



REQUEST FOR PROPOSALS

Gohio Advertising Campaign

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from **firms to provide professional services for MORPC's "Gohio Commute" 2019 Advertising Campaign.**

MORPC is a voluntary association of local government communities in the 15-county Central Ohio areas. Our organization strives to enhance the quality of life and competitive advantages of Central Ohio by working through local governments and other constituents. A catalyst for change, evidence of MORPC's work is seen every day through planning, programming and services in the areas of housing, transportation, water, land use, economic development, environment, public policy and technology. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

Firms interested in being considered must submit **two (2) printed copies and one (1) in the form of a compact disc or jump drive in a PDF format.** Proposals will be received by MORPC until **1:00 pm (EDT), Friday, March 29, 2019.**

Submit proposals to:

Mid-Ohio Regional Planning Commission
Attn: Patty Olmsted
111 Liberty Street, Suite 100
Columbus, OH 43215
polmsted@morpc.org

Proposals must arrive in the MORPC offices prior to the proposal due date and time. Firms making proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or email to Patricia Olmsted at polmsted@morpc.org. No answers will be given over the phone. Written answers, including any amendments to the RFP if necessary, will be posted on MORPC's website. Responses to questions will be posted at <http://www.morpc.org/rfps-rfqs/>

The Mid-Ohio Regional Planning Commission, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprise will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, sex or gender, sexual orientation, disability or other handicap, age, marital/familial status, income, or status with regard to public assistance in consideration for an award.

Neither MORPC nor any member agency of the Committee shall be liable for any costs incurred by the firm in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

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I. OVERVIEW

MORPC's Gohio team is a regional leader of Transportation Demand Management (TDM) awareness efforts providing a multi-faceted approach for Central Ohioans seeking solutions to help save money, reduce road congestion, improve air quality, reduce their carbon footprints, and improve overall health. MORPC's Gohio team develops programs and policies which seek to (1) increase awareness of the many mobility options available in Central Ohio, (2) empower travelers to make well-informed decisions about their trips, and (3) equip travelers with the tools necessary for sustainable travel (i.e. ridematching services, multi-modal trip planning, Emergency Ride Home, etc.). Additionally, MORPC provides the region's only daily year-round air quality forecast for ozone and PM2.5. MORPC uses the Air Quality Index (AQI) to determine the daily air quality forecasts.

The footprint of Gohio's services covers 15 Central Ohio counties, including Franklin, Fayette, Hocking, Logan, Morrow, Madison, Marion, Perry, Pickaway, Ross, Union, Delaware, Knox, Licking, and Fairfield.

Gohio is seeking a firm to provide professional advertising services for the Gohio Commute Program advertising campaign during May 2019 to November 2019, as outlined in Section II *Scope of Services* in this RFP.

II. SCOPE OF SERVICES

The ideal firm will need to outline their ability to conduct the following campaign taking place in 2019: (1) creation of assets, (2) execution and campaign management, and (3) media delivery and buy to achieve the campaign goals. The scope of the campaign is as follows:

The **General Outreach** campaign seeks to raise general public awareness of the quality mobility options available to Central Ohio commuters in MORPC's 15-county region. MORPC's Gohio staff believes the primary focus of the campaign's messaging needs to raise public awareness about the realities of lifestyle choices – mainly commuting habits – that physically harm us, constrain our economic independence, and degrade our air quality (e.g. excessive SOV usage, vehicle idling, etc.). The campaign needs to both (1) educate individuals directly of the consequences of SOV, and (2) drive individuals to the new Gohio website. The revamped website will educate users about the true costs of commuting (economic, health, and environmental impacts) and equip them with resources necessary to shift away from Single-Occupant Vehicle (SOV) commuting. By raising awareness, MORPC hopes to shift commuters away from SOV commutes and instead utilize alternative modes of transportation, such as carpooling, vanpooling, taking transit, or biking.

As part of the *General Outreach* effort, the firm must help raise awareness of the new MORPC Gohio Commute Program and increase the number of commuters who participate in the program.

Date of Campaign: May 1, 2019 through November 30, 2019

Objective:

1. Raise public awareness about the realities of commuting habits.
2. Increase public awareness of MORPC's Gohio Commute sustainable transportation resources; carpool, vanpool, bike, transit, walk to work and our Emergency Ride Home Program.
3. Increase participation in the Gohio Commute program by driving traffic to the Gohio Commute website.

Goal outcomes:

1. Add 500 new users to the Gohio database via messaging efforts developed from this campaign.
2. Add 50+ new users interested in vanpooling to the Gohio database via messaging efforts developed from this campaign (or enough to create 2 new vanpools).

Targeted Demographics:

- **Long distance commuters** - Those who have routine long-distance commutes and consistent work schedules are more likely to consider ridesharing, especially vanpool.
- **Commuters who pay for parking** - Lack of parking or high cost parking (i.e. downtown Columbus) often sparks commuters to consider sustainable forms of transportation.
- **Environmentally Conscious** – Individuals who are highly motivated to make sustainable lifestyle choices due to the effects of their actions on the environment.
- **Downtown Employers** – Rather than target individuals, this priority group hinges on businesses that want to promote sustainable travel options to their employees (zip code 43215).

Possible Communication avenues to consider, but not limited to:

- Radio ads
 - Traditional and Internet
 - Focusing on drive time commutes
- Digital/Mobile Marketing
- PSA
- Billboard
- Ads on CoGo stations, newsstands, benches, etc.
- Content generation and/or management of Social Media pages (including boosted posts)
 - Proposal must include content for four LinkedIn ads. Two (2) focused on general outreach and two (2) on Gohio Commute Vanpooling. Gohio Staff will be responsible for posting these on LinkedIn site.

Budget: \$44,000 – Billed \$29,000 by June 30 and remaining \$15,000 billed after July 30, 2019

III. PROPOSAL FORMAT

The proposal must address the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC reserves the right to accept or reject any or all proposals.

Each firm shall submit a formal proposal not to exceed fifteen (15) 8.5" x 11" pages (excluding tabs, dividers, etc.) and shall contain the following sections:

- A) Cover Letter
- B) Organization, Personnel, Experience & Project Management
 - a. Firm's Personnel Profile and Corporate Qualifications
 - b. Project Team Availability and Capacity
 - c. Prior Campaign Development/Management
- C) Proposed Advertising Strategies
 - a. List and Description of Deliverables
 - b. Campaign Schedule
 - c. Budget
- D) Campaign Development Schedule
- E) Cost Summary
- F) MORPC Disadvantaged Business Enterprise (DBE) Goal Compliance/Subcontracting

A.) COVER LETTER

The **cover letter** shall be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work).
- Name, address, and phone number of a contact person to be notified regarding contractual issues.
- Identification of the firm as a corporation or other legal entity.
- Agreement to Proposal Terms and Conditions (*Section VI*).
- Amount of committed DBE participation.

The letter shall state that the proposer:

- Has sole and complete responsibility for delivery of the required services.
- Is presently not debarred, suspended, proposed for debarment, declared ineligible or involuntarily excluded from covered transactions by any federal department or agency or the Ohio Department of Transportation.

B.) ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. Identify the location of the office where the majority of the work is to be performed. This section shall also provide an overview of each key personnel working on the project and show their relationship to the firm and their affiliations. Identify any diversity and inclusion efforts the firm is taking or will take.

A statement concerning the recent related experience of persons from your team who will be actively engaged in the proposed effort should also be included.

Note the general availability and capacity for those who will be involved throughout the duration of the project.

Include a portfolio of recent and relevant advertising campaign development/implementation experience. Provide details on how your firm decided which advertising strategies to pursue, how your firm developed advertisements, and the overall effectiveness of the campaign. Include any data generated by the campaign, i.e. new signups generated, number of impressions, etc.

C.) FIRM PROPOSED ADVERTISING STRATEGIES

This section shall indicate the firm's understanding of the scope of work, goals, and desired outcomes of the campaign identified in this RFP. The firm shall discuss their proposed advertising strategies and determine how they will accomplish the objectives and goal outcomes listed in Section II (Scope of Services). The firm shall include proposed advertising mediums to be used for the advertising campaign, and project their value added to the campaign (e.g. number of impressions, signups generated, etc.).

Summary of deliverables for the campaign

1. Campaign Summary (*indicate your understanding of MORPC's scope, goals, outcomes, etc. for the campaign*)
2. Proposed Messaging Strategy (*What do you believe should be the primary message of the campaign?*)
3. Proposed Marketing Avenues (*e.g. radio ad, digital, CoGo ad, etc.*)
 - a. Methodology (*why/how will this marketing avenue be effective?*)
 - b. Target Demographic
 - c. Date & Time Range (*i.e. 30 second radio ads will run on Station X every 2 hours from August – November*)
 - d. Projected Impact (*e.g. impressions, signups generated, etc.*)
 - e. Budget

The firm shall indicate the expected level of MORPC staff involvement in developing or administering the campaign. Additionally, include any further information or data needed from MORPC in order to further enhance the proposed campaign.

D.) CAMPAIGN DEVELOPMENT SCHEDULE

The proposer shall provide a schedule identifying all campaign development-oriented tasks and sub-tasks necessary to complete the scope of work. The campaign is expected to begin in May and conclude in November. As the campaign is expected to be multi-faceted, MORPC understands different marketing avenues may be utilized throughout the duration of the campaign and are not expected to last in entirety throughout the entire campaign period. This may lead to a staggered development process, which should be identified in the schedule. If the firm believes this will adversely affect the quality of the project, the firm should explain why.

Proposed Timeline (provided interviews are not necessary to select the firm)

Proposals due March 29, 2019
Selection week of April 10, 2019
Initial scope meeting week of April 22, 2019
Target to begin work May 1, 2019

E.) COST SUMMARY

The cost to complete the campaign shall not exceed \$44,000.

The proposer should be aware that the project is funded with U.S. DOT funds and will be subject to all the requirements thereby imposed. In addition, as U.S. DOT funds are administered by the Ohio Department of Transportation (ODOT), this project will be subject to all requirements imposed by ODOT.

The proposer should be aware that it is the goal of MORPC to process and pay properly prepared and submitted invoices within 60 days, although that is not guaranteed. Improperly prepared and submitted invoices will be returned and will consequently not be processed and paid within the 60-day goal. Proof of payment will be required for all charges included on invoices.

F.) MORPC DISADVANTAGED BUSINESS ENTERPRISE (DBE) COMPLIANCE/SUBCONTRACTING

Working in cooperation with the Ohio Department of Transportation (ODOT), a 0 percent Disadvantaged Business Enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (U.S. DOT). **Respondents are strongly encouraged to exceed this goal**, and this section should include a description of how the contractor will do so. DBE firms must be certified by a U.S. DOT-authorized certification agency such as the Ohio Department of Transportation. MORPC will expect contractors to meet the DBE percentage included in their contract and will require ongoing reporting of this percentage during the contract life. MORPC will also include DBE prompt payment requirements in all contracts.

If your firm anticipates sub-contracting to a DBE firm, list items of work that are proposed to be subcontracted for this project, the proposed utilization of the sub-contractor(s), the name(s) of the sub-contractor(s), and the percent of work expected to be performed by each. Discuss their qualifications and the basis for their selection

IV. PROCUREMENT PROCESS

RFP TIMELINE

The schedule for the RFP is given below. Dates are tentative and may be modified by MORPC as necessary.

Key Date	Event
Friday, March 15	Proposal posted on MORPC website
Friday, March 29	Completed proposals due to MORPC by 1:00 pm
Thursday, April 4– Friday, April 5	Proposals evaluated by Evaluation Committee
Wednesday, April 10– Thursday, April 11	Clarification Interviews at MORPC, if required
Friday, April 12	Evaluation Committee makes recommendation
Monday, April 15 – Friday, April 19	Contract preparation
Monday, May 1	Project begins
Wednesday, May 1 - Thursday, November 29	Advertisement period
Friday, December 20	Final recap results report due to MORPC

The selection of the project firm will follow a multi-step process. The first step will be an evaluation of the written proposals using the criteria listed below.

EVALUATION CRITERIA

The evaluation criteria are as follows:

- 1. General Quality & Adequacy of Response (15 %)**
 - a. Completeness and thoroughness
 - b. Responsiveness to terms and conditions
 - c. Overall impression

- 2. Organization, Personnel, Experience & Project Management (20 %)**
 - a. Qualifications and experience of proposed personnel, including project manager
 - b. Relevant knowledge, skills and experience with the project
 - c. Experience working with similar clients
 - d. Demonstrated capacity to do the work
 - i. Relevant and recent portfolio of projects
 - ii. Approach to campaign development
 - iii. Ability to generate quality data

- 3. Proposed Advertising Strategies (40 %)**
 - a. Presents a clear understanding of the Scope of Services (*Section II*) and suggested tasks to accomplish the scope
 - i. Congruence of proposed messaging strategy in alignment with the descriptions set forth in Section II of this RFP
 - b. Quality and potential impact of proposed marketing avenues for the campaign
 - c. Includes realistic and sufficient timelines for campaign development AND public run-time
 - d. Overall quality of services to be rendered

- 4. Cost Summary (25 %)**
 - a. Clarity of budget and congruence with RFP and proposed scope of work
 - b. Cost

EVALUATION COMMITTEE

The Evaluation Committee will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The Committee may waive minor defects which are not material when no prejudice will result to the rights of any other firms or to the public.

The second step would include clarification interviews. Depending upon the relative merits of the proposals, two or three of the firms will be invited to give an oral presentation and respond to questions from an interview panel.

The second step may be waived if the Committee finds from the evaluation in the first step that one team is clearly more qualified to perform the study than the other teams.

CLARIFICATION INTERVIEWS

At MORPC's option, firms may be required to answer questions about their proposals. During this time, the firm will be expected to perform live presentations of their system's capabilities. This may take place during a live demonstration at MORPC or via webinar. The purpose of the interview is to provide clarification of information presented in the written proposal. If interviews are necessary, MORPC will contact the firm's authorized representative to schedule the time, date, and method of interview (e.g. in-person presentation or webinar). The interviews will be given by the Evaluation Committee. If in-person interviews are requested, the firm must comply at no cost or obligation to MORPC. A firm's refusal to make a presentation as described shall result in the firm's proposal being rejected from consideration for the project.

SELECTION AND NEGOTIATIONS

Based on the evaluation of the proposals, the firm who best demonstrates their ability to address MORPC's needs will be selected. If negotiation with the highest ranked firm fails to result in a mutually acceptable agreement, MORPC will notify that firm in writing of the termination of negotiations. The next highest ranked firm, as determined by the earlier technical proposal evaluation, will then be invited to enter into negotiations with MORPC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

V. ADMINISTRATIVE & ORGANIZATIONAL ELEMENTS

REPORTING

Upon being awarded the contract, the firm shall work with MORPC Gohio staff to prepare a comprehensive document detailing the strategies, specific marketing avenues, and anticipated outcomes for the campaign. The document shall be submitted to MORPC Gohio prior to campaign implementation.

Throughout the campaign development process, all advertising materials prepared by the firm (videos, electronic ads, radio records, etc.) shall be provided to MORPC in electronic format and will be property of MORPC.

Upon the conclusion of the campaign, the firm shall present MORPC a closeout report detailing the effectiveness of the campaign, including the number of impressions generated for each marketing avenue, estimated number of users driven to the Gohio webpage, and overall ROI of the campaign.

VI. PROPOSAL TERMS & CONDITIONS

Evaluation of Proposal Compliance with Specifications

Understanding that no firm may completely meet all requirements of the specifications, MORPC reserves the sole right to determine whether a proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.

Modification and/or Withdrawal of Proposals

Modifications of a submitted proposal must be received by the designated due date specified. Withdrawal of proposals will be allowed only in those cases in which a written request to withdraw a Proposal is received by MORPC prior to the date and hour for receiving and opening Proposals. In such case, same will be returned to firm unopened.

Proposer Qualifications

MORPC may require all proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities. MORPC will not award a contract to a proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate

equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay.

Award of Contract

Each firm acknowledges that MORPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the firm will arise in any way relating to the exercise of that judgment by MORPC. MORPC reserves the right to accept the Proposal deemed to be in the best interest of MORPC or to reject any and all Proposals.

MORPC's Executive Director is the only individual who may legally commit MORPC to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed.

GENERAL INFORMATION & REQUIREMENTS

Compliance with U.S. DOT Regulations

The project WILL BE funded from federal funds. Consequently, the firm must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies. Firm will be required to comply with all regulations of U.S. Department of Transportation relative to, for example, non-discrimination in federally-assisted programs.

Ownership of Products

MORPC will retain the copyright for all data, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore, the submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.

Deviation Clause

The firm's attention is called to the condition that, if awarded a contract, the firms will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

Tax Exemption

MORPC is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MORPC is also exempt from Ohio State Gross Retail (sales tax). The successful firms will be furnished with any certificates of exemption required.

MORPC STATEMENTS ON DIVERSITY & INCLUSION

Equal Opportunity

The firm agrees that it will not discriminate against any employee, applicant for employment, or sub-contractor and that it will take affirmative action to insure that employees, applicants and sub-contractors are treated equally during employment without regard to race, color, gender, creed, religion, ancestry, national origin, sexual orientation, disability or other handicap, age, marital/familial status, veteran status, or status with regard to public assistance.

Disadvantaged Vendors

Disadvantaged Vendors shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all proposers shall take all necessary and reasonable steps to ensure that minority vendors have the maximum opportunity to compete for and perform any subcontracts. Also, proposing firms are encouraged to notify MORPC if they meet one of the disadvantaged vendor designations, such as Minority Business Enterprise (MBE), Small Business Enterprise (SBE), or Women-owned Business Enterprise (WBE).

CONTRACTING REQUIREMENTS

The following are not part of the proposal requirements but will be requirements in the contract in addition to other contractual requirements. *Please also note that prior to negotiation, the firm selected for negotiation must provide average hourly rates for personnel assigned and a copy of the last audited financial statement.*

Compensation

- A not-to-exceed contract amount based on satisfactory work performed and products and services produced will be entered into after negotiations between MORPC and the selected firm.

Alternative compensation models may be considered.

During contract negotiations, the selected firm must provide individually-priced and prioritized tasks to be completed “if authorized.” The sequencing of work tasks must be done in such a way that successful completion of earlier tasks is not dependent upon the completion of later tasks.

Cancellation

MORPC reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the firm.

Unresolved Finding for Recovery

The selected firm affirmatively represents and warrants to MORPC that it is not subject to a finding for recovery under ORC 9.24 or that it has taken appropriate remedial steps required under ORC 9.24 or otherwise qualifies under that section. The firm agrees that if this representation or warranty is deemed to be false, the agreement shall be void *ab initio* as between the parties to this agreement, and any funds paid by MORPC to the firm hereunder shall be repaid to MORPC immediately, or an action for recovery may be commenced immediately by MORPC for recovery of said funds.

Covenants of Firm

The firm will be required to covenant and warrant the following:

- a) Firm is not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract, supported in whole or in part by the funding sources for this project;
- b) Firm has not within a three (3) year period had one or more public transactions terminated for cause or default;
- c) Firm will comply with the provisions of Section 1352, Title 31 of the U.S. Code, which prohibits the use of federal funds to lobby any official or employee of any federal agency, or member or employee of Congress; and to disclose any lobbying activities in connection with federal funds.