



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

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**MID-OHIO REGIONAL PLANNING COMMISSION
REQUEST FOR QUOTES**

DATE OF ISSUE: April 5, 2019
DEADLINE: April 24, 2019

BACKGROUND:

The Mid-Ohio Regional Planning Commission (MORPC) issues daily air quality forecasts and notifies the public when ozone and particle pollution levels are considered to be unhealthy for sensitive groups of people. MORPC uses the national Air Quality Index (AQI) scale to inform the public about daily ozone and particle pollution levels. The AQI scale runs from 0 to 300 - the higher the AQI value, the greater the health concern. When levels reach above 100, air quality is considered to be Unhealthy for Sensitive Groups. MORPC issues an Air Quality Alert to the public when pollution levels reach 101 or higher.

SCOPE OF SERVICES:

MORPC is seeking a quote on media campaign services to increase awareness of MORPC's Air Quality Alert service, increase subscribers to the email notification database for Air Quality Alerts, and educate the public about what to do when an alert has been forecasted and what sensitive groups (people with respiratory illnesses, seniors, and children) should do to protect their health, and to reduce individual contributions to air pollution. Media campaigns should focus on the summer months, June through September, with lead time beginning in May to develop campaign strategy and content. Budget range for the first year of services is expected to be \$15,000 to \$20,000 with optional renewal of the contract for an additional year based upon satisfactory performance. Use of current MORPC Air Quality Program media assets including photography and social media content is expected with the options for creation of new content to achieve targeted marketing strategies.

DELIVERABLES:

The quote should include the value of:

- > Innovative and nimble multimedia marketing strategy to increase subscribers to the Air Quality Alert email notification database, which may include promoted social media posts, re-use of existing or creation of new content such as animations, video and live features, contests, and incentives.
- > Strategy and content for targeted outreach to populations most impacted by poor air quality, including English as a second language populations and health impacted populations.
- > In-kind value opportunities.
- > Any other promotional tools, including morning or evening television appearances when possible.

William Murdock, AICP
Executive Director

Rory McGuinness
Chair

Karen J. Angelou
Vice Chair

Erik J. Janas
Secretary

SUBMISSION INSTRUCTIONS

To be considered, submit an itemized quote including the below items no later than April 24, 2019. Campaign development should commence in May and campaign duration should last June through September.

- A) Cover Letter
- B) Organization, Personnel, Experience & Project Management.
- C) Prior Campaign Development/Management
- D) Proposed Advertising Strategies
 - a. List and Description of Deliverables
 - b. Campaign Schedule
 - c. Budget
- E) Cost Summary
- F) MORPC Disadvantaged Business Enterprise (DBE) Goal Compliance/Subcontracting

SUBMIT QUOTES TO:

Mid-Ohio Regional Planning Commission
Attn: Brooke White, Air Quality Program Coordinator
111 Liberty St. Suite 100
Columbus, OH 43215
bwhite@morpc.org

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 ten percent (10%) 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.