

# REQUEST FOR PROPOSALS

## ADDENDUM # 1

**ISSUED: 04/08/2016**

**RFP NUMBER: CSP909316  
INDEX NUMBER: DOH025**

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Department of Health is requesting proposals for:

**MARKETING AND BRANDING SERVICES FOR THE EXPANSION OF GOOD FOOD HERE – HEALTHY EATING**

Attached are page(s) 3 and 4 to this Request for Proposal (RFP). Remove the corresponding page(s) from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to clarify the specifications.

**PROPOSAL DUE DATE:  
OPENING LOCATION:**

**Department of Administrative Services  
General Services Bid Desk  
4200 Surface Road  
Columbus, Ohio 43228-1395**

## 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, Branding and Application Development Services for Expansion of Good Food Here – Healthy Eating. 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 MINORITY BUSINESS ENTERPRISE (MBE) SET ASIDE: The State is committed to making more State contracts and opportunities available to minority business enterprises (MBE) certified by the Ohio Department of Administrative Services (DAS) pursuant to Section 123.151 of the Ohio Revised Code and Rule 123:2-15-01 of the Ohio Administrative Code. This RFP/ITB is being issued as a minority set aside contract in accordance Section 125.081 of the Ohio Revised Code. All bidders must be an Ohio certified MBE as of the Bid due/opening date. If a certification application has been submitted that needs to be expedited to meet the solicitation due/opening date, contact the DAS Equal Opportunity Division at 614-466-8380. For more information regarding Ohio MBE certification requirements, including a list of Ohio certified MBE businesses, please visit the DAS Equal Opportunity Division web site at: <http://das.ohio.gov/Divisions/EqualOpportunity/MBEEDGECertification/tabid/134/default.aspx>
- 1.3 CONTRACT PERIOD Once awarded, the term of the Contract will be from May 15, 2016 through April 30, 2017. 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.
- 1.4 \*BACKGROUND This project will support two chronic disease prevention programs within the ODH Bureau of Health Promotion, Creating Healthy Communities (CHC) and Communities Preventing Chronic Disease (CPCD). The CHC program funds 23 counties, as shown in the [Creating Healthy Communities](#) Projects 2015-2019 section to address active living, healthy eating and tobacco exposure primary prevention strategies.

The CPCD program funds 6 counties (Lorain, Montgomery, Athens, Washington, Richland and Summit) to prevent and reduce chronic disease through environmental and systems approaches complimenting clinical community linkages strategies. This contract will support both local and state efforts for expertise in marketing healthy vending efforts. ODH will work with a contractor specializing in marketing and branding to develop and distribute materials by expanding the existing Good Food Here brand which is currently being used to market healthy foods in small corner and convenience stores in Ohio.

This contractor will expand the current Good Food Here branding to include food and beverage guidelines (incorporating Water First for Thirst Campaign messaging) including vending machines, concessions, meetings, café and cafeteria, on and off site catering in community and worksite sectors. The brand will also be expanded to include client choice food pantry and healthy checkout lane materials.

The contractor will develop and produce collateral materials- both print and electronic (PDF), develop a web-based application for assessing food and beverage products, coordinate the distribution of materials and create a success story.

\*The target market for this project is high-need population in the state as defined by low socioeconomic factors and high chronic disease rate.

For addition information on Healthy Eating please visit the website:

<http://www.healthy.ohio.gov/healthylife/healthyeating/healthyeating.aspx>

\*Denotes change with addendum 1.

1.5 \*SCOPE OF WORK

1. Expand current Good Food Here branding to include food and beverage guidelines (incorporating Water First for Thirst Campaign messaging) including vending machine, concessions, meetings, café and cafeteria, on and off site catering in community and worksite sectors. Produce food and beverage guideline collateral materials, both print and electronic media such as point of decision signage, vending machine kickers, and floor clings.
2. Expand current Good Food Here branding to include client choice food pantry messaging. Produce food pantry collateral materials, both print and electronic media such as shelving tags, floor clings, and signage.
3. \*Expand current Good Food Here branding to include healthy checkout lane materials in retail grocery venues. Produce healthy checkout lanes collateral materials, both print and electronic media such as aisle flags, ceiling danglers, beverage vending machine clings or markers, floor clings, signage.
4. Coordinate distribution of materials to CPCD and CHC funded counties and State partners.
5. \*Participate in regular communication (bi-weekly) with state staff and integrate changes into project as received through feedback.
6. Develop a Good Food Here web-based application and mobile app for assessment of food and beverage offerings using the American Heart Association standards i.e. calculator, and make accessible to state and local CPCD/CHC counties and nationally.
7. Develop a Good Food Here healthy eating success story booklet based on specific strategies and impacts of activities in the CHC/CPCD communities.
8. \*Organize and execute a minimum of three (3) focus groups for additional messaging used for healthy checkout lanes, food pantries, and food and beverage guidelines within the CHC or CPCD Counties. Provide focus group reports that include priority populations' responses to each sectors messaging (Sector is food and beverage guidelines, client choice & healthy checkout lanes). Messages will show alignment with outcomes of focus groups. Note: Gift cards and incentives are not allowed to be used on this grant. Offeror will be responsible for all cost involved with hosting the focus groups, including the facility to be used.

DELIVERABLES	Due Date
1. Provide focus group reports.	6/30/16
2. Produce food and beverage guideline collateral materials.	8/1/16
3. Produce food pantry collateral materials.	8/1/16
4. *Produce healthy checkout lanes, in retail grocery venues, collateral materials.	8/1/16
5. *Distribute materials to CPCD and CHC funded a minimum of 6 counties and 1 state partner.	10/1/16
6. Provide and make available the Good Food Here web-based application and phone app calculator to State and local CPCD/CHC counties and nationally.	12/31/16
7. Provide print and digital success story booklet and disseminate nationally.	4/30/17
8. Participation in bi-weekly communications.	4/30/17

\*Denotes change with addendum 1.