

# REQUEST FOR PROPOSALS

## ADDENDUM # 1

**ISSUED: 10/23/2015**

RFP NUMBER: CSP906916  
INDEX NUMBER: DPS044

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Department of Public Safety, Office of Criminal Justice Services is requesting proposals for:

**Ohio Collaborative Community-Police Advisory Board, Public Awareness Campaign**

Attached is page 4 to this Request for Proposal (RFP). Remove the corresponding page from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to add the website where the campaign material will be posted.

<b>PROPOSAL DUE DATE:</b>	<b>November 20, 2015</b>
<b>OPENING LOCATION:</b>	<b>Department of Administrative Services General Services Bid Desk 4200 Surface Road Columbus, Ohio 43228-1395</b>

### 1.3 SCOPE OF WORK

\*The successful offeror will perform professional services to create a multi-pronged marketing and educational campaign for all Ohio residents. The marketing campaign will employ traditional and non-traditional approaches to raise awareness of community police relations in Ohio. The campaign will partner with internal and external stakeholders to widely disseminate the campaign message. The campaign material will be posted on the Ohio Collaborative website [www.ocjs.ohio.gov/OhioCollaborative](http://www.ocjs.ohio.gov/OhioCollaborative) .

The successful offeror shall perform all of the following activities:

- 1.4.1 Plan, develop and execute a multi-media marketing campaign including, but not limited to, social media, print media, radio and web promotions. The campaign will target Ohio residents, and all materials will be developed in partnership with and with final sign-off from the Executive Director of the Office of Criminal Justice Services (OCJS) and the Ohio Collaborative.
  - 1.4.1.1 Develop and produce educational materials—such as posters, fact sheets and social media messaging— targeting Ohio residents. The plan must include a strategy to accomplish the goals of the Public Awareness Campaign.
  - 1.4.1.2 Create both radio and television public service announcements (PSA) that promote awareness of community police relations. The successful offeror shall provide the PSA concepts to the Executive Director of OCJS.
- 1.4.2 Submit a detailed campaign development plan. The campaign development plan should include an estimated timeline of deliverable development, including focus group dates and data analysis, from project conception to launch.
  - 1.4.2.1 The successful offeror will deliver a written summary to the Executive Director of OCJS on a bi-weekly basis detailing project status and seeking feedback. Bi-weekly feedback calls will be scheduled as necessary by the Executive Director of OCJS.
- 1.4.3 Provide a detailed staffing plan that shows the expertise and experience of the subject matter experts. Conduct focus groups to evaluate effectiveness of all materials developed. Focus groups should target diverse groups of community residents and law enforcement. The results of the focus groups should be used to make necessary edits and ensure the materials' appropriateness and effectiveness for the target audience. A report detailing the findings of the focus group, including major themes that occurred throughout discussions shall be written by the successful offeror.
  - 1.4.3.1 Enhance campaign message with stakeholder input (i.e. community leaders, law enforcement etc.)
  - 1.4.3.2 With guidance from the Executive Director of OCJS, develop a mechanism for evaluating the success of each product (social media outcomes and web hits, materials distributed, training feedback, number of people who share/tweet a post, number of followers, number of phone calls)
  - 1.4.3.3 Provide to the Executive Director of OCJS a final report that includes all contacts, summarized findings, details of the services provided, and future recommendations for marketing and training.

\*Denotes addition of website with bid addendum 1.