



Office of  
Procurement Services  
Service · Support · Solutions

## REQUEST FOR PROPOSAL

RFP NUMBER: CSP901415  
INDEX NUMBER: EDU096  
UNSPSC CATEGORY: 82140000

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Department of Education, is requesting Proposals for:

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

TITLE: STRATEGIC COMMUNICATIONS AND GRAPHIC DESIGN SERVICES

OBJECTIVE: To obtain a full service Strategic Communications and Graphic Design Services Contractor to support the Ohio Department of Education annually with communications and media projects.

RFP ISSUED: May 27, 2014  
INQUIRY PERIOD BEGINS: May 27, 2014  
INQUIRY PERIOD ENDS: June 9, 2014 at 8:00 AM  
PROPOSAL DUE DATE: June 18, 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.

<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
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
ODE	Ohio Department of Education
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 Education (the Agency), is soliciting competitive sealed proposals (Proposals) for Strategic Communications and Graphic Design 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 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 (September 1, 2014) through August 31, 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 Ohio Department of Administrative Services is accepting proposals, on behalf of the Ohio Department of Education, for contract strategic communications and graphic design work to meet the communication needs of the agency.

The agency expects to need 1,000-3,500 hours of support annually to create infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos, motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The contractor shall have experience and knowledge to create interactive media including but not limited to creating with java and Flash. Typically the agency has 300-400 graphic deliverables annually of varying scope. Work request will involve both long-term projects and short deadline requests. Short deadline requests may include same-day delivery. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc. Examples of the current quality and design may be viewed here:

- The department's website <http://education.ohio.gov/>, including Web buttons and banner designs
- The department's Youtube channel at <https://www.youtube.com/user/OhioEdDept>
  - especially: the motion graphic videos titled
    - Ohio's Third-Grade-Reading Guarantee
    - Early Learning and the Early Learning Challenge Grant
    - What is Ohio's New School Report Card?
- Ohio School Report Cards at <http://reportcard.education.ohio.gov/Pages/default.aspx>
- FY 2012 Fact Sheet here: <http://education.ohio.gov/Topics/Career-Tech/CTE-Performance-Data-and-Accountability/Ohio-CTE-Data-Fact-Sheets>
- <http://education.ohio.gov/Topics/School-Choice/Post-Secondary-Enrollment-Options-PSEO> (click student options and guidance for schools buttons in the middle of page)
- <http://education.ohio.gov/Topics/Other-Resources/Scholarships/EdChoice-Scholarship-Program/Am-I-Eligible>

ODE's Creative Services Manager will serve as the point of contact for project requests and approval of deliverables. ODE will begin each project by providing basic concepts, thoughts, or ideas by email or phone and or text files in Word or PDF to contractor. ODE will consult with contractor on scope of project. Contractor may be required to develop entire design concept and design with little direction or may be required to design at direction of ODE. Contractor will deliver final product in original design program and additional desired file output such as PDF, illustrator, wmv., etc. Contractor will provide supporting graphics, fonts and pictures so that they can be legally distributed to all publics in all methods including print, electronically and via Web. All work and files are property of ODE.

**OBJECTIVES.** DAS has the following objectives that it wants this Work to fulfill, and it will be the Contractor's obligation to ensure that the personnel the Contractor provides are qualified to perform their portions of the Work.

The Contractor will design graphic pieces for the agency including but not limited to infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos and motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The Contractor shall have experience and knowledge to create interactive media including but not limited to creating with java and Flash. The Contractor will partner with the agency to develop and assist with strategic communications. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc. Offeror must assign at least two graphic designers as the lead designers for the ODE project with additional availability of staff currently employed with the agency as needed per the workload and deadline schedule.

The Ohio Department of Education will provide to the Contractor all text for design. The Contractor will develop creative concept and or take direction from Ohio Department of Education. The Contractor will provide proofs to ODE for feedback and review by ODE staff. Contractor will take feedback and make changes according to direction from ODE. The Contractor must provide all supporting graphics, fonts, pictures. There shall be no limit on the number of changes, revisions or redesigns per project. All files are/will be property of ODE and must be available to ODE. Contractor will deliver design files, proofs and products via email, FTP site or CD/DVD depending on the file sizes. Should mailing/courier service be necessary, the Contractor will provide shipping account numbers or labels or courier service to ODE. The Contractor must employ a third person (in addition to the two assigned lead designers) as the dedicated project manager for coordination and assignment of design team and to oversee the ODE projects and serve as main project coordinator for the design firm. This person will provide weekly status reports, updates, calendars. The project manager and key design team members will participate in a weekly teleconference. Necessary staff will come to Columbus/Ohio Department of Education at their expense when deemed necessary by the Ohio Department of Education staff, including an initial meeting at the beginning of the contract.

In summary, the Contractor shall:

- a. Provide strategic communications and graphic design service for ODE in the form of 1000-3,500 hours and/or 300-400 projects of varying scope.
- b. Create various pieces including but not limited to infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos, motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The contractor will partner with the agency to develop and assist with strategic communications. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc.
- c. Provide supporting graphics, fonts and pictures for distribution by ODE.
- d. Offeror must assign at least two graphic designers as the lead designers for the ODE project with additional availability of staff currently employed by the agency as needed per the workload and deadline schedule.
- e. Offeror must employ a third person (in addition to the two assigned lead designers) as the dedicated project manager for coordination and assignment of design team.

#### 1.4 SCOPE OF WORK

The Ohio Department of Education is accepting proposals for contract strategic communications and graphic design work to meet the communication needs of the agency.

The agency expects to need 1000-3500 hours of support annually to create infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos, motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc.

Typically the agency has 300-400 graphic deliverables annually of varying scope. Work requests will involve both long-term projects and short deadline requests. Short deadline requests may include same-day delivery ODE's Creative Services Manager will serve as the point of contact for project requests and approval of deliverables. The contractor must assign a project manager to serve as its point of contact and oversee the ODE account. The contractor must assign a project manager to oversee the ODE projects and serve as main project coordinator for the design firm. This person will provide weekly status reports, updates, calendars. The project manager and key design team members will participate in a weekly teleconference. Necessary staff will come to Columbus/Ohio Department of Education at their expense when deemed necessary by the Ohio Department of Education staff, including an initial meeting at the beginning of the contract.

The contractor will design graphic pieces for the agency including but not limited to infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos, motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc. as indicated previously in this RFP.

The Contractor will provide these graphic pieces providing their own hardware/software including, but not limited to Adobe Creative Suite. The Contractor has experience and knowledge to create interactive media including but not limited to creating with java and Flash.

The Ohio Department of Education will provide to the contractor all text for design. The contractor will develop creative concepts or take direction from Ohio Department of Education. The Contractor will provide proofs to ODE for feedback and review by ODE staff. Contractor will take feedback and make changes according to direction from ODE. The Contractor must provide all supporting graphics, fonts, pictures, etc. There shall be no limit on the number of changes, revisions or redesigns per project. All files are/will be property of ODE and must be available to ODE. Contractor will deliver proofs and products via email, FTP site or CD/DVD depending on the file sizes. Should mailing/courier service be necessary, the Contractor will provide shipping account numbers or labels or courier service to ODE.

In summary, the Contractor shall:

- a. Provide strategic communications and graphic design service for ODE in the form of 1000-3,500 hours and/or 300-400 projects of varying scope.
- b. Create various pieces including but not limited to infographics, interactive media and design, web design, mobile application design, motion graphics, audio for videos, motion graphics, etc., style guides, templates, branding, reports, brochures, fliers, web banners, conference programs, social media design strategies and output, trade booth design and other items. The contractor will partner with the agency to develop and assist with strategic communications. The Offeror must be able to closely mimic and execute the quality and design currently being used in all department designs including the website, publications, videos and motion graphics, etc.
- c. Provide supporting graphics, fonts and pictures for distribution by ODE.
- d. Offeror must assign at least two graphic designers as the lead designers for the ODE project with additional availability of staff currently employed by the agency as needed per the workload and deadline schedule.
- e. Offeror must employ a third person (in addition to the two assigned lead designers) as the dedicated project manager for coordination and assignment of design team.

PROJECT IMPLEMENTATION. As part of the Offeror's proposal, a Project Implementation Plan shall be developed and shall include a description of how the requirements of the Project will be implemented. After the Contract has been awarded, the agency will schedule an initial meeting with the Contractor that will discuss the details for communications, reporting, billing and transition, if needed, during the project period.

- a. Documentation.
  1. The Contractor is responsible for developing and maintaining current and accurate documentation at all times during the Contract period. If required, this data shall be made available to assist in the execution of a transition plan.
  2. The documentation shall include, but not be limited to: user guides, a log of all projects, program and system narratives, system flows and processing schedules, technical architecture & hardware specifications and the Disaster Recovery Plan.
  3. All documentation shall be made available to the State upon the State's request.
- b. Billing.
  1. The expectation is that the Contractor will submit monthly billings for all projects completed during the preceding month. Billings will detail activities and hours in accordance with discussions during the initial meeting(s).

The Contractor shall be prepared to implement the activities within this Contract immediately upon award. Failure to do so may result in cancellation of the award and the selection of another Contractor, and/or re-opening the negotiation process.

PROJECT TRANSITION. The Offeror shall address a transition process to ease Contract implementation for any potential subsequent Contractor should the need arise at the end of the Contract term.

- a. Staff Availability & Knowledge Transfer. The Contractor shall play an integral role in providing knowledgeable human resources during a transitional period to ensure uninterrupted operations and availability of the Information System. Consultations and expertise are required in addition to supplied documentation.
- b. Documentation. Documentation shall be made available to aid in any potential transition plan.

- 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. Offeror must be a design firm that can handle multiple projects including by not limited to 25 projects at one time with various deadlines, both short term and long term. Short deadline requests may include same-day delivery.
2. Offeror must employ a third person (in addition to the two assigned lead designers) as the dedicated project manager for coordination and assignment of design team.
3. Offeror must assign at least two graphic designers as the lead designers for the ODE project with additional availability of staff currently employed with the agency as needed per the workload and deadline schedule.
4. Offeror must be able to develop from concept through final production motion graphic videos. Offeror must show at least 3 examples of videos created in the past 5 years. Offeror must show samples of work for quality review and scoring.

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	550 Points
Proposal Cost	150 Points
Presentations, Interviews, Demonstrations (optional)	100 Points
Total	800 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 to 5)	Extended Score
<b>Offeror Profile</b>			
1. Portfolio <ul style="list-style-type: none"> <li>Overall Design</li> <li>Variety of formats</li> <li>Creativity, innovation</li> </ul>	10		
2. Qualifications and Expertise of the key qualified personnel that will be involved in the Work. <ul style="list-style-type: none"> <li>Assigned staff is well versed in design programs (Creative Suite)</li> <li>Experience with projects that are similar in size and scope.</li> <li>Experience with creating interactive media with java, Flash, etc.</li> </ul>	15		
3. Demonstrated sufficiency of resources to meet the Project timeline and deliverables: <ul style="list-style-type: none"> <li>Number of full time employees on staff and appropriate number of qualified designers assigned as lead designers for ODE.</li> <li>Assurance of/examples of previous projects that show capability of the applicant to quickly undertake and successfully complete design tasks.</li> <li>Assignment of qualified project manager to assign project to designers and provide status updates and calendars. Offeror must employ a third person (in addition to the two assigned lead designers) as the dedicated project manager.</li> <li>Examples of hard copy status updates that will be available weekly</li> </ul>	20		
4. Quality of samples <ul style="list-style-type: none"> <li>Required: At least three motion graphic videos created by the Offeror in the previous five years</li> <li>Visual appeal of print pieces</li> <li>Aesthetics of print pieces</li> <li>Appropriate use of elements</li> </ul>	25		
<b>Offeror References</b>			
References from previous work of similar size, scope and nature.	5		
<b>Scope of Work</b>			
1. Appropriateness and quality of the methodology in which the Project Implementation Plan will be implemented, as well as, a contingency plan should the key project personnel become unavailable to complete this for any reason	10		
2. The proposed location and principal office from which work is to be done, to include EDI requirements and platforms.	5		
3. Contractor has required hardware and software (design programs, including Adobe Creative Suite and InDesign)	10		
4. Project Implementation Plan	10		

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

<b>Presentations, Interviews, Demonstrations (optional)</b>			
1. Presentations, Interviews, Demonstrations (optional)	100		

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.

- 2.6 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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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 firm, fixed price. 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

All invoices must be emailed to: [Fiscal.Management@education.ohio.gov](mailto:Fiscal.Management@education.ohio.gov)  
Department of Education  
25 S Front Street  
Columbus, OH 43215

Strategic Communications Graphic Design Services  
CSP901415  
UNSPSC CATEGORY CODE: 82140000

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

Description	Cost
<p><b>Pricing for services to complete an estimated 300-400 projects of varying scope.</b> (Between 1,000-3,500 hours of services will be needed per calendar year for these projects. The hourly price must include all contractor costs involved in creating reports, brochures, fliers, web banners, conference programs, trade booth design and other items for print, email, web and other methods of distribution as needed)</p>	
<p>*Price for first 1000 hours of services (that includes work listed above)</p>	\$
<p>OAKS ID# 23360 Price per hour for work (as listed above) over 1000 hours</p>	\$ per hour

\*To be used in price evaluation

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	<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.