

Request for Proposals (RFP) To Supply Implement and Support

**INTEGRATED MEDIA MONITORING, ANALYSIS, ARCHIVING
and CITIZEN/COMMUNITY ENGAGEMENT TOOLS**



CITY OF CLEVELAND
Mayor Frank G. Jackson

Issued by the Mayor's Office of Communications

July 26, 2018

Schedule of Critical Dates:

- a. **Pre-Proposal Vendor Conference: August 2, 2018 from 1- 3:00 P.M EST.**
- b. **Last Day to Submit Provider Questions: August 6, 2018 by 5:00 P.M. EST**
- c. **Proposal Is Due At City Hall: August 23, 2018 by 5:00 P.M. EST.**

LATE PROPOSALS WILL NOT BE ACCEPTED

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I. Cover Letter

July 26, 2018

Dear Prospective Vendor,

The City of Cleveland (City) Mayor's Office of Communications (MOC) and the Cleveland City Planning Commission are soliciting proposals from qualified firms with comprehensive experience in providing software tools that offer Citizen Engagement, Social & Traditional Media Monitoring, Analysis, Archiving, & Managed Services.

These services are needed to support a long-term communications program, and strengthen strategic planning, execution and measurement for the MOC.

A non-mandatory pre-proposal teleconference will be held on **Thursday, August 2, 2018 at 1:00 p.m. EST**. At or before the conference, interested parties may submit or ask questions pertaining to the enclosed Request for Proposals ("RFP") and the services desired. Proposers are encouraged to attend the teleconference although attendance is not mandatory.

If your firm is interested, please submit to the City no later than later than 5:00 PM EST, on Thursday August 23, 2018, original and (3) complete duplicate of your proposal and your fee proposal, in hard copy and an electronic copy on Flash drive. Submit the technical proposal and the fee proposal in separate sealed envelopes, marked appropriately on the outside and, if possible, enclosed in one package.

No proposals will be accepted after that date and time unless the City extends the deadline by a written addendum.

Sealed proposals may be mailed or delivered to the address below and must be identified on the outside of the envelope(s) as:

- A- Proposal: Integrated Media Monitoring Tools for the Mayor's Office of Communications.
- B- Proposal-Citizen/Community Engagement for the City Planning Commission

Proposals should be to addressed to:

**Nancy Kelsey,
Mayor's Office of Communications,
Suite 227, 601 Lakeside Avenue,
Cleveland, Ohio 44114.**

Should you have any questions regarding this solicitation please contact Latoya Hunter at communications@city.cleveland.oh.us or 216-664-4303.

Sincerely,

Latoya Hunter,

Assistant Director of Media Relations, Social Media & Digital Integration/ Acting Director of Communications, City of Cleveland, Mayor's Office of Communications

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II. Introduction

The Mayor's Office of Communications at the City of Cleveland and the City Planning Commission, cordially request responses from parties, hereinafter referred to as "Vendor," to this Request for Proposal (RFP) to provide full service turn-key software solutions, managed and professional services for the following:

- A. Media Management- Social & Traditional Media Monitoring, Analysis, Archiving, & Managed Services
- B. Citizen Engagement

Prospective vendors can bid to provide either tools A or B, or A and B.

The City reserves the right to award one or more purchase orders to qualified approved contractor (s).

The City expressly reserves the right to cancel the approval or authorization of a contract award, with or without cause, at any time up to and before its execution of a contract.

Pre-Proposal Teleconference.

A pre-bidder's teleconference will be held on **Thursday August 2, 2018 at 1:00 p.m. EST.**

At or before the conference, interested parties may submit or ask questions pertaining to this Request for Proposals ("RFP") and the services desired.

Those planning to participate in the pre-proposal teleconference must register by **4:00 p.m. EST on Wednesday, August 1, 2018 by calling (216) 664-4303 or by e-mail to communications@city.cleveland.oh.us**

WebEx meeting details will be shared with vendors that expressed an interest to participate prior to the pre-proposal teleconference.

Prospective proposers are encouraged to attend the conference although attendance is not mandatory.

An addendum to the RFP will be published online by **Wednesday August 8, 2018 by 5:00PM EST.**

Proposal Packets are due:

Each firm shall submit four (4) hard copies of their proposals, consisting of an original, three (3) duplicate, and an electronic copy in a flash drive to the City of Cleveland no later than **5:00 PM EST, on Thursday August 23, 2018.**

No proposals will be accepted after that time, unless the City of Cleveland extends the deadline by a written addendum.

All copies of the proposals must be under sealed cover (envelope or box) and plainly marked as

A- Proposal for Integrated Media Monitoring Tools for the Mayor's Office of Communications

B- Proposal for Citizen Engagement for the Cleveland City Planning Commission

Proposals shall be delivered or mailed to:

Attn:

**Nancy Kelsey
Cleveland City Hall
Mayor's Office of Communications, Suite #227
601 Lakeside Avenue
Cleveland, Ohio 44143**

III. Background Information

The City of Cleveland is a large municipality located in Northeast Ohio. The city has a population of more than 300,000 residents, making it the 51st largest city in the United States and the second-largest city in Ohio.

Frank G. Jackson is the mayor of Cleveland, leading the City since 2006. He has effectively moved the City forward with a sincere motivation to improve life for all citizens. Clevelanders are at the center of every decision and action. It is important that residents understand, have access to and benefit from available resources to improve quality of life. It is also important that their voices and input are heard. The most important way to accomplish this is through effective two-way communication.

The Mayor's Office of Communications (MOC) guides the Jackson Administration's communications and public relations efforts including media relations; social media (Facebook, Instagram, Twitter and a WordPress blog); website management and content; crisis communications; media resources, special events, appearances and ceremonial documents and the general promotion of the Mayor, his initiatives and the City of Cleveland.

The MOC communicates with local, regional, national and international media; coordinates mayoral communications to the public and employees via electronic communication; manages the City's cable access television station and photo bureau; researches issues and creates special documents, publications and speeches; manages events requests for mayoral scheduling and creates ceremonial and presentation documents.

The MOC interacts with all areas of the City and helps guide the communications efforts for Public Information Officers in several departments and divisions.

In an effort to continue effective internal and external communications, the MOC, on behalf of the City of Cleveland is seeking communications software tools to support long-term strategic planning, execution and measurement.

Making Cleveland and its neighborhoods "**communities of choice**" is a principal goal of the administration of Mayor Frank G. Jackson and a focus of the Cleveland City Planning Commission. The City Charter gives the Commission responsibility for preparing plans to guide development and improvement of the City and its neighborhoods, and for reviewing all legislation and other matters that concern the use or development of land.

Planning, engagement, advocacy and regulation all require a high level of community and stakeholder input, which can be gathered using a variety of technology tools and platforms, which the commission seeks to procure through this RFP.

IV. Scope of Services

The City of Cleveland is soliciting proposals from qualified vendors to provide professional services and/or software as a service tools related to citizen engagement, media monitoring and analysis of digital and traditional mediums – these include online publications, social media, newspapers (online and print) radio and television. The need for media monitoring is not restricted to reporting of publication of stories relevant to the City of Cleveland – it also should support the needs of an escalating media crisis.

The vendor (through the software) will be required to provide a daily report on media mentions of the City of Cleveland in print and digital publications with content/sentiment analysis. The vendor will also be required (through the software) to prepare a monthly narrative/analytical report including audience analysis with the City of Cleveland content on digital and traditional media.

RFP Objectives and Vendor Requirements

- To provide daily media monitoring, quantitative and qualitative analysis of the media content.
- Monitor and analyze stories and conversations that relate to the City of Cleveland, its work and its reputation
- Provide real time access to information, data and insights related to the City of Cleveland’s communications priorities
- Identify pressure points on brand reputation to inform strategic response
- Integrate and where possible correlate data from diverse sources (own and earned media);
- Identify key influencers and priority channels
- Provide comparative analysis with administrative and logistical support.
- Capture community/citizens conversations, engage stakeholders and collect feedback online
- Archive the public records generated by social media usage to meet legal and compliance requirements

The City of Cleveland may change the scope of services at any time before execution of a contract to add, delete, or otherwise amend any item(s), as it deems necessary, in its sole judgment, and in the best interest of the City.

V. Functional Requirements:-A

The communications software must address the following requirements:

Print, Online and Broadcast Monitoring

- Media monitoring and reporting
- Target and engage with reporters via a comprehensive media directory with the contact information of active national and local media
- Offers annual editorial calendars to target long-lead publications
- Captures print, broadcast and online clips which are exported in an ongoing report; Automatically sends the team daily links to media mentions based on search criteria established by the City of Cleveland
- Monitors national and international broadcast stations with a reporting feature to analyze and measure data
- Has the ability to search and retrieve links to media mentions of issues or topics that may arise at a certain time but don't need consistent tracking
- Has the ability to measure press coverage over a designated period of time.
- Store clips in a permanent electronic archive
- Has the ability to distribute news releases from City of Cleveland email addresses; access to news wire distribution
- Filters stories that happen to mention key terms, but are unrelated
- Provides exportable PDFs of print and online articles
- Offers a centralized dashboard with analytics

Social Media Monitoring and Analysis Features

- Provides social media monitoring of conversation and brand mentions occurring on and off City platforms
- Gathers fan demographics and analyzes data, to create a more accurate reporting of online conversation
- Offers increased accuracy in capturing Tweets; Tweets are then sent via email as frequently as the team selects
- Predicts emerging trends, viral content and key influencers
- Measures conversation sentiment
- Includes support for multiple social media accounts, with the ability to add more seamlessly as needed
- Geo-fencing and geo-targeting options to focus on City residents and visitors; monitor multiple locations simultaneously
- Searches real-time social feeds from top social media sources
- Searches and monitors keywords, hashtags, and phrases daily
- Archives relevant content

- Offers visual chart-based comparative analysis to help understand how the City's communication efforts perform compared to other government entities
- Allow posts to be scheduled on multiple social media channels across multiple accounts, including sponsored and paid posts
- Support the export of data as a PDF, Word, Excel and PowerPoint presentation to be imported into other tools for analysis
- Analyze performance and provide recommendations to develop high performance posts
- Measure the performance over time of our paid posts in order to better help us single out those posts that perform well as promoted content
- Report how visitors from social sites are acting on our website, (useful for determining ROI and showing how social sites are driving people to seek more information on the City of Cleveland)
- Provides analysis of blog performance traffic
- Offers an intuitive and shareable dashboard specific to each channel
- Compiles data in printable easy-to-read reporting formats
- Offers desktop and mobile app viewing of dashboard
- Provide Research and Analysis capability to measure the strategic effects of the City of Cleveland communication efforts across the spectrum of media and community outreach activities. Develop strategic-level metrics and presentation packages.

Social Media Graphics and Content Capture

- Turns data into social media-friendly charts and graphics, templates for reports, posters, etc. Allows the City to create 'easy-to-understand' visual content and inform the public of studies, the administration's achievements, etc.
- Helps create social media posts, provides timely ideas for content and offers templates for quick, social media-friendly design.

Email and Enews

- Manages ENews content and allows the team to build multiple lists of subscribers to receive news from City Hall.
- Allows the team to monitor open rates, website clicks and create multiple simultaneous campaigns to test messaging and engagement.
- Offers mobile optimized viewing options for subscribers.

Presentations

- Offers an interactive way to make presentations
- Allows for printable user-friendly PDFs

Ownership of Data and use of the Software

- Vendor should provide full access to all applications, tools, utilities, raw and analyzed data, mistics, etc., used by the vendor for support of media data collection, analysis assessment, and evaluation for viewing or transfer, at any time.
- Media analysis is a quantitative and qualitative, systematic, objective and interpersonal method to determine form and content of text and broadcasts. It must be replicable, so that anyone using the same analytic tools can at any time validate the result.

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- City of Cleveland will be the owner of all collected data. The collected data and reports will never be shared with or sold to a third-party and or be retrieved by anyone other than authorized representatives of the City of Cleveland
- Vendor should be able to collect, analyze, and evaluate information, establish and maintain/oversee databases and prepare reports to support program and organizational requirements. All data, analysis, and reports must be transferable to Microsoft Office Suite programs, so it can be easily migrated into another application if needed.

VI. Functional Requirements: - B

The Community/Citizens engagement tool must address the following requirements:

- Cloud Based
- Ability to ask an open question, post a poll, or make important announcements including pictures and graphics (online participation).
- Social Media Sharing Tools
- Embeddable content that can be easily integrated into our website.
- Responsive and interactive design
- Mobile friendly design
- Users/stakeholders can place a pin on a map to respond to and submit ideas
- Photo sharing option for participants to upload photos in response to a question / topic
- Administrative users to post questions / topics and make edits to the site as needed
- Ability to translate the site, and responses, instantly
- Ability to upload a video, photos and images, reports, PDF's, etc.
- Template based for easy page creation by non-coders
- Ability to send out notifications/newsletter to participants
- Moderation tools to help filter out profane language, flag inappropriate comments/behavior, and the ability to delete comments and/or deactivate participants
- Ability to create infographics and summary reports at the conclusion of a topic
- Ability to track participant activity to identify the most active
- Ability to upload and display shapefiles with an interactive map
- Ability to view participation geospatially and see which datasets (i.e. socioeconomic, educational attainment, demographics, etc.) correlate with participation
- Reporting that shows gender, zip code, and age range of participants - can see demographic information for each question / topic, as well as at aggregate level
- Trackable view and shares
- Capture targeted data
- Surveys, polls
- Content control

Requirements for A and B

Archiving and Public Record Management

The Archiving solution for record keeping and compliance should address the following requirements:

- Searchable archive of all content posted, edited or deleted records on all of the City of Cleveland social media sites.
- Abide by the regulatory and compliance rules (e.g. HIPAA, ITAR) in protecting electronic information from unauthorized access
- Must archive records in their native format and ensure authenticity of records to meet legal and compliance requirements
- Archived records should preserve the metadata including user IDs, timestamps, and other information and underlying data.
- Proof of authenticity of the electronic records
- Provide search engine and custom tagging system to organize and filter the archived content.
- Ability to export the data to a variety of file formats.
- Ability to Archive the historical and the new records for all profile including the removed profiles.
- Comply with City of Cleveland retention rules
- Robust reporting and alerting systems

System Support: Provide the support schedule i.e., 24 hours a day x 7 days a week, 365 days a year.

- Abide by the regulatory and compliance rules (e.g. HIPAA, ITAR) in protecting electronic information from unauthorized access

Additional requirements

- Provide role-based security options
- Provide mobile device functionality
- Function with multiple operating systems, such as Windows 7 and above and iOS 8, etc.
- Cross-browser compatible, such as with IE8 and above, Safari, Chrome, and Fire Fox
- Provides a backup and disaster recovery plan
- Interface with City's website platform(Drupal), GIS/Esri

Key Performance Indicators

Communications Measurement

- Percentage coverage of the City of Cleveland that is positive online media
- Percentage coverage of the City of Cleveland that is positive print and broadcast media (include TV and radio)
- Percentage of coverage that includes key messages
- Percentage of coverage that includes quotes from City of Cleveland spokespeople

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- Number of potential impressions on online media
- Number of potential impressions through broadcast media (include TV and radio and regional media)
- Number of potential impressions through print media (include regional press)
- Impressions, Reach and Engagement on social media platforms
- Number of users who interact with the blog content

Citizen Engagement Measurement

- Increase awareness of a project.
- Number of responses to questions asked
- Number of unique visitors to site
- Number of photos shared
- Number of surveys completed
- Number of ideas submitted by the community
- Number of users who interact with the blog content

VII. Proposal Requirements

A. Submission of Proposal

Each proposer shall submit its proposal(s) in the number, form, and manner, and by the date and time and at the location required in the section above.

1. Each Proposer shall provide all information requested in this Request for Proposal. The proposer must organize its proposal package to address each of the elements in this RFP in the order listed in Section Proposal Contents. The proposer should carefully read all instructions and requirements and furnish all information requested. If a Proposal does not comply with all terms, conditions, and requirements for submittal, the City may consider it unacceptable and may reject it without further consideration.
2. The City wishes to promote the greatest feasible use of recycled and environmentally sustainable products and to minimize waste in its operations. To that end, all proposals should comply with the following guidelines: Unless absolutely necessary, copies should minimize or eliminate use of non-recyclable or non-re-usable materials. Materials should be in a format permitting easy removal and recycling of paper. A proposer should, to the extent possible, use products consisting of or containing recycled content in its proposal including, but not limited to, folders, binders, paper clips, diskettes, envelopes, boxes, etc. Do not submit any or a greater number of samples, attachments or documents not specifically requested.
3. If you find discrepancies or omissions in this RFP or if the intended meaning of any part of this RFP is unclear or in doubt, send a written request for clarification or interpretation to Ms. Latoya Hunter at 601 Lakeside Avenue Room #227 Cleveland, Ohio 44143 no later than August 6, 2018. Requests for clarification or interpretation may also be submitted via e-mail to communications@city.cleveland.oh.us

B. The City's Rights and Requirements

1. The Director, at his/her sole discretion, may require any Proposer to augment or supplement its proposal or to meet with the City's designated representatives for interview or presentation to further describe the Proposer's qualifications and capabilities. The requested information, interview, meeting, or presentation shall be submitted or conducted, as appropriate, at a time and place the Director specifies.
2. The City reserves the right, at its sole discretion, to reject any proposal that is incomplete or unresponsive to the requests or requirements of this RFP. The City reserves the right to reject any or all proposals and to waive and accept any

informality or discrepancy in the proposal or the process as may be in the City's best interest.

3. **Proposal as a Public Record**

Under the laws of the State of Ohio, all parts of a proposal, other than trade secret or proprietary information and the fee proposal may be considered a public record which, if properly requested, the City must make available to the requester for inspection and copying. Therefore, to protect trade secret or proprietary information, the Proposer should clearly mark each page – but only that page – of its proposal that contains that information. The City will notify the proposer if such information in its proposal is requested, but cannot, however, guarantee the confidentiality of any proprietary or otherwise sensitive information in or with the proposal. Blanket marking of the entire proposal as “proprietary” or “trade secret” will not protect an entire proposal and is not acceptable.

4. **Cleveland Area Business Code**

Requirements: During performance of this Agreement, Contractor or shall comply with all applicable requirements of the *Cleveland Area Business Code*, Chapter 187 of the Codified Ordinances of Cleveland, Ohio, 1976 (“C.O”), and any *Regulations* promulgated under the *Code*, which *Code* and *Regulations* are incorporated into and made part of this RFP by this reference as fully as if rewritten in it or attached. Specifically, compliance under any resulting agreement shall include, but not be limited to, the Contractor's:

- Compliance with its proposal representations regarding CSB, MBE, and/or FBE participation in performance of the Agreement;
- Compliance and cooperation with Project Monitors, whether from the Mayor's Office of Equal Opportunity (the “OEO”) or the contracting department;
- Accurate, complete, and on-time submission of all reports, forms, and documents including, but not limited to, employment reports, certified payrolls, monitoring forms, and other information the Director of the OEO may require, whether in printed or electronic form, to ascertain and verify Contractor's compliance; and
- Attendance at and participation in all required project meetings, including OEO compliance meetings, and progress meetings called by the contracting department director(s) at key intervals during performance of the contract services (e.g. 25% completion, 50% completion, 75% completion).

Failure to Comply: When determining the contractor's future eligibility for a City contract, the City shall consider a contractor's failure to comply with the

representations of its proposal and the requirements under the *Code* as a failure to faithfully perform a contract.

Refer to APPENDIX: B for the following:

- a. Under the *Cleveland Area Business Code*, the City of Cleveland is firmly committed to assisting Minority Business Enterprises (MBEs), Female Business Enterprises (FBEs), and Cleveland- area small businesses (CSBs) by providing and enhancing economic opportunities to participate in City contracts. The successful proposer for a contract will be a firm that shares that commitment. Accordingly, a proposer is strongly encouraged to utilize the services of qualified MBE/FBE/CSB sub-consultants that are certified by the Mayor’s Office of Equal Opportunity (the “OEO”) in its proposal.
- b. The standard subcontracting goal for professional services contracts is 10% Cleveland Area Small Business (“CSB”) subcontractor participation. Please review the attached Office of Equal Opportunity documents to ascertain the goal for the proposed contract. Proposers are required to make a good-faith effort to subcontract portions of the work to certified Minority Business Enterprise (“MBE”), Female Business Enterprise (“FBE”), and CSB firms, consistent with the subcontracting goal(s) applicable to this RFP.
- c. To document its good-faith effort to utilize certified MBE, FBE and CSB sub-consultants, each proposer must complete Schedules 1 through 4 found in the *Cleveland Area Business Code - Notice to Bidders and Schedules*. These schedules identify the Proposer’s proposed use of MBE, FBE and CSB sub-consultants on the project, which evidences the proposer’s good-faith effort to obtain the participation of certified sub-consultants. The Proposer shall submit the completed forms with its proposal and they will be forwarded to the City’s Office of Equal Opportunity for evaluation. Failure to submit complete schedules may result in the rejection of a proposal.

Proposers may obtain a listing of firms certified by the OEO as CSBs, MBEs and FBEs by checking the City’s website at <http://www.city.cleveland.oh.us>. On the home page, select “Office of Equal Opportunity” from the drop-down menu of City departments. On the Office of Equal Opportunity page, you will find a selection in the left-hand column for “CSB/MBE/FBE Registry”.

Proposers are responsible for obtaining the most current list and for contacting potential CSB/MBE/FBE sub-consultants. The City assumes no

responsibility for matching prime consultants with qualified, certified MBE, FBE, and/or CSB sub-consultants.

The City Office of Equal Opportunity will monitor participation of MBE, FBE, and/or CSB sub-consultants throughout the duration of the engagement or project. The successful proposer, as contractor, will be responsible for providing the OEO with all information necessary to facilitate this monitoring.

The *Cleveland Area Business Code*, any *Regulations* promulgated under the *Code*, and the *OEO Notice to Bidders & Schedules* are, by this reference, incorporated in and made part of this solicitation and any resulting contract as fully as if written in it or attached.

- d. The successful proposer, as contractor, will be required to comply with all terms, conditions, and requirements imposed on a “contractor” in the following *Equal Opportunity Clause*, Section 187.22(b) of the Cleveland Codified Ordinances, and shall make the Clause part of every subcontract or agreement entered into for services or goods and binding on all persons and firms with which the proposer may deal, as follows: No Contractor shall discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, national origin, age, disability, ethnic group or Vietnam-era or disabled veteran status. Contractors shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to race, religion, color, sex, sexual orientation, national origin, age, disability, ethnic group or Vietnam-era or disabled veteran status. As used in this chapter, “treated” means and includes without limitation the following: recruited whether by advertising or other means; compensated, whether in the form of rates of pay or other forms of compensation; selected for training, including apprenticeship, promoted, upgraded, demoted, transferred, laid off and terminated. Contractors shall post in conspicuous places available to employees and applicants for employment, notices to be provided by the hiring representative of contractors setting forth the provisions of this nondiscrimination clause.
- e. Within 60 calendar days after entering into a contract, the successful Proposer, as Contractor, shall file a written affirmative action program with the OEO containing standards and procedures and representations assuring that the Contractor affords all qualified employees and applicants for employment equal opportunities in the Contractor’s recruitment, selection, and advancement processes.

5. **Term of Proposal's Effectiveness**

By submission of a proposal, the Proposer agrees that its proposal will remain effective and eligible for acceptance by the City until the earlier of the execution of a final contract or 180 calendar days after the proposal submission deadline (the "Proposal Expiration Date").

6. **Execution of a Contract**

The Successful Proposer shall, within ten (10) business days after receipt of a contract prepared by the City Director of Law, exclusive of Saturdays, Sundays and holidays, execute and return the contract to the City together with evidence of proper insurance and intent to conform to all requirements of the contract. (Attached here to or which are a part hereof and all applicable federal, state and local laws and ordinances prior to or at the time of execution of the contract.)

7. **Short-listing**

The City reserves the right to select a limited number (a "short list") of Proposers to make an oral presentation of their qualifications, proposed services, and capabilities. The City will notify the Proposers selected for oral presentations in writing.

8. **Proposer's Familiarity with RFP; Responsibility for Proposal**

By submission of a proposal, the Proposer acknowledges that it is aware of and understands all requirements, provisions, and conditions in and of this RFP and that its failure to become familiar with all the requirements, provisions, conditions, and information either in this RFP or disseminated either at a pre-proposal conference or by addendum issued prior to the proposal submission deadline, and all circumstances and conditions affecting performance of the services to be rendered by the successful proposer will not relieve it from responsibility for all parts of its Proposal and, if selected for contract, its complete performance of the contract in compliance with its terms. Proposer acknowledges that the City has no responsibility for any conclusions or interpretations made by Proposer on the basis of information made available by the City. The City does not guarantee the accuracy of any information provided and Proposer expressly waives any right to a claim against the City arising from or based upon any incorrect, inaccurate, or incomplete information or information not otherwise conforming to represented or actual conditions.

9. **Interpretation**

The City is not responsible for any explanation, clarification, interpretation, representation or approval made concerning this RFP or a Proposal or given in any manner, except by written addendum. The City will mail, e-mail, or otherwise deliver one copy of each addendum issued, if any, to each individual or

firm that requested and received a RFP. Any addendum is a part of and incorporated in this RFP as fully as if originally written herein.

C. **Anticipated Proposal Processing**

The Mayor's Office of Communications anticipates it will (but neither promises nor is obligated to) process proposals received according to the following schedule:

Event	Date/Deadlines
Issue Request For Proposals	July 23, 2018 5:00PM EST.
Pre-proposal Teleconference	August 2, 2018 1-3 PM EST.
Deadline for Submitting Questions	August 6, 2018 5:00PM EST.
Addendum to RFP Published Online	August 9, 2018 5:00PM EST.
Deadline for Submitting Proposal	August 23, 2018 5:00PM EST.

VIII. Qualification

- A. Each prime Proposer, regardless of the form of its business entity, must meet the following requirements. Failure to meet all requirements may be cause for rejection of a proposal. If proposer is a partnership or a joint venture, at least one general partner or constituent member must meet the requirements. Each proposer must:

Refer to APPENDIX C and APPENDIX D for the following:

1. Provide evidence that it has minimum of (5) continuous years of experience in providing and implementing services relating to the required services and deliverables described in this RFP.
2. Be authorized to conduct business in the State of Ohio, County of Cuyahoga and the City of Cleveland.
3. Possess or demonstrate it qualifies for all applicable licenses, certificates, permits, or other authorizations required by any governmental authority, including the City, having jurisdiction over the operations of the successful proposer and the proposed services.
4. Submit with its proposal at least three (3) written, verifiable, references dated within the last three months from clients for which the proposer has rendered services substantially similar to those sought by this RFP, and recommending proposer for selection for such services. The references should be specific to government entities if available.

B. Insurance

The Successful Proposer, at its expense, shall at all times during the term of the contract resulting from this RFP, maintain the following insurance coverage. The insurance company (ies) providing the required insurance shall be authorized by the Ohio Department of Insurance to do business in Ohio and rated "A" or above by A. M. Best Company or equivalent. The Successful Proposer, as contractor, shall provide a copy of the policy or policies and any necessary endorsements, or a substitute for them satisfactory to and approved by the Director of Law, evidencing the required insurances upon execution of the contract.

1. Professional liability insurance with limits of not less than \$100,000.00 for each occurrence and subject to a deductible for each occurrence of not more than \$25,000.00 per occurrence and in the aggregate, and if not written on an occurrence basis, shall be maintained for not less than two (2) years after satisfactory completion and written acceptance of the services under the contract.
2. Workers' compensation and employer's liability insurance as provided under the laws of the State of Ohio.

3. Statutory unemployment insurance protection for all of its employees.
4. Such other insurance coverage(s) as the City may reasonably require.

IX. Proposal Contents

Each proposal shall include the following parts in the below order. Please separate and identify each part by tabs for quick reference. Each proposal should be organized so as to facilitate its evaluation.

A. Cover Letter

The cover letter shall identify and introduce the Proposer and provide other general information about Proposer's business organization including, at least, in one or more attachments or in the Proposal, Proposer's name, principal address, federal ID number, telephone and facsimile numbers, and e-mail address.

If a corporation, provide the state of incorporation, and the full name, title, and experience of each high level corporate officer. If the Proposer is not an Ohio corporation, please state whether or not the Proposer is qualified to do business in the State of Ohio as a foreign corporation. A foreign corporation must provide evidence, prior to execution of a contract, that is qualified to do business in the State of Ohio or it must register with the Ohio Secretary of State.

If the Proposer is a sole proprietorship, state the name of the proprietor doing business.

If a partnership, state the full name, address and other occupation, if any, of each partner; whether the partner is a general or limited partner, and whether active or passive; state each partner's experience and the proportionate share of the business owned by each partner.

If a joint venture, state the name of each firm participating in the joint venture and each principal officer of each firm; each officer's experience and the proportionate share of the joint venture owned by each joint venture partner.

B. Executive Summary

The Executive Summary should provide a complete and concise summary of Proposer's background, area(s) and level(s) of expertise, relevant experience and ability to meet the requirements of this RFP. The Executive Summary should briefly state why Proposer is the best candidate for the engagement. The Summary should be organized so it can serve as a stand-alone summary apart from the remainder of the proposal.

C. Exceptions

Proposer shall itemize any exceptions it has to the RFP. If it has no exceptions to or deviations from any part of this RFP, it shall so state on an "Exceptions" page. If no deviations or exceptions are identified, Proposer understands that if the City accepts the Proposer's proposal, it must comply with and conform to all of the requirements of the RFP.

D. Qualifications

In the Qualifications section, each Proposer should state in detail its qualifications, and experience, and how its services and/or products are unique and best suited to meet the requirements and intent of this RFP. Proposer may include as much information as needed to differentiate its services and product(s) from other Proposers.

At a minimum, please include the following:

- How Proposer meets or exceeds qualifications;
- A description of the nature of the firm's experience in providing the service(s) and/or product(s) sought by this RFP and state the number of persons currently employed for such purpose;
- The total number of such engagements and the clients comparable to the City for which the firm has provided like or similar services within the last five (5) years;
- The name, location, and date of all Proposer's agreements for like services that have been terminated, canceled, or suspended prior to completion of the engagement or expiration of the full term within the past five (5) years, and any judgment terminating, or any pending lawsuits or unresolved claims or disputes for damages or termination of such agreements within the past five (5) years; and
- The names and addresses of at least three (3) references for the firm's professional capabilities. Include the name, e-mail address, and telephone number of a contact person.

E. Proposed Services

1. Proposer shall describe in detail how Proposer's management and operating plan for delivery of the services for the engagement or project will achieve the intent and goal(s) of the RFP. In its response to this sub-section, Proposer shall provide or describe:
 - a. An operational plan describing in detail how Proposer will achieve the intent and purpose(s) of the engagement or project;
 - b. If applicable, a detailed description of the professional services/training to be provided;
 - c. Trouble shooting/follow-up protocols

F. Fee Proposal

Proposer should submit its fee proposal for all its services in a separately sealed envelope clearly marked on the outside. Itemize the fee by project phase or other divisible unit completed, in dollars and percentage, or by deliverable. Proposer shall provide its best estimate of expenses including, but not limited to, travel and associated expenses. No

qualification of the financial offer will be accepted. The fee proposal shall be a firm and final amount including the costs and expenses for all anticipated services.

G. Proposers Affidavit

Proposer shall submit with its proposal an affidavit stating that neither it nor its agents, nor any other party acting for it has paid or agreed to pay, directly or indirectly, any person, firm or corporation any money or valuable consideration for assistance in procuring or attempting to procure the contract proposed to result from its proposal, and further agreeing that no such money or reward will be paid.

H. Additional Required Documents

Proposer shall complete, execute, and return with its proposal the following documents, blank copies of which are attached to this RFP:

1. The Office of Equal Opportunity *Notice to Bidders and Schedules*;
2. Federal *Form W-9* including Taxpayer Identification Number;
3. *Non-Competitive Bid Contract Statement for Calendar Year 20__*

X. Proposal Evaluations

A. Evaluation Methodology

The City department/division issuing this RFP will evaluate each proposal submitted. The department will present its recommendations to the City Board of Control (“Board”). The Board may, but shall not be obligated to, entertain formal presentations. The Board may approve one or more contracts to one or more firms. The City will only consider proposals that are received on or before the proposal submission deadline, and which meet all the requirements of this RFP. The City reserves the right to request a “best and final offer” from Proposers meeting the minimum requirements.

B. Scoring of Proposals

The City will score each Proposal in each of the following categories:

1. Vendor experience in industry
2. Proposed Services
3. Functional Requirements

The ratings are not intended or to be interpreted as a reflection of a Proposer's professional abilities. Instead, they reflect the City's best attempt to quantify each Proposer's ability to provide the services sought by the City and to meet the specific requirements of this RFP, for comparison purposes.

C. Disqualification of a Proposer/Proposal

The City does not intend by this RFP to prohibit or discourage submission of a proposal that is based upon a Proposer's trade experience in relation to the nature or scope of work, services, or product(s) described in this RFP or to prescribe the manner in which its services are to be performed or rendered.

The City will not be obligated to accept, however, significant deviations from the work or services sought by this RFP, including terms inconsistent with or substantially varying from the services or the financial and operational requirements of the RFP, as determined solely by the City. The City reserves the right to reject any proposal that does not furnish or is unresponsive to the information required or requested herein. The City reserves the right to reject any proposal or to waive or to accept any deviation from this RFP or in any step of the proposal submission or evaluation process so as to approve the award of the contract considered in the City's best interest, as determined in the City's sole discretion.

Although the City prefers that each Proposer submit only one proposal including all alternatives to the proposal that the Proposer desires the City to consider, it will accept proposals from different business entities or combinations having one or more members in interest in common with another Proposer. The City may reject one or more proposals if it has reason to believe that proposers have colluded to conceal the interest of one or more parties in a proposal, and will not consider a future proposal from a participant in the collusion. In addition, the City will not accept a proposal from or approve a contract to any Proposer that is in default as surety or otherwise upon an obligation to the City or has failed to perform faithfully any previous agreement with the City, or is currently in default under any agreement with the City.

The City reserves the right to reject any or all proposals. Failure by a Proposer to respond thoroughly and completely to all information and document requests in this RFP may result in rejection of its proposal. Further, the City reserves the right to independently investigate the financial status, qualifications, experience, and performance history of a Proposer.

The City reserves the right to cancel the approval or authorization of a contract award, with or without cause, at any time before its execution of a contract and to later enter into a contract that varies from the provisions of this RFP, if agreed to by another Proposer.

XI. Appendices

APPENDIX A: Proposal Checklist

APPENDIX B: City of Cleveland Contract Compliance Forms

APPENDIX C: Vendor Background Information

APPENDIX D: Vendor Client References

APPENDIX E: Functional and Technical Requirements

APPENDIX F: Fee Proposal Schedules