



Mid-Ohio Regional  
Planning Commission

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## MID-OHIO REGIONAL PLANNING COMMISSION REQUEST FOR QUOTES

**DATE OF ISSUE:** April 20, 2018

**DEADLINE:** May 7, 2018

### **BACKGROUND:**

The Central Ohio Commuter Challenge is a collaboration between MORPC and its transportation partners to help raise awareness about sustainable transportation options in Central Ohio. The challenge is open to all commuters traveling within MORPC's 15-county region. At its heart, the Challenge is a behavior change mechanism that incentivizes individuals to try a new mode of sustainable public transportation instead of traveling alone.

### **SCOPE OF SERVICES:**

MORPC and its transit partners are seeing a quote for a media campaign to help increase awareness and participation in our 2018 Central Ohio commuter challenges. The challenge will be held July 16 through July 27 and advertisement will begin on Monday, July 2, 2018

In being consistent with the 2017 challenge, we request our existing 30-second video and digital ads be incorporated into the media plan.

The challenge is open to all of MORPC's 15 counties, but a large focus is centered on commuting to downtown Columbus, zip code 43215.

### **DELIVERABLES:**

- On-line advertising on search engines, banner ads on mobile, video pre-roll and web sites and affiliates' programs
- Targeted email outreach
- Radio
- In-kind value opportunities

### **BUDGET:**

Range \$9,000 to \$10,000.

### **SUBMISSION INSTRUCTIONS:**

To be considered, submit a proposal with an itemized quote no later than May 7, 2018.

#### **Submit Quotes to:**

Mid-Ohio Regional Planning Commission  
Attn: Patty Olmsted, Senior Business Outreach Coordinator  
111 Liberty St. Suite 100  
Columbus, OH 43215  
[palmsted@morpc.org](mailto:palmsted@morpc.org)

**William Murdock, AICP**  
Executive Director

**Matt Greeson**  
Chair

**Rory McGuinness**  
Vice Chair

**Karen J. Angelou**  
Secretary

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. Working in cooperation with the Ohio Department of Transportation (ODOT), a zero percent (0%) disadvantaged business enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (USDOT). Respondents are strongly encouraged to meet or exceed this goal, and this section should include a description of how the contractor will do so. DBE firms must be certified by a USDOT-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.

**COMPLIANCE WITH U.S. DOT REGULATIONS**

The project will be funded from federal funds. Consequently, the selected firm must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies. The selected 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.