



PREPARING STUDENTS
FOR LIFE

Through Academic Achievement
Personal Well-Being
Career Readiness

B2200006

Public Relations and Marketing Firm

Issue Date: 9/10/2021

Questions Deadline: 9/16/2021 04:00 PM (ET)

Response Deadline: 9/24/2021 04:00 PM (ET)

Purchasing

Contact Information

Address: Purchasing Department
3rd Floor
Cincinnati Public Schools
Board of Education
2651 Burnet Avenue
Cincinnati, OH 45219
Email: procurement@cpsboe.k12.oh.us

Event Information

Number: B2200006
Title: Public Relations and Marketing Firm
Type: Request for Proposal
Issue Date: 9/10/2021
Question Deadline: 9/16/2021 04:00 PM (ET)
Response Deadline: 9/24/2021 04:00 PM (ET)
Notes: The Cincinnati City School District (CPS) is seeking suppliers to provide a Public Relations and Marketing Firm to support the design and writing of marketing materials and advertisements to promote the image and the district's initiatives and demographics.

Billing Information

Contact: Accounts Payable
Address: Accounts Payable
Cincinnati Public Schools
P.O. Box 5384
Cincinnati, OH 45201-5384

Bid Activities

Questions / Clarification

9/16/2021 4:00:00 PM (ET)

Suppliers are provided the opportunity to ask questions by selecting the 'Ask Question' tool in the Questions tab. After the established cutoff date, the 'Ask Question' tool will no longer be available.

The deadline for questions or request for clarification of this proposal is September 16, 2021. No further inquiries for clarification will be accepted. A response notice to questions will be sent electronically to the supplier's email. The supplier will be responsible for checking RFP B2200006 for any posted responses.

Bid Award / Board Approval

10/11/2021 4:00:00 PM (ET)

CPS anticipate awarding Bid B2200006 on or about October 11, 2021.

Bid Attachments

BoardDocs_LocalBusiness.pdf

Board Policy 6320.03 - Local Business Initiative

[Download](#)

BoardDocs_LowestBidder.pdf

Board Policy 6320.01 - Lowest Responsible Bidder

[Download](#)

Resolution_ContractOpportunity.pdf

Resolution - Contract Employment and Business Opportunities

[Download](#)

Resolution_MinoritiesWomen.pdf

Resolution - Minorities and Women

[Download](#)

Resolution_SmallDisadvantage.pdf

[Download](#)

Resolution - Disadvantages and Small Business Enterprises

TermsConditions.revision1221.pdf

[Download](#)

District Terms and Conditions

SchoolList.pdf

[Download](#)

District Site Location List

Bid Attributes

1 The School District

The Cincinnati City School District, also known as Cincinnati Public Schools (hereinafter also referred to as "CPS"), serves about thirty-six thousand (36,000) students in over sixty (60) schools spread across a ninety-one (91) square mile district in southwest Ohio. CPS is greater Cincinnati's largest school district and Ohio is third largest.

The Cincinnati Public Schools Strategic Plan "A Road-map to Destination Cincinnati Schools" is a road-map to ensure that the Cincinnati City School District is a District of Destination – for families, staff, and partners, and to drive the district's goals, strategies, and measures for Equity, Engagement, and Excellence.

The district's innovative approach to education, its investment in effective and caring teachers, vast array of collaborative partnerships, and My Tomorrow has transformed our classrooms into highly engaging learning environment have accelerated school performance to the highest level in decades – ensuring that students in preschool to 12th grade thrive and graduate prepared for successful lives in the 21st.

2 General Information

GENERAL INFORMATION

3 Introduction

There are attributes, associated with this proposal. Review all notes (some have a required response).

*** Please select each page by clicking next page in the upper right-hand in order to view the next page of Bid Attributes.***

4 District Terms and Conditions

Please download the General Terms and Conditions from the "Attachments" tab. Read thoroughly and acknowledge.

I have downloaded, read and agree.

(Required: Check if applicable)

5 Submission Response

The District prefers responses to be submitted online via our electronic e-bidding system. For any questions concerning the submission of this RFP, email the Purchasing Department at Procurement@cpsboe.k12.oh.us before submission deadline.

6 Communication Statement

Contact between suppliers and District personnel during the proposal process or evaluation process is prohibited. Any attempt by suppliers during the proposal process to contact District personnel may result in disqualification. All communication shall go through the Purchasing Department during this competitive process. All questions received and the corresponding answers will be distributed to all bidders. No verbal responses will be provided. The deadline for questions about this proposal is stated in the Bid Activities and the district will not respond to questions after this time and date. Response to questions will be posted in the form of an addendum to this proposal. The vendors will be responsible for checking the website for any posted addenda.

I Agree

(Required: Check if applicable)

7 Proposal Opening

Any proposal received later than the specified time shall be disqualified. Any questions pertaining to the proposal procedures should be addressed to the Purchasing Department at procurement@cpsboe.k12.oh.us. If the electronic bid system is unavailable on the due date, the deadline for substitutions shall be extended until the next District calendar business day, unless the bidder is otherwise notified by the District. The time of day for submission shall remain the same.

8 Term and Termination

The agreement shall commence on November 1, 2021 and shall continue in full force and effect until June 30, 2024 (the "Term"), unless sooner terminated. In addition, at the option of the District, the agreement may be renewed for two (2) additional one year terms (a "Renewal Term"). Written notice of renewal shall be provided to the Provider.

The parties understand and agree that the Agreement requires the approval of the Board of Education and/or the CPS Treasurer/CFO each school year. Without such approval, the Agreement is null and void.

The District may terminate this agreement, with thirty (30) days prior written notice upon non-appropriation of funds without penalties incurred.

The District must authorize any renewal terms and additional services that would increase the cost of the contract in writing.

9 Resolutions

Please download the Resolutions from the "Attachments" tab. Read thoroughly and acknowledge.

I have downloaded, read and acknowledge

(Required: Check only one)

1 0 Attachments Required

Be sure to upload all required documents and forms to the Response Attachments Tab.

1 1 Supplier

SUPPLIER INFORMATION

1 2 Local Representative Name

Provide the name for a main contact or local representative and/or office.

(Optional: Maximum 1000 characters allowed)

1 3 Local Representative Email

Provide the email address for the main contact or local representative and/or office.

(Optional: Email address)

1 4 Local Representative Phone

Provide the phone number for the main contact or local representative and/or office.

(Optional: Maximum 1000 characters allowed)

1
5 **Remit to Address**

Provide the "Remit to Address" including the following:

Mailing Address

City

State

Zip Code

Phone Number

Fax Number

Email address

(Optional: Maximum 4000 characters allowed)

1
6 **Purchase Order Acceptance**

Electronic purchase orders are issued by the District. Provide the email address purchase orders should be emailed to:

(Required: Email address)

1
7 **Offices**

List all additional offices located within a 60-mile radius of Cincinnati corporation limits, and indicate primary services provided at each location.

(Optional: Maximum 4000 characters allowed)

1
8 **How many years has your company been in business?**

(Required: Numbers only)

1
9 **Business Structure**

Provide details of your organization's business structure and ownership, including state of incorporation, if applicable.

If additional space is needed, documentation can be attached to the "Response Attachments" tab.

(Required: Maximum 4000 characters allowed)

2 0	Diversity Indicate whether your organization is a minority-owned, woman-owned and/or small/disadvantaged business enterprise. If no enter N/A (not applicable) <hr/> <hr/> <hr/> <i>(Optional: Maximum 1000 characters allowed)</i>
----------------	---

2 1	Certification Provide a list of certifications your organization hold. Upload certifications to the "Response Attachments" tab. <hr/> <hr/> <hr/> <i>(Optional: Maximum 1000 characters allowed)</i>
----------------	--

2 2	REFERENCES
----------------	-------------------

2 3	References Provide a minimum of three references and prior experiences; preferably with other school districts (30,000+ students) or governmental agencies, in the last 3 - 5 year period; work or services in the same type of size to the project being proposed. CPS cannot be listed as a reference in this area.
----------------	---

2 4	Reference 1 Organization Name <hr/> <hr/> <hr/> <i>(Required: Maximum 1000 characters allowed)</i>
----------------	---

2 5	Reference 1 Contact Name <hr/> <hr/> <hr/> <i>(Required: Maximum 1000 characters allowed)</i>
----------------	--

2 6	Reference 1 Phone Number <input type="text" value="(____) _____ - _____"/> ext: <input type="text"/> <i>(Required)</i>
----------------	---

2 7	Reference 1 Contact Email <input type="text"/> <i>(Required: Email address)</i>
----------------	--

28	Reference 1 Description of services performed and completion date Describe the services performed and completion date of project. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 4000 characters allowed)</i></p>
-----------	--

29	Reference 2
-----------	--------------------

30	Reference 2 Organization Name <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 1000 characters allowed)</i></p>
-----------	---

31	Reference 2 Contact Name <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 1000 characters allowed)</i></p>
-----------	--

32	Reference 2 Phone Number <table style="width: 100%; border: none;"><tr><td style="border: 1px solid black; padding: 2px;">(___ ___) ___ ___ - ___ ___ ___</td><td style="padding: 0 10px;">ext:</td><td style="border: 1px solid black; width: 100px; height: 20px;"></td></tr></table> <p><i>(Required)</i></p>	(___ ___) ___ ___ - ___ ___ ___	ext:	
(___ ___) ___ ___ - ___ ___ ___	ext:			

33	Reference 2 Contact Email <div style="border: 1px solid black; width: 450px; height: 25px; margin-top: 5px;"></div> <p><i>(Required: Email address)</i></p>
-----------	---

34	Reference 2 Description of services performed and completion date Describe the services performed and completion date of project. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>(Required: Maximum 4000 characters allowed)</i></p>
-----------	--

35	Reference 3
-----------	--------------------

3 6	Reference 3 Organization Name
	<hr/> <hr/> <hr/>
	<i>(Required: Maximum 1000 characters allowed)</i>

3 7	Reference 3 Contact Name
	<hr/> <hr/> <hr/>
	<i>(Required: Maximum 1000 characters allowed)</i>

3 8	Reference 3 Phone Number
	<input type="text" value="(____) _____ - _____"/> ext: <input type="text"/>
<i>(Required)</i>	

3 9	Reference 3 Contact Email
	<input type="text"/>
<i>(Required: Email address)</i>	

4 0	Reference 3 Description of services performed and completion date
	Describe the services performed and completion date of project.
	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	<i>(Required: Maximum 4000 characters allowed)</i>

4 1	Additional References
	Additional references information can be submitted as documentation. The document can be uploaded to the "Response Attachments" tab within the bid event. Be sure to include the following information: Reference Organization Name Reference Contact Name Reference Contact Email Reference Contact Phone Number Description of services performed and completion date

4 2	Requirements
	PROPOSAL REQUIREMENTS

**4
3** **Debarment of Suspension Certification**

Non-Federal entities are prohibited from contracting with or making sub-awards under covered transactions to parties that are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by the Federal department or agency according to Federal Acquisition Regulations Subpart 9.4, and certifies that this vendor does not appear on the Excluded Parties List (<https://www.sam.gov/>).

Failure to certify with render bidder non-responsive and will not be considered for award.

Agree Do not agree

(Required: Check only one)

**4
4** **Purchasing Cooperative**

Has your company been awarded a purchasing cooperative contract? If yes, please list the names of the Cooperatives and the contract numbers you have with each. If none, please enter N/A (not applicable).

(Optional: Maximum 1000 characters allowed)

**4
5** **No Deviations or Exceptions**

I certify that there are NO deviations or exceptions from the attached specific terms, conditions, and specifications.

Agree - No Deviations Do not agree - Please see below

(Required: Check only one)

**4
6** **Deviations and Exceptions**

If your company intends to deviate from the Specifications listed in the attached documents, all such deviations and exceptions must be listed here, with complete and detailed conditions and information included. The District will consider any deviations or exceptions in its bid award decisions. The District reserves the right to accept or reject any proposals based upon any deviations indicated below. If none, please enter N/A (Not Applicable).

(Optional: Maximum 4000 characters allowed)

**4
7** **District Purchase Order Policy Agreement**

Items and/or services are to be delivered to CPS ONLY when a district approved purchase order has been received by your company. Under no circumstances should items and/or services be provided to the District without a properly drawn District purchase order. Without a District purchase order you are NOT GUARANTEED PAYMENT and the item and/or service you are providing could be constituted as a donation to the district.

Please inform any staff member that handles the CPS account of these procedures. Please check if you agree to the CPS Purchase Order Policy.

*This is your electronic signature.

Agree

(Required: Check if applicable)

**4
8** **District Policies**

Respondent acknowledges and agrees to the District policies, which may be found online at: <https://go.boarddocs.com/oh/cps/board.nsf/Public?open&id=policies>

Agree Do not agree - Please see attachment

(Required: Check only one)

**4
9** **Submit Invoices**

Respondent acknowledges and agrees to submit invoices no later than sixty (60) days after completion of Services. If Services are provided in separate milestones and/or Deliverables, Respondent agrees to submit invoices no later than sixty (60) days after completion of each milestone and/or Deliverable. CPS reserves the right to conduct a Supplier Performance Review if Invoices are submitted more than sixty (60) days after completion of Services.

Payment terms are NET 30 after receipt of a valid and verifiable invoice.

Agree Do Not Agree - Please see attachment

(Required: Check only one)

**5
0** **Background Check**

Respondent will be required to conduct criminal background checks on all employees who will be working on school property and will not permit any employee to enter the premises of CPS who has been convicted of any offense listed in Ohio Revised Code §3319.39(B)(1). Respondent must provide written certification that no employee who enters CPS property has been convicted of, or pled guilty to, an offense listed in Ohio Revised Code §3319.39. All employees who work directly with students must provide a background check.

I have read and agree

(Required: Check if applicable)

**5
1** **School Employee Retirement System**

Respondent shall be responsible for identifying its employees who are participants in the School Employees Retirement System (“SERS”) and/or School Teachers Retirement System (“STRS”). Respondent shall be responsible for withholding and paying all SERS/STRS contributions, including both the employees and employers’ contributions, and all surcharges.

I agree to notify CPS

(Required: Check if applicable)

**5
2** **Indemnification**

To the fullest extent permitted by law, Provider shall defend, indemnify and hold harmless CPS, its board members and employees (collectively, the “Indemnified Parties”) from and against any and all claims, damages, losses, costs, expenses, liabilities, causes of action and/or judgments, including, but not limited to, attorneys’ fees, costs of litigation and other expenses (collectively, “Losses”), arising out of or in connection with (i) the acts or omissions of Provider or its employees, agents, independent contractors, subcontractors or affiliates wherever Provider may be providing services or performing work pursuant to this agreement; (ii) the breach of this agreement by Provider or its employees, agents, independent contractors, subcontractors or affiliates; or (iii) any violation of any law, statute, ordinance, rule, building code or regulation by Provider or its employees, agents, independent contractors, subcontractors or affiliates.

Provider shall also defend, indemnify and hold harmless the Indemnified Parties from and against all Losses, and shall assume full responsibility for the payment of, all federal, state and local taxes or contributions imposed or required under unemployment insurance, social security and income tax laws, with respect to Provider’s employees, agents, independent contractors, subcontractors or affiliates engaged in the performance of this Contract. Provider’s liabilities under this agreement shall in no way be limited by the insurance maintained by Provider pursuant to this agreement.

Agree Do Not Agree - Please see attachment

(Required: Check only one)

5
3

Insurance

Provider shall provide the following minimum insurance coverage:

- Worker's compensation coverage.
- Employers Liability insurance with minimum limits of \$500,000 per occurrence applying separately to each of the three insuring agreements associated with this coverage. A waiver of subrogation in favor the CPS must be provided
- Automobile Liability Insurance – including coverage for all owned, non-owned, and hired vehicles with a combined single limit of not less: than \$1,000,000 per occurrence
- Commercial General Liability Insurance with minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Said coverage must include both premises operations and products/completed operations
- Excess or umbrella liability policy(ies) with a combined single limit of at least \$1,000,000 per occurrence in excess of the limits of the Employers Liability, Automobile Liability and General Liability specified above.

Additional Consideration

- CPS shall be added as an additional insured to Provider's/Vendor's general, automobile, excess or umbrella, environmental, and, if appropriate, professional and cyber liability policies
- The limits expressed herein are minimum limits. Should Provider choose to purchase or maintain higher coverage limits, then CPS, in its capacity as an additional insured, shall automatically benefit equally from said higher limits
- Additional insured status/coverage as outlined above shall apply on a primary and non-contributory basis irrespective of any other insurance coverage which CPS may choose to maintain on its own

Agree Do Not Agree - Please see attachment

(Required: Check only one)

5
4

Warranties

The Provider shall supervise, inspect and direct the work completely and efficiently, devoting such attention thereto and applying such skills and expertise as may be necessary to perform the work; (i) be solely responsible for the means, methods, techniques, sequences, and procedures to complete the requirements; (ii) be responsible to see that the completed work complies accurately with the Contract. If required by CPS, Provider shall promptly either correct all defective work, whether or not fabricated, installed or completed, or, if the Work has been rejected by CPS, remove it from the location and replace it with Work that is not defective; (iii) shall pay all claims, costs, losses, and damages caused by or resulting from such correction or removal (including, but not limited to, all costs of repair or replacement of work of others).

Will comply with all Federal, State, County, District, and Municipal Laws, Ordinances, Rules, Regulations, and Codes, relating to or applicable and shall furnish certification of compliance at the completion of the work upon request of the CPS.

Perform all work and furnish all materials and equipment, equipment, labor, transportation, superintendence, testing, facilities, services, means, methods, techniques, insurance, bonding and utilities, except as otherwise specified in the Contract, necessary or proper to perform and complete all work required and pay all applicable taxes incidental to performing said work and furnishing such items.

Agree Do Not Agree - Please see attachment

(Required: Check only one)

55 Reserves the Right

CPS reserves the right to accept or reject any or all proposals, or any part thereof, and to waive any formalities; to not accept the lowest priced proposal; and to request additional information from vendors after the Bid deadline, should such action be in the best interest of CPS.

All proposals and all supporting documentation submitted with the proposals shall become the property of CPS and will not be returned. Any data stored on any computer system owned by CPS shall remain the sole and exclusive property of CPS. Expenses incurred by vendor in developing a response to this RFP are entirely the responsibility of the vendor and may not be charged to CPS. Respondent shall make no public statement, explicitly or implicitly, indicating a vendor or potential vendor relationship with CPS unless agreed upon in writing by CPS.

All proposals and supporting proposal documents become public information after award or rejection of all proposals and are available for inspection by the general public.

Responses to this Bid may be incorporated into the resulting contract at the discretion of CPS.

Bid may be awarded to a single vendor or multiple vendors on order to meet the service requirements of this RFP.

I understand the Rights
(Required: Check if applicable)

56 Minority / Contractor Participation

MINORITY / CONTRACTOR PARTICIPATION

57 Participation Notice

CPS is seeking to forge innovative partnerships that outline a Diversity, Equity, and Inclusion (DEI) portfolio of suppliers to ensure economic opportunity for certified Minority and Women Owned Business Enterprise, and Small Business Enterprise (SMWB) suppliers to help increase the participation of all SMWB and procurement dollars spent on an annual basis. CPS will provide the most efficient use of taxpayer dollars, while at the same time provide the best quality service and support to our students, teachers, staff, parents and community. A vital part of this effort is the development and strength of partnering with SMWB vendors.

58 Weight Criteria

WEIGHT CRITERIA

59 Weight Factor

CPS will consider the following criteria in evaluating bid proposals:

- 30% Price
- 25% Ability to satisfy the requirements stated in the proposal
- 25% References and/or demonstrations of past work success
- 10% Minority, and Women Owned Business
- 5% Small Business Enterprise
- 5% Local Business Enterprise Initiative participation (per Board Policy 6320.03 and 6320.01*0)

Bid Lines

1 CPS is seeking a partner to assist with high-quality marketing communications. It is of the utmost importance that our marketing and communications materials reflect our values, ideals, and brand while spreading the positive and inclusive culture a CPS education provides. Our partner will assist in communicating with current and prospective students and families, employees, and will directly support the strategic goal of growth through recruitment.

Rate: \$ Total: \$

Supplier Notes: _____

Additional notes
(Attach separate sheet)

Item Attributes

1. Support Activities

The awarded vendor will operate as a marketing and public relations firm for CPS and provide public relations and marketing materials and activities including, but not limited to:

- Designing for marketing and communication materials
- Supporting Social media
- Communicating with staff to obtain ideas, promote activities and events,
- Writing messaging for brochures, newsletters, marketing materials
- Assisting with crisis communications
- Supporting School and District Events and Activities using TV, radio, and social media (ex: academic year kick-off events for community and employees); creating, distributing, and posting of announcements, promotions, and reports.
- Pitching PR activities including media creation and support
- Developing and supporting of marketing strategy

2. Marketing Strategies

Provider will work with CPS to develop and execute an annual communications and marketing strategy, delivering materials and work on time and within budget. The firm must be able to provide all materials requested from assignments in the proper format (ex: Mp4, PNG, PDF, etc.). Marketing campaigns and strategies are reviewed during weekly touch-base meetings with staff. All work, materials, recordings, and projects will become the property of CPS.

Supplier Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature