

City of Columbus

Solicitation Number: RFQ010961



Request for Proposals

Smart Columbus Mobility Marketing & Communications Support

Capital Improvement Project No: 530163-100025

Version Dated: November 26, 2018

Response:

December 17, 2018

1:00 PM Eastern Time

Submit Electronic Proposal Package to:

<https://columbus.bonfirehub.com/projects/>

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PROPOSAL SIGNATURE FORM

This page, signed by an officer of the offering firm or a designated agent empowered to bind that entity in a contract with Smart Columbus, should accompany each proposal submitted for consideration.

I, the undersigned, having carefully examined the Request for Proposals (RFP), propose to furnish services in accordance therewith as set forth in the attached proposal.

I hereby certify that, to the best of my knowledge, this submission is complete and all statements made therein are true and accurate.

I also affirm I am duly authorized to sign and submit this response on behalf of the Offeror named below.

I further acknowledge that by signing this form I am representing that, in the event this proposal is accepted, the Offeror is willing and able to execute a contract in the form shown in the RFP, with the understanding that the scope and compensation provisions will be negotiated and included in the final contract.

By my signature below, I attest that I have read, understand and agree to the terms, conditions and requirements set forth in the RFP, including, but not limited to: Smart Columbus' standard contract terms and conditions and any special terms and conditions incorporated in the solicitation documents.

Failure to sign and return this form may result in the rejection of the accompanying proposal.

OFFEROR INFORMATION:

OFFEROR (Company Name):

ADDRESS:

CITY, STATE, ZIP:

PHONE: _____ EMAIL: _____

AUTHORIZATION TO PROPOSE:

Signature (Manually signed in ink)

Date

Printed Name

Title

TERMS AND CONDITIONS FOR OFFEROR INFORMATION FOR OFFEROR

SUBMISSION OF PROPOSAL

Proposals must be submitted according to this proposal form.

ACCEPTANCE AND REJECTION

This proposal submitted by the Offeror to the City of Columbus will be accepted or rejected within a period of 180 days from proposal due date. The City reserves the right to waive technicalities, and to request new proposals (rebid) on the required material. Each invitation for Bids, Request for Statements of Qualifications, and Request for Proposals issued by the City shall state that the Bid or Request may be cancelled and that any bid or proposal may be rejected in whole or in part when it is for good cause and in the best interests of the City.

WITHDRAWAL OF PROPOSALS

Offerors may withdraw their proposals at any time prior to the time specified in the advertisement as the closing time for the receipt of proposals. However, no Offeror shall withdraw or cancel his/her proposal for a period of 180 calendar days after said advertised closing time for the receipt of proposals.

STATE EXECUTIVE ORDERS AND DIRECTIVES ON OFFSHORE OUTSOURCING

Offeror will comply with all applicable state executive orders or directives governing offshore outsourcing, including Ohio Executive Order 2011-12K, "Governing the Expenditure of Public Funds for Offshore Services (the "Outsourcing Orders").

APPLICABLE LAWS

The Revised Code of the State of Ohio, the Charter of the City of Columbus, and all City ordinances insofar as they apply to the laws of competitive bidding, contracts, and purchases, are made a part hereof.

CONTRACT

The consultant to whom an award is made will be required to execute a written contract with the City of Columbus, Ohio within seven days after receiving such contract for execution.

LIABILITY, INSURANCE, LICENSES AND PERMITS

Where Offerors are required to enter or go onto City of Columbus property to deliver materials or perform work or services as a result of bid award, the Offeror will assume full duty, obligation and expense of obtaining all necessary licenses, permits, and insurance when required. The Offeror shall be liable for any damages or loss to the City occasioned by negligence of the Offeror (or his agent) or any person the Offeror has designated in the completion of his contract as a result of his bid. Particular attention is directed to the statutory requirements of the State of Ohio relative to the licensing of corporation organized under the Laws of any other State.

TAXES

Federal and/or State Taxes are not to be included in prices quoted. The successful Offeror will be furnished an exemption certificate if needed.

CHANGES AND ADDENDA TO PROPOSAL DOCUMENTS

Questions as to the interpretation of the Request for Proposal shall be submitted in writing to the Office of Support Services at capitalprojects@columbus.gov. In order to receive consideration, questions must be received by the question cut-off date as indicated in the advertisement. Any interpretations of questions so raised, which in the opinion of the City or its representative require interpretations, will be issued by addenda posted on the City's Consultant Services web site. The City or its representative will not be bound by any oral interpretations which are not reduced to writing and included in the addenda.

CAMPAIGN CONTRIBUTIONS

Offeror hereby certifies the following: that it is familiar with Ohio Revised Code ("O.R.C.") Section 3517.13; that it is in compliance with Divisions (I) and (J) of that Section; that it is eligible for this contract under the law and will remain in compliance with O.R.C. Section 3517.13 for the duration of this contract and for one year thereafter.

IN THE EVENT OF A CONTRACT

An agreement which may result from this proposal shall not be modified or altered by any subsequent course of performance between parties or by additional terms contained in any subsequent documents unless said additional or differing terms

are incorporated by contract modification authorized to be entered into by ordinance.

REMEDIES

All claims, counterclaims, disputes and other matters in question between the City, its agents and employees, and the Offeror arising out of or relating to this agreement or its breach will be decided in a court of competent jurisdiction within the County of Franklin, State of Ohio. Terms and conditions, submitted with this proposal, which are contrary to City Code or Charter shall be disregarded for the purpose of any subsequent contract. The successful Offeror shall be notified as to which terms and conditions, if any, have been deleted.

CONTRACT COMPLIANCE

The City of Columbus encourages the participation of City certified minority, female, and veteran owned business enterprises*.

All Offerors shall identify all subconsultant(s) who will perform any type of contracting on this proposal(s). All Offerors shall include in their proposal response the anticipated scope of work and percentage of work that will be performed by all Sub-Consultant(s), along with their contract compliance number(s).

All Offerors, including subconsultants, who are party to a contract as defined in Columbus City Code 3901.01, must hold valid contract compliance certification numbers.

*While the participation and or partnering of City certified minority and female owned businesses is encouraged the level of minority and female participation will not be a condition of the bid award.

ADDITIONAL CONTRACT TERMS AND REQUIRED DOCUMENTS IN THE EVENT OF A CONTRACT

This section sets forth contract terms and the required contract documents that the successful Offeror must execute following the award of the contract by the contracting authority.

SAVE HARMLESS

The Offeror shall protect, indemnify and save the City harmless from and against any damage, cost, or liability, including reasonable attorneys' fees resulting from claim, by third parties for any or all injuries to persons or damage to property arising from the intentional, willful, or negligent acts or omissions of the Offeror, its officers, employees, agents, or Subconsultants in providing goods or services under the terms and conditions of this contract.

SAVE HARMLESS DISCLOSURE OF PROPRIETARY INFORMATION

The Offeror agrees to indemnify and hold harmless the City of Columbus, Ohio and its respective officials, employees and other agents and representatives, against loss, claim, liability in tort or by statute imposed, charge, cost or expense, including without limitation, attorneys' fees to the extent permitted; by law, which may be incurred in connection with, or in any manner of any damage or loss arising from disclosure of proprietary information.

CONFIDENTIAL INFORMATION

The director of the agency requesting proposals may choose to keep RFP information in confidence during the evaluation process and until the time a contract is executed. This information may include all proposal documentation, notes, including detailed prices, references, resumes, technical and cost information, etc. Thereafter, proposals and all submissions will become public information, as the City is subject to R.C. 149.43, the Public Records Act.

OFFEROR'S PROPRIETARY INFORMATION

The Consultant acknowledges that the City is subject to chapter R.C.149.43, the State of Ohio Public Records Law. The City agrees to keep any information confidential except as otherwise required to be disclosed by law including but not limited to the contract.

INDEPENDENT CONSULTANT STATUS

The Offeror shall perform its duties as an independent consultant and not as an employee. Neither the Offeror nor any agent or employee of the Offeror shall be or shall be deemed to be an agent or employee of the City of Columbus. The Offeror shall pay when due all required employment taxes and income tax on any monies paid pursuant to the contract. The Offeror shall acknowledge that the Offeror and its employees are not entitled to unemployment insurance benefits unless the Offeror or a third party provides such coverage and that the City does not apply for or otherwise provide such coverage. The Offeror shall have no authorization, express or implied, to bind the City to any agreements, liability, or understanding except as expressly set forth in the contract. The Offeror shall provide and keep in force worker's compensation (and show proof of such insurance) and unemployment compensation insurance in the amounts required by law, and shall be solely responsible for the acts of the Offeror, its employees and agents.

PROTECTION OF CITY'S CONFIDENTIAL INFORMATION

The Offeror shall acknowledge that some of the material and information which may come into its possession or knowledge in connection with the contract or its performance, may consist of confidential information, the disclosure of which to, or use by, third parties could be damaging. Therefore, access to information concerning individual recipients of the City's services to individual clients, among other items, shall not be granted except as authorized by law or agency rule. The Offeror shall agree to hold all such information in strictest confidence, not to make use thereof for other than the performance of the contract, to release it only to authorized employees or subconsultants requiring such information, and not to release or disclose it to any other party. The Offeror shall agree to release such information or material only to subconsultants who have signed a written agreement expressly prohibiting disclosure. The Offeror shall further agree to either destroy or return all such information at the end of the term of the contract.

This section does not impose any obligation on the Offeror if the information is: (1) publicly known at the time of disclosure; (2) already known to the receiving party at the time it is furnished to the Offeror; (3) furnished by the City to others without restrictions on its use or disclosure; or (4) independently developed by the receiving party without use of the proprietary information.

REQUEST FOR PROPOSALS

1. PROJECT INFORMATION

1.1 Project Name:

Smart Columbus Mobility Solutions Marketing & Communications Support

Capital Improvement Project No: 530163-100025

1.2 Project Overview:

The Smart Columbus Program Management Office (PMO) is seeking qualified integrated marketing communications agencies to submit proposals to develop and execute an innovative, data-driven, consumer-facing integrated marketing campaign that will shift consumer behavior from single car occupancy to multi-modal transportation through a new Multi-Modal Trip Planning Application/Common Payment System (MMTPA/CPS) and Smart Mobility Hubs (SMH). The intent is to select one such firm (the “Provider”) to deliver the scope of work contained in this Request for Proposals (“RFP”). However, the provider may be required to perform work on any of the other seven (7) projects in line with the scope outlined in Section 2.

Beating out 77 other cities, Columbus won the U.S. Department of Transportation’s Smart City Challenge, earning a coveted global platform to design the city of the future. Columbus received a total of \$50 million in the form of two grants: \$40 million from USDOT and \$10 million from the Paul G. Allen Philanthropies (the “Foundation”). This money provides the seed funding for Smart Columbus, a region-wide Smart City initiative co-led by the City of Columbus and Columbus Partnership. Columbus is acting as a laboratory for Intelligent Transportation Systems (ITS) and disseminating lessons learned and best practices to cities across the United States in an effort known as Smart Columbus. The goal of the Smart Columbus project is to connect people by creating opportunities for Columbus-area residents to better access jobs and services while improving the overall safety and efficiency of the transportation network. The City of Columbus, under the leadership of Mayor Andrew J. Ginther, is the lead recipient of the \$50 million, which will fund a portfolio of technology deployments, transportation pilots, and community education programs until March 2021.

The USDOT portfolio includes 9 projects (see Appendix A: USDOT Portfolio). The projects are grouped together by the following themes:

- Enabling Technologies: leveraging existing technologies in new ways,
- Enhanced Human Services: connecting people to jobs, opportunities and services through technology, and
- Emerging Technologies: cutting edge technologies like self-driving vehicles
 - Both Multi-Modal Trip Planning Application and Smart Mobility hubs fall under the enhanced human services theme.

The Multi-Modal Trip Planning Application aims to be a one-stop-shop to plan a travel itinerary based on user preferences such as fastest, cheapest, or greenest using different modes of transportation available along a route within central Ohio such as car-share, ride-share, bike-share, public transit, etc. The application will also include a Common Payment System that will allow travelers to pay once and the funds will be divided and delivered to the different mobility providers on the back end.

Project Goals: MMTPA/CPS

- Facilitate improved access to multi-modal trip planning information
- Increase usage of the available transportation services
- Increase ease of multi-modal trip planning
- Provide travelers with more convenient access to transportation service options
- Increase access to jobs and services
- Increase customer satisfaction of existing riders
- Increase first time trial of transportation services among new riders
- Expand access to mobility service for riders who do not have a credit or debit card

The service area for the Multi-Modal Trip Planning Application is the Central Ohio Transit Authority's service area (see Appendix B: COTA Service Area).

The Concept of Operations, a high level planning document that provides an overview of the system to be implemented from the viewpoint of each stakeholder, was published by Smart Columbus in August 2018. It frames the overall system, sets the technical course for the project, and serves as a bridge between early project motivations and the technical requirements. See Appendix C for the MMTPA/CPS ConOps.

Smart Mobility Hubs (SMH) aim to provide first mile/last mile connections from chosen areas of community focus (transit stops, libraries, community centers) that will provide improved mobility for those in the areas around the SMH. SMHs will include real-time information kiosks with Wi-Fi access points; USB charging points; embedded touch screen displays with access to Multi-Modal Trip Planning Application, emergency calling and other applications; and dynamic information displays. The SMH locations will also be multi-modal access points with access to bike-share providers, bike racks, car-share parking, designated ride-share pick-up/drop off points, etc.

Project Goals: SMH

- Increase the effectiveness of the existing transit options (COTA) by increasing available mobility modes, particularly for first/last mile situations, at HUBS locations, and
- Provide access to enhanced trip planning and payment options through use of the MMTPA/CPS at places where modes of transportation converge.

Six locations for the SMH have been selected and include:

- Columbus State Community College
- Linden Transit Center
- St. Stephen's Community House
- Columbus Public Library – Linden Branch
- Northern Lights Transit Center
- Easton Transit Center

To view the ConOps for Smart Mobility Hubs please see Appendix D.

2. SCOPE OF SERVICES

The intent of this RFP is to identify an agency to provide Smart Columbus with additional resources to develop and execute a marketing and communications campaign aimed at consumer adoption of a new multi-modal trip planning app and use of smart mobility hubs. The selected Provider shall be readily available to perform such tasks when requested. Services on request and detailed scopes for individual deployment projects will be developed as requested and work will be authorized as individual scopes are developed. The ability to complete projects in a short timeframe will be a critical point in the evaluation process. The Provider shall be expected to work on multiple projects concurrently. The Provider should refer to this description when preparing their proposal for understanding, schedule, and tasks defined.

The scope of services follows; however, the Provider is encouraged to augment the approach within its understanding of the project. The Provider shall provide a comprehensive plan for the execution of the campaign. The Provider will need to work closely with the MMTPA/CPS application vendor and integrate with the marketing services they provide. Scope of services may be expanded to support other projects within the USDOT portfolio. The provider may also assist with the development of Task G deliverables from Smart City grant (See Appendix E). The agency selected must execute marketing campaigns that deliver measurable results against the following:

2.1 Objective

Shift transportation habits of Central Ohioans from single occupancy car usage to multi-modal mobility options. Expand mobility access for Central Ohioans who lack access to a personal vehicle.

- 2.1.1 Create awareness of MMTPA and SMH
- 2.1.2 Drive downloads and trail of MMTPA
- 2.1.3 Drive foot traffic to SMHs
- 2.1.4 Drive new and repeat transactions within MMTPA
- 2.1.4 Drive usage of services at SMHs

2.2 Timelines

MMTPA/CPS:

- 2.2.1 July 2019 – January 2020: MMTPA demonstration begins
- 2.2.2 January 2020 – January 2021: CPS demonstration begins

SMH:

- 2.2.3 September 2019 – May 2020: SMH installation period
- 2.2.4 June 2020: SMH demonstration begins

2.3 Audiences

2.3.1 **MMTPA:**

Primary: Current COTA riders, current users of mobility services such as Lime, Uber, Lyft, Bird

Secondary: Technology early adopters, individuals not currently using transit who are receptive to shifting mobility patterns

2.3.2 **SMH:**

Linden and Easton-area residents and employees

2.4 Budget

Up to \$500,000 by January 2021, contingent upon approval from the USDOT. Budget includes all expenses and expenditures, including agency time, paid media, and out of pocket expenses. Budget approval will be based on campaign performance and continued strategic alignment of the campaign. The budget is specific to the SMH and MMTPA projects. Should additional work be requested, a new budget will be aligned with the work.

2.5 Key Performance Indicators

The suggested Key Performance Indicators follow; however, the Provider is encouraged to augment these measures based on understanding of the project and make suggestions on how to measure these KPIs. The Provider shall create benchmarks and track performance in a monthly report.

2.5.1 **Overall Campaign**

- Single occupancy car rates

2.5.2 **MMTPA/CPS**

- App downloads
- User retention (1 day, 7 days, 30 days)
- Active users (daily, monthly)
- Session length
- Number of completed trips

2.5.3 **SMH**

- Active users (daily, monthly)
- MMTPA usage at kiosk
- MMTPA user acquisition via kiosk

2.6 Basic Services Required

We welcome the strategic and creative input of the selected agency partner as to the most effective strategies and tactics for achieving goals. Services may include:

2.6.1 **Project and Account Management**

- 2.6.1.1 Onboarding project team to Smart Columbus vision and projects
- 2.6.1.2 Develop, manage and execute the master project timeline
- 2.6.1.3 Develop, manage and administer the project budget
- 2.6.1.4 Participate in regular client status calls
- 2.6.1.5 Deliver project deliverables on time, on budget and to client expectations

2.6.2 Creative Development

- 2.6.2.1 Develop multiple creative concepts for media campaign in coordination with media planning/buying team
- 2.6.2.2 Present concepts to client, to be refined prior to campaign testing
- 2.6.2.3 Refine one concept, based on research findings
- 2.6.2.4 Execute creative concept across mediums

2.6.3 Creative Testing

- 2.6.3.1 Develop research methodology to validate and select a creative concept
- 2.6.3.2 Conduct 2 focus groups (Smart Columbus Linden Liaisons and other community partners can help identify focus groups participants)
- 2.6.3.3 Develop report summarizing findings and recommendations for creative refinement

2.6.4 Media Planning and Buying

- 2.6.4.1 Query appropriate media outlets
- 2.6.4.2 Refine media responses into media recommendation in coordination with creative team
- 2.6.4.3 Negotiate added value media
- 2.6.4.4 Place and manage media buys
- 2.6.4.5 Refine and optimize media allocation
- 2.6.4.6 Report on media performance

2.6.5 Community Relations

- 2.6.5.1 Develop local influencer relations strategy
- 2.6.5.2 Recruit and onboard influencers
- 2.6.5.3 Manage relationships with and deliverables from influencers
- 2.6.5.4 Report on social and influencer performance

2.6.6 Shared Media Strategy

- 2.6.6.1 Develop social media content to support integrated campaign
- 2.6.6.2 Report on social performance

2.6.7 Collateral Design and Production

2.6.7.1 Design and copy write educational collateral supporting campaign objectives, which may include pocket card, one-pager, map, brochure, etc.

2.6.7.2 Copy write monthly consumer-friendly updates on project

2.6.7.3 Execute production and distribution of collateral pieces

2.6.8 Reporting and Measurement

2.6.8.1 Based on program strategy, develop reporting and measurement plan

2.6.8.2 Develop benchmarks

2.6.8.3 Report on Key Performance Indicators to Smart Columbus

2.6.8.4 Identify project key learnings

2.6.9 Project Deliverables

Contract may include completion of the following as the lead Provider or assisting other Smart Columbus teams/partners in creation of the following deliverables, subject to rounds of refinement:

2.6.9.1 Agency team roster

2.6.9.2 Introductory meetings with Smart Columbus teams, partners, and vendors

2.6.9.3 Project plan, including milestones, timeline, measurement/KPIs and budget

2.6.9.4 Regular status reports

2.6.9.5 Monthly progress reports for the Smart Columbus Program office to submit to the USDOT and the public

2.6.9.6 Creative concepts

2.6.9.7 Concept testing research methodology recommendation

2.6.9.8 Concept testing research summary and recommendations

2.6.9.9 Media plan

2.6.9.10 Production of advertising creative, across multiple mediums

2.6.9.11 Influencer relations strategy

2.6.9.12 Influencer recommendation

2.6.9.13 Designs for collateral materials

2.6.9.14 Produced collateral materials

2.6.9.15 Monthly, quarterly and campaign completion performance reporting

2.6.9.16 Blog and PowerPoint slides on lessons learned about project marketing campaign

2.6.9.17 Participation in brainstorming, as requested

2.6.10 Meetings

2.6.10.1 The Provider shall allocate time to attend bi-weekly coordination/progress meetings with the City

2.6.11 Provider/Personnel Pre-Qualifications

None

2.6.12 Project Schedule

RFP Issued: November 26, 2018

RFP Question Cut-Off Date: December 7, 2018

RFP Responses Due: December 17, 2018

Consultant Selected: January 2019

City Council Legislation: February 2019

Notice to Proceed: March 2019

2.6.13 RFP Pre-Proposal Meeting

None

3. PROPOSAL SUBMITTAL INSTRUCTIONS

3.1 Electronic Submittal

3.1.1 Proposals shall be submitted as a PDF document. Please do not embed any documents within the uploaded file as such documents will not be accessible or evaluated. Proposals must be uploaded, submitted, and finalized prior to the Closing Time of **1:00PM Eastern Time on December 17, 2018**. The City strongly encourages Offerors to allow sufficient time and at least one (1) day before the Closing Time to begin the upload process and to finalize their submissions.

3.1.2 Important Notes Regarding Submissions

3.1.2.1 Proposals will only be visible and accessible to the Department or evaluators after Closing Time

3.1.2.2 Uploading large documents may take significant time, depending on the size of the file(s) and Offeror's Internet connect speed

3.1.2.3 **Offerors are solely responsible for ensuring their proposals have been successfully uploaded and received by Bonfire before the Closing Time specified in the RFP.** Responses cannot be uploaded to Bonfire after the Closing Time specified in the RFP, and any in process uploads cannot be finalized once the Closing Time has been reached.

3.1.2.4 The City cannot see any uploads in Bonfire prior to the Closing Time specified in the RFP. The City is unable to tell you if your upload was successful until after the Closing Time specified in the RFP.

3.1.2.5 Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. JavaScript and browser cookies must be enabled.

3.1.3 Bonfire Technical Help

The City of Columbus is using a Bonfire portal for accepting and evaluating proposals digitally. Offerors must contact Bonfire for technical help related to submissions at:

- <https://columbus.bonfirehub.com/portal/support>
- Or support@gobonfire.com
- Or 1-800-354-8010 (Extension 2)

3.2 Questions

Direct questions via e-mail only to:

Contract Manager, capitalprojects@columbus.gov

The subject line should reference **Smart Columbus Mobility Marketing & Communications Support**

No contact is to be made with the City other than with the Contract Manager through e-mail with respect to proposals or the status thereof. The deadline for questions is November 28, 2018. Answers to questions received will be posted on the Bonfire portal as an addendum. For technical questions regarding submissions/Bonfire, see Section 3.1.3.

3.3 Evaluation

Proposals will be evaluated based on the enclosed selection criteria and in accordance with Columbus City Code. Please be advised that proposals submitted to the City are subject to applicable Federal, State, and local public information disclosure regulations. Requests to view a proposal will be arranged upon receipt by the City of a written request for such; therefore, any proposal may be subject to viewing by the public. If any information contained in the documents submitted is deemed proprietary in nature, the Offeror is required to defend the City concerning any litigation arising from the Offeror's request for confidentiality.

3.4 Proposal Format (only the following format will be accepted)

3.4.1 Proposals may not exceed thirty (30) letter-size (8.5" x 11") pages and shall include the information specified in section 3.5.

3.4.2 Complete the **required** Proposal Signature Form and the Byrd Anti-Lobbying Amendment Compliance and Certification Form. These documents shall be signed by a person authorized to obligate the Offeror's firm and attached to the front of the Offeror's proposal. These documents do not count towards the thirty page limit described in section 3.5.1.

3.4.3 Page numbers must be centered at the bottom of each page

3.4.4 Font must be 12pt, Times New Roman or Arial

3.5 Proposal Content

3.5.1 The Consultant shall limit the proposal to no more than thirty (30) total pages of information (e.g. text, graphics, etc.). A 'page' is one side of a sheet of paper with text, graphics, etc. If only one side of a sheet of paper has text, graphics, etc., then that is one page. If both sides of a sheet of paper have text, that is two pages. The proposal shall include the Proposal Signature Form, which is not counted in the thirty page limit. No appendices or additional information is acceptable. **Proposals exceeding the thirty (30) page limit will be rejected.**

3.5.2 Provide information requested below in the order outlined or the proposal may be rejected.

3.5.3 Proposals must address each of the following subjects in the order specified below, using the headings provided. These elements correspond to the evaluation criteria noted in Section 7. Note that page breaks **are not** required between sections; however, section tab dividers will not be counted against the page limit unless they contain text other than that necessary to identify the section. **Failure to provide the information requested may result in the proposal being rejected.**

Section A. Location of Lead Offeror

For the Lead Offeror, provide the firm location (full address), the contact person for the proposal, phone number, and e-mail address. Location is not a selection criterion but is used for informational purposes.

Section B. Anticipated Project Team

Identify the Project Team, including any subcontractors, the percentage of work to be performed by each firm along with the address of each subcontractor's office. Also include the contract compliance number (FID) and Office of Diversity and Inclusion status, if any.

Replicate the table below in your proposal, providing the requested information for each firm on your team.

Project Team – Firm Name – Contract Compliance No. (FID) – ODI Status Percentage of Contract.

Include an organizational chart showing key individuals that are assigned to the project along with resumes of the Project Manager and key Project Team members' containing professional information relevant to the project.

Project Manager: Present the education, experience and availability of the Project Manager. Availability shall be indicated as hours per week on average.

Project Team: Present the education, experience and availability of the key Team members. Availability shall be indicated as hours per week on average. Also include what the various firms will be assisting with on the project.

Address topics discussed in section 4.1.

Section C. Past Performance

Present the proposed Project Manager's and Project Team members' past performance on specific projects relevant to this project. For each project identified, include: project name, project owner, team members and contact information, contract amount, and the date the contract was awarded. Projects with greater relevancy to this project will be given greater consideration.

Address topics discussed in Section 4.2.

Section D. Understanding of the Project/Project Approach

Present a project proposal that demonstrates the Offeror's understanding of the scope, challenges, and limits within the context of the project. Include an explanation of public involvement, innovating approach, and cost containment measures for campaign execution.

Address topics discussed in Section 4.3.

Section E. Pricing

Based on your outlined approach, please provide a complete cost for development. Provide fully loaded hourly rates inclusive of overhead, profit & base rate for each role proposed role/position. Include the type and cost of media buys, digital marketing and other costs for your approach.

4. EVALUATION CRITERIA (100 TOTAL):

4.1 Anticipated Project Team (Maximum 20 points)

The score in this category is based on the training, education, experience, and the ability of the individuals assigned to the project.

4.1.1 Project Manager (Maximum 10 points)

Points will be awarded based on the education, experience, and availability of the proposed Project Manager. An example of the preferred Project Manager is someone with many years of experience in the type of work that is to be performed on the project with a demonstrated history of manager projects, leading a team of professionals, and communicating with concerned citizens or groups. The proposed Project Manager shall be evaluated according to the following criteria:

4.1.1.1 Education – Education consistent with the requirements of the project.

4.1.1.2 Relevant Experience – Experience relevant to the type of project; projects should be adequately described to enable the reviewer to determine the project scope, size, complexity, and relevance to the work at hand.

4.1.1.3 Overall Experience – Years practicing as a professional in a relevant field, number of years with the lead firm, and number of years of experience with the type of work required by the project.

4.1.1.4 Communications Experience – Experience working with citizens, private sector companies, neighborhood groups, utility companies and City departments; specific examples should be given.

4.1.1.5 Availability – The number of hours of availability for the project per week.

4.1.2 Project Staff (Maximum 10 points)

Each project team member, other than the Project Manager, shall be evaluated according to their experience with similar projects and City of Columbus or other local experience. Teams with the most relevant experience with this type of project will receive more points, as explained above. Points will also be awarded based on how the lead Offeror expects to share the work with the other team members.

4.1.2.1 Relevant Experience – Experience relevant to the type of project; projects should be adequately described to enable the reviewer to determine the project scope, size and complexity.

4.1.2.2 Availability – The number of hours of availability for each project team member and proposed project Leads for the project per week.

4.2 Past Performance (Maximum 20 points)

The Offeror should identify the proposed Project Manager and key staff's past performance on similar projects, and experience working with key stakeholders on the Smart Columbus project. Scores will be based on quality of work, relevance of work, results/KPIs of past work, and the ability to maintain a project budget.

The projects listed should have some correlation with the projects identified in the previous section for the experience of the Project Team.

4.3 Understanding of Project/Project Approach (Maximum 50 points)

The Offeror should demonstrate a thorough understanding of the project and how the Offeror's entire team will successfully execute the project. The Offeror should make a clear presentation of how the project team is organized, their understanding of the project requirements, including the challenges and areas of risk and a detailed plan for execution.

Specifically, the Offeror's proposal must contain a narrative description tailored to the project, describing the staff assignments and the approach the Offeror intends to take to complete the project. The proposal should identify unique characteristics of the project and the challenges those elements present as well as options to overcome those challenges.

The Offeror's proposal should give the selection team a clear understanding of the Offeror's:

4.3.1 Process – The agency's process/approach to planning, executing and measuring integrated campaigns such as this.

4.3.2 Capabilities – Demonstration that the agency’s capabilities fulfill the requirements of the RFP, and additional needs that may arise.

4.3.3 Initial Thinking – Offeror’s initial ideas for achieving our unique objectives. This may include preliminary thoughts for creative concepts/themes, initial recommendations for media channels to be leveraged, and insights on how to educate/motivate this audience. Initial thinking must include initial recommendation for the allocation of the project.

4.3.4 Collaboration – How the Offeror will collaborate with our team and within the agency team to successfully deliver on our objectives.

4.3.5 Ability to Maximize Our Resources – Increased value is placed on innovative ideas that may save time, money or improve speed to market. This may include the Offeror’s experience negotiating added value media, Offeror’s extension of a non-profit rate to Smart Columbus, and more.

4.3.6 Measurement – Ability to measure and communicate results on a weekly, monthly and quarterly basis. Proposals should include a KPI goals outlook, outlining results the agency expects to achieve. Proposals will be scored based on the ambition of the KPI goals outlook.

4.3.7 Creativity – This may include creative execution of campaign tactics or presentation of additional campaign activations not explicitly outlined within this RFP.

4.3.8 Understanding of and commitment to the aims of Smart Columbus.

4.4 Price (Maximum 10 points)

Hourly rates shall be fully burdened.

Price must be labeled *Total Estimated Price* and be clear to the reviewer.

Consultant will have the opportunity to affirm understanding of the approach at the time of scoping meeting.

APPENDICES

Appendix A: USDOT Portfolio

Appendix B: COTA Service Agreement

Appendix C: MMTPA/CPS ConOps

Appendix D: SMH ConOps

Appendix E: Task G