

**Request for Proposal (RFP) 2020-010  
Branding/Digital Marketing Agency of Record**

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**INTRODUCTION**

The Columbus Metropolitan Housing Authority (hereinafter, "HA") is a public entity that was formed in 1934 to provide federally subsidized housing and housing assistance to low-income families, within the City of Columbus, Ohio. CMHA is headed by a President & CEO and is governed by a board of commissioners and is subject to the requirements of Title 24 of the Code of Federal Regulations (hereinafter, "CFR") and CMHA's procurement policy. Brought into existence by the State Board of Housing, the State of Ohio, by May 8<sup>th</sup>, 1934, resolution. CMHA is a subdivision of the State of Ohio

Currently, the HA owns and/or manages: (a) 25 multi-family apartment complexes totaling 2,951 units; (b) 9 senior complexes, totaling 692 units; 3 Service Enriched complexes, totaling 230 units; and (d) the administers a total of 13,000 Section 8 Housing Choice Vouchers. The CMHA currently has approximately 122 employees.

In keeping with its mandate to provide efficient and effective services, the HA is now soliciting proposals from qualified, licensed and insured entities to provide the services specified herein to the HA. All proposals submitted in response to this solicitation must conform to all of the requirements and specifications outlined within this document and any designated attachments in its entirety.

**RFP INFORMATION AT A GLANCE**

The Columbus Metropolitan Housing Authority (CMHA) seeks the services of a Branding/Digital Marketing Agency of Record, to provide strategic and creative campaign development and execution that drives the CMHA Brand experience at all-touch points.

This procurement may include a three-phase process, with the first phase determining responsiveness and qualifications. The second phase will be oral presentations for respondent(s) who achieve the highest scores or competitive range in the first phase. The third phase will be for respondent(s) who achieve the highest scores or are in the competitive range in the second phase. Financial proposals will also be evaluated. Selected respondent(s) will be notified by a formal invitation for contract negotiations.

**Proposal Submittal Return & Deadline**      Friday September 18, 2020 @ 11:00am

**Pre-Proposal Conference**                      Friday September 11, 2020 @ 11:00am  
Join Zoom Meeting  
<https://us02web.zoom.us/j/88231018016?pwd=V0dQMGV5bjdUSFZrNmJPR0Y1SUdDdz09>

Meeting ID: 882 3101 8016  
Passcode: 771017

**Anticipated Approval by HA Board of Commissioners**    October 2020,

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**SCOPE OF WORK (SOW)/TECHNICAL SPECIFICATIONS (T/S):** The HA wishes to procure the services of a professional marketing agency of record company to provide strategic and creative campaign development and execution that drives the CMHA Brand experience at all touchpoints

Proposers will be asked to present your agency's capabilities and case studies that demonstrate results-oriented campaigns, campaign concepts and preliminary rate-structure are required.

Agencies may partner with other agencies or subcontractors to create a team that is suited to develop the plan and implement the campaign; however, there must be one "lead" agency that is primarily responsible for strategic guidance of the campaign and management of all partners/subcontractors. All billing would need to be managed through the lead agency to provide one bill to CMHA for services. Billing arrangements would need to be approved by CMHA.

The selected agency will be offered a one-year contract with an annual scope of work. Any award will be subject to the conclusion of a contract based on terms agreed upon by CMHA after an award has been announced and CMHA has agreed to the marketing and branding strategic plan.

During the procurement process, responses to this RFP will be considered confidential and not shared with anyone outside the selection committee or CMHA staff. CMHA reserves the right to make final agency selection after round 1 or narrow down number of agencies asked to participate in round 2 of the selection process including additional submission of materials and/or interviews and presentations. Notwithstanding the foregoing, because CMHA is a public agency, all submittals related to this RFP shall be subject to Public Records and Freedom of Information Act requirements.

CMHA is seeking an agency to be our primary marketing and branding resource. We are looking for a partner to provide strategic direction, concepting and execution that activates people to engage with CMHA branded touchpoints, amplifies brand awareness and ultimately drives the CMHA reputation as an industry leader trailblazing the landscape of all aspects of affordable housing and development. Scope may include but is not limited to the following:

- Develop and execute a consistent brand messaging strategy that is reflected across all channels
- Develop a digital strategy including possible website redesign
- Partner with CMHA staff and existing PR associates to produce content for all media outlets as requested including execution
- Social media strategy including community engagement/management
- Develop and manage a social media content calendar
- Video production to support our mission with a strategic roadmap
- Reputation management
- Create a strategic plan for newsletters (both internal and external) including execution
- Media planning and buying to support the strategic vision (digital and traditional)
- Develop presentation/marketing materials including PowerPoint or handouts as requested
- Establish key performance indicators and a reporting cadence to track

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- Create a public policy agenda and execute the delivery to CMHA stakeholders
- Other recommendations to increase brand awareness and get our story out both locally and nationally

**ANNUAL BUDGET**

At this time, the budget for digital marketing elements and execution \$150,000 which must include production and agency fees. Agencies should be able to demonstrate good budget stewardship and success in leveraging modest budgets to achieve exponential results.

To be considered for this campaign, responding agencies should have at a minimum (but not limited to) the following capabilities:

- Integrated marketing/branding campaign development
- Creative development and execution in traditional and non-traditional media
- Website content strategy and development
- Social media strategy and execution
- Digital video production
- E-mail communication management
- Provide reporting and analytics data
- Graphic design
- Creative writing and the ability to draft communication internally and externally quickly

Proposals will be evaluated on the following criteria:

- Insight and approach to developing digital marketing campaigns
- Demonstrated ability to develop cutting-edge creative campaigns that engage audiences and achieve results
- Qualifications, experience and fit of staff that would be assigned to the CMHA team
- Cost structure
- Demonstrated experience in branding or re-branding of similar agencies or companies
- Demonstrated experience in creating best in class websites
- Creative strategic vision to accomplish the goal
- Demonstrated experience with social media campaigns at similar agencies or companies
- Direct experience in the affordable housing industry not required but seen as a plus

CMHA does not bind itself to accept the lowest cost or any proposal. CMHA may award a contract to the bidder who is able to demonstrate the best value and fit on the basis of these RFP requirements. If CMHA believes it is in the interests to do so, it may cancel this RFP, reject all proposals, and/or seek to obtain services through a new RFP or by other means.

**NOT AN OFFER TO DO BUSINESS**

The issuance of this RFP does not imply that CMHA is making an offer to conduct, expand, or terminate business with any RFP participant. CMHA reserves the right to accept a complete

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response, or portion thereof, or to accept none of the responses or make multiple awards. Your preparation and submission of a response does not commit CMHA to award the business to any bidder even if all the requirements are met.

**Contract Term:** CMHA anticipates awarding a one (1) year contract, with a two (2) year renewal option. All contracts are subject to approval by the CMHA Board of Commissioners.

**Qualifications and Experience/Selection Factors:**

Respondent must demonstrate:

Demonstrated ability to prepare procedural and informational materials.

Experience in organizing and conducting meetings with the interest groups.

Experience in working with media outlets (TV, Radio, Newspapers, etc.) for the dissemination of public information.

Experience in working with Public Housing Authorities unique communications needs

Must demonstrate ability to perform task identified in the scope of work/technical specifications.

**Submission Content:**

Proposer shall provide information regarding qualifications and experience.

Proposer shall identify any other unique qualifications and experience related to the Performance Tasks.

Selected proposers shall be present to CMHA's selection committee

**SUB-CONTRACTORS:**

The contractor may contract with any proposed subcontractor to perform portions of the scope of work, subject to CMHA approval of the subcontractor(s). If the quote submitted requires a subcontractor, the firm/company providing the quote must provide the name of each proposed subcontractor with their quote. CMHA may, without claim for extra cost by the contractor, disapprove any subcontractor for cause on the basis of its own determination or, because the contractor is listed as ineligible to receive awards contracts for the United States on a current list or list furnished by HUD or CMHA.

**GENERAL EXPECTATIONS:**

Contractor shall provide demonstrated experience working with a similar Statement of Work

Contractor shall adhere to strict safety compliance practices while performing this work

Services are expected to be available upon an agreed upon date and time

All documents submitted to CMHA will become public record. If you are submitting information which you think is "confidential" or "proprietary" to your firm, CMHA recommends that you label that information accordingly when submitting your response. CMHA cannot guarantee that type of information will be withheld from public disclosure.

CMHA reserves the right, at its sole discretion, to award to multiple respondents.

CMHA reserves the right to add requirements during the contract period when it is in the best interest of the HA

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**HA CONTACT:**

Please contact Andrea Quinichett, Purchasing Manager with any questions. She may be reached at [quinichett@cmhanet.com](mailto:quinichett@cmhanet.com) or (614) 614-421-4434 Monday-Friday 8:00am-4:00pm.

**Submission Requirements/Schedule:**

Proposal Submittal Method: It is preferable and recommended that The proposer shall submit the all- inclusive technical portion of the response to [technicalresponse@cmhanet.com](mailto:technicalresponse@cmhanet.com), ensuring that all information requested under Submission Content are included.

Entry of Proposed Fees: The proposed fees shall be submitted by the proposer on the provided "Fee Sheet" (Attachment D The Proposer shall submit this sheet to [feeproposal@cmhanet.com](mailto:feeproposal@cmhanet.com). Do not submit, enter or refer to any fees or costs to [technicalresponse@cmhanet.com](mailto:technicalresponse@cmhanet.com). Any proposer that does so may be rejected without further consideration. A proposer must enter a proposed fee for each item--a "No Proposal" will not be allowed for any item, though a "No Charge" will be allowed for certain items. The proposed fees submitted by each proposer are inclusive of all necessary costs to provide the proposed services not otherwise provided for herein, including, but not limited to: employee costs and benefits; clerical support; overhead; profit; supplies; materials; licensing; insurance; etc. All costs incurred in the preparation of a Proposal and participation in this RFP and negotiation process shall be borne by the proposing firm.

All pricing must be submitted separately, to [feeproposal@cmhanet.com](mailto:feeproposal@cmhanet.com). All technical responses must be submitted and received to [technicalresponse@cmhanet.com](mailto:technicalresponse@cmhanet.com) no later than the submittal deadline stated herein (or within any ensuing addendum):.

The submittal must clearly denote the above noted RFP number in the "subject" line Proposals received after the published deadline will not be accepted

CMHA Purchasing Department  
Purchasing Manager, Andrea Quinichett  
Columbus Metropolitan Housing Authority  
880 E 11<sup>th</sup> Avenue  
Columbus, Ohio43211

Due Date – Submissions are due on Friday September 18, 2020 The "Electronic Copy" proposal must be received by CMHA no later than 11:00 a.m. on this date. Failure to submit all requirements of this RFP by the posted deadline will render the submission

**Pre-proposal Conference:** The scheduled pre-proposal conference identified on Page 1 of this document is, pursuant to HUD regulation, not mandatory. Typically, such conferences last 1 hour or less, though such is not guaranteed. The purpose of this conference is to assist prospective proposers in having a full understanding of the RFP documents so that he/she feels confident in submitting an appropriate proposal; therefore, at this conference the HA will conduct an overview of the RFP documents, including the attachments. Prospective proposers may also ask questions, though the Purchasing Manager or Designee may require that some such questions are delivered in writing prior to a response. Whereas the purpose of this conference is to review the RFP documents, attendees should bring a copy of the RFP documents to this conference.

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**General Directions for Pre-proposal Conference:**

Join Zoom Meeting

<https://us02web.zoom.us/j/88231018016?pwd=V0dQMGMV5bjdUSFZrNmJPR0Y1SUdDdz09>

Meeting ID: 882 3101 8016

Passcode: 771017

**Proposal Evaluation:**

Evaluation Factors: The following factors will be utilized by the HA to evaluate each proposal submittal received; award of points for each listed factor will be based upon the documentation that the proposer submits within his/her proposal submittal:

**30 points Objective**

**The PROPOSED COSTS** (based on Proposed Fee Rate) the Offeror will charge the HA to provide the required work.

**30 points Subjective**

The **APPROPRIATENESS of the TECHNICAL APPROACH (including estimated hours and skill mix) and the QUALITY of the WORK PLAN.** The proposer's **TECHNICAL CAPABILITIES**(in terms of personnel, certification and licensure, equipment and materials) professional marketing agency of record provide strategic and creative campaign development (Social Media, Community Engagement, Video Production, Presentations and Marketing material, Website Strategy, Graphic Design, Creative Writing, Reporting & Analytics Data, etc).

**30 points Subjective**

The proposer's **DEMONSTRATED, RELEVANT EXPERIENCE** in performing similar work with Public Housing Authorities (Digital Marketing Campaign, Re-Branding, Creating Websites, Social Media Campaigns, Graphic Design, Creative Writing and etc.) substantially similar to that required by this solicitation.

**10 Points Subjective**

The **OVERALL QUALITY AND PROFESSIONAL APPEARANCE OF THE PROPOSAL SUBMITTED**, based upon the opinion of the evaluators.

**Total Points: 100**

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**ATTACHMENT A**

**PROPOSED FEE SHEET:**

Proposer shall quote pricing for scheduled and emergency appointments billed by the hour.

\$ _____	Hourly Rate (Scheduled)	<u>Function</u>
\$ _____	Hourly Rate (Scheduled)	<u>Function</u>
\$ _____	Hourly Rate (Scheduled)	<u>Function</u>
\$ _____	Hourly Rate (Scheduled)	<u>Function</u>

If Proposer identifies a number of rates (e.g.. based on function, expertise, or seniority), please provide a percentage breakdown of the hours anticipated to be billed at each rate.

\*CMHA does not pay travel time

All other expenses must be approved by Executive Team

**Submittal Items**

- \_\_\_\_\_ **HUD 5369-C**
- \_\_\_\_\_ **Attachment A: Proposed Fee Sheet**
- \_\_\_\_\_ **Attachment B: Current Implementation Acknowledgment**

**SECTION 3 STATEMENT**

Are you claiming a Section 3 business preference?                      YES\_\_\_ or    NO\_\_\_.

**PROPOSER'S STATEMENT**

The undersigned proposer hereby states that by completing and submitting this Form and all other documents within this proposal submittal, he/she is verifying that all information provided herein is, to the best of his/her knowledge, true and accurate, and that if the HA discovers that any information entered herein to be false, such shall entitle the HA to not consider or make award or to cancel any award with the undersigned party. Further, by completing and submitting the proposal submittal, and by entering and submitting the costs where provided within the noted Proposal Fee Sheet, the undersigned proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the HA, either in hard copy or on the noted HA website, [www.cmhanet.com](http://www.cmhanet.com), including an agreement to execute an Agreement and/or Contract. Pursuant to all RFP Documents, this Form of Proposal, and all attachments, and pursuant to all completed Documents submitted, including these forms and all attachments, the undersigned proposes to supply the HA with the services described herein for the fee(s) entered within the areas provided within the noted Proposal Fee Sheet pertaining to this RFP.

\_\_\_\_\_  
**Signature**                                      **Date**                                      **Printed Name**                                      **Company**

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**ATTACHMENT B**

**Current Website Implementation Details**

Website Platform: C# .NET MVC Application with On Premise SQL Server database  
Website Host: Go Daddy

**Functionality:**

- Give CMHA employees ability to update the following data on the website
  - o Contact Us contents
  - o Register as a Vendor
  - o News Blog
  - o Doing Business with Us > Procurement
  - o Doing Business with Us > Construction
- Give CMHA information technology staff ability to manage and further develop website



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**RESERVATION OF RIGHTS:** CMHA reserves the right to:

- a) **CMHA Options** – CMHA reserves the right to reject and cancel any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed by CMHA to be in its best interests. CMHA reserves the right to request clarification of proposal data without changing the terms of the proposal.
- b) **Withdrawal**- CMHA reserves the right to retain all proposals submitted and not permit withdrawal for a period of 60 days after the deadline for receiving proposals without the written consent of the CMHA Contracting Officer (CO).
- c) **Negotiation**- CMHA reserves the right to negotiate the fees proposed by the proposer entity.
- d) **Participation**- The Housing Authority (CMHA) shall reserve the right to at any time during the RFP or contract process to prohibit any further participation by a proposer or reject any proposal submitted that does not conform to any of the requirements detailed herein. By accessing the CMHA website, [www.cmhanet.com](http://www.cmhanet.com) and downloading this document, each prospective proposer is thereby agreeing to abide by all terms and conditions listed within this document, and further agrees that he/she will inform the CO in writing within 5 days of the discovery of any item listed herein or of any item that is issued thereafter by the CMHA that he/she feels needs to be addressed. Failure to abide by this time frame shall relieve the CMHA, but not the prospective proposer, of any responsibility pertaining to such issue.
- e) **Incurred Expenses** – CMHA shall NOT be liable for any costs incurred by Proposers in the preparation of proposals in response to this RFP, including any meetings, presentations, demonstrations, interviews or subsequent negotiations that may be requested or required.
- f) **Rules and Regulations** – The selected Consultant must comply with all laws, ordinances and regulations applicable to the services contemplated herein, including those applicable to conflict of interest. Proposers are presumed to be familiar with all federal, state and local laws that may in any way affect the services.
- g) **Contract Continuity** – The successful Consultant shall not enter into any subcontracts, retain consultants or assign, convey or otherwise dispose of the ensuing contract, or any or all of its rights, title or interest therein to any person, company or corporation without the prior written consent of CMHA.
- h) **Discrimination** – Proposers agree that there will be no discrimination as to race, sex, religion, color, creed or national origin in regard to obligations, work, and services performed under the terms of any ensuing contract.
- i) **Personnel Availability** – The personnel described in any submission shall be available to perform the services described barring illness, accident, or other unforeseeable events, in which event the Consultant must be able to provide a qualified replacement subject to CMHA's approval. All Consultant personnel shall be considered to be the sole employees of the consulting firm, under its sole direction, and not employees or agents of CMHA.
- j) **Contract payments** – Proposers should be aware that CMHA will only make payments on a Contract issued under this RFP after the work being billed has been completed and will pay reimbursable expenses. No advance payments will be made; the Consultant must have the capacity to meet all the project expenses in advance of payments under its contract.
- k) **Taxes**-All persons doing business with CMHA are hereby made aware that the CMHA is exempt from paying Ohio State Sales and Use Taxes and Federal Excise Taxes. A letter of Tax Exemption will be provided upon request.
- l) **Official, Agent and Employees of CMHA Not Personally Liable**-It is agreed by and between the parties hereto that in no event shall any official, officer, employee or agent of CMHA in any way be personally liable or responsible for any covenant or agreement herein contained whether expressed or implied, nor for any statement, representation or warranty made herein or in any connection with this agreement.