



## REQUEST FOR PROPOSAL

RFP NUMBER: CSP910614  
INDEX NUMBER: DAS061  
UNSPSC CATEGORY: 80140000

The state of Ohio, through the Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the DAS Equal Opportunity Division, is requesting Proposals for:

### MINORITY SET-ASIDE OPPORTUNITY IN ACCORDANCE WITH ORC CH. 125.081

TITLE: MARKETING SERVICES PROJECT FOR MINORITY BUSINESSES AND ORGANIZATIONS

OBJECTIVE: The creation of a grass-roots, public educational/marketing campaign about the Ohio Department of Administrative Services Equal Opportunity Division's Minority Business Enterprise (MBE) and Encouraging Diversity, Growth and Equity (EDGE) programs; to increase public awareness about the programs, the Division's customer service and, services and certification provided by the Division

RFP ISSUED: April 29, 2014  
INQUIRY PERIOD BEGINS: April 29, 2014  
INQUIRY PERIOD ENDS: May 5, 2014 at 8:00 AM  
PROPOSAL DUE DATE: May 9, 2014 by 1:00 PM

Proposals received after the due date and time will not be evaluated.

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.

The Offeror must submit this cover page (signed) with its Technical Proposal.

<b>Offeror Name and Address:</b>  _____  _____  _____  _____  E-Mail Address: _____  Phone Number: (     )     -     , Ext. _____	<b>Name/Title:</b>  _____  _____    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
EDGE	Encouraging Diversity, Growth and Equity Program
EOD:	Equal Opportunity Division
FAQ:	Frequently Asked Questions
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
MBE	Minority Business Enterprise Program
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
PSA:	Public Service Announcement
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 DAS Equal Opportunity Division (the Agency), is soliciting competitive sealed proposals (Proposals) for MBE/EDGE Marketing Services. 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 gives the dates on page 1 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 May 31, 2015. 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 EOD has the responsibility for implementing the State of Ohio's minority business set-aside program. This includes certifying minority businesses thereby making them eligible to participate in the state's set aside program, as well as assisting state agencies with the selection of set aside contracts, maintaining a list of certified minority business enterprises, monitoring program compliance and conducting research and reporting. Additionally, the unit implements the EDGE program, which is designed to facilitate access to state government contracts and business services for EDGE certified businesses. EDGE procurement contracts apply to: goods and services, professional services, information technology services, construction, architecture and engineering.
- 1.4 SCOPE OF WORK The creation of a grass-roots, public educational/marketing campaign about the Ohio Department of Administrative Services Equal Opportunity Division's Minority Business Enterprise (MBE) and Encouraging Diversity, Growth and Equity (EDGE) programs; to increase public awareness about the programs, the Division's customer service and, services and certification provided by the Division. The Offeror must submit a matrix with timelines and a work plan to accomplish all the deliverables, including a report of the marketing program.

The Offeror must provide a Work Plan to demonstrate how and when the project will be accomplished, including a matrix of the timelines to accomplish the deliverables. Documentation must be included that demonstrates database development experience and expertise. A minimum of two (2) previous projects must be provided with details of the work performed that is similar to the demands of the subject project. The Offeror must clearly demonstrate knowledge of the Ohio MBE Community. Staff names and positions of those proposed to perform the Work must be provided in the response with the staff's education, work experience and references. A minimum of three (3) references for similar work must be submitted with the response to the RFP. Deliverables are:

- A. Identify an outreach plan (strategy) for the non-MBE groups
- B. Identify non-certified minority groups to approach for certification; prospective MBE firms and non-MBE groups (EDGE) firms. Determine where they are, target to market to, how to sell the certification program, and database development of groups located. Database information to be turned over to the state at the end of the project.
- C. Identify minority industry and community groups to approach for certification (e.g.; African American, Asian, Hispanic and Native American Chambers of Commerce; churches; etc.).
- D. Development of marketing collateral packet; posters, brochures, FAQ, CDs, etc.
- E. Develop broadcast media; determine radio markets, write script, get airplay, public service announcement (PSA)
- F. Outdoor advertising; determine topics, facilitate design and determine target locations for outdoor advertising
- G. Research and develop generation of public and private events for EOD participation to market certification July 1, 2014 through December 31, 2015. Database development for future events.
- H. Success Stories; promotion of stories, interviews on public access, regional TV, CD with video testimonials; consult with Communications Office on design of a Quarterly Newsletter; (e.g.; Community Tapestry, Bounce TV, etc.)
- I. Assist with the development of an award for MBE and EDGE business of the Quarter/Year, create format for selection and strategy for promotion of awardees
- J. Survey creation, distribution and analysis of results for EOD MBE certified companies and non-MBE companies (EDGE). Survey should address image/perception, customer service, post certification and post event.

- 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. Refer to section 5.1.6 in the Instructions.
- 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 available for public inspection after the Proposals are received.
- 1.7 PROPOSAL SUBMITTAL 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 CSP910614 and due date on each. Offeror must submit this signed cover page with its technical Proposal. Offeror shall mark the correct CSP number on all envelopes/packages. Refer to section 5.1.6 in the Instructions for further detail.
- 1.8 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and five ((5)) copies for a total of six (6) Proposal packages.

## 2.0 EVALUATION OF PROPOSALS

### 2.1 MANDATORY REQUIREMENTS Not applicable.

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.

#### TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements
1. The Offeror must provide a minimum of two (2) previous projects that provide details of work performed that is similar to the demands of the subject project.

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

2.2 **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.

2.3 **TABLE 2 - SCORING BREAKDOWN**

Criteria	Maximum Allowable Points
Proposal Technical Requirements	640 Points
Proposal Cost	225 Points
Presentations, Interviews, Demonstrations (if applicable)	50 Points
Total	915 Points

2.4 **SCORE RATINGS** 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 to 5)	Extended Score
<b>Offeror Profile (General Instructions – Company Profile)</b>			
1. Company history, years of relevant experience in Marketing and database development.	7		
2. Number of years in business, number of employees, financial stability	5		
3. Capacity to do the Work, technical capacity	5		
<b>Offeror Prior Projects</b>			
1. Offeror provides a minimum of two (2) previous projects/jobs that provide details of work performed that is of similar scope and size to the demands of the subject project.	10		
2. Public Sector clients	7		
3. Demonstrates knowledge of the Ohio MBE Community.	10		
4. Provides a minimum of three (3) references of prior projects similar to this requirement.	7		
<b>Staffing Plan Provides staff names and positions of proposed staff</b>			
1. Staff Qualifications	10		
2. Formal Education of proposed staff	5		
3. Experience of Proposed staff	10		
<b>Scope of Work (Work Plan)</b>			
1. Methodologies proposed to research and complete the Work.	10		
2. Media approach to accomplish marketing	10		
3. Provides documentation to demonstrate database development experience and expertise.	10		
4. Demonstrates understanding of Project and Ohio MBE Community	7		
5. Timeline proposed on Matrix	5		
6. Provides a Work Plan to clearly demonstrate how and when the Project will be accomplished.	10		

Total Technical Score: \_\_\_\_\_

2.6 PRESENTATIONS AND INTERVIEWS DAS may require top Offerors to be interviewed. Such interviews will provide an Offeror with an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal's content. This will also allow DAS and the Agency an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion of DAS and the Agency. DAS or the Agency may record any presentations and interviews. The one (1) to three (3) highest scoring Offerors; but no more than the top three (3) may be required to participate. Interviews will be scheduled to be held in Columbus, Ohio at the vendor's expense, if applicable.

Presentations, Interviews, Demonstrations (if applicable)	Weight	Rating (0 to 5)	Maximum Score
1. Oral Presentation	5		
2. Product Demonstration	5		

Total Presentation 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.

- 2.7 COST PROPOSAL POINTS DAS will use the information the Offeror submits 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. "Cost" = Total Not-to-Exceed 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: \_\_\_\_\_

- 2.8 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.

- 2.9 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.

3.0 COST SUMMARY

3.1 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 (analyst to determine: such as firm, fixed price or a not-to-exceed total). 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  
Department of Administrative Services  
DAS Equal Opportunity Division  
4200 Surface Rd.  
Columbus, Ohio 43228

Marketing Services Project for Minority Businesses and Organizations  
CSP910614  
UNSPSC CATEGORY CODE: 80140000  
BUDGET: \$40,000.00 total for the Project.

OFFEROR: \_\_\_\_\_

Description	Cost
1. Identify an outreach plan (strategy) for the non-MBE groups.	\$
2. Identify non-certified minority groups to approach for certification; prospective MBE firms and non-MBE groups (EDGE) firms. Determine where, target, market, sell & database development of groups.	\$
3. Identify minority industry and community groups to approach for certification (e.g.; Black, Asian, Hispanic and Native American Chambers of Commerce; churches; etc.).	\$
4. Development of marketing collateral packet; posters, brochures, FAQ, CDs, etc.	\$
5. Develop broadcast media; radio markets, get airplay, write script, Public Service Announcements	\$
6. Outdoor advertising; determine topics, facilitate design and determine target locations for outdoor advertising (billboards).	\$
7. Research and develop generation of public and private events for EOD participation to market certification July 1, 2014 through December 31, 2015. Database development for future events.	\$
8. Success Stories; promotion of stories, interviews on public access, regional TV, video testimonials; consult with Communications Office on design of a Quarterly Newsletter. (e.g.; Community Tapestry, Bounce TV, etc.).	\$

(Cont'd)

Description	Cost
9. Assist with the development of an award for MBE and EDGE business of the Quarter/Year; create format for selection and strategy for promotion of awardees.	\$
10. Survey creation, distribution and analysis of results for EOD MBE certified companies and non-MBE companies (EDGE). Address image/perception, customer service, post certification and post event.	\$
TOTAL	\$

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 addended, 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.

- 4.3 ECONOMIC PRICE ADJUSTMENT The Contract prices(s) will remain firm throughout the initial term of the Contract. Thereafter, prior to Contract renewal, the Contractor may submit a request to adjust their price(s) to be effective on the effective date of the Contract's renewal. No price adjustment will be permitted prior to the effective date; on purchase orders that already being processed; or on purchase orders that have been filled.

Price increases must be supported by a general price increase in the cost of the materials/services rendered due to documented increases in the cost of related materials/services. Detailed documentation, to include a comparison list of the Contract items and proposed price adjustments must be submitted to support the requested adjustment. Supportive documentation should include, but is not limited to: copies of the old and the current price lists or similar documents which indicate the original base cost of the product to the Contractor and the corresponding adjustment, and/or copies of correspondence sent by the Contractor's supplier on the supplier's letterhead, which contain the above price information and explains the source of the adjusted costs in such areas as raw materials, freight, fuel or labor, etc.

Should there be a decrease in the cost of the finished product due to a general decline in the market or some other factor, the Contractor is responsible to notify DAS immediately. The price decrease adjustment will be incorporated into the Contract and will be effective on all purchase orders issued after the effective date of the decrease. If the price decrease is a temporary decrease, such should be noted on the invoice. In the event that the temporary decrease is revoked, the Contract pricing will be returned to the pricing in effect prior to the temporary decrease. Failure to comply with this provision will be considered as a default and will be subject to the Suspension and Termination section contained herein.

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

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.

- 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](mailto: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.