

CUYAHOGA COUNTY BOARD OF HEALTH

REQUEST FOR PROPOSALS

RFP # 2016-03

ISSUED September 13, 2016

RFP TITLE: **Breast and Cervical Cancer Project Media and Social Marketing Plan**

Issuing Department: Administration
Cuyahoga County Board of Health
5550 Venture Drive
Parma, Ohio 44130
(216)201-2000

Sealed proposals will be received until: October 11, 2016 @ 11:00 a.m.

All inquiries should be directed to: Judy V. Wirsching, CFO
Cuyahoga County Board of Health
5550 Venture Drive
Parma, Ohio 44130
(216) 201-2001 ext. 1103

ALL RESPONSES SHALL BE MARKED AS

“SEALED BID”

“REQUEST FOR PROPOSALS”

**BREAST AND CERVICAL CANCER PROJECT MEDIA AND SOCIAL MARKETING
CAMPAIGN**

FOR THE CUYAHOGA COUNTY BOARD OF HEALTH

**PROPOSALS ARE TO BE MAILED OR HAND-DELIVERED DIRECTLY TO THE
ISSUING DEPARTMENT SHOWN ABOVE. ANY PROPOSAL RECEIVED AFTER
THE TIME AND DATE SPECIFIED ABOVE WILL BE RETURNED UNOPENED.**

PUBLIC NOTICE

REQUEST FOR PROPOSALS FOR BREAST AND CERVICAL CANCER PROJECT MEDIA AND SOCIAL MARKETING CAMPAIGN

RFP #2016-03

The Cuyahoga County Board of Health is now soliciting sealed proposals for the Breast and Cervical Cancer Project, Media and Social Marketing Campaign. Completed proposals must be submitted to the Cuyahoga County Board of Health, 5550 Venture Drive, Parma, Ohio 44130 no later than 11:00 A.M. local time on October 11, 2016.

A pre-proposal conference is scheduled for September 20, 2016 at 10:00 A.M. at the Cuyahoga County Board of Health at the address set forth above. Attendance is strongly recommended but not mandatory. Please RSVP to bidquestions@ccbh.net if you plan on attending.

This notice and proposal may be viewed at the following Board website: www.ccbh.net by clicking on the “Business” tab on the home page. Questions prior to the pre-proposal conference must be emailed to bidquestions@ccbh.net.

Judy Wirsching, CFO

I. PROPOSAL INFORMATION

A. Background Statement

The Cuyahoga County Board of Health (CCBH) has received funding from the Ohio Department of Health's Breast and Cervical Cancer Project to implement strategies that support the program goals to increase breast and cervical screening rates, reduce the burden of breast and cervical cancers, and to reduce incidence and mortality disparities by race, ethnicity, culture, socioeconomic status, geographic isolation and medically underserved groups. This will be accomplished through evidence-based policy, systems and environmental (PSE) changes at the population-level and ensured access to high quality screening and follow-up services for low income women.

Priorities include increasing the number of women screened for breast and cervical cancer according to United States Preventative Services Task Force (USPSTF) recommendations with special emphasis on reaching identified populations defined as: uninsured or under-insured, geographically or culturally isolated, older, medically underserved, racial, ethnic and or/cultural minorities. Activities will focus on population based approaches to increase screening rates and include the provision of direct breast and cervical screening and diagnostic services to uninsured women 40-64 years who are at or below 200% of federal poverty level, patient navigation for all women, case management, provider education and outreach activities to increase public awareness of the USPSTF recommendations for breast and cervical cancer screening.

The CCBH has been a grantee of the ODH's Breast and Cervical Cancer Project since 1994. During this grant year, 2016-2017, the Ohio Department of Health has reduced the regional offices from 11 offices to 5 regional offices, thereby increasing the service area from seven counties to eighteen counties. The Northeast Region BCCP now includes the following counties: Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Harrison, Holmes, Jefferson, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull Tuscarawas and Wayne.

The CCBH is seeking applicants to develop a population- based Media Plan to increase awareness of breast and cervical cancer screening recommendations among target populations in our designated region using evidence based practices, and adhering to the Department of Health and Human Service's Culturally and Linguistically Appropriate Services Standards (CLAS).

B. Proposal Format

The Board discourages overly lengthy and costly proposals. In order for the Board to evaluate proposals fairly and completely, vendors should follow the format set forth herein and provide all of the information requested.

Proposals that do not adhere to these formatting requirements may be considered non-responsive. Proposals should be submitted in a sealed envelope with the name of the vendor and the relevant RFP name and number on the front.

Responses must be submitted with one (1) original and three (3) copies in addition to one (1) electronic document of the proposal with all required information. All proposals submitted will become the property of the Board and will not be returned.

Proposals must remain open and valid for ninety (90) days from the opening date, unless the time for awarding the contract is extended by mutual consent of the Board and the vendor.

C. Need Statement

The Cuyahoga County Board of Health is accepting proposals for a 6 month period beginning January 1, 2017 through June 29, 2017, with the Board's option to extend the service for up to four (4) additional one (1) year renewals, for the delivery of a population- based Media Plan consisting of website and/or phone-based application, social media outreach and advertising, and/or limited traditional marketing, to increase awareness of breast and cervical cancer screening. Funding available for this program is \$65,041.40 for the period of January 1, 2017 through June 29, 2017.

The program is contingent upon funding from the Ohio Department of Health.

II. PROJECT SPECIFICATIONS

Scope of Work

The scope of work may include the following:

1. Market Research

Conduct market research with BCCP Northeast Region women (aged 21-64) to inform a social marketing campaign.

2. Marketing and Advertising Plan

Develop and implement a comprehensive, evidence based (i.e. social, small media) public education and outreach campaign to promote and improve public awareness and understanding of the U.S. Preventative Services Task Force (USPSTF) recommended screenings for women aged 21-64 and promote breast and cervical cancer screenings with a focus on disparate populations and women rarely or never screened in the Northeast Region.

3. Initial Implementation of marketing and advertising campaign and/or tools.

Implementation of finalized social and small medial marketing campaign.

4. Ongoing Management

Ongoing management of the social marketing campaign. May extend past initial time frame pending availability of funds and satisfactory performance during initial contract.

Full description of scope of work can be found in Appendix 1.

SECTION I – INTRODUCTION (5 points)

A. Cover Page

This must include the RFP title, RFP number, complete vendor name and mailing address and a total cost for the project. Refer to the sample provided in Appendix 5.

B. Cover Letter

Proposal Cover Letters should include a brief overview of the services being proposed and must include the telephone number of the person the Board should contact regarding the proposal.

Proposals must confirm that the vendor will comply with all the provisions of this RFP. Any exceptions to the Board contract general terms and conditions should be discussed here.

The vendor must provide a brief description of the organization including history; number of years your organization has been in business; type of services you provide; legal status of vendor organization, ie. corporation, partnership, sole proprietor; Federal Tax ID and DUNS number. If applicable to the project, the vendor must submit a copy of its most recent audited or compiled financial statements, with the name, address and telephone number of a contact in the company's principal financing or banking organization. The financial statements must have been completed by a Certified Public Accountant

An agency representative authorized to make contractual obligations must sign the cover letter.

C. Table of Contents

Provide sufficient detail so reviewers can locate all the important elements of your document readily. Identify each section of your response as outlined in the proposal package.

D. Executive Summary

Provide a high level overview of your product, the distinguishing characteristics of your proposal/product, and the ability of your company to provide accompanying services related to adoption, implementation, and maintenance of the product.

SECTION II - PROJECT NARRATIVE (25 points)

A. Description of Applicant/Experience/Qualifications/Project

Prior Experience: Special consideration will be given to agencies/organizations that can demonstrate:

- a.** A history of working with marketing to underserved, multicultural disparate women in the Northeast Region, including African American, Asian, Hispanic, and or Amish/Mennonite women.

- b. Content knowledge on issues related to breast and cervical cancer screening and mortality rates in the Northeast Region.

Briefly discuss your agency's eligibility to apply. Summarize the agency's structure as it relates to this program and how it will manage the program.

Describe the adequacy of staff, equipment, research tools and administrative resources; quality and appropriateness of technical or support staff; and past performance of the organization relevant to this type of project.

B. Project Scope

Provide an understanding of the purpose and scope of the project.

What are the pertinent issues and potential problems related to the project?

What is your proposed solution to the pertinent issues and potential problems identified?

Demonstrate your ability to meet each of the general requirements and scope of services as outlined in Project Specifications and Scope of Work attached in Appendix 1.

Describe the capacity of your organization, its personnel or contractors to communicate effectively and convey information in a timely manner that is easily understood by diverse audiences. This includes persons of limited English proficiency, those who are not literate, have low literacy skills, and individuals with disabilities.

C. Problem/Need

Identify and describe the local health status concern(s) that will be addressed by the program. Only restate national and state data if local data is not available. The specific health status concerns that the program intends to address may be stated in terms of health status (e.g., morbidity and/or mortality) or health system (e.g., accessibility, availability, affordability, appropriateness of health services) indicators. The indicators should be measurable in order to service as a baseline data upon which the evaluation will be based. Clearly identify the target population.

Explicitly describe segment of the target population who experience a disproportionate burden for the health concern or issue; or who are at an increased risk for the problem addressed by this funding opportunity.

SECTION III - METHODOLOGY (15 points)

Proposed implementation plan and project strategy narrative should include:

A. Methodology Description

Describe how you will carry out activities/strategies as identified in Appendix 1. Detail the task to be undertaken in #1-Market Research, #2-Marketing and Advertising Plan, #3-Initial Implementation of marketing and advertising campaign and or/tools and #4-Ongoing Management. Please describe additional activities to support success of strategy implementation.

B. Evaluation Plan

Describe how you will assess the progress of the campaign while it is underway.

SECTION IV - PROJECT MANAGEMENT (20 points)

Proposed project management narratives should include:

Describe your project management approach including:

- The method used in managing the project
- The project management organizational structure including reporting levels and lines of authority.

Describe your methodology for ensuring timeliness of program and fiscal reporting. Provide potential risks/problems and solutions to avoid or minimize them.

Describe methodology for appropriate record keeping, reporting, invoicing and well maintained data.

Project Control

Describe your approach to project control, including details of the methods used in controlling project activities.

Project Reporting

Describe your methodology for reporting project status including details of written and oral progress.

Interface with Agency Staff

Describe your contact points with the agency staff including types of communications, and level of interface.

SECTION V -PRICING (15 Points)

Cost Proposal

Estimated proposal prices are not acceptable.

In order for offers to be considered responsive, the vendor's representative authorized to make contractual obligations must sign the pricing document.

The pricing document is vendor generated. It should include a detailed break out of costs on an annual basis.

- The total amount available for this project is for 6 months, January 1, 2017 through June 30, 2017.
- This project is grant funded and has a fixed budget of **\$65,041.40**.

SECTION VI – ADDITIONAL DOCUMENTATION (20 Points)

A. Vendor References/Qualifications

- a. The vendor must submit 3 references, including names and phone numbers, for similar projects your firm has completed.
- b. References should be able to attest to your work history, quality of work, timeliness in completing projects, and the impact of your work on their respective businesses. Refer to Appendix 3.
- c. Explain what differentiates your services from others in the market.

B. Project References

- a. The vendor must submit links to four: websites, mobile applications and or marketing campaign materials featuring the vendor's work.
- b. The vendor must provide samples of graphic design work.

C. Conflict of Interest

- a. Each vendor shall include a statement indicating whether or not the organization or any of the individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict.
- b. The Board reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the vendor.
- c. The Board's determination regarding any questions of conflict of interest shall be final.

SECTION VII - REQUIRED FORMS

The vendor must complete and submit the following forms:

- Non-Collusion Affidavit (requires notarization).
- Certification of Compliance with Section 3517.13 of the Ohio Revised Code.

Ohio Revised Code Section 3517.131(3) and J(3) requires that no agency or department of this state or any political subdivision shall enter into any contract for the purchase of goods costing more than five hundred dollars or services costing more than five hundred dollars with a corporation, individual, partnership or other unincorporated business, association, including,

without limitation, a professional association organized under Chapter 1785 of the Revised Code, estate, or trust unless the contract includes a certification that the individuals named in Revised Code Sections 3517.13(1)(1) and (J)(1) are in compliance with the aforementioned provisions. Any questions you may have as to whether or not you are in compliance should be directed to your legal counsel.

Blank copies of the above are included in Appendix 3 and 4 of this RFP.

Original signatures required as indicated on the forms. Copies of the proposal documents will be acceptable only if they contain original signatures and required notarization on all documents.

SECTION VIII - ADMINISTRATIVE INFORMATION

A. RFP Contact

All vendor communications concerning the RFP must be directed to the contact person listed below. Any oral communication will be considered unofficial and non-binding on the agency. Vendors should only rely on written statements issued by the Board.

Name	Judy Wirsching, CFO
Department	Administration
Address	5550 Venture Drive, Parma, OH 44130
Phone	216.201.2001 x 1103
Fax	216.676.1311
Email	jwirsching@ccbh.net

B. Location of work

Work to be performed, completed and managed at vendor's place of business and/or service area.

C. Pre-proposal conference

The pre-proposal conference for all participating vendors scheduled as indicated below.

Date: September 20, 2016

Time: 10:00 A.M.

Location: Cuyahoga County Board of Health, TEH Room, 5550 Venture Dr., Parma, OH 44130

The purpose of the conference is to discuss the work to be performed with prospective vendors and allow them the opportunity to ask questions concerning the RFP. It is encouraged that interested vendors attend. Questions prior to the pre-proposal conference must be emailed to bidquestions@ccbh.net. No questions will be accepted or answered after the pre-proposal conference. Questions and answers will be posted and may be viewed on the Board's website: www.ccbh.net by clicking on the "Business" tab on the home page.

Vendors with a disability needing accommodation should contact Judy V. Wirsching at (216) 201-2001 ext. 1103 prior to the date set for the pre-proposal conference so that reasonable accommodations can be made.

D. RFP Addenda

The Board reserves the right to issue addenda to the RFP at any time. The Board also reserves the right to cancel or reissue the RFP. If an addendum is issued less than seventy-two hours prior to the proposal due date, the closing date will be modified accordingly.

E. Proposal Response Date and Location

The vendor's proposal, in its entirety, must be received at the location, by the date and time specified on the cover page of this RFP. Proposals arriving after the deadline will be returned unopened, to the vendor. The official closing time will be determined by the time clock located in Board Administrative offices. All proposals and accompanying documents will become the property of the Board and will not be returned. Proposals should be submitted in a sealed envelope with the name of the vendor and the relevant RFP name and number on the front.

Vendors assume the risk of the method of dispatch chosen. The Board assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual proposal receipt. Late proposals will not be accepted nor will additional time be granted to any vendor. Proposals may not be delivered by facsimile transmission or other telecommunication or electronic means.

Hand-delivered proposals may be delivered ONLY between the hours of 8:30 a.m. and 4:30 p.m., Mondays through Fridays, excluding holidays observed by the Board.

F. Proposal Opening

Proposals will be publicly opened at the Administration Office, Cuyahoga County Board of Health, 5550 Venture Dr., Parma, OH 44130. At this time, all proposals will be opened, the vendor name read from the proposal cover page, and logged. The submittal of a proposal will be considered by the Board as constituting an offer to perform the required services at the stated costs.

G. Required Review

Vendors should carefully review this RFP for defects and questionable or objectionable matter. Comments concerning defects and objectionable material should be made in writing and received by the RFP contact at least ten days before proposal opening. This will allow for issuance of any necessary addenda. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the RFP contact before the time set for opening.

H. Multiple Proposals

The submission of multiple proposals for the same service will be considered noncompliant and those proposals will be disqualified. We are relying on the vendor as expert, to identify in its proposal the approach which the vendor believes will be the most effective to produce the required services on time and within budget. A potential vendor submitting a proposal for direct services cannot submit a proposal for administrative and quality management support for the grantee.

I. Proposal Rejection

The Board reserves the right to reject any or all proposals at any time without penalty. Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time, by submitting a written request to the RFP contact.

J. Response Property of the Board

All materials submitted in response to this request become the property of the Board. Selection or rejection of a response does not affect this right.

K. No Obligation to Buy

The Board reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the Board to purchase. The Board is not bound to accept the lowest priced proposal or any of the proposals submitted.

L. Cost of Preparing Proposals

The Board is not liable for any costs incurred by vendors in the preparation and presentation of proposals submitted in response to this RFP.

M. Acceptance of Terms

All the terms and conditions of this RFP are deemed to be accepted by the vendor and incorporated in its proposal except those conditions and provisions that are expressly excluded by the vendor in the proposal.

N. Disclosure of Proposal Contents

All documents submitted to the Board as part of the proposal become public information after the contract is awarded, and available for review and inspection by anyone requesting to do so. The Board does not encourage the submission of confidential/proprietary information in response to this proposal. However, written requests for confidentiality can be submitted to the RFP contact. Neither a proposal in its entirety, nor proposal price information will be considered confidential or proprietary. Under Ohio Revised Code Section 149.43, the BOARD will make a determination of application for disclosure on an ad hoc basis.

O. Equal Opportunity

Prospective vendors must comply with the applicable contract compliance procedures for equal employment opportunity as stipulated by the Board. It is the policy of the Board, to assure equal employment opportunity. Discrimination against any person in the recruitment, training, examination, appointment, promotion, retention, discipline or any other aspect of personnel administration because of race, religion, national origin, sex, ancestry, age, disability, sexual orientation, or veteran status is prohibited.

Words of the masculine gender used in proposals shall be deemed and construed to include correlative words of the feminine gender.

P. Evaluation Process

All proposals will be reviewed to determine if they are responsive. They will then be evaluated by an Evaluation team. The team will evaluate and numerically score each proposal in accordance with the following evaluation criteria:

- Introduction (5 points)
- Project Narrative (25 points)
- Methodology (15 points)
- Project Management (20 points)
- Pricing (15 points)
- Additional Documentation (20)

The evaluation process is designed to award the contract to the vendor with the best combination of attributes based upon the evaluation criteria. Due to the fixed cost budget for this project, lowest cost is not considered.

Further details on how the proposal will be scored can be found in Appendix 6.

Q. Contract Negotiations

The option of whether or not to initiate contract negotiations rests solely with the Board. If the Board elects to initiate contract negotiations, these negotiations cannot involve changes in the Board's requirements or the vendor's proposal which would, by their nature, affect the basis of the source selection and the competition previously conducted. The terms of the proposed contract will be negotiated based upon the merit of the application, availability of funding, and

conditions of award. Failure of a selected vendor to satisfactorily negotiate a contract within a reasonable time may result in the vendor forfeiting its award.

The vendor is responsible for their travel and per diem expenses during contract negotiations.

R. Failure to Negotiate

If any contract cannot be negotiated within fifteen (15) days of notification to the designated vendor, the Board may terminate negotiations with the vendor and negotiate a contract with the next highest ranked vendor.

S. Recommendation of Award

Once the Board evaluation team has made its selection, a Notice of Recommendation of Award letter will be issued to the recommended vendor(s), advising of the expected award date.

T. Notice of Intent to Award

Prior to approval of the award by the Board, the Administration will issue a written Notice of Intent to Award and send copies to all unsuccessful vendors. The scores and placement of vendors will not be part of the notice. A tabulation of all vendors' names and addresses submitting proposals will be available upon request from the RFP contact person.

U. Debriefing

Vendors who submitted an unsuccessful proposal may request a meeting for debriefing and discussion of their proposals after receiving a Notice of Intent to Award letter. The request must be in writing addressed to the RFP contact. The debriefing is not to be seen as an opportunity to challenge the decision, nor will it include any comparisons of the vendor's unsuccessful proposal with any other vendor's proposals. The Board will attempt to respond to questions and concerns in this debriefing.

V. Protests

A vendor may protest the recommendation of award of a contract by filing in writing to the RFP contact person, as outlined in the Notice of Intent to Award letter. The protest letter shall include the following information:

1. Name, address and telephone number of the protester;
2. The signature of the protester;
3. Identification of the contract at issue;
4. A detailed statement of the legal and factual grounds of the protest;
5. The form of relief requested.

W. Contracting Requirements

The successful vendor shall, upon notification of award, be required to enter into a contract with the Board and must comply with the contract terms and conditions defined herein. If the vendor is unwilling to agree to a proposed clause or term, then your cover letter must reference an appendix which identifies these clauses in dispute and should:

- a. Suggest a specific alternative term, clause or approach;
- b. Provide an explanation of your reasons.

X. Contract Processing

The Board's Administrative Counsel shall prepare the contract required by this RFP specification. This contract shall be fully responsive to the requirements defined in these RFP specifications.

Y. Proposal as Part of the Contract

Part or the entire successful proposal may be incorporated into the contract.

Z. Commencement of Contract Performance

In order to protect the interests of the Board, a contract must be approved by the Board at a regularly scheduled Board meeting after which it must be executed by the Health Commissioner and approved by Administrative Counsel before the goods or services as set forth in this RFP specification can be provided.

SECTION IX - CONTRACT INFORMATION

A. Terms and Conditions

The following terms and conditions shall apply to the contract between the contractor and the Board:

1. The contract shall be subject to interpretation under the laws of the State of Ohio, and subject to the review of the Board's Administrative Counsel as to legal form and correctness.
2. The successful contractor shall agree to indemnify and save the Board harmless from suits or actions of every nature and description brought against it, for or on account of any injuries or damages received or sustained by a party or parties or from any act of the contractor, his servants or agents.
3. The Board shall not assume responsibility for the payment of any personal property taxes for any materials not owned by the Board, nor shall the Board pay any insurance premiums for any coverage of any property not owned by the Board. No conditions shall alter this statement.

4. The Board is a tax-exempt No. 29 political subdivision of the State of Ohio (Federal Tax ID No. 34-6000817). Necessary tax exemption blanks will be furnished to the contractor when the contract is signed.

5. Acceptance of performance is a condition of the contract. It shall be understood and agreed that an agent for the Board shall determine finally the satisfactory quality of the services and/or materials furnished under the contract. Failure to meet performance requirements is a reason for termination of the contract, and the contractor shall be liable to the Board for any excess cost and/or expenses incurred by the Board thereafter.

6. In the event that the contract is terminated by the Board, advance written notice shall be given to the contractor as provided in contract. The contractor shall provide all services and/or materials required by the contract and the specifications to the date of termination. Under no circumstances shall the Board be responsible for any type of penalty payment upon the cancellation of the contract. The contractor, however, shall be paid for all services and/or materials provided to the date of termination.

7. Anti-discrimination: The contractor agrees that in the employment of labor, skilled or unskilled, under this contract, there shall be no discrimination exercised against any person because of race, religion, national origin, sex, ancestry, age, disability, sexual orientation, or veteran status, and that violation thereof shall be deemed a material breach of said contract.

8. Social Security Act: The contractor shall be and remain an independent contractor with respect to all services performed hereunder and agrees to and does hereby accept full and exclusive liability for payment of any and all contributions or taxes for social security, unemployment insurance, or old age retirement benefits, pensions, or annuities now or hereafter imposed under any Local, State or Federal Law which are measured by the wages, salaries, or other remuneration paid to persons employed by the contractor for work performed under the terms of this contract and further agrees to obey all lawful rules and regulations and to meet all lawful requirements which are now or hereafter may be issued or promulgated under said respective laws by and duly authorized State or Federal officials; and said contractor also agrees to indemnify and save harmless the Board from such contributions or taxes or liability.

9. Labor and Material: The contractor shall well, truly and promptly pay or satisfy the just and equitable claims of all persons who have performed labor or furnished materials or equipment for said contractor in the execution of this contract, and all bills, costs or claims of whatever kind which might in law or equity become a lien upon said work.

10. Assignment: The contractor shall not assign, transfer, convey or otherwise dispose of this contract, or his right to execute it, or his right, title or interest in or to it or any part thereof, or assign, by power of attorney or otherwise, any of the monies due or to become due under this contract without approval of the Board.

11. Ownership of Contract Products: All products produced in response to the contract will be the sole property of the Board.

12. If applicable, the successful Respondent will comply with the provisions of the Ohio Revised Code (4115.03 through 4115.16) requiring the payment of prevailing wage. Information on

prevailing wage may be obtained from the Prevailing Wage Coordinator of Cuyahoga County, 1642 Lakeside Ave., Cleveland, Ohio 44113, (216) 443-5530. Not listed in contract terms must update new address

13. Respondent's Warranty against an Unresolved Finding for Recovery: Ohio Revised Code Section 9.24 prohibits the award of a contract to any Respondent against whom the Auditor of State has issued a finding for recovery, if the finding for recovery is "unresolved" at the time of the award. By submitting a bid, the bidder warrants that it is not now, and will not become subject to an "unresolved" finding for recovery under Ohio Revised Code Section 9.24, prior to the award of any contract arising out of this RFP, without notifying the Board of such finding.

14. Suspension and Debarments: The Board will not award contracts for services funded in whole or part with Federal funds, to an entity who has been suspended or debarred from doing business or who appears on the Federal Excluded Parties Listing System at www.sam.gov/.

15. Criminal Background Checks (If applicable): Prior to entering into a contract with the Board the successful Respondent shall conduct background checks on all applicants for employment in direct service positions in accordance with applicable requirements so as to not knowingly employ staff who have been convicted or plead guilty to any of the crimes specified in ORC 3319.39(B) or other section of the ORC applicable to the Agency. Failure to conduct such background checks may result in termination of this contract.

16. Disbursement of Funds: The Board shall make payments to the contractor on a reimbursement basis based on actual, reasonable and necessary costs in the contractor's Board-approved budget. The contractor shall submit invoices supported by such documentation as requested by the Board. The contractor may be required to provide the Board with copies of time sheets, receipts or contracts as validation of expenditures when submitting requests for payment.

17. Confidential Information: During the term of this contract, confidential information shall be held by the contractor in the strictest confidence and shall not, without the prior written consent of the Board, be disclosed to any person other than in connection with contractor's assigned projects and activities hereunder. All of the documents and information transmitted and communicated to the contractor shall be considered as sensitive material and shall be held in the strictest confidence by the contractor. Upon termination of contractor's engagement or at any time at the request of Board, or its designees, the contractor shall promptly return or destroy all confidential information in the possession or under the control of contractor and shall not retain any copies or other reproductions or extracts thereof. Nothing contained herein shall be construed as granting or conferring any rights by license or otherwise in any confidential information.

18. Books and Records: Funded agencies will be expected to keep records of their activities related to the RW Act funded projects and services to permit the Board, the federal funding source, or their agents access to those records, including fiscal, medical and client records, where appropriate and with respect for client rights to privacy and confidentiality.

19. Payment: Payment for contracted services will be made on a line-item reimbursement and performance basis based on monthly invoices and compliance with reporting requirements. This is a cost reimbursement grant.

20. Projections and Revisions: Funded agencies will be held accountable for meeting their programmatic projections or, when fitting, for revising projections with the Board. Failure to make progress as projected or to revise projections in conjunction with the Board staff will jeopardize the funded agency's current and/or future RW funding. Corrective action may include contract amendment or termination of contract.

21. Amendments: Contracts may need to be amended from time to time throughout the funding cycle based on program performance, and other contracted requirements.

22. Service Funding: All funding must be used exclusively for the allowable costs associated with a Part A service. In addition, agencies are prohibited from receiving or using any additional funding for any costs directly associated with the same services funded by any Part A contract.

23. Change in Services: If awarded a contract, providers will be reimbursed for defined services delivered to eligible consumers as outlined in the service contract. Any change of staffing, service location, or service protocols is not permitted without the written consent of the Board. Any such change in service delivery is not eligible for reimbursement and may result in termination of the service contract.

24. Reporting: All funded providers and programs will be required to collect and report data reports to the grantee. This report may include program, quality, and fiscal data. The format in which these reports will be submitted will be determined by the grantee and/or HRSA. Completion and submission of these reports must be in compliance with the guidance of the reports.

B. Required Contract Documents

In addition to the contract agreement furnished by the Board, the successful contractor shall provide the following documents within fourteen (14) calendar days of the RFP award date. Failure to provide these documents within this time frame may result in a rescission of the award.

1. Signature Authorization
2. Worker's Compensation Certificate (if required)
3. Certificates of Insurance (if required)
4. Letter of Indemnification in Lieu of Worker's Compensation Certificate and/or Certificate of Insurance
5. IRS Form W-9: Request for Taxpayer ID and Certification
6. Certification of Personal Property Tax

7. Suspension and Debarment
8. Warranty against Unresolved Finding for Recovery

These documents are described in the following paragraphs.

C. Signature Authorization

The contractor shall provide one of the following signature authorizations:

- a. For a corporation, including but not limited to non-profit organizations, a notarized certificate of power of attorney authorizing the individual's signature to bind the entity or a notarized certificate of corporate resolution authorizing the signature of the document.
- b. For the sole owner, a notarized statement indicating that the individual is the sole owner and is authorized to sign for and bind the company.
- c. For a partnership, a certificate of partnership agreement showing the names and address of all partners and authorizing the signatures to bind the partnership.

D. Worker's Compensation Certificate

A Worker's Compensation Certificate is required from corporations and partnerships with employees. Sole proprietors and individual contractors are not required to submit this document.

The contractor shall provide a Certificate of Premium Payment for Ohio State Worker's Compensation Insurance, or equivalent Worker's Compensation Insurance or letter of indemnification in lieu thereof. This document shall be current for the entire period of the contract.

E. Certificate of Insurance

During the full term of the contractual agreement, the contractor shall have in effect and maintain such insurance as defined herein. Where applicable, to be determined by the Board's Administrative Counsel, the applicable insurance shall name the Board and its employees as a co-insured or additional insured.

This insurance shall protect the contractor, the Board and its employees and any subcontractor performing work covered by the contractual agreement against: 1) general auto liability claims; 2) professional liability claims; 3) personal injury claims; 4) accidental death claims; 5) property damage claims; 6) economic loss claims; 7) general liability claims; and such other types of claims including but not limited to D&O, employee dishonesty, workers compensation claims which may arise from operations under the contractual agreement whether such operations be by the contractor or by any subcontractor or by anyone directly or indirectly employed by either of them.

An exact copy of such insurance policy or policies and any declarations pages shall be made available to the contracting authority for review at or before the time of execution of the contract. Such insurance shall include coverages for general liability, professional liability (where deemed necessary), workers compensation, D&O coverage and employee dishonesty (if deemed applicable) in such reasonable and adequate amounts as shall be determined by the Administrative Counsel at the time of negotiation of the contract.

F. Letter of Indemnification in Lieu of Worker's Compensation Certificate and/or Certificate of Insurance (if either document is required above)

If the contractor cannot provide a workers compensation certificate and/or certificate of insurance as requested, the contractor must, at the time of submission of the RFP, substitute a letter of indemnification for a worker's compensation certificate and/or certificate of insurance.

Only in those circumstances where the contractor verifies being self-insured by means of documentation will the Board consider the substitution of a letter of indemnification for a worker's compensation certificate and/or certificate of insurance. Such documentation, together with the letter of indemnification, must be submitted with the RFP proposal. Such a request will not be considered after the contract has been awarded.

G. Performance bond

If applicable, a Performance Bond or certified check, made payable to the Board, in a sum equal to 100% of the total contractual award shall be provided by the contractor should the total amount of the contractual award be in excess of \$25,000.

Such bond or check shall be conditional on the faithful performance of the work in accordance with the specifications, and shall remain in the possession of the Board for the term of the contract and material warranties, whichever is concluded last. Such bond or check shall also indemnify the Board, Ohio, against such damages as may be suffered by failure to perform such contract according to the provisions thereof and in accordance with the specifications. If a bond is submitted, it shall be executed by a surety company authorized to do business in the State of Ohio. The bond shall be notarized with the corporate seal and the bonding company seal. Accompanying the bond shall be:

A. A certified power of attorney for the agent to sign the bond.

B. A certificate of compliance for the bonding company for the State of Ohio, Department of Insurance.

If the contractor fails to satisfactorily perform the contract, the bonding company which provided the performance bond will be required to obtain timely performance of the contract.

H. Liquidated Damages

If applicable, liquidated damages shall be assessed in the amount of \$800.00 per calendar day for each and every day that the Contractor fails to meet the agreed upon deadline requirements for deliverables under the negotiated contract.

I. Letter of Credit in Lieu of Performance Bond/Certified Check

If a performance bond is required, the following will be in effect:

If the contractor cannot provide a performance bond or a certified check in the amount requested, the contractor must, at the time of entering into a contract, substitute a letter of credit for a performance bond or certified check.

Only in those circumstances where the contractor verifies by documentation from insurance and/or bonding companies that a performance bond is not available because of the new, unusual or unique nature of the product or the service being purchased will the County consider the substitution of a letter of credit for the performance bond or certified check requirement. Such documentation, together with the letter of credit in the amount requested for the performance bond, must be submitted during the writing of the contract with the successful contractor.

J. IRS Form W-9: Request for Taxpayer Identification Number and Certification

An Internal Revenue Service Form W-9 (Request for Taxpayer Identification Number and Certification) is required to be completed by the contractor, prior to the execution of the contract with the Board.

K. Certification of Personal Property Tax

A Certificate of Compliance with Section 5719.042 of the Ohio Revised Code, which requires a certification of delinquent personal property tax by the contractor prior to the execution of the contract of a political subdivision, must be completed.

L. Suspension and Debarment

The Board will not award a contract for services funded in whole or part with Federal funds, to an entity who has been suspended or debarred from doing business or who appears on the Federal Excluded Parties Listing System at www.sam.gov/.

M. Warranty against Unresolved Finding for Recovery

Ohio Revised Code Section 9.24 prohibits the award of a contract to any Respondent against whom the Auditor of State has issued a finding for recovery, if the finding for recovery is “unresolved” at the time of the award. By submitting a bid, the bidder warrants that it is not now, and will not become subject to an “unresolved” finding for recovery under Ohio Revised Code Section 9.24, prior to the award of any contract arising out of this RFP, without notifying the Board of such finding.

APPENDIX 1

SCOPE OF SERVICES

Scope of Work

The scope of work may include the following:

1. Market Research

Conduct market research with women in the Northeast Region (aged 21-64) to inform a social marketing campaign. Specific research questions should include (but are not limited to):

- a. Gain a better understanding of the targeted population's awareness of, attitudes towards and behavior in relation to obtaining recommended breast and cervical screening services.
- b. Identify barriers and motivators to understanding and obtaining cancer screening services.
- c. Determine what the target population need and want with regard to breast and cervical cancer screening, education, prevention (through HPV vaccination) and early detection.
- d. Identify most effective messaging, messengers and media channels to reach and motivate all women to obtain vital breast and cervical cancer screening services.
- e. Utilize Market Research data to develop a communication and marketing strategy /plan for the CCBH's Breast and Cervical Cancer Project Northeast Region.

2. Marketing and Advertising Plan

Development of an evidence based social and small media marketing campaign to increase breast and cervical screening rates in the Northeast Region (18 counties) that may include:

- a. Overall message Development.
 - i. Messaging should be inclusive of all women regardless of gender, sexual orientation, socioeconomic status and race/ethnicity.
- b. Develop a brand platform for our Breast and Cervical Cancer Project messaging using evidence bases practices. An example can be found here: The Guide to Community Preventative Services, www.thecommunityguide.org.
- c. Provide graphic design, and content development for digital, video, print, and collateral material, as requested.
- d. Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; branded material development; media planning; and scheduling and purchasing of advertising. Advertising channels can include print, digital, and radio (no television unless it is cable for an event).
- e. Provide website, text messaging, service and /or smartphone application design, development, and content services that will readily link users to real times accessible resources and credible health information; based on Market Research data. An example can be found here: CDC, <http://www.cdc.gov/>; American Cancer Society, <http://www.cancer.org>; Ohio Department of Health, <http://www.odh.gov>; U.S. Preventative Services Task Force, <http://www.uspreventiveservicestaskforce.org/Cancer>.

- f. Provide a plan to increase the timely dissemination and potential impact of health information and empower women to make healthier decisions about screening.
 - i. Personalize and reinforce health messages that can be more easily tailored or targeted to appropriate audiences. An example can be found here: Breast Cancer Awareness Social Media Toolkit October 2014, (GW Cancer Institute).
- g. Testing and any necessary revisions of campaign materials before finalization.
- h. Provide social media strategy development, content, and execution, as needed.

3. Initial Implementation of marketing and advertising campaign and /or tools

Implementation of finalized social marketing campaign

- a. Strategic implementation of finalized advertising campaign and /or tools (refer to item #2).

4. Ongoing Management

- a. Ongoing management of the social marketing campaign, including:
 - i. Day-to-day campaign management
 - ii. Budgeting, contracting, and management of any subcontractors, including media outlets
 - iii. Ongoing analysis, redesign, and creation of materials if needed.
- b. Collaboration with CCBH staff and ODH Program Consultant to evaluate the campaign's effectiveness and make any necessary adjustments to maintain or increase effectiveness.
- c. Provide market strategy and market research consulting, as needed.
- d. Provide media planning and management, as needed.
- e. Track social media platform usage and traffic.

APPENDIX 2

VENDOR'S REFERENCE SHEET

INSTRUCTIONS:

List a minimum of three (3) organizations to whom you have provided like services to that being requested in the specification. Provide all data requested below for each reference listed. Use additional sheets if desired.

ORGANIZATION'S NAME:	CONTACT PERSON'S NAME:
ORGANIZATION'S FULL ADDRESS:	CONTACT PERSON'S TELEPHONE NUMBER: DATE SERVICE(S) PROVIDED:
SPECIFY THE SERVICES PROVIDED:	
ORGANIZATION'S NAME:	CONTACT PERSON'S NAME:
ORGANIZATION'S FULL ADDRESS:	CONTACT PERSON'S TELEPHONE NUMBER: DATE SERVICE(S) PROVIDED:
SPECIFY THE SERVICES PROVIDED:	
ORGANIZATION'S NAME:	CONTACT PERSON'S NAME:
ORGANIZATION'S FULL ADDRESS:	CONTACT PERSON'S TELEPHONE NUMBER: DATE SERVICE(S) PROVIDED:
SPECIFY THE SERVICES PROVIDED:	

APPENDIX 3

NON-COLLUSION AFFIDAVIT

* THIS AFFIDAVIT MUST BE EXECUTED FOR THIS BID TO BE CONSIDERED

STATE OF OHIO)
) SS.
COUNTY OF CUYAHOGA)

_____ being first duly sworn, deposes and says that he/she is _____ of the party making the foregoing proposal: that such proposal is genuine and not collusive or sham: that said Respondent has not colluded, conspired, connived or agreed, directly or indirectly, with any contractor or person to put in a sham proposal, or that such other person shall refrain from bidding and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person, to fix the price of affiant or any other contractor, or to fix any overhead, profit or cost element of said price, or of that of any other contractor, or to secure any advantage against the Cuyahoga County Board of Health or any other persons interested in the proposed contract; and that all statements contained in said proposal are true; and further that all statements contained in said proposal are true; and further that such contractor has not, directly or indirectly submitted this proposal, or contents thereof, or divulged information relative thereto to any association or to any member or agent thereof.

AFFIANT

Sworn to and subscribed before me this _____ day of _____ 2016.

NOTARY PUBLIC

APPENDIX 4

CERTIFICATION OF COMPLIANCE WITH SECTION 3517.13 OF THE O.R.C. RFP #2016-03

CONTRACTS AWARDED TO INDIVIDUAL, PARTNERSHIP, OTHER UNINCORPORATED BUSINESS, ASSOCIATION (INCLUDING A PROFESSIONAL ASSOCIATION ORGANIZED UNDER CHAPTER 1785), ESTATE, OR TRUST MUST CONTAIN THE FOLLOWING CERTIFICATION:

Any contract for goods or services costing more than five hundred dollars must contain a certification by the contracting entity (vendor) that all of the following persons are in compliance with 3517.13(1)(1), limiting campaign contributions to the holder of the public office having the ultimate responsibility for the award of the contract:

- THE INDIVIDUAL
- EACH PARTNER OR OWNER OF THE PARTNERSHIP OR UNINCORPORATED BUSINESS
- EACH SHAREHOLDER OF THE ASSOCIATION
- EACH ADMINISTRATOR OF THE ESTATE
- EACH EXECUTOR OF THE ESTATE
- EACH TRUSTEE OF THE TRUST
- EACH SPOUSE OF ANY OF THE PRECEDING PERSONS
- EACH CHILD SEVEN YEARS TO SEVENTEEN YEARS OF AGE OF ANY OF THE PRECEDING PERSONS
- ANY COMBINATION OF THE PERSONS LISTED ABOVE

CONTRACTS AWARDED TO A CORPORATION OR BUSINESS TRUST (EXCEPT A PROFESSIONAL ASSOCIATION ORGANIZED UNDER CHAPTER 1785) MUST CONTAIN THE FOLLOWING CERTIFICATION:

Any contract for goods or services costing more than five hundred dollars must contain a certification by the contracting entity (vendor) that all of the following persons are in compliance with 3517.13(J)(1), limiting campaign contributions to the holder of the public office having the ultimate responsibility for the award of the contract:

- EACH OWNER OF MORE THAN TWENTY PER CENT OF THE CORPORATION OR BUSINESS TRUST
- EACH SPOUSE OF AN OWNER OF MORE THAN TWENTY PER CENT OF THE CORPORATION OR BUSINESS TRUST
- EACH CHILD SEVEN YEARS TO SEVENTEEN YEARS OF AGE OF AN OWNER OF MORE THAN TWENTY PER CENT OF THE CORPORATION OR BUSINESS TRUST
- ANY COMBINATION OF THE PERSONS LISTED ABOVE

It is hereby certified that all of the persons listed above are in compliance with section 3517.13(1)(1) or 3517.13(J)(1) of the Ohio Revised Code.

IF CONTRACTING ENTITY IS A NONPROFIT CORPORATION ESTABLISHED UNDER ORC CHAPTER 1702, THE UNDERSIGNED CERTIFIES THAT SECTIONS 3517.13(1)(1) AND 3517.13(J)(1) ARE NOT APPLICABLE TO THE CONTRACTING ENTITY.

PRINTED NAME

TITLE

SIGNATURE

DATE

APPENDIX 5

SAMPLE PROPOSAL COVER PAGE

(Use this as the format for preparing the proposal Cover Page)

RFP #2016-03

**PROPOSAL FOR
Breast and Cervical Cancer Project Media and Social
Marketing Plan**

**Agency Name
Agency Street Address
Agency City, State, Zip Code**

CEO/Executive Director: _____

Board President: _____

Individual who will sign contract: _____

Agency EIN: _____

Agency accounting basis: _____

Proposal Contact: _____

Phone Number: _____

E-Mail Address: _____

TOTAL PROJECT COST \$ _____

APPENDIX 6

RFP EVALUATION FORM

Agency: _____ **Service:** _____

Reviewer: _____ **Total Score:** _____

CRITERIA	POINT VALUE	SCORE	REVIEWER COMMENTS
1. Cover Letter and Introduction-Executive Summary <ul style="list-style-type: none">◆ Is there a concise description of the vendor;◆ Is there a concise description of the proposed service;◆ Does the agency have experience with this service and/or population;◆ Does proposal identify target population to be served, number served, and total budget;◆ Does the proposal provide an overview of the vendors' unique approach to providing services?	5		

<p>2. Project Narrative</p> <ul style="list-style-type: none"> ◆ Conveys understanding of purpose and scope of this project. ◆ Does agency have history of providing marketing strategies to this population? ◆ Does agency have knowledge of issues related to health disparities? ◆ Demonstrates ability to meet each of the scope of services outlined in Appendix 1; ◆ Can agency demonstrate experience with and proven effectiveness with similar projects and/ or similar to the population proposed? ◆ Does the proposal describe strategies to address the target population? ◆ Does proposed program description meet, in full or in part, the service requests of the RFP? ◆ Provides potential risks/problems and solutions to avoid or minimize them. 	<p>25</p>		
<p>3. Methodology</p> <ul style="list-style-type: none"> ◆ A timeline documenting the products or services to be delivered; ◆ A description of the work plan and or detailed tasks to be undertaken; ◆ Describes methodology to carry out project and the reason for selecting this methodology; ◆ Provides plan to evaluate process; 	<p>15</p>		

<p>4. Project Management</p> <ul style="list-style-type: none"> ◆ Describes method(s) for managing the project; ◆ Provides organizational structure for managing the project; ◆ Describes method(s) for reporting project status updates; ◆ Describe approach for controlling the project; ◆ Can agency demonstrate appropriate record keeping, reporting, invoicing and well maintained data? ◆ Describes how project staffing will interface with agency staff. 	20		
<p>5. Pricing</p> <ul style="list-style-type: none"> ◆ Is budget data complete and accurate? ◆ Is cost reasonable for services being provided? ◆ Are actual costs (i.e. not estimates) with detailed breakdown provided? ◆ Do staffing patterns match services proposed? ◆ Authorized individual to make contractual obligations must sign the pricing document. 	15		
<p>6. Additional Documentation</p> <ul style="list-style-type: none"> ◆ Provides qualifications; ◆ Provides four project references ◆ Provides three vendor references ◆ Is there evidence of proved success via outcomes/data; ◆ Does agency have written policies on customer service, client rights, grievance procedures, quality management and outcomes; 	20		

◆ Provides Conflict of Interest Statement			
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