

Request for Qualifications Comprehensive Marketing Services



**DAYTON BOARD OF EDUCATION
Purchasing & Contract Administration
115 South Ludlow Street, 5th Floor
Dayton, OH 45402-1812**

Electronic Qualifications will be accepted until 5:00 p.m. January 20, 2017
All submissions must be uploaded to the DPSD Bonfire Public Portal at
<https://dps.bonfirehub.com/opportunities/2077>.
See Submission Instructions, Exhibit "1" of this document.

RFQ No. 16-846Q
Date: January 3, 2017

LEGAL NOTICE

On January 3, 2017, DPSD will post a formal solicitation, RFQ 16-846Q to procure Comprehensive Marketing Services for Dayton Public Schools at web site: www.dps.k12.oh.us. All interested parties, potential Respondents, and those seeking to do business are hereby notified that this web site will be updated periodically to include additional documentation. Interested parties, potential Respondents, and those seeking to do business must continuously check this web site to make sure to receive any additional information posted regarding this solicitation. Director of Purchasing, Terri Allen, is the point of contact and may be reached via email at tallen@dps.k12.oh.us.

Sealed Qualifications to provide Comprehensive Marketing Services for DPSD will be accepted by 5:00 p.m., EST on January 20, 2017. Responses must be submitted electronically at <https://dps.bonfirehub.com/opportunities/2077>. Questions regarding this solicitation will be accepted ONLY in writing to the point of contact listed above prior to 5:00 PM EST on January 16, 2017.

Firms submitting Qualifications must be approved by the Human Relations Council of the City of Dayton and must submit with their Response evidence of such approval.

Based on Ohio Revised Code 5719.042, DPSD requires that all firms submit with their Response an affidavit affirming status of delinquency on property taxes.

DPSD reserves the right to accept or reject any or all Qualifications resulting from above.

DAYTON BOARD OF EDUCATION

Adil Baguirov, Ph.D., President

Hiwot Abraha, Treasurer

Advertising Dates: January 3, 8, 15, 2017

Qualifications Due Date: January 20, 2017

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1.0 **PURPOSE**

Dayton Public School District (herein referred to as DPSD) is looking to improve and strengthen its marketing campaigns, web presence, and community engagement to increase enrollment, improve student experiences, and share the District's resources and successes with the broader community.

The District is seeking the services and guidance of a professional consulting firm that is experienced in strategic marketing in the PK-12 environment. The scope of work would essentially focus on delivering an assessment, implementation, and training to:

- Grow student enrollment
- Build engagement with the community
- Strengthen DPSD' digital presence
- Ensure that DPSD' marketing campaigns, websites, programs and services are in synch with the expressed needs and desires of its target markets and market segments
- Better position the DPSD brand in the broader market

DPSD intends to use the Responses to this RFQ to assist in the possible selection of one or more Firms for DPSD' marketing programs. DPSD will evaluate each Firm based on the information set forth in the Response submitted, together with other information available to DPSD from any other source(s). The Firm's ability to develop a rapport and working relationship with DPSD personnel and team (other consultants) will be considered. DPSD will, at its own discretion, select one or more firms after receipt of the Responses. DPSD also reserves the right to not select any Firm. DPSD may also request that one or more firms participate in an interview process or DPSD may implement a combination of these and/or other methods for selection. This RFQ is solely a solicitation for Responses. Neither this RFQ nor any Response to this RFQ shall be deemed or construed to: (i) create any contractual relationship between DPSD and any Firm; (ii) create any obligation for DPSD to enter into a contract with any Firm or other party; or (iii) serve as the basis for a claim of reimbursement for costs associated with the submittal of any Response.

It is vital that the selected Firm have the ability to work cooperatively and effectively with the Board, the Superintendent, DPSD staff, the various school sites, and the community. DPSD places great emphasis on facilitation and communication with all of these stakeholders. The Firm retained by DPSD will be part of DPSD team and will be expected to operate in a team environment. The Firm will work under the direction of the Office of the Superintendent and/or its designee(s).

2.0 BACKGROUND

The DPSD is a large urban school district with 2,400 employees and approximately 14,000 students attending approximately 32 instructional facilities.

There are four administrative facilities. DPSD is located in Montgomery County and is the twelfth largest district in the State of Ohio (among 611 school districts) in terms of enrollment. More general information regarding the Dayton City School District may be found at www.dps.k12.oh.us.

2.1 Schedule for Qualifications Submission and Evaluation

DPSD will make every effort to adhere to the following schedule; however, retains the right to move the schedule as deemed appropriate to meet other District and priorities and initiatives:

Release of Request for Qualifications	January 3, 2017
Last date for respondent Questions	January 16, 2017
Final Q&A posting to DPSD website	January 18, 2017
Evaluations	January 23-27, 2017
Finalist Interviews (if needed)	January 30-31, 2017

3.0 SCOPE OF SERVICES

Proposals will be screened on the criteria listed in the following Scope of Services. Firms are required to submit the required Attachments I, II and III providing detailed descriptions of how your organization can and/or has met each of the criteria including information on past projects, completed and proposed methodologies to be used for the DPSD program. Please also indicate any information or resources DPSD would be expected to provide in order for you to complete the following scope of work.

- 3.1** Advise, develop and provide technical support of website administration and content, press releases and newsworthy stories relative to new growth and progress of the district. Provide an example of how your firm could improve the current website.
- 3.2** Meet with senior staff upon request, and other staff as required, strategizing and conceptualizing press- worthy stories and events.
- 3.3** Establish and follow up with media contacts to include, but not be limited to, local newspapers, television, radio, and social media, as appropriate.

- 3.4 Provide community affairs services at the district, local and state levels as needed.
- 3.5 Respond and act upon unforeseen public relation events and opportunities in a flexible and receptive manner.
- 3.6 Increase distribution of materials and programs through internet and social media. Advise on social media strategy specifically for a one-person shop, including templates for posts and advertising, suggested best practices for posts and advertising, and recommendations for staffing multiple DPSD social media channels, recommendations for managing the expansion of DPSD social media presence among departments and programs. Receive, discuss and incorporate feedback from DPSD in strategy. Implement agreed upon strategy, test results, adjust strategy and then provide training.
- 3.7 Provide photography and video services as needed.
- 3.8 Define and differentiate target audiences and recommend ways to reach target audiences, underrepresented groups and multilingual constituencies.
- 3.9 Recommend specific marketing strategies and develop resources that would increase the enrollment at the DPSD, strengthen the DPSD' brand and build relationships with the community. Recommend strategies and develop resources to understand, address and turn around negative Responses and opinions from the community.
- 3.10 Evaluate current marketing strategies and practices and recommend improvement strategies that take into consideration staffing and resources. Collaborate with DPSD department heads to ensure consistent district messaging. Develop resources and tools, such as templates and checklists. This includes print publications, social media communication, media relations, websites, and advertising.
- 3.11 Advise advertising strategy, including placement, content and budget. Receive, discuss and incorporate feedback from DPSD in strategy. Implement the agreed upon strategy, test results, adjust strategy, advise on resources necessary to maintain strategy, and provide training for long-term practice.
- 3.12 Set up advertising tracking to identify the outcomes of advertising, such as phone calls generated, emails sent, web events on key sites (such as apply, visit District, explore a program). Receive, discuss and incorporate feedback from DPSD in strategy. In particular, advise, implement, and train on getting the most out of Google AdWords and Facebook Advertising analytics.
- 3.13 Advise on the sequential flow of communication to prospective students from interest to attendance, including recommendations for staffing, process and tools. Develop a realistic communication calendar, draft correspondence and incorporate District feedback.

- 3.14 Provide data gathering and analysis methodologies that will be utilized to develop strong strategies and build deeper understanding of target audiences. Produce one or more documents and reports as deliverables, including data analysis, findings, recommendations, templates, and training documents.
- 3.15 Contracted firms will be expected to provide a detailed implementation plan clearly identifying how it will accomplish and provide services identified in section 3.0 which includes point of contact, rules of engagement, invoicing, and detailed timeline. The Contractor shall develop and submit to DPSD the deliverables as depicted in the table below:

Deliverables Schedule		
Deliverable	RFQ Paragraph	Due Dates
Implementation Plan, identifying timeline, strategies and processes for all items required in Section 3.0-3.14	4.3	15 days after award
Weekly, Monthly, Annual Reports as agreed upon during implementation meeting	4.4	TBD
Invoice	4.4	7 days after each preceding month

Other deliverables may be added to the schedule as deemed necessary. The selected firms will adhere to deliverable schedule as negotiated. DPSD will review and comment on each deliverable within 10 days after officially receiving the deliverable. Any clarifications or adjustments will be made to the contractor which shall have 10 working days to revise and re-deliver the product. If the contractor has not received any comments from DPSD within the 10-day timeframe the deliverable will be considered accepted.

- 3.16 DPSD seeks to distinguish the District as a premier choice for community students by raising the profile of the District in the marketplace through this engagement. As such, DPSD is looking to partner with a firm(s) who have distinguished themselves in the marketplace through industry recognition, awards, and/or accolades.
- 3.17 In addition to other requirements in this scope, DPSD seeks to partner with firms that can creatively respond to the needs of the students keeping consistent with District initiatives for College/Career Readiness.

4.0 INSTRUCTION FOR SUBMISSION

DPSD uses Bonfire software as an electronic tool for solicitations. Detailed submission instructions are included as Exhibit “1” to this document. Respondents must register with Bonfire at <https://dps.bonfirehub.com/opportunities/2077> to submit Qualifications. It is suggested that firms view the short video demonstration regarding submission prior to Qualifications deadline to ensure all requirements for submission can be met by date and time of close.

4.1 General Information

Firms should complete Attachment I - General Information Form.

4.2 Qualifications and Experience Questionnaire

Firms should complete Attachment II - Qualifications and Experience Questionnaire.

4.2 Proposed Plan

Firms should complete Attachment III - Proposed Plan, including providing any additional documents as identified in this section, see Submission Instructions; Exhibit “1”, this document.

4.4 Reports/Metrics

Identify any reporting capabilities and/or metrics your firm can provide. Samples of listed reports/metrics, including invoices, should be uploaded as a required document as identified in Exhibit “1” Submission Instructions. *Please note contracted firms will be required to provide invoices with supporting documentation, including sign-in sheets, media purchases and any other information deemed pertinent to payment, no less than 7 days after the preceding month.*

4.5 Annual Reports

Discuss your firm's financial condition and provide the latest annual report or financial statement for the last two years. Figures must be in U.S. dollars.

5.0 ADDITIONAL ATTACHMENTS

In addition to the aforementioned required information, the following attachments must be completed and returned with solicitation Response.

5.1 Attachment IV – Cost Proposal

Please complete Attachment IV – Fee Schedule.

5.1a Authorized Signature

If the Qualifications are submitted for an individual, it shall be signed and the full name and address shall be given. If it is submitted for a firm, or partnership, it shall be signed with the co- partnership name or by a principal of the firm who shall sign his/her own name, and the name and address of each member shall be given. Subject to the provision regarding assignment, this agreement shall be binding on the administrators, successors, and assignees of the parties hereto.

5.2 Attachment V – Non Collusion Form

Per the laws of the State of Ohio, no Respondent may engage in activities with any other firm or organization to manipulate pricing or hinder competition. All Respondent must complete and submit the non-collusion form with the solicitation Response.

5.3 Attachment VI –Affidavit of Disclosure of Delinquent Property Taxes

Based on Ohio Revised Code 5719.042, the Dayton Board of Education requires that all firms submit with their Qualifications an affidavit affirming status of delinquency on property taxes. The Affidavit affirming that there are no delinquent property taxes must be completed, signed, notarized and submitted with the solicitation Response.

5.4 Attachment VII –Affidavit for Affirmative Action Hiring Practices

Firms submitting Qualifications must affirm that hiring practices meet federal guidelines for affirmative action. Upon contracting, the firm's Affirmative Action plan must be approved by the Human Relations Council (HRC) of the City of Dayton (or another approved agency) and must submit with their evidence of such approval. Firms interested in bidding for future contracts with DPSD should complete submit application at the link below. Approval by HRC must be received prior to contract.<http://www.cityofdayton.org/departments/hrc/Pages/default.aspx>.

5.5 Attachment VIII – References

The Respondent shall also include a list of at least three (3) firms on Attachment VIII. Respondent shall be given special consideration if the past performances presented demonstrate similar experience in a K-12 school system equal to or larger in size than DPSD. It is the expectation that the DPSD evaluation team will attempt to verify the information on with the contact information as provided. It is the Respondent's duty to ensure that the contact information provided is accurate and up-to-date at the time of submission, and to notify the references of the potential that DPSD personnel may attempt to make contact and the necessity of a prompt response.

5.5a Attachment IX—Client List

The Respondent shall provide a current client list including when acquired, and current term of contract.

5.6 Exhibit IP-I thru IP-IV – DPSD Community Inclusion Program (CIP)

In January 2004, the Dayton Board of Education approved a resolution enacting the DPSD Community Inclusion Program. The premise of this program is that firms doing business with DPSD will make good faith efforts to actively seek local and economically disadvantaged business enterprises (EDBE) for the engagement of all contract related activities in regards to the proposed offerings for this project. Goals and guidelines of the DPSD CIP are outlined in the Appendix annotated above. **Respondents must complete and include the EDBE/EDGE Provider and Workforce Participation Form with the solicitation Response, regardless of the expected level of participation.** Any supplemental documentation should be submitted in addition to this form. Any questions concerning the DPSD CIP should be addressed to the contact person for this solicitation.

5.7 Evaluation Criteria/Scoring Weight

DPSD seeks to achieve the maximum value for the Board, staff, students and community. To that end, evaluations of DPSD solicitations shall be based on, but not limited to, the following criteria:

- a) Cost: Service pricing and availability;
- b) Value added considerations and benefits to DPSD;
- c) Quality of service:
personnel, and facilities of the firm's organization, as determined solely by DPSD;
- d) The firm's relevant experience, Qualifications, and success in providing a service of the type described in this document;
- e) The firm's reputation for quality service and problem solving within the marketplace;
- f) The contractual terms proposed by the firm that would govern any contract relationship with DPSD;
- g) The firm's capability to provide requested services in a timely manner as agreed upon;
- h) The firm's financial stability;
- i) The firm's references from three major commercial accounts;
- j) Firm's good faith efforts to meet Community Inclusion plan goals and objectives, and any other factors relevant to the firm's capability and willingness to satisfy DPSD

The Scoring Weight for this solicitation is as follows:

Cost	30%
Qualifications and Experience	30%
Awards	10%
Proposed Plan	20%
Community Inclusion Program	10%

5.8 Interviews

DPSD may invite short listed Firms to meet with DPSD's source selection committee, at the District's option. The interview will start with an opportunity for the firm to present its qualifications and project team. The balance of the interview will be an opportunity for DPSD selection committee to pose questions, request clarifications, or respond to scenarios, and other matters the committee deems relevant to selecting the firm. The committee may inquire as to the firm's suggested approaches to the proposed Marketing solutions and the issues identified in this Request for Qualifications. Interviews will be rated and any additional scoring added to the Qualifications and Experience.

6.0 Terms and Conditions

It is the intent of DPSD to enter into a contract agreement that includes these terms and conditions. All conditions and provisions of the RFQ are deemed to be accepted by the firm and incorporated by reference in the statement of Qualifications and will apply to subsequent contract agreements. Firms must submit any exceptions to these terms and conditions with the qualifications see Submission Instructions, Exhibit "1"

6.1 Late

Late Qualifications will not be accepted for consideration of this project.

6.2 Opening

There will not be a public opening. However, firms submitting Qualifications for consideration will be notified of results.

6.3 Indemnity

The firm shall indemnify DPSD all damage caused to the DPSD property as a result of the negligent actions or wrongful acts of the firm, its employees, servants, and/or agents. The firm shall indemnify and hold harmless the District, its employees, servants and/or agents from all claims, demands, actions, suits, or proceedings initiated by third parties arising from the negligence of the firm, its employees, servants, and/or agents.

6.3.1 Protection of Persons and Property:

The firm shall take all reasonable precautions for safety and reasonable protection to prevent damage, injury, or loss to all of his employees and other persons.

6.4 Liability Insurance

When required in the project scope (See Section 3.0 in its entirety), the firm shall accept, as otherwise approved by DPSD, take out and maintain at its own cost and expense, the following insurance until the agreement is completed. Such insurance shall be with companies and with limits satisfactory to DPSD, and not less than required by law.

6.4.1 Worker's Compensation

When applicable, the selected firm agrees to furnish an official certificate or receipt of the Industrial Commission of Ohio showing payment of necessary premiums to the State Insurance fund when such certificates are required in the Request for Qualifications. Not required for this engagement.

6.4.2 General Liability

When applicable, the selected firm shall carry general liability (to include): Contractor's Liability and Product Liability, and Personal Injury and Property. Bodily Injury, including Personal Injury and Damage of \$1,000,000.00 for each occurrence/or as required by law, whichever is greater.

6.4.3 Automobile Liability

When applicable, the selected firm shall carry automobile liability, including non-ownership and hired car coverage as well as owned vehicles, bodily injury and damage of \$1,000,000.00 for each occurrence or as required by law, whichever is greater.

6.4.4 Certificates of Insurance

Certificates of insurance which are acceptable to the DPSD legal department shall be filed with the District prior to the commencement of any work, as required. These certificates shall contain a provision that coverage afforded under the policies will not be canceled unless a fifteen day (minimum) prior written notice has been given to the District.

6.5 Applicable Regulations

All services provided shall comply with all applicable federal, state and local regulations.

6.6 Governing Law

Any agreement resulting from this Request for Qualifications is subject to the DPSD's policy, the laws of the State of Ohio, and any other applicable federal and/or local laws and regulations.

6.7 Equal Opportunity

The firm to whom the agreement is awarded shall comply fully with the provisions of Sections 153.59 and 153.60, Revised Code of Ohio, relative to discrimination and intimidation of employees. The firm agrees that it will not discriminate against any employees or applicant for employment, because of race, sex, color, creed, national origin, or ancestry, which action shall include, but not be limited to the following: employment, upgrading, demotion, transfer, rates for pay or other forms of compensation, and selection for training, including apprenticeship. The firm further agrees to post in conspicuous places available to employees and applicants for employment, notices, to be provided by the City of Dayton, setting forth the provision of this equal opportunity employment clause.

The firm agrees in its solicitations for employees, to state that all qualified applicants will receive consideration for employment without regard to race, sex, color, creed, national origin or ancestry. The firm agrees to cooperate fully with DPSD to ensure that the provision of this equal opportunity employment clause is being carried out.

7.0 TERMINATION CLAUSES

7.1 Termination for Convenience

DPSD may terminate the agreement, in whole or in part, whenever it is determined that such termination is in the best interest of the District, without showing cause, upon giving 90 days written notice to the firm. DPSD shall pay all reasonable cost incurred by the firm up to the date of termination. The firm shall not be reimbursed for any profits which may have been anticipated but which have not been earned up to the date of termination.

7.2 **Termination for Default**

When the firm has not performed or has unsatisfactorily performed the repairs DPSD may terminate the agreement for default. Upon termination for default, payment may be withheld at the discretion of DPSD. Failure on the part of a firm to fulfill the agreement obligations shall be considered just cause for termination. The firm will be paid for work satisfactorily performed prior to the termination less any excess costs incurred by the Dayton Board of Education in procuring and completing the terms of the agreement. If at any time during the term of the agreement, the school district determines that the firm has not kept and observed the conditions of the agreement, and has not corrected the breach within five (5) working days following receipt of written notice, DPSD shall have the right, in its sole discretion to terminate said agreement upon five (5) days additional written notice.

Printed Name of Contract Signatory: _____

Job Title: _____

(NOTE: This RFQ solicits proposals to provide services under a contract which has been identified as “High Profile”. Therefore, Respondent must provide the name of person that will sign the contract for the Respondent, if awarded.)

Provide any other names under which Respondent has operated within the last 10 years and length of time under for each:

Provide address of office from which this project would be managed:

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Annual Revenue: \$ _____

Total Number of Employees: _____

List Percentage of Employees that reside in the following:

DPSD _____% **City of Dayton** _____% **Montgomery County** _____% **Ohio** _____%

Briefly describe other lines of business that the company is directly or indirectly affiliated with:

List Related Companies:

- 2. Contact Information:** List the one person who DPSD may contact concerning your proposal or setting dates for meetings.

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes ___ No ___

4. Is Respondent authorized and/or licensed to do business in Ohio?

Yes ___ No ___

If “Yes”, list authorizations/licenses.

5. Where is the Respondent’s corporate headquarters located? _____

6. **Local/County Operation:** Does the Respondent have an office located in Dayton, Ohio?

Yes ___ No ___

If “Yes”, respond to a and b below:

a. How long has the Respondent conducted business from its Dayton office?

Years _ Months__

b. Choose only one (1) Is the firm headquartered in the following:

DPSD? ___ City of Dayton ___ Montgomery County ___ Ohio _____

7. **Debarment/Suspension Information:** Has the Respondent or any of its principals been debarred or suspended from contracting with any public entity?

Yes ___ No ___

Y

If “Yes”, identify the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, and state the reason for or circumstances surrounding the debarment or suspension, including but not limited to the period of time for such debarment or suspension.

8. Surety Information: Has the Respondent ever had a bond or surety canceled or forfeited?

Yes ___ No ___

If “Yes”, state the name of the bonding company, date, amount of bond and reason for such cancellation or forfeiture.

9. Bankruptcy Information: Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes ___ No ___

If “Yes”, state the date, court, jurisdiction, cause number, amount of liabilities and amount of assets.

10. Disciplinary Action: Has the Respondent ever received any disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations?

Yes ___ No ___

If “Yes”, state the name of the regulatory body or professional organization, date and reason for disciplinary or impending disciplinary action.

11. Previous Contracts:

a. Has the Respondent ever failed to complete any contract awarded?

Yes ___ No ___

If “Yes”, state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

b. Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to complete a contract?

Yes ___ No ___

If “Yes”, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

c. Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name?

Yes ___ No ___

If “Yes”, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

ATTACHMENT II QUALIFICATIONS AND EXPERIENCE QUESTIONNAIRE

Prepare and submit narrative responses to address the following items. If Respondent is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

1. Describe Respondent's experience relevant to the Scope of Services requested by this RFQ. Identify associated results or impacts of the project/work performed.
2. Describe Respondent's specific experience with public entities, especially urban K12 school districts (other than DPSD). Use Attachment VIII for this purpose. (See Section 5.5)
3. Provide portfolio of samples of the following work completed by Respondent.. For each sample, briefly describe the work Respondent provided.
 - a. Consumer print
 - b. Newspaper
 - c. Digital/Online
 - d. Broadcast (to include written scripts)
 - e. Radio (to include written scripts)
 - f. Collateral
4. Describe Respondent's unique point-of-difference within the following:
 - a. Position in the marketplace
 - b. Strongest capabilities or service niches
5. Provide client list with year acquired. Use Attachment IX for this purpose (See Section 5.5a)
6. List any other resources, including special relationships, equipment, etc. available to support this project.
7. If Respondent is proposing as a team or joint venture or has included sub-contractors, describe the rationale for selecting the team and the extent to which the team, joint ventures, and/or sub-contractors have worked together in the past.
8. State the primary work assignment and the percentage of time key personnel will devote to the project if awarded the contract. Include Project Lead name and contact information. Respondent may include organization chart outlining roles and responsibilities as it relates to this Request for Qualification.
9. Provide resumes for key staff members that will be assigned to this project. Identify the number and professional qualifications (to include licenses, certifications, associations) of staff to be assigned to the project and relevant experience working with the specific
10. Identify industry awards, recognitions, and or accommodations the firm or team member(s) have received.

ATTACHMENT III PROPOSED PLAN

Prepare and submit narrative responses to address the following items. If Respondent is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

1. Design Plan –

Describe your vision for creative methods and plan designed for an integrated marketing campaign focused on advertising to increase student enrollment. This includes producing and executing a detailed plan with timelines, best strategies, and approaches, in addition to quarterly performance and status reports.

2. Work Plan –

- a. Methodology – Provide a work plan describing the services, approach and methodology proposed for accomplishing the scope of services outlined in this RFQ. Provide a statement demonstrating Respondent’s understanding of the objectives and issues of the project.
- b. Discuss the roles and responsibilities of the Respondent and all subcontractors. Identify work to be performed by the Respondent and work to be performed by subcontractors, if any.
- c. Resource and Information Requirements – Provide a list of all resources and information that Respondent will request DPSD to provide.
- d. Describe how Respondent will ensure that messaging is aligned with the desired outcome of increasing student enrollment. .
- e. Explain how Respondent would provide professional consulting, management and integration services for new and existing markets that increase overall awareness of DPSD initiatives and offerings, while creating an aggressive advertising campaign that provides positive visibility of District’s key assets and successes.

3. Operating Plan –

- a. Describe the proposed plan to provide a Comprehensive Marketing Services campaign as outlined in *Section 3.0 – Scope of Services*. The proposed plan shall include specific tasks, staff assigned, schedule of events and expected participation of DPSD staff.
 - i. In detail, describe how Respondent would direct media plans and media buys as requested to include the following:
 - Requesting proposals from targeted media
 - Negotiating added value (in-kind) additional media
 - Provide marketing media commission fee and rationale for commission fee
 - Securing coverage in television, radio, and print media outlets
 - Collecting clippings, tracking results, generating reports
 - ii. Describe a hypothetical \$75,000 media campaign highlighting the importance of school enrollment. Detail proposed audiences and attendant media buys with an emphasis on maximizing added value and audience reach.

- b. Explain how Respondent would generate positive messaging through multiple platform communication channels – print, broadcast, online and social media.
 - c. In detail, describe how Respondent would schedule guest appearances for TV and radio talk shows, that would reach the diverse audiences of the DPSD community.
4. Implementation Plan –
 - a. Describe the proposed plan to implement campaign including budget allocations by media type. Include a timeline as well as ways to measure or monitor effectiveness.
5. Reporting Plan –
 - a. Describe the proposed plan to provide campaign updates to DPSD.
 - b. Describe what metrics will Respondent collect and provide to DPSD.
 - c. Provide a sample quarterly performance and status reports from past contracts that Respondent has facilitated.
6. Provide any additional plans and/or relevant information about Respondent’s approach to providing the required services, including any offerings in keeping with DPSD’s initiative for College/Career Readiness.

**ATTACHMENT IV
COST PROPOSAL**

Using the table below, provide Hourly Rates for all personnel, including subcontractors, to be assigned. (Note: The rates specified below shall include profits, labor, and all direct and indirect overhead costs such as transportation, general and administrative costs, etc.). No other charges shall be applied. Please Note: DPSD will not reimburse for travel.

Firm's should multiply hourly rate by estimated hours for total estimated cost. Total estimated cost is for evaluation comparison only, and should not be construed as a guaranteed fixed cost. ..Firms will be contracted based on the rates provided on this Fee Schedule for a detailed defined work scope as approved by DPSD.

PROFESSIONAL STAFF SERVICE TYPE	Hourly Rate	Estimated hours*	Total Estimated Cost <small>(hourly rate*estimated hours)</small>
Marketing Consulting services for Strategic Planning & Integrated Project Management	\$	520	
Creative Concept including brand development	\$	260	
Production/Design	\$	260	
Media Planning and Buying	\$	260	
Web Development/Maintenance	\$	520	
Public/Community Relations	\$	520	
Account Management	\$	130	
TOTAL ESTIMATED COST *Estimated hours are used for evaluation comparisons: total estimated cost not to be construed as guaranteed contract amount.			

**ATTACHMENT V
NON-COLLUSION STATEMENT**

**NON-COLLUSION STATEMENT
DECLARATION UNDER PENALTY OF PERJURY**

The undersigned declares that: he/she holds the position indicated below as a corporate officer or the owner or partner in the business entity submitting these Qualifications; that the undersigned is informed of all the relevant facts surrounding the preparation and submission of these Qualifications; that the undersigned knows and represents and warrants to the DPSD that these Qualifications are prepared and submitted without collusion with any other person, business entity or corporation; and, that the Firm submitting these Qualifications is the only person, business entity, or corporation with any interest in the resultant contract.

I declare under penalty of perjury that the foregoing is true and correct.

FIRM: _____

BY: _____
(Signature)

TITLE: _____

ADDRESS: _____

DATE: _____

ATTACHMENT VI
AFFIDAVIT ON DISCLOSURE OF DELINQUENT PROPERTY TAXES

**AFFIDAVIT ON DISCLOSURE OF
DELINQUENT PERSONAL PROPERTY TAXES
(R.C. 5719.042)**

State of Ohio
County of Montgomery

The undersigned being duly authorized officer (s) or owner (s) of (company) do solemnly swear or affirm that charges of personal property taxes of any county in which the Dayton Board of Education has territory (have) (have not) been made against (company).

Signature of Officer or Owner

Sworn or affirmed to before me and subscribed in my presence this
_____ day of _____

Notary Public
My Commission Expires _____

**ATTACHMENT VII
AFFIDAVIT FOR AFFIRMATIVE ACTION HIRING PRACTICES**

**DECLARATION OF AFFIRMATIVE ACTION HIRING PRACTICES
DECLARATION UNDER PENALTY OF PERJURY**

The undersigned declares that: he/she holds the position indicated below as a corporate officer or the owner or partner in the business entity submitting these Qualifications; that the undersigned is informed of all the relevant facts surrounding the preparation and submission of these Qualifications; that the undersigned knows and represents and warrants to the DPSD that the firm hiring practices meets federal guidelines for hiring without prejudice of race, gender, religion, and/or sexual orientation. Furthermore, upon contracting with the District, the firm will provide an approved Affirmative Action plan from the City of Dayton Human Relations Council and/or another certifying body approved at the sole discretion of DPSD.

I declare under penalty of perjury that the foregoing is true and correct.

FIRM: _____

BY: _____
(Signature)

TITLE: _____

ADDRESS: _____

DATE: _____

**ATTACHMENT VIII
REFERENCES**

Provide three (3) references, that Respondent has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided. One reference should be a municipality or public sector client. Additionally, please include one reference for a terminated client.

Reference No. 1:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Date and Type of Service(s) Provided:

Reference No. 2:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Date and Type of Service(s) Provided:

Reference No. 3:

Firm/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Date and Type of Service(s) Provided:

EXHIBIT IP I**BID SUBMISSION INSTRUCTIONS for DPSD COMMUNITY INCLUSION PROGRAM**

DPSD Community Inclusion Program was designed to ensure that the local community derives economic benefit from contract participation with goods and services procured with school funds.

EDBE PARTICIPATION

DPSD Community Inclusion Program has two major initiatives. The first is the utilization of disadvantaged Firms in DPSD contracts. The District's goal for this solicitation is 20% participation with Economically Disadvantaged Business Enterprises (EDBE). Each contractor is expected to utilize good faith efforts to solicit and engage EDBE(s) as vendors/suppliers to meet this goal. Please review the criteria for *Good Faith Effort Determination IV* included in Exhibit IP included in this document.

The EDBE Participation form, located in Exhibit IP section of the bid specifications, should be used to record participation of EDBE subcontractors. The completed form should be submitted at the time bid, and should contain all relevant data, including EDBE name, types of service or supplies, or construction, amount of contract to EDBE and % of EDBE contract to base bid. If the Qualifications do not include a firm price, the anticipated scope of service and estimated percentage to base bid should be indicated.

WORKER UTILIZATION

In addition to the EDBE goal, the DPSD Community Inclusion Plan has a goal, *when applicable, for 25%* of on-site workforce associated with the procurement to be DPSD residents. Estimated percentage of on-site workforce should be entered in the appropriate section of the EDBE/Workforce participation form.

FORM COMPLETION

The EDBE/EDGE Provider and Workforce Participation form should be completed as indicated above, and must be signed by an authorized company agent and witnessed and signed by a public notary. The bidder should provide copies of request for quotes, phone logs, fax verification forms and other supporting documents which can be used in the determination of good faith efforts (See *Good Faith Effort Determination IV* document) Upon award of contract, firms will be required to complete a manpower utilization form for on-site hours worked by all staff, where applicable.

SPECIAL NOTE: There will be certain conditions, such as sole source, industry related restrictions, availability of resources that could adversely affect, or eliminate the potential of utilization of EDBEs. In all cases, the bidder should submit the Provider and Workforce participation form, indicating any limitations for consideration and determination of good faith effort by the DPSD evaluation team. Failure to submit the form could be lead to the determination of "bidder non-responsiveness", or "no good faith effort".

VENDOR CERTIFICATION

The DPSD Community Inclusion program uses race/gender neutral measures to meet good faith effort goals for subcontracting. Currently the District will accept the City of Dayton PEP certification for S/DBE firms

<http://www.cityofdayton.org/departments/hrc/Pages/ContractCompliance.aspx> as well as, State of Ohio EDGE <http://eodreporting.oit.ohio.gov/searchEDGE.aspx> certification toward our inclusion goals. Visit the respective links for a list of current certified contractors. A copy of the certification of each firm listed on the EDBE/Workforce Participation form is to be submitted with the form.

CONTACT INFORMATION

Any questions regarding the Community Inclusion Program, certified EDBEs or required documentation for bid submission should be addressed to: Terri Allen, Director; DPSD Purchasing & Contract Administration Tallen@dps.k12.oh.us

EXHIBIT IP II**DEFINITIONS TO PROVIDERS FOR DPSD COMMUNITY INCLUSION PROGRAM**

- 1.0** Diversity and Inclusion Goals/Outreach to Economically Disadvantaged Business Enterprises and Local Businesses and Local Residents.
- 1.1** Purpose. The Owner is committed to assuring that all qualified workers, providers of goods and services, suppliers, contractors, subcontractors have an equal opportunity to participate on the Project and have established The Community Inclusion Program (the “Program”) in furtherance of this commitment. In addition to the foregoing, the Program is established for four primary purposes: (1) equal opportunity for employment on all Projects; (2) promoting the participation of Economically Disadvantaged Business Enterprises (as defined in capable of providing labor, materials, and services in connection with the Project; (3) advancing local economic revitalization, and achieving non-discrimination in the award and administration of Project contracts to include Local Businesses; and (4) to provide meaningful job opportunities for workers whose tax dollars fund the construction who are Local Residents.
- 1.2** Goals. The goal of the Program is to achieve 35% participation in the project at all levels by Economically Disadvantaged Business Enterprises. Further, the goal as it relates to on-site workforce participation by Local Residents is twenty-five percent (25%) participation. While the Owner encourages Economically Disadvantaged Business Enterprises and Local Businesses to participate in the Project as Prime bidders, all Bidders, whether they are themselves an Economically Disadvantaged Business or not, are required by the Program to use good faith efforts to locate and engage the services of Economically Disadvantaged Business Enterprises and (to employ Local Residents) that are ready, willing, and able to supply labor, materials, and services in connection with the Project. These goals are not race-based or gender-based quotas or set-asides. Each Bidder must demonstrate its good faith efforts to meet or exceed these goals. Although, failure of a Bidder to meet these goals shall not be a reason for rejection of bid, failure to meet good faith effort requirements will be considered in the determination of bidder responsiveness and/or responsibility.
- 2.1** **Definitions**
- 2.2** “Economically Disadvantaged Business Enterprise” or “EDBE” means an enterprise that is at least 51% owned and controlled directly or indirectly by one or more individuals, each with a personal net worth equal to or less than \$750,000. Personal net worth includes any personal net worth of the individual’s spouse but does not include (1) the individual’s ownership interest in the enterprise being considered in connection with the contracting opportunity or (2) the individual’s equity in his or her primary residence. Additionally, a contingent liability does not reduce an individual’s personal net worth. For purposes hereof, the word “enterprise” means a sole proprietorship, joint venture, partnership, limited liability company, or corporation that has been in business for at least one year prior to the date of contract award and that meets the size limitations of the Small Business Administration set forth in 13 CFR 121.201. Currently the District will accept certifications from both the City of Dayton S/DBE and State of Ohio EDGE, as certification for the DPSD Community Inclusion Program.
- 2.2** “EDGE Certification” means an enterprise that having met the criteria of the State of Ohio’s Encouraging Diversity Growth and Equity is a certified EDGE business.

- 2.3** "*Local Resident*" means (a) a person who resides in the school district of the Owner; (b) a person who resides in Montgomery County
- 2.4** "*Local Business*" means (i) a business entity having its principal place of business in the territory of the school district of the Owner; (ii) a business entity having its principal place of business in the City of Dayton; or (iii) a business entity having its principal place of business the County of Montgomery, without limiting or expanding the definition of Local Business or Local Resident, the Owner's stated purpose relating to Local Business and Local Resident participation is to provide meaningful contracting/subcontracting and job opportunities for business and individuals whose tax dollars fund the construction. Related, but secondary, purposes and goals are to include those who are a Local Resident or Local Business described in (b), and (ii) and (iii), of this Section 1.2.3.
- 3.0** **Good Faith Efforts.** Each Bidder must make good faith efforts to locate, engage, and retain Economically Disadvantaged Business Enterprises and Local Businesses in connection with the Project. The Bidder's compliance with the requirement to make these good faith efforts shall be a matter of low Bidder responsibility.. Each Bidder will be required to complete the DPSD EDBE Participation Form (contained within this Project Manual and following these Instructions to Bidders) to: (i) provide a list of supplier/subcontractors said low Bidder intends, in good faith, to use who are Economically Disadvantaged Business Enterprises and/or an EDGE Business; or (ii) provide a description of a joint venture said low Bidder intends, in good faith, to enter into with an Economically Disadvantaged Business Enterprises and/or an EDGE Business; or (iii) certify as to good faith efforts made; including but not limited to all EDBE/EDGE contractors contacted, if not used, reason why; attempts to negotiate with EDBE/EDGE contractor, attempts to carve out a smaller scope of work for which the EDBE/EDGE contractor can perform., and the intent to use local residents. (A complete list of criteria for determining good faith efforts is contained within this Project Manual and following these instructions to bidders.) The DPSD Participation Form must be signed by an authorized agent of the company, as well as signed and sealed by a certified notary public, documenting the attempts to meet the goals of utilization of Economically Disadvantaged Business Enterprises and/or EDGE Business.
- 4.0** **Forms Required.** Each Bidder shall submit with the bid, a DPSD EDBE/EDGE Provider and Workforce Participation Form indicating the Bidder fulfills the requirement of the DPSD Community Inclusion Program. All Bidders who are awarded a contract may be required to submit periodic reports during the term of the Contract to the Office of Diversity or a Program office to be established by the Owner. If this Qualifications results in contracted firms employees working at a DPSD site, a Manpower Utilization form will be required monthly (see copy in this section). All Bidders who are awarded a Contract with the Owner may be required to submit a Contract Completion Survey (to be provided by the Owner after all work is completed. Failure to provide any requested information about utilizing Economically Disadvantaged Business Enterprises, Local Businesses and Local Residents during the Contract term, can be a determination of contractual deficiency and may require a remedy, or contract termination as determined by the owner.
- 5.1** **Race-Neutral Devices:** The Owner supports the use of race-neutral devices to aid Economically Disadvantaged Business Enterprises and Local Businesses in the bidding process, to the extent that such devices are legal and economically feasible. In order to facilitate the participation of such businesses, the Owner will do the following:
- 5.2** Advertise and promote the availability of Project prime contracts, subcontracts and employment in a broad-based manner to include Economically Disadvantaged Business Enterprises and Local Businesses;

- 5.3** Hold meetings and provide other resources to acquaint Economically Disadvantaged Business Enterprises and Local Businesses with the requirements and Scope of Work, and coordinate such efforts with organizations familiar with and willing to reduce the problems Bidders may experience in getting quotes from Economically Disadvantaged Business Enterprises and Local Businesses in the course of bidding the Work;
- 5.4** Provide apprenticeship support and referral resources to Local Residents who maintain a certain level of participation and are actively seeking licensure and assistance;
- 5.5** Publicize capacity building programs in a broad-based manner for the purposes of notifying Economically Disadvantaged Business Enterprises, Local Businesses and Local Residents and coordinate efforts with other organizations such as MCBAP, SCOMBC, and NAACP, among others, in the Dayton area that have capacity building programs;
- 5.6** Break down the scope of large prime Contracts within the Project into smaller contractual parts to facilitate the participation of Economically Disadvantaged Business Enterprises and Local Businesses;
- 5.7** Arrange adequate time for the submission of bids and specifications review so as to facilitate the participation of Economically Disadvantaged Business Enterprises and Local Businesses;
- 5.8** Require bidders on Project prime contracts to use good faith efforts to locate and engage the services of Economically Disadvantaged Business Enterprises, Local Businesses and Local Residents ready, willing and qualified to supply labor, materials and services in connection with the Project. The Goals include no less than thirty-five (35%) participation of Economically Disadvantaged Business Enterprises. and Local Businesses and twenty-five percent (25%) workforce participation by School District Residents.
- 5.9** Develop and implement outreach programs for the economically disadvantaged business community;
- 5.10** Actively seek out and include qualified Economically Disadvantaged Business Enterprises and Local Businesses on bid invitation publications that are also available to the public in general and ensure that Goals are understood by all Bidders; and
- 5.11** Provide resources and information to Economically Disadvantaged Business Enterprises and Local Businesses and Local Residents seeking opportunities to participate on this project.

IP III COMMUNITY INCLUSION EDBE/EDGE AND WORKFORCE PARTICIPATION FORM

Project Name: _____ Prime Contractor _____ Contact Name _____ Phone _____

Email _____ Dayton Board of Education has adopted a Community Inclusion Program for the DPSD. This form is to be used to record EDBE/EDGE firms contacted, good faith efforts made and any resultant participation under the aforementioned Program. The completed form should be submitted at the time of bid by the prime contractor. In order to participate in this Program, EDBE/EDGE contractors must be certified under the rules and regulations pertinent to this program. When determining the level of EDBE/EDGE participation, only the total work performed by the EDBE/EDGE, either singularly or severally, will be considered. Refer to Good Faith Effort (GFE) in the bid specifications for evaluation criteria. Contact the DPSD point of contact for solicitation with questions regarding this form.

List all Economically Disadvantaged (EDBE/EDGE) Firm's Contacted	Describe how EDBE/EDGE firm contacted and follow-up	Bid Rcvd? Yes, \$ Amount	Check type of bid and describe work scope to be provided	List bid \$ amount, if bid low, and negotiation results.	Describe attempt to carve out a smaller work scope.	\$ Amount to EDBE/EDGE PO/contract Info	% of Base Bid
Disadvantaged Firm Name _____ Tax I.D. Number _____ Street Address _____ City/State/ Zip Code _____ Contact Name/Phone Number/Email _____	Fax Date _____ Phone Date _____ Email Date _____ News ad Date _____ Follow-up? Yes ___ No ___ Describe: _____	Yes ___ No ___ \$ _____	Prime ___ SubContract ___ Joint ___ Service ___ Venture ___ Supplies or Equipment ___ Describe: _____	Bid \$ _____ Low bid? Yes ___ No ___ % over low _____ Negotiation? Yes ___ No ___ If not, why? _____ Yes, Date _____ Describe results _____	_____ PO/Contract# _____ Date _____ If none, expected PO date: _____ Copy of PO/Contract must be forwarded to DPS Compliance Agent		
Disadvantaged Firm Name _____ Tax I.D. Number _____ Street Address _____ City/State/ Zip Code _____ Contact Name/Phone Number/Email _____	Fax Date _____ Phone Date _____ Email Date _____ News ad Date _____ Follow-up? Yes ___ No ___ Describe: _____	Yes ___ No ___ \$ _____	Prime ___ SubContract ___ Joint ___ Service ___ Venture ___ Supplies or Equipment ___ Describe: _____	Bid \$ _____ Low bid? Yes ___ No ___ % over low _____ Negotiation? Yes ___ No ___ If not, why? _____ Yes, Date _____ Describe results _____	_____ PO/Contract# _____ Date _____ If none, expected PO date: _____ Copy of PO/Contract must be forwarded to DPS Compliance Agent		

Total Dollar Amount of Prime Contractor's Base Bid \$ _____ Total Dollar EDBE/EDGE contracts \$ _____ Percent EDBE/EDGE awards to base bid _____ % Percent anticipated School District Workforce _____ % Contractor certifies information provided is true, and that no changes to EDBE/EDGE contractors will be made without notifying DPS Compliance office or acting agency, so that attempts can be made to substitute with another EDBE/EDGE contractor. Contractor further certifies intent to actively seek and engage in continued activity to increase participation with contractors and/or School District Workforce in an attempt to meet District's 35% EDBE/EDGE and 25% school district workforce goals.

Print Name _____ Title _____ Signature _____

The afore-named party is authorized to duly attest to this document on this _____ day of _____ before Notary Public _____ State of _____ Commission expires _____ affix seal here.

DPS 8/08 Please duplicate this form as required to document all EDBE/EDGE contacts, good faith efforts and contracts awarded towards the District's 35% EDBE/EDGE goal. Attach any supporting documents to this form. Notarize final sheet only.

INCLUSION PROGRAM

EXHIBIT IP IV**GOOD FAITH EFFORTS DETERMINATION**

DPSD and/or its authorized compliance district will utilize the following factors, as consistent with Ohio Revised Code 123:2-16-09 in the determination of a contractor's good faith efforts to meet the goals of the DPSD Community Inclusion program. Determination of good faith efforts will be made by information provided on and with the DPSD EDBE/EDGE Participation form to be completed and provided with the respondents bid. Additional supporting documentation may be required at the request of the Diversity Office.

1. The bidder utilized reasonable and available means to identify and solicit all certified EDBE/EDGEs* business enterprises that have the capability to perform the work of the contract by providing copies of written notification that their interest in the subcontract is solicited.
2. The bidder must provide evidence of efforts to divide the work into economically feasible portions of the contracted work to increase the likelihood of the participation by EDBE/EDGEs certified business enterprises.
3. Evidence that the bidder provided all appropriate certified EDBE/EDGE business enterprises with adequate information about the plans, specification and requirements of the contract *in time* for EDBE/EDGE certified business enterprises to bid on the project.
4. The bidder negotiated in good faith with interested certified EDBE/EDGEs business enterprises. To demonstrate good faith negotiations, the contractor shall provide the evidence of such negotiations, including but not limited to:
5. Names, addresses, dates, and telephone numbers of the EDBE/EDGEs certified business enterprises considered.
6. A description of the information provided to the EDBE/EDGEs bidder regarding the RFQ/Bid specifications for portions of the work to be performed;
7. A statement of the reasons why additional agreements with EDBE/EDGEs were not reached; and
8. Copies of written quotes from all EDBE/EDGEs seeking subcontract work with prime at the time of the bidding
9. The bidder or contractor shall properly evaluate an interested certified EDBE/EDGE business enterprise as being qualified for the work of the contract. A bidder must give equal consideration to an EDBE/EDGE certified business enterprise regardless of its standing within an appropriate industry, membership, or affiliation in a business, union, social or political group. A written statement of the reasons an EDBE/EDGE's quote was not accepted, must be documented and submitted.
10. Evidence that the bidder utilized the services of the District and/or its authorized representative and/or organization that provides contractor assistance in the identification and recruitment of EDBE/EDGE certified business enterprises.
11. The bidder utilized the list of qualified EDGE certified business enterprises as provided by the equal employment opportunity division of the department of administrative services.**
12. Evidence of efforts to assist EDBE/EDGE's who need assistance in obtaining bonding and/or insurance which the bidder requires.

****EDBE/EDGE; DPSD will accept State of Ohio EDGE certification as well as other EDBE, SDBE certifications. Any question regarding acceptable certification should be addressed to the Director of Purchasing & Contract Administration***

*****Imperative to the determination of good faith efforts is the contractor's attempt to identify and engage EDBE/EDGE certified business enterprises. Consistent with this effort will be the contractor's contact of the District's Purchasing Office at 937-542-3020.***

EXHIBIT 1

Submission Instructions to Suppliers Bonfire Software

Please follow these instructions to submit via our Public Portal. In order to prepare a submission, please log in. If you do not have a Bonfire account, you can create an account by clicking the Log in / Register button on the website at the link below. **Vendors new to this process are encouraged to watch the short video completely before starting.**

1. Prepare your submission materials. and upload the following requested information

Name	Type	# Files	Requirement
Attachment I -General Information -	PDF	Multiple	Required
Attachment II- Qualifications and Experience Questionnaire	PDF	Multiple	Required
Attachment II-Item#3 Marketing Portfolio w/descriptions	PDF	Multiple	Required
Attachment II-Item#8 Organizational Chart	PDF	Multiple	Optional
Attachment II-Item#9 Resumes of Key Personnel	PDF	Multiple	Required
Attachment III- Proposed Plan	PDF	Multiple	Required
Attachment III-Item #5 Reporting/Metrics	PDF	Multiple	Required
Annual Reports	PDF	Multiple	Optional
Attachment IV- Cost Proposal/	PDF	Multiple	Required
Attachment V Non-Collusion Statement, , ,	PDF	Multiple	Required
Attachment Delinquent Taxes Affidavit	PDF	Multiple	Required
Attachment VII- Affirmative Action Affidavit	PDF	Multiple	Required
Attachment VIII - References	PDF	Multiple	Required
Attachment IX Current Client List	PDF	Multiple	Required

Requested Documents: Please note the type and number of files allowed. The maximum upload file size is 100 MB. Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

2. Upload your submission at: <https://Dps.bonfirehub.com/opportunities/2077>

Your submission must be uploaded, submitted, and finalized prior to the Closing Time. DPSD strongly recommends that you give yourself sufficient time and **at least ONE(1) hour** before Closing Time to begin the uploading process and to finalize your submission.

Important Notes: Each item of Requested Information will only be visible after the Closing Time. Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed. You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission.

Minimum system requirements: Internet Explorer 8/9/10+, Google Chrome, or Mozilla Firefox. JavaScript must be enabled.

Need Help?

DPSD uses a Bonfire portal for accepting and evaluating proposals digitally. Please contact Bonfire at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>

RFQ 16-846Q

THE END