



## REQUEST FOR PROPOSAL

RFP NUMBER: CSP904815  
INDEX NUMBER: DOH053  
UNSPSC CATEGORY: 80140000

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

### Marketing Services for the Tobacco Use Prevention and Cessation Program

**OBJECTIVE:** The Ohio Department of Health (ODH) on behalf of the Tobacco Program (TP) is seeking proposals from qualified firms and organizations to develop a brand. The successful Offeror will assist TP to define a clear, consistent message, and shall develop, test, promote, and disseminate new materials which promote tobacco cessation and enforcement, and prevent initiation among youth and young adults. The successful Offeror will help TP with planning, design, production, public relations, and social media.

RFP ISSUED: September 15, 2014  
INQUIRY PERIOD BEGINS: September 15, 2014  
INQUIRY PERIOD ENDS: October 03, 2014 at 8:00 AM  
PROPOSAL DUE DATE: October 15, 2014 by 1:00 PM

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

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
ACS:	American Cancer Society
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
ODH:	Ohio Department of Health
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SHS:	Second Hand Smoke
SOS:	Secretary of State
TP:	Tobacco Program
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 Marketing Services for the Tobacco Use Prevention and Cessation Program (TP). 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 July 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 mission of the Tobacco Program (TP) at the Ohio Department of Health (ODH) is to reduce the prevalence of tobacco use in Ohio and the associated health effects. Tobacco use is the single most preventable cause of death and disease in the United States today. Tobacco use increases the risk for lung and other cancers and also for cardiovascular and respiratory diseases. The American Cancer Society (ACS) estimates that cigarette smoking is responsible for one in every five deaths in the United States, or more than 430,000 deaths per year.

The tobacco industry spends nearly \$395 million marketing its products to Ohioans each year. That's more than \$1 million per day. Ohio's Tobacco Program, on the other hand, has less than \$5 million to combat the smoking industry's marketing tactics. Ohio is being outspent by the tobacco industry at a rate of more than 79 to 1. This information shows that the Ohio Tobacco Program must make the very most of every funded dollar to reach Ohioans more effectively than the tobacco industry. An Offeror with the ability to develop a brand and a campaign would most effectively make use of the funds that TP has been allocated.

ODH TP currently utilizes a media buyer which is tasked with suggesting the best media method that fits each project. Part of the responsibilities of this new Contractor would be to provide a strategy which will focus on the Program's product portfolio. ODH Public Affairs will continue to oversee and provide input on marketing activities, but the overall strategy and brand management will move to a Contractor with a TP staff liaison.

- 1.4 SCOPE OF WORK Required elements of the Scope of Work are outlined below. Offeror's Work Plan shall address plans for meeting each of the required elements. The successful Offeror will provide a final Work Plan in cooperation with and approval by ODH which will determine the finalized work and deliverables.
- 1.4.1 Define at least two (2) clear, consistent messages for the following major Tobacco Program priorities: quitting tobacco, preventing initiation of tobacco use and preventing exposure to secondhand smoke (SHS).
1. The successful Offeror shall integrate the brand into a consistent message or set of messages, developing at least two (2) messages for each TP priority (quitting, initiation and protection from SHS). Offeror shall provide at least one example of how each message can be integrated with created brand.
  2. The successful Offeror shall develop new materials for these priority areas. Offeror shall test materials for effectiveness with target audience, and recommend how TP should promote and disseminate materials.
- 1.4.2 Analyze the programmatic components of the Ohio TP, as well as national and other states' tobacco programs/ brands/ campaigns, and develop an overall brand for the ODH TP, including branding package standards and guidelines. Collaborate with target population to develop and test new materials to promote tobacco cessation, prevent initiation of tobacco use and prevent exposure to secondhand smoke.
- 1.4.3 Provide assistance with planning and implementing paid campaign(s). With input from TP staff and Offeror's liaison, plan future campaigns for paid media.
- 1.4.4 Convene with TP staff and partners to plan future campaigns for earned and social media. With input from TP staff and Offeror's liaison, plan future campaigns for earned and social media.

1.4.5 Convene and participate in monthly meetings with TP staff, either in-person or virtually, to ensure project progress, develop marketing concepts, and build relationships, in addition to regular communication by phone and/or email.

1.4.6 Deliverables. Offeror shall:

1. Develop a minimum of two (2) clear, consistent message concepts for each major TP priority.
2. Develop a minimum of one (1) example of how each TP priority message can be integrated with created brand.
3. Provide two (2) fully research tested TP priority messages for each of the three (3) major tobacco priorities.
4. Create a branding package to include fonts, brand assets, graphic elements and color palettes for a host of collateral materials such as web pages, fact sheets, infographics, social media content, publications and promotional materials.
5. Provide a written summary of target population's evaluation of TP priority messages.
6. Provide recommendations for TP media planning.
7. Provide a recommended 12-month media calendar integrating TP paid and earned media.
8. Provide recommendations for promoting and disseminating TP materials, including earned media, promotional materials, publications, fact sheets, infographics, etc. Budget for printing and disseminating materials is separate than budget for Contractor.
9. Provide recommendations for messages and utilization of TP public relations (earned media) and social media.
10. Provide a draft agenda and other meeting materials to TP at least one day prior to monthly meeting and allow TP to provide additional agenda items.

1.4.7 Work Plan. The Offeror must clearly explain how it will accomplish this Project (Work Plan) by providing a description of how all of the requirements specific to this project will be implemented as required by the Scope of Work. The Work Plan must include, at a minimum:

1. Development of an overall finished brand for the TP.
2. Defined clear, consistent message (or set of messages) reflective of the brand.
3. Plan to develop, test, promote and disseminate new materials to promote tobacco cessation, enforcement and prevention initiation among youth and young adults.
4. Plan to partner with TP to plan, design and produce media campaigns, including public relations (earned media) and social media.
5. Proposed schedule for monthly meetings with ODH staff.
6. The Offeror should include any anticipated difficulties in performing the specified Project requirements and proposed solutions to those difficulties.

The Work Plan must address in detail how the Offeror will accomplish each deliverable listed above.

1.4.8 Contractor Responsibilities.

1. The Contractor shall furnish its own support staff as necessary for the satisfactory performance of the Work described above. Unless otherwise specified in the contract, ODH will not provide any staff, services, or material to the Contractor for the purpose of assisting the Contractor in the performance of the contract.
2. The Contractor shall consult with the ODH Project Manager as necessary to assure mutual understanding of the Work to be performed and the satisfactory completion thereof.
3. The Offeror shall provide a Project Manager who has managed a similar project as specified above within the last three (3) years. The Project Manager shall be the key contact person for the project.

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 CSP904815 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 four (4) copies for a total of five (5) Proposal packages.

2.0 **EVALUATION OF PROPOSALS**

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

**TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS** The following table 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.

Mandatory Requirements
The Offeror must document a minimum of five (5) years' experience and expertise in the delivery of marketing services.

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	550 Points
Proposal Cost	90 Points
Total	640 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
Offeror Profile: Each Proposal must include a profile of the Offeror's history, capability, capacity, and relevant experience working on projects similar to this Work. (Complete all areas of Form 5.2.3).	10		
<b>Offeror Prior Projects</b>			
The Offeror must document, at a minimum, two (2) previous jobs providing branding services within the last five (5) years and provide details of similarities; including examples (portfolio) which illustrate the process from research to package delivery and at least one example specifically related to health or public health.	10		
<b>Staffing Plan</b>			
The Offeror must provide a detailed staffing plan which demonstrates the Offeror's ability to provide adequate staff with necessary skills to complete the Work Plan.	3		
The Offeror shall provide a Project Manager who has managed a similar project as specified above within the last three (3) years. The Project Manager shall be the key contact person for the project.	5		
The Work Plan must include, at a minimum: contingency plan for completing the project.	2		
The Offeror shall complete Forms 5.2.5 and 5.2.6 for Project Manager and all key personnel.	2		
<b>Work Plan. Work Plan must include at a minimum:</b>			
An overall brand for the TP with complete branding package.	15		
A clear, consistent set of messages with example of how each message integrates with the created brand.	15		
Plan to develop, test, promote, and disseminate new materials to promote tobacco cessation and enforcement and prevention initiation among youth and young adults.	10		
Plan to partner with TP to plan, design, and produce media campaigns, including public relations (earned media) and social media.	15		
Plan to evaluate target population's evaluation of the messages and create a written summary for ODH.	10		
Proposed schedule for monthly meetings with ODH Staff.	10		
The Offeror should include any anticipated difficulties in performing the specified Project requirements and proposed solutions to those difficulties.	3		

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

2.6 PRESENTATIONS AND INTERVIEWS Not applicable.

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 the Offeror's total cost for the entire Work. All costs for furnishing the services must be included in the Cost Proposal as 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.

- 2.9 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 a not-to-exceed total cost. 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**  
Accounts Payable  
Ohio Department of Health  
246 North High Street  
Columbus, OH 43215

Marketing Services for the Tobacco Cessation Program  
CSP904815  
UNSPSC CATEGORY CODE: 80100000  
BUDGET: \$150,000.00

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

DESCRIPTION	COST
A brand for the ODH Tobacco Program with branding package standards and guidelines that includes fonts, brand assets, graphic elements and color palettes for a host of collateral materials such as web pages, publications and promotional materials.	
Two fully research and tested messages for each of the three major tobacco priorities (quitting, preventing initiation and protecting against second hand smoke exposure)	
Plans for promotion and dissemination of messages produced.	
Associated promotional materials to accompany messages produced (e.g., factsheets, web pages, social media squibs, promotional items)	
Plans for one calendar year of media campaigns. Media buys are not a part of this budget.	
Participation in scheduled monthly meetings with ODH Tobacco Program Staff for the purpose of development of marketing concepts or materials.	
Offeror's "Not to Exceed" Total Cost	\$

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/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 are 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.

- 4.4 SPECIAL PROVISIONS Not applicable.

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>
ODH Tobacco Use Prevention and Cessation Program	<a href="http://www.healthy.ohio.gov/healthylife/tobc2/tobintro.aspx">http://www.healthy.ohio.gov/healthylife/tobc2/tobintro.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.