

**City of Columbus  
Columbus Public Health  
Healthy Children and Safe Homes by 2040 Public Awareness Campaign Request for  
Proposals**

**1.0 SCOPE AND CLASSIFICATION**

- 1.1 **Scope:** The City of Columbus, Columbus Public Health (CPH) is seeking proposals to establish a contract for the purchase of media and advertising services in target zip codes in the greater Columbus area.
- 1.2 **Classification:** The contract resulting from this bid proposal will provide for the strategy, plan, purchase and placement of media and advertising services. Winning bidder will provide a comprehensive media strategy, plan, timeline and specs to implement the approved plan. CPH will provide creative assets to vendor for placement. Bidders are required to show experience in providing this type of service as detailed in these specifications.
  - 1.2.1 **Bidder Experience:** The offeror must submit an outline of its experience and work history in these types service for the past five years. (Competency)
  - 1.2.2 **Bidder References:** The offeror shall have documented proven successful contract(s) from customer(s) that the offeror supports that are similar in scope, complexity, and cost to the requirements of this specification. (Past Performance)
- 1.3 **Program Narrative and Description:** Columbus Public Health has designated **\$28,000** for media and advertising services to: promote and increase lead screenings of children in targeted high risk neighborhoods; promote professional lead remediation training for licensed contractors, reducing the number of lead exposed children in support of the Healthy Children and Safe Homes' goal of zero lead poisoned children by 2040. CPH is requesting proposals from qualified vendors to provide advertising services according to the specification requirements herein.
- 1.4 For additional information concerning this bid, including procedures on how to submit a proposal, you must go to the City of Columbus Vendor Services web site at <http://vendors.columbus.gov/sites/public> and view this bid number.

**2.0 APPLICABLE PUBLICATIONS AND STANDARDS**

N/A-section is intentionally left blank

**3.0 REQUIREMENTS**

**3.1 General Information:**

- 3.1.1 **Term:** From execution of the contract through 12/31/2024.
- 3.1.2 **Pricing:** Bidders are to bid firm or fixed prices for the term of the contract.
- 3.2 **Bidder Requirements:** The City will use the requirements of this section to determine if each bidder meets the minimum standards to be considered a responsible bidder. **Please attach** Reference pages and attach any supplemental pages as may be necessary to meet these requirements. **For instructions on how to attach a document to your bid, go to page 15 of the Vendor Services User Guide.**

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3.2.1 **Experience Required:** Documentation shall include (at a minimum) information meeting the following criteria.

3.2.1.1 **Service Capabilities:** Offerors must document and submit in a letter attached to the bid, their capability of providing the service specified herein.

3.2.2 **References:** The offeror shall have documented proven successful contracts from customers that the offeror supports that are similar in scope, complexity and cost to the requirements of this specification.

3.2.2.1 **Contact Information Required:** The reference contact information shall include the customer's name, customer e-mail address, street address, telephone number, fax number, contact name and service purchase date.

3.2.2.2 **Service Information:** A description of the service provided.

3.2.3 **Subcontractor Information Required:** If subcontractor(s) are to be used, please list names, addresses, telephone numbers and a contact person for each subcontractor. All subcontracts must have valid contract compliance certification.

3.2.3.1 **Subcontractor Contact:** Should the offeror use subcontractors, the City shall use the offeror as the primary contact point.

3.3 **Service Requirement Specifications:**

3.3.1 Target Audience: Parents and caregivers of children under 6 in targeted zip codes. Licensed contractors in the City of Columbus.

3.3.2 Coverage Area: Linden: 43211 & 43224  
Near East/Livingston: 43203, 43205, 43206  
South: 43207

3.3.4 Bidder must clearly outline in the proposal a plan for each tactic that will be utilized and the estimated amounts. The bidder must clearly define unit costs associated with each form of advertisement. The breadth and reach of proposed advertisements will be considered to determine the best bidder for award.

**4.0 SAMPLING, INSPECTION AND TEST PROCEDURES**

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**5.0 ORDERING, DELIVERY and INVOICING**

5.1 **Ordering Procedure:** A written purchase order will be established and authorized by the Commissioner of Columbus Public Health. The Purchase Order will reflect the maximum obligation of funds payable to the contractor for the successful completion of services.

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- 5.2 **Delivery of Services:** The contractor will provide services for the term outlined in the requirements of these specifications.
- 5.3 **Invoicing:** Each invoice shall show the City Purchase Order number, a brief description identifying the service, the price and total amount. The total invoiced amount must not exceed the purchase order amount in accordance with the bid proposal. All Invoices should be mailed to the following address to ensure proper payment:

City of Columbus  
Columbus Public Health  
Attn: Kelli Dodd  
240 Parsons Avenue  
Columbus, Ohio 43215

6.0 **NOTES**

- 6.1 **Online Bidding Instructions:** Bidders are requested to quote firm or fixed prices on the corresponding line item(s) only.
  - 6.1.1 **Line Items:** The maximum funds for the advertising services and the total amount due to the City shall not exceed \$28,000.00. The bidder should include the total cost of the proposal on the line item.
  - 6.1.2 **Attachments:** For instruction on attaching documents to online quotes, please see page 15 of the "City of Columbus Vendor Services User Guide", made available through the Vendor Portal. **\*\*Proposals must be attached electronically. Any bid not accompanied by a detailed proposal will not be considered.\*\***

6.3 **Proposed Timeline:**

Activity:	Dates:
Publish RFQ	6.26.2024
Deadline for submission of questions	7.02.2024
Deadline for submission of proposals	7.08.2024
Committee evaluation of proposals	7.19.2024
Proposal selection and award notification	7.19.2024
Contract Execution	7.31.2024
Contract Term Begins	8.01.2024
Contract Term Ends	12.31.2024

6.4 **Evaluation Criteria: 100 Point Scale**

- 6.4.1 **Competency:** The ability of the bidder to provide qualified personnel to perform the required services as indicated by experience, training, education or certification. The bidder shall provide the résumés, curriculum vitae, or other documentation describing the expertise and qualifications of the persons who the bidder will assign to this project. (20 points)
- 6.4.2 **Past Performance:** The bidder must demonstrate successful completion of similar projects, preferably with other public entities. The bidder must provide examples of various media advertisements and outcomes from previous projects as well as at least one reference (preferably three references) that Columbus Public Health may contact

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regarding the work performance of the bidder. (20 points)

6.4.3 **Quality and Feasibility:** The bidder must provide an outline or narrative description of its plan and timeline to complete the advertising campaign to successfully promote messaging the target audience provided in the listed scope of services. This plan should include an overview of the steps to complete the campaign, the estimated number of ads, timeline and locations, estimated exposure on social media and reporting metrics for success, and any information needed from Columbus Public Health not included in these specifications to initiate the project, any typical or expected barriers, difficulties, or delays with these types of projects and a general description of the bidder's means to overcome such. (30 points)

6.4.4 **Cost and Price:** The total cost and price of the project cannot exceed \$28,000. The bidder must include the unit costs for services offered in the proposal. The pricing offered in the proposal will remain firm and fixed for the scope of services offered for the entire duration of the contract. (30 Points)

6.5 **Insurance Requirements and Workers Compensation:** Successful bidder is required to provide the following before final execution of the contract:

6.5.1 **Liability Insurance:** The contractor shall take out and maintain during the life of the contract, such Public Liability (bodily injury and property damage) Insurance as shall protect him from claims from damages for personal injury, including accidental death, as well as from claims for property damage which may arise from operations under the contract, whether such operation be by himself or any subcontractor or by anyone directly or indirectly employed by either of them. Such insurance policy shall include the city as named insured. The Contractor shall maintain coverage of the types and in the amounts specified below. Submitting a certificate of insurance shall evidence proof of such insurance coverage. A contractor's "umbrella" type policy with limits specified below may be submitted for this requirement, with the City as named insured.

The amount of such insurance shall be as follows:

Bodily Injury Liability

Each Person . . . . . \$ 500,000.00

Each Accident . . . . . \$ 1,000,000.00

Property Damage Liability

Each Person . . . . . \$ 500,000.00

All Accidents . . . . . \$ 1,000,000.00

Such insurance shall remain in full force and effect during the life of the contract. Insurance may not be changed or cancelled unless the insured and the City are notified in writing not less than thirty days prior to such change or cancellation. If any part of the contract is sublet, the Contractor is responsible for the part sublet being adequately covered by insurance herein above described.

Contractor assumes all risk of loss and damage to the equipment provided unless loss or damage occurs at the time the operator and equipment are being operated for the

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purpose designated by the city and such loss or damages is caused by an act of the city or its employee which constitutes gross negligence or wanton misconduct.

- 6.5.2 **Workers Compensation:** The successful contractor obtains and maintains during the life of this contract adequate worker's compensation insurance for all his employees employed at the site of the project and, in case any work is sublet, the contractor shall require the subcontractor similarly to provide worker's compensation insurance for the latter's employees, unless such employees are covered by the protection afforded by the contractor. The successful contractor shall furnish one copy of the worker's compensation certificate showing that the contractor has paid his industrial insurance premium.
- 6.6 **Vendor Question and Answers:** All vendor questions must be submitted electronically through the vendor services portal. Please see the user guide for instructions on submitting a question and viewing answers provided. All questions must be submitted by the due date detailed in the specifications.
- 6.7 **Notification and Award:** Columbus Public Health administrators will choose employees to form a scoring committee. The committee will score and determine a recommendation to award to the lowest, responsive, responsible and best bidder. The awarded vendor will be notified once the decision is made and will receive a formal written contract, including standard terms and conditions. The vendor will receive a confirmed purchase order once the contract is executed by both parties and authorized by Columbus Public Health's designated authority.