

Request for Proposal

Comprehensive Marketing Services



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

Electronic proposals will be accepted until 12:00 p.m. Monday, August 29, 2016. All submissions must be uploaded to the DPS Bonfire Public Portal at <https://dps.bonfirehub.com/opportunities/1593>
See submission Instructions, Exhibit 1 of this document.

RFP No. 16-846
Date: August 14, 2016



RFP: 16-846

LEGAL NOTICE

On August 14, 2016, DPSD will post a formal solicitation , RFP 16-846 to procure Comprehensive Marketing Services for Dayton Public Schools at web site: www.dps.k12.oh.us. All interested parties, potential Offerors, and those seeking to do business are hereby notified that this web site will be updated periodically to include additional documentation. Interested parties, potential Offerors, 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 Proposals to provide Comprehensive Marketing Services for Dayton Public Schools will be accepted until 12:00 p.m., EST on Monday, August 29, 2016. Responses must be submitted electronically at <https://dps.bonfirehub.com/opportunities/1593>. Questions regarding this solicitation will be accepted ONLY in writing to the point of contact listed above prior to 4:30 PM EST on August 24, 2016 Responses to all questions submitted will be posted on the DPSD website by August 26, 2016.

Firms submitting proposals 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, the Dayton Board of Education requires that all firms submit with their response an affidavit affirming status of delinquency on property taxes.

The Board of Education reserves the right to accept or reject any or all Proposal resulting from above.

DAYTON BOARD OF EDUCATION

Dr. Adil Baguriov, President

Hiwot Abraha, Treasurer

Advertising Dates: August 14 and 21, 2016

Proposal Due Date: August 29, 2016

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RFP: 16-846

1.0 **PURPOSE**

Dayton Public Schools is seeking an annual contract for comprehensive marketing services with an intent to create a vibrant, captivating brand for the school district through selective campaigns of key district initiatives. The offeror will serve as the District's agency of record and work with the Superintendent and designees to develop an effective and efficient annual advertising and marketing program.

2.0 **BACKGROUND**

The Dayton Public Schools District is a large urban school district with 2,400 employees and approximately 14,000 students attending the DPSD approximately 32 instructional facilities. There are four administrative facilities. DPSD is located in Montgomery County and is the tenth largest district in the State of Ohio (among 613 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 Proposal Submission and Evaluation**

DPSD will make every effort to adhere to the following schedule:

Release of Request for Proposal	August 14, 2016
Last date for respondent Questions	August 24, 2016
Final Q&A posting to DPSD website	August 26, 2016
Deadline for proposal submission	August 29, 2016
Evaluations	August 29-Sept 2, 2016
Finalist Interviews (if needed)	August 6-7, 2016
Award of Contract	September 20, 2016
Contract commencement	September 21, 2016

3.0 SCOPE OF SERVICES

It is the intent of this Request for Proposal to award a 1-year contract for comprehensive marketing services for Dayton Public School District, herein referred to as DPSD. The selected firm will serve as the District's agency of record and work with the Superintendent and designees to develop an effective and efficient annual advertising and marketing program. The selected firm must have demonstrated experience in media campaigns and advertisement writing and production. The proposal must describe the background and capabilities of the offeror and detail how services will be provided. Responses to this solicitation must include the following:

- 3.1 Proposal components should include comprehensive services to build campaigns unified by a central message that drives prospective students and their families to DPS and promotes the district brand. Proposals should demonstrate an understanding of the project, including details of our district's mission and history, initiatives and importance to the greater Dayton community. Successful responses should include, but not be limited to the following.
 - 3.1a **Provide a project approach and detailed scope of services, including anticipated work tasks and deliverables.**
 - 3.1b Provide any additional information, including resumes and/or work experience of the proposed personnel to be assigned to the project, that demonstrates understanding and insights related to the project scope . See Section 4.
 - 3.1c Demonstrate firm's ability to develop, coordinate and implement campaigns while operating under strict deadlines and within a budget.
- 3.2 Examples of past work must be included as part of the proposal. In addition to three current references See Section 5.5 Attachment V – References for details.
- 3.3 The Contractor shall convey to DPS, in perpetuity, exclusive property rights to all campaign materials.
- 3.4 The proposer must provide resources to recommend marketing strategies, quality advertising, and if requested, fulfilment materials designed to meet specific agreed-upon objectives.
- 3.5 The contractor must provide resources to recommend advertising schedules for newspapers, magazines, television, internet any other media within the annual budget.

- 3.6 The firm must provide resources to make timely disbursement for all advertising placements.
- 3.7 The firm must provide accounting resources to provide detailed monthly budget summaries of account activity.
- 3.8 Provide accounting resources to provide detailed monthly budget summaries of account activity by project. All changes are to be supported by invoice describing exact nature of work done or outsourced, including markup, if any.
- 3.9 **Must provide resources to evaluate the effectiveness of advertising placed on behalf of the DPS. DPS will assist in determining the evaluation methods to be used.**
- 3.10 **DPS will be a participatory client in its advertising and marketing programs. Senior staff is accustomed to and expects to continue to have significant involvement in face-to-face discussion and brainstorming session with staff of the selected firm. In effect, staff of the advertising agency may be required to attend DPS staff/planning meetings weekly, in person, or as required.**
- 3.11 **Firm may be required to work with additional grant/cooperative programs as needed and to bill these activities separately**
- 3.12 **Firm should identify Procedures for ensuring timeliness, cost-effectiveness and high quality of product**
- 3.13 **PRICES. Include the firm's proposed budget and fees. Provide a detailed list specific to the objectives provided herein. Firm shall provide a firm fixed price for proposed budget, this price will be utilized for evaluation purposes, only and should not be construed as a guaranteed cost. DPS will pay only for services/fees actually expended. See Section 5.1 Pricing for detailed instructions regarding proposal cost.**
- 3.14 **PROPOSAL EVALUATION.**

An evaluation team approach will be utilized to evaluate the proposal offerings. The evaluation team may consist of DPSD employees, contractors, customer stake-holders as deemed necessary by DPSD. Proposals will be scored according the evaluation criteria and weighs as indicated in Section listed in Section 5.7. It is our intent to select directly from information gained from the review of submitted proposals. However, we reserve the right to require phone or personal interviews with a short list of firms.

3.15 **Deliverables Schedule**

The Contractor shall develop and submit to DPSD the deliverables as depicted in the table below:

Deliverables Schedule		
Deliverable	RFP Paragraph	Due Dates
Implementation Plan, identifying timeline, strategies and processes for all items required in Section 3.0-3.14	4.2.4	15 days after award
Weekly, Monthly, Annual Reports as agreed upon during implementation meeting	4.2.2	TBD
Invoice	4.2.2	7 days after preceding month

Other deliverables may be added to the schedule as deemed necessary. The selected firm 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.

4.0 INSTRUCTION FOR SUBMISSION

DPS uses Bonefish software as an electronic tool for solicitations. Detailed submission instructions are included as Exhibit “1” to this document. Respondents must register to submit proposals. It is suggested that firms view the short video demonstration regarding submission prior to proposal deadline to ensure all requirements for submission can be met by date and time of bid close.

4.1 **Authorized Signature**

If the proposal is 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. If incorporated, a Certificate of Incorporation from the Secretary of State must also be presented to the DPSD prior to award of agreement. Subject to the provision regarding assignment, this agreement shall be binding on the administrators, successors, and assignees of the parties hereto.

4.2 **Economy of Preparation**

Proposals should be prepared simply and economically, providing straightforward, concise delineation of the firm's capabilities to satisfy the requirements of this RFP. Please note in order to ensure that the DPSD Evaluation team can identify the firm's specific response to the solicitation it is suggested that you follow the numbering format provided in this solicitation, especially in the area of scope of service. technical literature about the firm's experience and Proposal may be included. The emphasis should be on completeness and clarity of content. In order to expedite the evaluations, it is essential that specifications and instructions contained in these instructions be followed exactly. The evaluation process will not provide credit for capabilities or advantages which are not clearly shown in the written proposal for services. The following information is requested in preparing a response to this Request for Proposal (RFP). In addition a table of content, a cover letter, and an executive summary is required.

4.2.1 **Firms Are Required To:**

- 4.2.1a Provide a description of the firm's Proposal, including general information and a brief history of its incorporation, and prior experience within the last five (5) years. Include a statement about firm's ability to expand services and any other information that may be beneficial to the DPSD in evaluating the firm's Proposal and experience.
- 4.2.1b Comment on your firm's ability to perform as related to current workload, availability of qualified personnel, and the availability of equipment and facilities. Provide documentation supporting key personnel in the firm as related to technical training, education and experience.
- 4.2.1c A list of at least three (3) clients (including names, addresses, and telephone numbers) for which the firm has provided similar services shall be included within this section of the statement of proposal. Please complete Attachment V for this purpose. (This attachment may be reproduced as required) The DPSD may contact any or all of the reference at its discretion.
- 4.2.1d Please discuss your firm's financial condition and, if possible provide the latest annual report or financial statement for the last two years. Figures must be in U.S. dollars.

4.2.2 **Management Reports**

This section requires a description of any required management reports, including, but not limited to, invoicing which will be provided to the DPSD. Invoices must be submitted with supporting documentation, including sign-in sheets, assessments, and any other information deemed pertinent to payment, no less than 7 days after the preceding month. Please attach examples of invoices and/or reports and describe any unique reports that can be customized to our specifications. For each report, provide the following information:

Report Name: Title

Description: How is information organized (i.e. major fields)

Frequency: How often are reports issued?

4.2.3 **Firm's Addendum (Optional):**

This section is provided for the submission of any additional information not included elsewhere and considered to be pertinent to the evaluation of the Request for Qualification.

4.2.4 **Implementation Plan:**

Firm's proposal must include a detailed implementation plan clearly identifying how it will accomplish and provide requirements identified in section 3.0 the steps to be taken beginning at the start of the contract period, through contract completion including point of contact, rules of engagement, invoicing, a proposed timeline.

5.0 **Attachments**

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

- 5.1 **Attachment I - Cost Proposal Form:** The Offeror(s) shall submit pricing for goods and services in the manner stipulated in this document (Cost Proposal). All pricing must be valid for at least 90 days from the solicitation close date, unless otherwise noted. The cost proposal must be signed by person(s) who have signatory authority to make said offer at the time of the response.
- 5.2 **Attachment II – Non Collusion Form:** Per the laws of the State of Ohio, no Offeror may engage in activities with any other firm or organization to manipulate pricing or hinder competition. All offerors must complete and submit the non-collusion form with the solicitation response.
- 5.3 **Attachment III –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 proposal 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 IV –City of Dayton HRC Approval Letter:** Firms submitting proposals must be approved by the Human Relations Council (HRC) of the City of Dayton and must submit with their proposal evidence of such approval. Firms interested in bidding for future contracts with Dayton Public School District should complete the City of Dayton HRC’s Affirmative Action Assurance form located at this link: <http://www.cityofdayton.org/departments/hrc/Pages/default.aspx>. Upon acceptance the HRC will issue an approval letter which should be included with the solicitation response. Bidders that have not received a response by bid date may submit verification that the application has been submitted to the HRC. However, no contract shall be entered into with the receipt of said approval.
- 5.5 **Attachment V – Past Performance Reference Forms:** Offerors shall demonstrate their experience in successfully providing services that were similar in their nature, size, and scope to this solicitation. The Offeror shall also include three (3) Past Performance references from contracts that were completed in the past three (3) years. Offerors 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 DPS evaluation team will attempt to verify the information on with the contact information as provided within 30 days the solicitation close date. It is the offeror’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.
- 5.6 **Appendix IP-I thru IP-IV – DPS Community Inclusion Program (CIP) –** In January 2004, the Dayton Board of Education approved a resolution enacting the DPS Community Inclusion Program. The premise of this program is that firms doing business with DPS 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 DPS CIP are outlined in appendix annotated above. **OFFERORS 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 DPS CIP should be addressed to the contact person for this solicitation.
- 5.7 **Evaluation Criteria/Scoring Weight (100 points total)**
- 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.
- Cost: Service pricing and availability;
 - Value added considerations and benefits to the DPSD
 - Quality of service: personnel, and facilities of the firm's organization, as determined solely by the DPSD;
 - The firm's relevant experience, Proposal, and success in providing a service of the type described in this document;
 - 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 the 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 the DPSD

The Scoring Weight for this solicitation is as follows:

Cost	25%
Proposal	25%
Experience	15%
Implementation Plan	25%
Community Inclusion Program	10%

6.0 **TERMS AND CONDITIONS**

It is the intent of DPS to enter into a contract agreement that includes these terms and conditions. All conditions and provisions of the RFP are deemed to be accepted by the firm and incorporated by reference in the statement of Proposal and will apply to subsequent contract agreements.

6.1 **Late:**

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

6.2 **Opening:**

There will not be a public opening; however, firms submitting Proposal for consideration will be notified of results.

6.3 **Indemnity:**

The firm shall indemnify the 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 except, 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 Proposal. 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 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. Alternate Bids for insurance requirements may be submitted however, it shall be at the sole discretion of the District to accept the alternate.

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 Proposal 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 the 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.



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ATTACHMENT I
PRICE PROPOSAL FORM

FROM:

TO: THE DAYTON BOARD OF EDUCATION
115 S. Ludlow Street
Dayton, OH 45402-1812

The signer of this document has submitted a firm fixed price of _____

Written as _____ and _____ cents. The base bid will be used for evaluation and budgetary purposes and should not be construed as a guaranteed cost. DPSD will pay only for services provided, (see Section 3.6). The offeror further attests that the price includes all addendum, and acknowledges receipt of said addenda below. Failure to acknowledge addendums may result in the determination of a non-responsive bid, totally at the discretion of DPSD.

The undersigned as Offeror declares that the only parties interested in this proposal as principals are named herein; and that this proposal is made without collusion with any other person, firm or corporation; and that no officer or agent of the owner is directly or indirectly interested in this proposal. Offeror hereby attests that any agreement for services required by DPSD resulting from this solicitation will be provided at the rates as submitted on the firm's proposed fee schedule (Offeror, please attach to this document and label "Attachment IA, Fee Schedule.") Any amendment, increases or elimination of offerings, subsequent to this agreement must be agreed upon by both the Offeror and DPSD.

Firm Name: _____

Firm's address _____ City/State _____ Zip _____

Signature of authorized Agent _____ email _____

Print Name/Title _____ date _____

Signature of authorized Agent _____ email _____

Print Name/Title _____ date _____

Acknowledgments of Addendums (Please circle all that apply)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15



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ATTACHMENT II

**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 Proposal; that the undersigned is informed of all the relevant facts surrounding the preparation and submission of these Proposal; that the undersigned knows and represents and warrants to the Dayton Public School District that these Proposal are prepared and submitted without collusion with any other person, business entity or corporation; and, that the Firm submitting these Proposal 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 III

**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

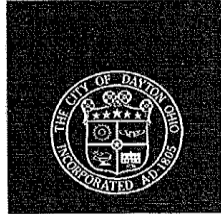
Sworn or affirmed to before me and subscribed in my presence this
_____ day of _____

Notary Public
My Commission Expires _____

ATTACHMENT IV

Judy Zimmerman
Chairperson

Thomas J. Wahrab
Executive Director



CITY of DAYTON, OHIO
HUMAN RELATIONS COUNCIL

371 West Second Street, Suite 100, Dayton, OH 45402-1417
(937) 333-1403 / 333-1413 / FAX 222-4589

June 23, 2010

Owner
Name of Company
Address
City, State, Zip

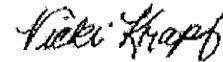
Dear Owner:

We have received your Affirmative Action Assurance Form and determined the following:

It is approved for one year and will expire
on June 22, 2011.

If you have any questions, please contact me at (937)333-1413.

Sincerely,



Vicki Krapf
Administrative Typist II

VK

NOTE: The above noted approval places your company on The City of Dayton's Approved Bidder's List. This does not certify your company as a Minority, Female or Small Disadvantaged Business



ATTACHMENT V

REFERENCE SHEET

Please complete this sheet on at least three (3) clients to whom you have furnished similar services being proposed, within the last five (5) years.

CLIENT'S NAME: _____

CLIENT'S ADDRESS: _____

CONTACT PERSON _____

CONTACT PHONE (_____) _____ / _____

CONTACT EMAIL _____ / _____ @ _____

DOLLAR VOLUME OF SALES: _____

CONTRACT DURATION: _____

BRIEF DESCRIPTION OF PRODUCTS/SERVICES PROVIDED:



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EXHIBIT IP I

BID SUBMISSION INSTRUCTIONS for DAYTON PUBLIC SCHOOLS COMMUNITY INCLUSION PROGRAM

Dayton Public Schools 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

Dayton Public Schools Community Inclusion Program has two major initiatives. The first is the utilization of disadvantaged Firms in Dayton Public Schools 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 proposal does 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 Dayton Public Schools' Community Inclusion Plan has a goal, *when applicable, for 25%* of on-site workforce associated with the procurement to be Dayton Public Schools District 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 DPS 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 DPS 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; DPS Purchasing & Contract Administration TAllen@DPS.K12.OH.US

EXHIBIT IP II

DEFINITIONS TO PROVIDERS FOR DPS 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.
- 2.0 Definitions**
- 2.1** “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 DPS 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 DPS EDDBE 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 EDDBE/EDGE contractors contacted, if not used, reason why; attempts to negotiate with EDDBE/EDGE contractor, attempts to carve out a smaller scope of work for which the EDDBE/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 DPS 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 DPS EDDBE/EDGE Provider and Workforce Participation Form indicating the Bidder fulfills the requirement of the DPS 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 proposal results in contracted firms employees working at a DPS 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.
- 5.0 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:
- 5.1** 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;
- 5.2** 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;
- 5.3** Provide apprenticeship support and referral resources to Local Residents who maintain a certain level of participation and are actively seeking licensure and assistance;
- 5.4** 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;

- 5.5** 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;
- 5.6** 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;
- 5.7** 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.
- 5.8** Develop and implement outreach programs for the economically disadvantaged business community;
- 5.9** 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
- 5.10** Provide resources and information to Economically Disadvantaged Business Enterprises, Local Businesses and Local Residents seeking opportunities to participate on this Project.

IP III COMMUNITY INCLUSION EDBE/EDGE AND WORKFORCE PARTICIPATION FORM



RFP: 16-846

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

Email _____ Dayton Board of Education has adopted a Community Inclusion Program for the Dayton Public School District. 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 DPS 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? <input type="checkbox"/> Yes <input type="checkbox"/> No Describe:	<input type="checkbox"/> Yes <input type="checkbox"/> No \$ _____	<input type="checkbox"/> Prime <input type="checkbox"/> SubContract <input type="checkbox"/> Joint <input type="checkbox"/> Service Venture <input type="checkbox"/> Supplies or Equipment Describe:	Bid \$ _____ Low bid? <input type="checkbox"/> Yes <input type="checkbox"/> No No, _____ % over low Negotiation? <input type="checkbox"/> Yes <input type="checkbox"/> 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? <input type="checkbox"/> Yes <input type="checkbox"/> No Describe:	<input type="checkbox"/> Yes <input type="checkbox"/> No \$ _____	<input type="checkbox"/> Prime <input type="checkbox"/> SubContract <input type="checkbox"/> Joint <input type="checkbox"/> Service Venture <input type="checkbox"/> Supplies or Equipment Describe:	Bid \$ _____ Low bid? <input type="checkbox"/> Yes <input type="checkbox"/> No No, _____ % over low Negotiation? <input type="checkbox"/> Yes <input type="checkbox"/> 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

DPS and/or its authorized compliance agency 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 DPS Community Inclusion program. Determination of good faith efforts will be made by information provided on and with the DPS 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 RFP/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; Dayton Public Schools 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:

Requested Information

Name	Type	# Files	Requirement
Attachments I thru IV	File Type: PDF (.pdf)	Multiple	Required
Attachment V References	File Type: PDF (.pdf)	Multiple	Required
Exhibit IP III and Good faith effort documentation	File Type: PDF (.pdf)	Multiple	Required
Marketing Services Proposal	File Type: PDF (.pdf)	Multiple	Required
Key Customer List	File Type: PDF (.pdf)	Multiple	Required
Annual Reports/Financial Statements	File Type: PDF (.pdf)	Multiple	Required
Portfolio, example of prior work	File Type: PDF (.pdf)	Multiple	Required
Pricing	Data Type: Number	N/A	Required
Exceptions to DPS terms and conditions	File Type: PDF (.pdf)	Multiple	Required
Firm resides in: Choose only 1 number Dayton Public school district, 1. City of Dayton 2. Montgomery County 3. Ohio 4. Other	Data Type: Number	N/A	Required
Indicate the percentage of firm’s employees that reside in 1. Dayton School District 2. City of Dayton 3. Montgomery County 4. Ohio 5. Total number of employees	Data Type: Text	N/A	Required
Firm agrees to all terms and conditions as proposed in solicitation, respond yes or no; if no, submit exception in requested documents.	Data Type: Text	N/A	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.

Requested Data:

Please note that text fields have a limit of 2000 characters. We recommend you prepare your responses in advance to ensure they fit within the length restrictions. Learn more about Requested Data at the [Bonfire Help Center](#).

2. Upload your submission at: <https://dps.bonfirehub.com/opportunities/1593>

Your submission must be uploaded, submitted, and finalized prior to the Closing Time of **Aug 29, 2016 12:00 PM EDT**. We strongly recommend 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?

Dayton Public Schools 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>

THE END