



Office of  
Procurement Services  
Service · Support · Solutions

### REQUEST FOR PROPOSAL

RFP NUMBER: CSP904114  
INDEX NUMBER: DOH088  
UNSPSC CATEGORY: 801400

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:

TITLE: Infant Safe Sleep Marketing Focus Groups Project

OBJECTIVE: The Ohio Department of Health is seeking proposals from qualified individuals, agencies or organizations to develop a marketing identity or brand and then conduct message testing related to the perceptions, opinions, beliefs, and attitudes towards printed concept draft advertisements related to infant safe sleep.

RFP ISSUED: May 24, 2013  
INQUIRY PERIOD BEGINS: May 22, 2013  
INQUIRY PERIOD ENDS: June 7, 2013 at 8:00 AM  
PROPOSAL DUE DATE: June 19th, 2013 by 1:00 PM

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

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
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SOS:	Secretary of State
UNSPSC:	The United Nations Standard Products and Services Code

## 1.0 EXECUTIVE SUMMARY

### 1.1 INTRODUCTION

This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Ohio Department of Health, Division of Prevention, (the Agency), is soliciting competitive sealed proposals (Proposals) for Infant Safe Sleep Marketing Focus Groups Project. 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.

- 1.1.1 MINORITY SET ASIDE: It is necessary for the participating agency to purchase the supplies or services from a certified Minority Business Enterprise to meet the requirements of Ohio Revised Code Section 125.081. The aggregate value of the amount of these purchases exempted from this Contract, for purposes of Revised Code Section 125.081, will not exceed fifteen percent (15%) of the aggregate value of the Contract.

### 1.2 CONTRACT PERIOD

Once awarded, the term of the Contract will be from the award date through June 15, 2014. 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 Child and Family Health Services (CFHS) Program is designed as an organized community effort to eliminate health disparities, improve birth outcomes and improve the health status of women, infants and children in Ohio. This goal is addressed by assessing and monitoring maternal and child health status; informing and educating the public and families about maternal and child health issues; providing leadership to assure the health of women, children, youth and their families; linking women, children and youth to services, and assuring access to health care; and evaluating the effectiveness, accessibility and quality of health care services. CFHS includes the following four components: Community Health Assessment and Planning, Child and Adolescent Health, Perinatal Health and the Ohio Infant Mortality Reduction Initiative (OIMRI). The CFHS program is partnering with the Violence and Injury Prevention Program (VIPP) around efforts to reduce infant mortality in Ohio, particularly around infant sleep related suffocations.

The VIPP with funding from the Centers for Disease Control and Prevention coordinates a statewide injury prevention coalition, the Ohio Injury Prevention Partnership (OIPP). The OIPP has three action groups focusing on prescription drug abuse/misuse, falls among older adults and child injury. The Child Injury Action Group (CIAG) has identified infant sleep related suffocations as a priority area. Suffocation is the leading cause of injury death for infants. From 2006-2009, there were 228 infant unintentional suffocation deaths in Ohio<sup>1</sup>. According to 2009 Ohio Child Fatality Review data, 93% (50) of the 54 asphyxia deaths to infants less than 1 year were sleep-related. 14% of the reviews for infant deaths from all causes were sleep-related, more than from any other single cause of death except prematurity.<sup>2</sup> Promoting a safe sleep environment for infants is an important step in preventing infant suffocation. Current best practice recommends placing infants to sleep on their back in a bare crib. In 2009, 58% (88) of infant deaths occurred in adults beds, on couches or chairs, while only 28% (43) occurred in cribs or bassinets.<sup>2</sup> More than half (51%, 78 deaths) of the infants were sharing a sleep surface with an adult, another child or both at the time of death. Infants are at greatest risk of sleep-related suffocation during their first 6 months; 87% (133) of the infant sleep-related deaths in 2009 occurred during this early age.

Certain sleep behaviors are a factor to consider when determining where to focus efforts to increase safe sleep habits. Research has determined that there are benefits to placing an infant on their back to sleep. However, some mothers are still less likely to place their infants on their backs to sleep. Approximately 72 % of Ohio mothers surveyed in the Ohio Pregnancy Risk Assessment and Monitoring System placed their infant on his or her back.<sup>3</sup> As maternal age increased, the percentage of infants who slept on their backs rose as well, with mothers 35 and older reporting the highest percentage. Black mothers were less likely to put their infants on their back than mothers of other races. Women with 12 or more years of education were more likely to report their infant sleeping on their back. Mother who received Medicaid and those who were unmarried were less likely to place their infants on their backs.<sup>3</sup>

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<sup>1</sup> Ohio Department of Health, Office of Vital Statistics

<sup>2</sup> 2009 Ohio Child Fatality Review Data

<sup>3</sup> 2006 – 2008 Ohio Pregnancy Risk Assessment Monitoring System, Center for Public Health Statistics and Informatics, Ohio Department of Health

Sleep-related deaths occur across the state; however, there are county types with a higher percentage of sleep-related deaths than infants in their population.

According to the 2010 Ohio Child Fatality Review, sleep related deaths are distributed by county type as follows:

- 13 percent from rural Appalachian
- 13 percent from rural non Appalachian
- 12 percent from Suburban
- 62 percent from Metropolitan counties.

The distribution of Ohio's infant population by county:

- 15 percent from rural Appalachian
- 13 percent from rural non Appalachian
- 12 percent from Suburban
- 57 percent from Metropolitan counties.

Therefore, it is critical that parents of newborns in these areas be provided with current best practice information on a safe sleep position and environment in a culturally sensitive way. This project seeks to determine what messaging resonates with parents and other caregivers. The results of the message testing through focus groups will eventually shape the social marketing campaign being developed for use throughout Ohio.

- 1.4 SCOPE OF WORK For the period on or about June 15, 2013 through June 14, 2014. The successful Contractor will perform professional services to develop an overall campaign identity, plan, facilitate and conduct focus groups to determine attitude, beliefs and barriers to receiving safe sleep messages in Ohio. The Contractor should begin work no later than June 15, 2013, wrap up the focus groups by September 15, 2013, with final reports to ODH by September 30, 2013; the final wrap up (presentation of the report would be completed by October 15, 2013. There would continue to be some requirements for presentations throughout the term of the Contract through June 14, 2014. There will be three presentations expected on the findings of the focus groups, one made via conference call; one webinar during which the vendor will present the findings, technical details of the webinar will be set up by ODH, the vendor will need to develop and present a presentation; the final presentation will take place in person in central Ohio either in February or May of 2014. Duration of the presentations should last approximately 45 minutes or long enough to present the findings of the focus groups.
- A. The successful Contractor shall correspond with the VIPP Project Manager on a weekly basis in regards to assignments and related progress.
  - B. With input from the ODH Project Manager, the Contractor will develop an overall campaign identity or brand to coordinate safe sleep messaging for different audiences.
  - C. The Offeror shall develop a specific work plan and overall schedule and submit them in the Offeror's response. Work schedule may be revised with ODH approval.
  - D. The Contractor will conduct recruitment for focus group session participants and assure that characteristics of participants match the demographics make-up of the ODH identified targeted consumer population.
  - E. Each focus group shall consist of 10 to 12 participants.
  - F. Three different urban metropolitan county locations are required with participants meeting the following criteria: Female, pregnant or parent of infant, Non-Hispanic Black, 12 or less than 12 years education, Medicaid Recipient, unmarried.
  - G. Two urban locations are required with participants meeting the following criteria: urban residents, male, caregiver of infant, primarily Non-Hispanic Black.
  - H. Two urban locations are required with participants meeting the following criteria: female participants, other caregivers of young infants (i.e. grandparent, aunt, etc.), primarily Non-Hispanic Black.
  - I. Two rural Appalachian locations are required with participants meeting the following criteria: female, pregnant or parent of infant, Caucasian, less than 25 years of age, 12 or less than 12 years of education.
  - J. Two suburban locations are required with participants meeting the following criteria: college-educated, pregnant or parent of infant, primarily Caucasian, married or unmarried, less than 45 years of age.

<sup>1</sup> Ohio Department of Health, Office of Vital Statistics

<sup>1</sup> 2009 Ohio Child Fatality Review Data

<sup>3</sup> 2006 – 2008 Ohio Pregnancy Risk Assessment Monitoring System, Center for Public Health Statistics and Informatics, Ohio Department of Health

- K. Each focus group session shall last approximately 90 minutes. All focus group planning, implementation activities, and data analysis and reporting are subject to approval by the ODH Contract Manager.
  - L. Develop the screener guide and focus group questionnaire in consultation with ODH.
- 1.4.1 The Contractor will identify appropriate focus group session locations, secure and pay for the location space for use of these facilities as a part of the Contract work.
- A. The Contractor will assure that focus groups session locations are centrally located, accessible by public transportation and culturally acceptable to the targeted population.
  - B. Furthermore, vary the time of day and day of the week of the focus group sessions in each county type referenced above.
  - C. All locations must be approved by the ODH Project Manager.
  - D. The Contractor will be responsible for inviting the participants and the invitation template must be approved by ODH prior to extending the invitation.
  - E. The Contractor will provide an informed consent at the time the participants are recruited. ODH will approve the consent format prior to the recruitment. The Contractor will retain a copy of the signed consent forms for ODH. In advance of each focus group session.
  - F. The Contractor shall provide a detailed written plan for approval by the Contract Manager prior to the focus group informing ODH of the date, location, number of participants, and demographic makeup of participants.
  - G. The Contractor will assist ODH in preparing and submitting focus group protocol to the Ohio Department of Health Institutional Review Board (IRB) for human subjects review.
- 1.4.2 With input from the Project Manager, ascertain attitudes, beliefs, and reactions to infant safe sleep concept draft marketing and educational materials. Focus Group Sessions will also focus on topics identified by VIPP including but not limited to: infant sleep environment and infant sleep position and educational messages to which participant's best respond.
- 1.4.3 Conduct consumer focus groups and analyze, interpret, and report the data from these focus groups. Handle all oversight of focus group participant needs to include travel reimbursement, stipends/incentives, refreshments, and childcare. Incentive plans are limited to time, travel or mileage and are subject to approval of the Contract Manager. Conduct 11 focus group sessions in different locations as dictated in 1.4. The Offeror should explain within the Proposal how they intend to complete the deliverable of getting participants to the focus group sessions, based on their expertise and experience.
- 1.4.4 The Contractor will analyze focus group data using numbers and percentages and cross tabulation of results among locations, demographics or variables as indicated and prepare a final written report. The draft report shall be submitted to the Project Manager on or before September 30, 2013 in electronic Word document. ODH will have comments back to the Contractor, and will expect a final copy by October 15, 2013.
- 1.4.5 The Contractor will prepare an oral presentation of findings to ODH VIPP CIAG Infant Safe Sleep Subcommittee and ODH BCFHS representatives. The presentation prepared by the Contractor will require the approval from ODH prior to the presentation. The presentation should include a handout for the attendees. ODH will secure the meeting space and set the date and time for the meeting. It is anticipated that the presentation will last between 45 minutes and one hour. The Contractor shall make the presentation at the ODH quarterly meeting of the Ohio Injury Prevention Partnership, as determined by the ODH Project Manager.
- 1.5 DELIVERABLES
- A. The Contractor will deliver the screener guide (moderator guide to include a guideline for how the discussion should flow during the focus group meeting) and focus group questionnaire to ODH a minimum of two weeks prior to the first focus group meeting for approval as to form and content.
  - B. The Contractor will provide the detailed written plan for the focus groups with date, location, number of participants, and demographic make-up of participants as outlined in the scope of work in Section 1.4.
  - C. Within 15 days after each focus group, the Contractor will prepare a summary report detailing the findings, and provide the transcripts and audiotapes for each focus group to the ODH Project Manager. The summary report should be submitted to ODH in electronic word format for the summary report. Transcripts should be written in a Word document and audiotapes should be digital files. These can be delivered through email, if possible, or through regular mail of delivery service if needed in 15 calendar days.
  - D. The Contractor shall submit a final draft report two weeks before the end of the contract period on or before September 30, 2013, for ODH review and comment. This report should include: executive summary, introduction purpose; methodology; description of participants; results aggregated by all focus groups and by individual focus groups; discussion of results; recommendations for program planning; transcripts of each focus group; and appendices (recruitment material, discussion guides, etc.).

- E. The Contractor shall submit two printed copies of the consumer focus group final report along with all materials (including a CD) to ODH by no later than October 15, 2013.
- F. The Contractor shall present the oral presentation of findings to the ODH VIPP CIAG Infant Safe Sleep Subcommittee and ODH BCFHS representatives before June 15, 2014, at a location to be determined, to include an estimated 60 attendees. The Contractor will provide handouts. If possible, this presentation may be done sooner; estimated between February and May, 2014, as the deliverables are to be completed earlier.

## 1.6 MINIMUM QUALIFICATIONS

- A. Qualified Offerors are individuals, agencies or organizations with a minimum of five years' experience in developing marketing identity or brands as well as recruiting participants for and conducting message testing, focus groups or market research.

### 1.6.1 PROPOSAL RESPONSE

- A. The Offeror shall develop a specific work plan and overall schedule with timelines and staffing to be submitted with the Proposal. The final work schedule may be revised with ODH approval.
- B. The Offeror shall identify and describe their experience related to a similar project, including success stories as an example of their capacity.
- C. Offerors must demonstrate experience in facilitating discussion on public health topics and development of public health messaging is preferred, similar to this project.
- D. Offeror must provide a minimum of three (3) references (other than ODH) by previous customers of the Offeror's services in the past five (5) years in performing similar projects.
- E. Offeror must demonstrate experience with analysis of this type of data and ability to provide professional reports.
- F. Offeror must demonstrate experience in professional presentations to committees and representatives as required in the Work.
- G. The Offeror must identify and describe the Offeror's subcontractor(s), if any are to be used for this project. Subcontractors must be approved by ODH if the work involves the services described in the Scope of Work and Deliverables.

## 1.7 CONFIDENTIAL INFORMATION

The process to procure goods and services by DAS is open to inspection by the public. DAS makes available prices (offered and accepted), terms of payment, Proposal materials, evaluation scores, product information, and other types of information DAS uses in evaluating and/or awarding the Contract, consistent with Ohio's public records law. DAS will seek to open the Proposals in a manner that avoids disclosing their contents. Additionally, DAS will seek to keep the contents of all Proposals confidential until the Contract is awarded. Further, the DAS will open for public inspection all Proposals provided to the DAS in response to this RFP after award.

## 1.8 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.

## 1.9 INSTRUCTIONS

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

## 2.0 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.

## 2.1 NUMBER OF PROPOSALS TO SUBMIT

Offeror must submit one (1) original, completed and signed in blue ink, and (5) copies for a total of (6) 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	Accept	Reject
1. Offeror must have demonstrated experience recruiting focus group participants from a wide variety of audiences related to public health issues		
2. Offeror must have demonstrated experience planning and facilitating focus groups in different areas of the state of Ohio related to development of concept marketing materials for public health campaigns.		

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	1125 Points
Proposal Cost	275 Points
Total	1400 Points

The following scale (0-9) will be used to rate each Proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	MEETS 5 POINTS	EXCEEDS 7 POINTS	GREATLY EXCEEDS 9 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.

MEETS (5 pts.): Response generally meets the objectives (or expectations).

EXCEEDS (7 pts.): Response indicates the objectives will be exceeded.

GREATLY EXCEEDS (9 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 9)	Extended Score
<b>Offeror Profile (General Instructions – Company Profile)</b>			
1. Company history, years of relevant experience working with public health and focus groups similar to this Work.	10		
2. Number of years in business, number of employees, financial stability	5		
3. Capacity to do the Work, the Offeror demonstrates it has sufficient resources to meet the requirements and deadlines	10		
<b>Offeror Prior Projects</b>			
1. Similar scope and size, provides proof of at least three (3) previous projects of comparable scope in the past five years.	10		
2. Proven experience facilitating discussion on public health topics and development of public health messaging is preferred	10		
3. Demonstrates relevant experience in analysis of this type of data and ability to create professional reports.	5		
4. Applicable references are provided to confirm experience	5		
<b>Staffing Plan (General Instructions – Personnel Profile)</b>			
1. Staff Qualifications	10		
2. Formal Education	5		
3. Experience	8		
<b>Scope of Work (Work Plan)</b>			
1. Methodologies proposed	10		
2. Plan of Action	8		
3. Demonstrates understanding of Project	8		
4. Timeline proposed	5		
5. Solution proposed meets the criteria in the Scope of Work	8		
6. Provides at least one (1) sample report of similar data analysis to show quality of professional reports provided in prior projects.	8		

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 by appointment to be held in Columbus, Ohio at the vendor's expense after the technical scoring.

<b>Presentations, Interviews, Demonstrations (if applicable)</b>			
1. Oral Presentation	50		

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 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: \_\_\_\_\_

- 2.8 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.



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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, for a (not-to-exceed total of \$55,000.00). All costs for furnishing the services must be included in the Cost Proposal.

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

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

3.4 BILL TO ADDRESS  
Ohio Department of Health  
ATTN: Sara Morman  
246 N. High St., 8<sup>th</sup> Floor  
Columbus, OH 43215

Title: Infant Safe Sleep Marketing Focus Groups Project  
CSP904114  
UNSPSC CATEGORY CODE: 801400  
BUDGET: \$55,000.00, not to exceed

OFFEROR:

Description	Cost
The Contractor will deliver the screener guide (moderator guide to include a guideline for how the discussion should flow during the focus group meeting) and focus group questionnaire to ODH a minimum of two weeks prior to the first focus group meeting for approval as to form and content.	\$
The Contractor will provide the detailed written plan for the focus groups with date, location, number of participants, and demographic make-up of participants as outlined in the scope of work in Section 1.4.	\$
Within 15 days after each focus group, the Contractor will prepare a summary report detailing the findings, and provide the transcripts and audiotapes for each focus group to the ODH Project Manager. The summary report should be submitted to ODH in electronic word format for the summary report. Transcripts should be written in a Word document and audiotapes should be digital files. These can be delivered through email, if possible, or through regular mail of delivery service if needed in 15 calendar days.	\$
The Contractor shall submit a final draft report two weeks before the end of the contract period on or before September 30, 2013, for ODH review and comment. This report should include: executive summary, introduction purpose; methodology; description of participants; results aggregated by all focus groups and by individual focus groups; discussion of results; recommendations for program planning; transcripts of each focus group; and appendices (recruitment material, discussion guides, etc.).	\$
The Contractor shall submit two printed copies of the consumer focus group final report along with all materials (including a CD) to ODH by no later than October 15, 2013.	\$

COST SUMMARY (CONT'D)

<p>The Contractor shall present the oral presentation of findings to the ODH VIPP CIAG Infant Safe Sleep Subcommittee and ODH BCFHS representatives before June 15, 2014, at a location to be determined, to include an estimated 60 attendees. The Contractor will provide handouts. If possible, this presentation may be done sooner; estimated between February and May, 2014, as the deliverables are to be completed earlier.</p>	<p>\$</p>
<p>The Contractor shall present the oral presentation of findings to the ODH VIPP before June 15, 2014, at a location to be determined, to include an estimated 60 attendees. The Contractor will provide handouts. If possible, this presentation may be done sooner; estimated between February and May, 2014, as the deliverables are to be completed earlier.</p>	<p>\$</p>
<p>TOTAL</p>	<p>\$</p>

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: Secretary of State Certification, Affirmative Action, 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 responses 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.