical merits of the Proposals, DAS may do an initial review of costs to determine if any Proposals should be rejected because of excessive cost. DAS may reconsider the excessiveness of any Proposal's cost at any time in the evaluation process.

- 2.6 COST PROPOSAL POINTS DAS will use the information Offeror gives on the Cost Summary Form to calculate Cost Proposal Points. DAS will calculate the Offeror's Cost Proposal points after the Offeror's total technical points are determined, using the following method:

Cost points = (lowest Offeror's cost/Offeror's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. The value is provided in the Scoring Breakdown table. "Cost" = Total Not to Exceed Cost identified in the Cost Summary section of Offeror's Proposal. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Offeror X has proposed a cost of \$100.00. Offeror Y has proposed a cost of \$110.00 and Offeror Z has proposed a cost of \$120.00. Offeror X, having the lowest cost, would get the maximum 60 cost points. Offeror Y's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$110.00 (Offeror Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Offeror Z's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$120.00 (Offeror Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: _____

- 2.7 FINAL STAGES OF EVALUATION The Offeror with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Cost Score: _____ = Total Score: _____

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

- 2.8 REJECTION OF PROPOSALS DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.



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1.0 COST SUMMARY

1.1 SUBMISSION The Cost Summary shall be submitted with the Proposal (under separate cover labeled as the Cost Proposal). All prices, costs, and conditions outlined in the Proposal shall remain fixed and valid for acceptance for 120 days, starting on the due date for Proposals. No price change shall be effective without prior written consent from DAS, Office of Procurement Services.

The Offeror's total cost for the entire Work must be represented as the firm, fixed price, for a not-to-exceed total of \$900,000. All costs for furnishing the services must be included in the Cost Proposal.

3.2 THE OFFEROR'S FEE STRUCTURE The Contractor will be paid as proposed on the Cost Summary after the Agency approves the receipt of product(s)/services and continued completion of all deliverables. All costs must be in U.S. Dollars.

3.3 REIMBURSABLE EXPENSES None; there will be no additional reimbursement for travel or other related expenses. The State will not be responsible for any costs not identified.

3.4 BILL TO ADDRESS
Ohio Department of Health
Attention: Debra Smith
246 N. High Street, 8th Floor
Columbus, OH 43215

INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY CSP900715
UNSPSC CATEGORY CODE: 8210800
BUDGET: \$900,000.00

OFFEROR: _____

Description	Annual Cost
Budget narrative and budget costs to provide work and deliverables to Increase Registration in the Ohio Organ, Eye and Tissue Donor Registry as outlined in the RFP and Scope of Work.	
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Offeror's Total "Not to Exceed Cost" **Total:** _____

All costs must be in U.S. Dollars.

All Offerors who seek to be considered for a contract award must submit the above information in the format specified. The Original Cost Summary must be included in a separate, sealed envelope/package labeled on the exterior as "Cost Proposal" with the RFP Number and due date.

4.0 AWARD OF THE CONTRACT

- 4.1 CONTRACT AWARD DAS intends to award the Contract based on the schedule in the RFP, if DAS decides the Work is in the best interests of the State and has not changed the award date.

DAS expects the Contractor to commence the Work upon receipt of a state issued purchase order. If DAS awards a Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, DAS reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.

- 4.2 CONTRACT If this RFP results in a Contract award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal and written authorized addenda to the Contractor's Proposal. It will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract. The general terms and conditions for the Contract are contained in the following link:

<https://procure.ohio.gov/Zip/RFP%20Instructions/5.3%20Terms%20and%20Conditions.pdf>

If there are conflicting provisions between the documents that make up the Contract, the order of precedence for the documents is as follows:

1. The one-page Contract Signature Page, Form 5.2.2
2. The RFP, as amended, including the Terms and Conditions;
3. The documents and materials incorporated by reference in the RFP;
4. The Executive Order. EO2011-12K incorporated by reference in the RFP;
5. The Contractor's Proposal, as amended, clarified, and accepted by the State; and
6. The documents and materials incorporated by reference in the Contractor's Proposal.

Notwithstanding the order listed above, amendments issued after the Contract is executed may expressly change the provisions of the Contract. If they do so expressly, then the most recent amendment will take precedence over anything else that is part of the Contract.

5.0 LINKS

To be applicable to all Proposals and subsequent award(s), including sections named below:

5.1 Instructions

- 5.1.1 Proposal Instructions
- 5.1.2 Evaluation of Proposals
- 5.1.3 Proposal Format & Documentation Required

5.2 Forms

- 5.2.1 Offeror Required Information
- 5.2.2 Contract Signature Page
- 5.2.3 Offeror Profile
- 5.2.4 Offeror Prior Projects
- 5.2.5 Offeror's Candidate References
- 5.2.6 Offeror's Candidate Education, Training, Experience
- 5.2.7 Offeror Performance Form
- 5.2.8 Contractor/Subcontractor Affirmation and Disclosure

5.3 Terms and Conditions

- 5.3.1 Performance and Payment
- 5.3.2 Work and Contract Administration
- 5.3.3 Ownership & Handling of Intellectual Property & Confidential Information
- 5.3.4 Representations, Warranties and Liabilities
- 5.3.5 Acceptance and Maintenance
- 5.3.6 Construction
- 5.3.7 Law & Courts

5.4 Additional Resources

EOD Reporting	http://eodreporting.oit.ohio.gov/searchEODReporting.aspx
Office of Budget and Management	http://obm.ohio.gov/LandingPages/Vendor/default.aspx
Office of Procurement Services	http://procure.ohio.gov/proc/index.asp
Ohio Shared Services	http://www.ohiosharedservices.ohio.gov/Home.aspx
Ohio Business Gateway	http://business.ohio.gov/
Ohio Secretary of State	http://www.sos.state.oh.us/SOS/Businesses.aspx

All links are subject to change in accordance with state of Ohio laws, Ohio Revised Code, Ohio Administrative Code, Executive Orders or any other updates issued by the state of Ohio, Department of Administrative Services, and the Office of Procurement Services. It is the Offeror's responsibility to read and be aware of any changes, corrections, updates or deletions to any information included in the link(s) above.



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6.0 Guide for Proposal Submission.

This guide outlines steps for submission of a Proposal in response to the advertised Request for Proposal. This guide does not contain the complete instructions for preparing and submitting a Proposal and anything stated herein shall not be considered a term or condition of the Contract. The complete instructions can be found in section 5.1.1, Proposal Instructions.

- 6.1 _____ Read the entire document, including all Web site links. Note critical items such as: Mandatory Requirements; goods or services required, submittal date and time; number of copies to submit; contract requirements; reporting requirements; minimum qualifications; read and understand the terms and conditions.
- 6.2 _____ Take advantage of the “question and answer” period specified in the schedule of events. Questions must be submitted on-line in the Inquiry Process as explained in the Instructions. See section 5.1.1, Proposal Instructions.
- 6.3 _____ Follow the format required in the RFP Instructions when preparing the response in chronological order. Provide point-by-point responses to all sections in a clear and concise manner. See section 5.1.3, Proposal Format & Documentation Required.
- 6.4 _____ Use the forms provided; i.e. Signed RFP Cover Page, Offeror Required Information, Contract Signature Page, Offeror Profile and Prior Projects, Key Personnel forms, Disclosure Form, and Cost Summary Form, See section 5.2, Forms.
- 6.5 _____ Provide complete answers/descriptions. Do not assume the State or any evaluation committee member will know what the Offeror’s capabilities are or what items/services the Offeror can provide, even if previously contracted with the State. The Proposals are evaluated based solely on the information and materials provided in the Offeror’s response.
- 6.6 _____ Check the State’s Web site for RFP addenda. It is the responsibility of the Offeror to be aware of additional information posted on the Web.
- 6.7 _____ The following documents may be submitted with the Proposal or within five (5) business days of request from the Office of Procurement Services: Affirmative Action and proof of insurance. No award will be made without this documentation. Offeror’s Proposal may be eliminated from further consideration upon failure to submit within the specified time frame
- 6.8 _____ If not a current vendor of the state of Ohio, the Offeror will download both the W-9 and Vendor Information Form and submit to Ohio Shared Services (OSS) at vendor@ohio.gov. See section 5.4, Additional Resources.
- 6.9 _____ Review and read the RFP Document again to make sure that you have addressed all requirements. Read and understand Supplements, if applicable. Offeror’s original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and used to score the response.
- 6.10 _____ Offeror’s response must be submitted on time. Late Proposals are never accepted. Make sure the response is labeled on the exterior of the envelope/package with the RFP# and due date, and whether the packet is for the Technical Proposal or the Cost Proposal. Do not place the Cost Proposal in the Technical Proposal.