

# REQUEST FOR PROPOSALS



**Date Issued:**

**September 27, 2018**

**Proposals Due:**

**10:45 AM**

**November 1, 2018**

Bidders must submit four (4) hard copies in a sealed envelope entitled:

**Public Communication Assistance**

**Licking County  
Commissioners Office  
c/o Bev Adzic, 20 S. 2<sup>nd</sup>  
Street 4<sup>th</sup> Floor, Newark,  
Ohio 43055**

**NOTE: Four (4) hard copies must be received by the submission date at the address listed above in order to be considered. Faxed or emailed proposals will not be accepted.**

**Bidders' Conference**

**2:00 PM**

**October 18, 2018**

OhioMeansJobs|  
Licking County  
998 East Main Street  
Newark, Ohio 43055

## Public Communication and Graphic Design Assistance

### PURPOSE/BACKGROUND

Licking County Job and Family Services (LCJFS) is the entity responsible for administering Federal, State, and County programs designed to enhance and maintain individuals' and families' self-sufficiency and provide protective social services for children and adults. These services include, but are not limited to:

Adult Protective Services: Protective services for senior citizens, ages 60+, who are subject to abuse, neglect, or exploitation.

Child Protective Services: Protective services for children who are abused or neglected. Services include the investigation of suspected abuse or neglect, ongoing case management and monitoring, parent education and mentoring, foster care, kinship care, adoption, and the like.

Public Assistance Services: LCJFS determines the eligibility for and maintains public assistance benefits for members of the community. Public assistance includes a variety of services designed to assist individuals and families with specific needs, including medical coverage (Medicaid), transportation assistance, Supplemental Nutrition Assistance Program (SNAP food assistance), Ohio Works First (OWF cash assistance), etc.

Workforce Development Services: Provides a wide array of employment and training programs. Programs are designed to enhance or maintain self-sufficiency and include Ohio Works First, Comprehensive Case Management and Employment Program (CCMEP for young adults to age 24), Workforce Innovation and Opportunities Act (WIOA), Food Assistance Employment and Training (FAET), etc. Services vary from job seeking assistance, job development, and workforce development programming for youth, adults dislocated from their employment, and others.

OhioMeansJobs|Licking County: Is Licking County's one stop employment and training center that houses many community partners and provides employment-focused services for job seekers and employers. Licking County is part of the Opportunity Centers of East Central Ohio, which includes Licking, Coshocton, Muskingum, and Guernsey Counties.

## **IDENTIFIED PUBLIC COMMUNICATION ASSISTANCE NEEDS**

LCJFS is seeking assistance with public communication and graphic design services which may include, but are not limited to the following (all services will be requested by LCJFS on an as needed basis):

1. Pursuant to branding guidelines, assist with the development of promotional items such as brochures, outdoor and indoor signage, electronic communication, and other various information items.
2. Assist with graphic design, content editing, and/or writing of agency public service announcements and advertisements for selected media (radio, Facebook, Instagram, Twitter, television, billboards, and other media). May include writing scripts and/or directing recording of television commercials, online videos, radio spots, or information videos.
3. Provide assistance with graphic design, layout, content, and/or editing for the development of OhioMeansJobs|Licking County and LCJFS annual reports to the community.
4. Graphic design of new material and updating of current educational and promotional materials related to informing the community about services available through LCJFS and OhioMeansJobs|Licking County.
5. Provide specifications and guidance when selecting printing services and promotional product development.
6. Develop marketing materials associated with special events, such as Child Abuse Prevention Month, Foster Parent Month, and other prevention/awareness events.

\*All deliverables, items, products, and intellectual property produced through this agreement will become the exclusive property of Licking County and Licking County Job and Family Services.

## **PROPOSAL CONTENTS**

Proposals must contain the following information:

- A. Description of services being proposed.
- B. How the service will be delivered and billed (hourly based, tasked based, etc.)
- C. Qualifications and previous experience in the delivery of such communication services, including qualifications of staff.
- D. Estimated time lines for task/projects and the ability to meet deadlines.
- E. Note collaborative efforts, if any, including any services that will be outsourced to another service provider.
- F. Samples of work.
- G. Reference list of at least two previous customers, include contact person, company name, address, and phone number.

## **BUDGET/COSTS**

- Provide a detailed cost for the services being proposed.
  - Define unit rate and unit rate amount
  - Estimate how many units will be needed per task (e.g., brochure, annual report, etc.)
  - Costs/prices of services that will be outsourced, if any
- The Provider is responsible for all costs up to the submitting of the final product for production. LCJFS shall reimburse the provider once work is complete.
- LCJFS shall be responsible for and pay directly for the actual costs of printing/production of promotional items and/or radio or television airing to the designated publisher or media outlet.
- NOTE: Funding is based upon a reimbursement process for services delivered. Start-up or advanced funding/payments are not available.

## **PROVIDER SELECTION CRITERIA**

Prospective providers are advised that an offer for a contract **may** be initiated after a review of the proposals received by LCJFS. Proposals will be reviewed for acceptability. LCJFS reserves the right to interview any or all prospective providers who submit a proposal.

All proposals will be evaluated using the following criteria:

- 1) Proposal costs
- 2) The provider's qualifications and previous experience in delivery of such services, including knowledge of Job and Family Services, the programs LCJFS provides, and Licking County
- 3) An estimation of the time needed to complete projects listed in the RFP
- 4) The proposal does not conflict with any Federal, State, or local laws and regulations
- 5) Demonstrable experience in meeting time lines
- 6) Quality of work and work samples
- 7) References
- 8) Any other pertinent areas as selected by LCJFS

## **RFP LIMITATIONS**

This Request for Proposals does not commit Licking County nor Licking County Job and Family Services to award contracts or to pay any costs incurred in the preparation of a proposal. Licking County Job and Family Services reserves the right to accept or reject any or all proposals, to negotiate services and costs with providers, and to cancel in part or in entirety this RFP.

All proposals submitted will remain the property of the Licking County.

Licking County Job and Family Services reserves the right to limit contract funding based on available resources.

If a contract(s) is awarded, it shall be effective January 1, 2019, through December 31, 2019, unless amended or terminated per terms of the contract. However, LCJFS reserves the right to renew contracts annually for up to two (2) consecutive years through December 31, 2021, based on successful performance, availability of funds, and if the Licking County Job and Family Services warrants such renewal. Renewals will be based upon mutual agreement of both parties.

Contracts may be amended or terminated during this period if there is a change in Federal, State, or Agency regulations that apply to the contract; a reduction of Federal, State, or Local funds; unsatisfactory performance by the provider as determined solely by the Licking County Job and Family Services; or upon thirty (30) days' written notice by either party.

Provider shall maintain professional liability, personal and public liability, property damage, and other insurance, in such amounts and such forms as each party to adequately protect itself, its officers, its employees, its agents and/or contracted servants, its personal and real property, against damage and liability. Providers shall, if requested by Licking County Job and Family Services, submit a certificate of insurance.

If a contract is awarded, this Request for Proposal (RFP) guideline shall become a part of the contractual agreement.

**ESTIMATED RESOURCES AND UTILIZATION OF SERVICES:**

If a contract is awarded, there is no guarantee that services will be requested or needed from the provider.

Estimated resources available through this RFP: LCJFS estimates that no more than \$10,000.00 will be available for this agreement.

**SUBMISSION DETAILS:**

Proposals must be submitted in strict accordance with proposal submission instructions provided in this section. Any proposal failing to follow the entire proposal acceptance criteria listed below shall be disqualified from consideration.

**Proposals are Due no later than 10:45 AM on November 1, 2018  
Bidders must submit four (4) proposal copies in a sealed envelope entitled:**

Public Communication Assistance  
Licking County Commissioners' Office  
c/o Bev Adzic  
20 South 2<sup>nd</sup> Street, 4<sup>th</sup> Floor  
Newark, Ohio 43055

Proposals received after this time will not be considered. Unsolicited materials received after the deadline date will not be added to previous submissions and will not be considered.

Faxed or emailed proposals will not be accepted.

**Proposals must be received at the Commissioners' Office by the date/time listed above.**

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## **CONTACT INFORMATION**

Questions concerning this RFP may be directed to:

**Nathan Keirns, Program Planner**  
Licking County Job and Family Services  
Nathan.Keirns@jfs.ohio.gov  
740.670.8726

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## **BIDDERS' CONFERENCE**

Attendance at the Bidders' Conference, while not required, is recommended.

**2:00 PM**  
**October 18, 2018**  
OhioMeansJobs | Licking County  
998 East Main Street  
Newark, Ohio 43055

Graphic Design RFP Review

**Proposal Scoring**

**PROPOSAL ORGANIZATION** \_\_\_\_\_

Prospective providers are advised that an offer for a contract may be initiated after a review of the proposals by the Review Team. Proposals will be reviewed for acceptability with emphasis on the following criteria using:

Please use a Likert scale of 1-5 when evaluating each proposal, where 1 = unacceptable, unreasonable, or unknown/not provided **and** 5 = completely acceptable and reasonable

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Proposal costs \_\_\_\_\_

Provider's qualification and previous experience in providing such services – including knowledge of Job and Family Services programs and Licking County community \_\_\_\_\_

The time needed to complete projects \_\_\_\_\_

The proposal does not conflict with Federal or State regulations \_\_\_\_\_

The proposer indicates previous experience in meeting time liens \_\_\_\_\_

Quality of work and work samples \_\_\_\_\_

References \_\_\_\_\_

Total: \_\_\_\_\_ out of 35