



Office of
Procurement Services
Service · Support · Solutions

REQUEST FOR PROPOSAL

RFP NUMBER: CSP908214
INDEX NUMBER: DOH100
UNSPSC CATEGORY: 80171000, 80141000, 60105000

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:

Help Me Grow Statewide Public Awareness Campaign

MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH 125.081

OBJECTIVE: The Ohio Department of Health (ODH) is seeking proposals from qualified individuals, agencies or organizations to develop a marketing identity and then conduct message testing related to the perceptions, opinions, beliefs and attitudes towards printed concept draft advertisements and video spots related to Help Me Grow (HMG) Home Visiting and Early Intervention Programs.

RFP ISSUED:	November 4, 2013
INQUIRY PERIOD BEGINS:	November 4, 2013
INQUIRY PERIOD ENDS:	November 27, 2013 at 8:00 AM
PROPOSAL DUE DATE:	December 6, 2013 by 1:00 PM

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

Submit Sealed Proposals to:

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

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

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

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

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

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

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

1.2 CONTRACT PERIOD

Once awarded, the term of the Contract will be from the award date through June 30, 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

Help Me Grow encompasses two components, available in all 88 counties in Ohio: Home Visiting and Early Intervention services. Both programs ensure that children receive the individualized care from their families essential to leading healthy and constructive lives.

Help Me Grow is an integral part of Ohio's prenatal to age three system of supports, the services offered by Help Me Grow Home Visiting equip parents with the means to help their child acquire the early building blocks necessary for long term success. These initial achievements last a lifetime, as scientific evidence strongly suggests that a child's success is significantly determined by the quality of nurturing in the first three years of life.

Help Me Grow Early Intervention is Ohio's program that provides family-centered services for infants and toddlers with a developmental delay or disability.

Help Me Grow Home Visiting and Early Intervention believes all young children deserve the same opportunities to realize their full potential in life, regardless of economic, geographic, and demographic considerations. The service coordination, parenting education and child development resources provided to families allows them to maximize this critical period of development in their child's life, providing a foundation for lasting success.

1.4 SCOPE OF WORK

1.4.1 Help Me Grow Home Visiting

Help Me Grow Home Visiting program provides expectant or new parents with the information, support and encouragement they need through a voluntary, high-quality home visiting service. Home Visiting aims to educate at-risk parents with the resources to understand and capitalize on the optimal early years of a child's life. By supporting the positive interaction with children in stable and stimulating environments, the Home Visiting program seeks to create a sturdy foundation for future achievement. Ultimately, this approach is essential to the educational and economic success of Ohio's children and families.

The Help Me Grow Home Visiting program has four central goals:

- 1.4.1.1 Increase healthy pregnancies;
- 1.4.1.2 Improve parenting confidence and competence;
- 1.4.1.3 Increase family connectedness to community and social supports; and,
- 1.4.1.4 Improve child health, development, and readiness.

In addition to these principle goals, families enrolled in the Home Visiting program have experienced numerous targeted outcomes, including:

- 1.4.1.5 Increased smoking cessation
- 1.4.1.6 Improved parent/child interactions
- 1.4.1.7 Improved home environment (reduced dangers, increased enrichment)
- 1.4.1.8 Increased access to medical home/primary health care provider
- 1.4.1.9 Increased family support
- 1.4.1.10 Increased meaningful connections to the community
- 1.4.1.11 Prevention of child abuse/neglect

1.4.2 Help Me Grow Early Intervention

Ohio's Early Intervention system aims to identify and serve children under the age of three with developmental delays and disabilities, as provided for under the federal Individuals with Disabilities Education Act (IDEA). Throughout Ohio's 88 counties, local Help Me Grow programs communicate with parents, doctors, hospitals, child care providers and other community agencies to identify children with existing developmental delays, or those with medical diagnoses with a high probability of delay.

Parents with concerns regarding their child's development can have their infant or toddler evaluated by an interdisciplinary team at absolutely no cost to the family. Children are evaluated for developmental delays in the areas of adaptive, cognitive, communication, physical, and social-emotional development using appropriate tools. Should intervention be deemed necessary, individualized services are provided to the child and family through a Service Coordinator who guides the family through every aspect of the process, from program entry until the child no longer needs services or transitions in Special education at age three.

The Help Me Grow Part C/Early Intervention program has five principle goals, reiterated in the Individuals with Disabilities Education Act (IDEA). They include:

- 1.4.2.1 Enhance the development of infants and toddlers with disabilities;
- 1.4.2.2 Reduce the educational costs to society by minimizing the need for special education and related services;
- 1.4.2.3 Maximize the potential for individuals with disabilities to live independent lives in society;
- 1.4.2.4 Enhance the capacity of families to support the development of their children; and,
- 1.4.2.5 Enhance states' ability to coordinate funding to provide services for infants and toddlers with disabilities.

In addition to these central goals, families enrolled in the Early Intervention program receive services depending on the specific needs of their child. They can include:

- 1.4.2.6 Nutrition services
- 1.4.2.7 Occupational therapy
- 1.4.2.8 Physical therapy
- 1.4.2.9 Psychological services
- 1.4.2.10 Speech-language pathology and audiology services
- 1.4.2.11 Vision Services
- 1.4.2.12 Developmental screenings, evaluations and ongoing assessments
- 1.4.2.13 Assistive Technology
- 1.4.2.14 Social Work services
- 1.4.2.15 Other specialized services facilitated by the family's Service Coordinator

For selected vendor, the overarching goal is to create, a strategic public awareness campaign, with the following goals:

- 1.4.2.16 Inform and educate families, professionals, and the community about Help Me Grow (HMG) Home Visiting and Early Intervention programs.
- 1.4.2.17 Provide information about HMG services to hard-to-engage populations missed through outreach, or other approaches.
- 1.4.2.18 Provide educational tools for HMG contractors to inform prospective families about HMG.

1.4.3 Deliverables

The successful bidder(s) shall perform all of the following activities for which there is an awarded contract in consultation with, and with the approval of the ODH Contract Manager. Deliverables for this campaign include a Public Awareness Campaign which include:

- 1.4.3.1 Develop a specific work plan and overall schedule and submit in the Bidder's RFP response. Work Schedule may be revised with ODH approval.
- 1.4.3.2 Targeted public awareness strategy for HMG intended to establish and/or enhance relationships between HMG and local, state, and national government agencies, associations and the medical community, by way of messages calculated to heighten awareness of HMG program goals and encourage both partnership and referrals to programs.
- 1.4.3.3 Develop a slogan that resonates with target audiences to be served, further establishing community brand.
- 1.4.3.4 Conduct 2 focus groups, 1 urban and 1 rural. Provide recruitment for focus group session participants with assistance from ODH HMG staff. Assure that the characteristics of participants match the demographics makeup of the ODH identified target population.
- 1.4.3.5 Develop and produce videos and video clips that reflect the mission, values, goals, and community impact of HMG.
- 1.4.3.6 Compile video footage and create videos in a format that permits web-based use (i.e. posting to YouTube and project websites), as well as use by local media outlets if so desired.

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 five (5) copies for a total of six (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, if applicable, 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
There are no mandatory proposal requirements.		

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	425 Points
Proposal Cost	170 Points
Total	595 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
Offeror Profile			
1. Applicant has relevant experience working on projects similar to the work required of this RFP.	10		
2. Description of past performance is consistent the nature, size and scope of the current project.	5		
Offeror Prior Projects			
The Offeror must document at least one similar project completed within the past five (5) years. (Links/Forms 5.2.4)	10		
Staffing Plan			
Staff Qualifications			
1. Team Leader has desired qualifications identified in the RFP	10		
2. Team members assigned to project management have desired qualifications identified in the RFP.	5		
Resource Allocation and Budgets			
1. Team members are assigned tasks consistent with their role(s).	5		
2. Level of effort is appropriate for each team member.	5		
3. Direct and overhead costs are within funding limitations described in RFP	5		
Scope of Work			
Project Management Plan			
1. Project plan is appropriate to fulfill responsibilities identified in the RFP Scope of Work	10		
2. Organizational and managerial structure are sufficient to carry out responsibilities	5		
3. Proposal identifies major challenges presented by this project and describes appropriate strategies to address them	5		
4. Proposal provides a sufficient explanation of how work will be completed on time, be of high quality, and meet the requirements outlined in the RFP.	5		
5. The project management plan includes appropriate strategies for communication, a project timeline that clearly identifies tasks, parties responsible, and timeframes for completion.	5		

Total Technical Score: _____

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

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

2.6 COST PROPOSAL POINTS

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

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

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

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

Cost Score: _____

2.7 FINAL STAGES OF EVALUATION

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

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

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

2.8 REJECTION OF PROPOSALS

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



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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. 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: Help Me Grow Fiscal Administrator
246 North High Street
5th floor
Columbus, OH 43215

Help Me Grow Statewide Public Awareness Campaign
CSP908214
UNSPSC CATEGORY CODE: 80171000, 80141000, 60105000
BUDGET: A budget for this project is not available.

OFFEROR: _____

	Cost
The successful bidder(s) shall perform all of the following activities for which there is an awarded contract in consultation with, and with the approval of the ODH Contract Manager. Deliverables for this campaign include a Public Awareness Campaign which include: Develop a specific work plan and overall schedule and submit in the Bidder's RFP response. Work Schedule may be revised with ODH approval.	\$
Targeted public awareness strategy for HMG intended to establish and/or enhance relationships between HMG and local, state, and national government agencies, associations and the medical community, by way of messages calculated to heighten awareness of HMG program goals and encourage both partnership and referrals to programs.	\$
Develop a slogan that resonates with target audiences to be served, further establishing community brand.	\$
Conduct 2 focus groups, 1 urban and 1 rural. Provide recruitment for focus group session participants with assistance from ODH HMG staff. Assure that the characteristics of participants match the demographics makeup of the ODH identified target population.	\$

Develop and produce videos and video clips that reflect the mission, values, goals, and community impact of HMG.	\$
Compile video footage and create videos in a format that permits web-based use (i.e. posting to YouTube and project websites), as well as use by local media outlets if so desired.	\$
Total not to exceed cost.	\$
Total allowable points	170

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/5.3%20Terms%20and%20Conditions.pdf>

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

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

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

5.0 LINKS

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

5.1 Instructions

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

5.2 Forms

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

5.3 Terms and Conditions

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

5.4 Additional Resources

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

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



6.0 Guide for Proposal Submission.

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

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