

Graphic Design and Public Communications Assistance

Issued By: Licking County Job & Family Services (LCJFS)
74 S. Second Street, P. O. Box 5030
Newark, Ohio 43058-5030

Date Issued: **October 28, 2015**

Date Due: Three (3) copies of each Proposal must be received by the
Licking County Commissioners' Office no later than 11:30 a.m.
on Tuesday, November 17, 2015.

Proposals must be submitted in an envelope clearly labeled:

ATTN: Graphic Design and Public Communications Assistance
Request for Proposals – LCJFS
(Faxed or emailed proposals will not be accepted)

Licking County Commissioners Office
c/o Commissioners Clerk, Bev Adzic
20 S. Second Street, 4th Floor
Newark, OH 43055

INTRODUCTION

LCJFS is a county agency administering Federal, State and County Programs designed to enhance and maintain individuals' and families' self-sufficiency and provide social services for children and adults. These services include, but are not limited to:

Adult Protective Services - Protective Services to Senior Citizens age 60+ who are abused, neglected or exploited.

Child Protective Services - Protective Services to children who are abused or neglected. Services include investigation of reports, ongoing case management/monitoring, parent education/mentoring, foster care, adoption, etc..

Public Assistance Services - A variety of services designed to assist individuals/families with specific needs (e.g., medical assistance, transportation assistance, cash assistance, etc.). Programs include disability assistance, Ohio Works First, Food Stamps, Medicaid, etc.

Workforce Development Services – Provides a wide variety of Employment and Training Programs, many provided without regard to income or employment status. Programs designed to enhance or maintain self-sufficiency include, Ohio Works First, Workforce Innovation and Opportunities Act and Food Assistance Employment and Training. Services vary from job seeking assistance, job development and tuition assistance.

One Stop Services- In an effort to provide seamless workforce development services to area job seekers and employers, OhioMeansJobs| Licking County (formerly Opportunity Links) was created as the local one stop center for employment and training services. OhioMeansJobs| Licking County is a state-certified full service One Stop Center, containing all of the county's state mandated employment and training partners. Licking County is part of the Opportunity Centers of East Central Ohio region. In addition to Licking County, this region includes One Stop Centers located in Coshocton, Muskingum, and Guernsey Counties.

One Stop Services are provided throughout the region and are customized to local workforce needs. These services include a wide variety of Employment and Training programs offered by local one stop partners.

LCJFS is the designated Community Workforce Development Agency for the County and the Local OhioMeansJobs Employment Center Operator.

IDENTIFIED PUBLIC COMMUNICATION SERVICES

LCJFS is seeking assistance with graphic design and public communication services which may include but are not limited to the following:

1. Pursuant to branding guidelines, develop tag line/slogan and related promotional items such as brochures, letterhead, envelopes, outdoor and indoor signage and other various informational items..
2. Graphic design, content and editing assistance with the creation and writing of agency public service announcements and advertisements for selected media (radio, newspaper, television, electronic ads). May include writing scripts or directing television commercials, radio spots, or informational videos, etc.
3. Graphic design, content and editing assistance with the development of OhioMeansJobs and LCJFS Annual Reports to the community.

4. Graphic design of new materials and updating of current educational and promotional materials related to informing the community and employers of services available at OhioMeansJobs| Licking County.
5. Graphic design and updating of LCJFS and/or OhioMeansJobs.com/licking website.
6. Graphic design and assistance with the development of specific program material to educate and inform specific populations of services and application processes.
7. Participate in the selection of printing services and other publication providers.
8. Develop marketing materials for special events including but not limited to Child Abuse Prevention Month, Pinwheels for Prevention, Foster Parent Month, and the Employment Expo.
9. Other general communication needs to inform the public about services and the utilization of their tax dollars

PROPOSAL CONTENTS

I. Proposals are being accepted for the noted Public Communications Services and must contain the following:

- Description of services being proposed.
- How the service will be delivered (hourly based, task based, etc.).
- Qualifications and previous experience in the delivery of such communication services, including qualifications of staff.
- Estimated time lines for tasks/projects and the ability to meet deadlines.
- Note collaborative efforts, if any, in the communication services being proposed by the Provider. This includes services which will be outsourced to another service provider.
- Work samples and related printed publications.
- Reference list of at least three previous customers, include company name, address and daytime phone number.

II. Budget/Costs

- Provide a detailed cost for the Services being proposed.
 - If the hourly rate and the estimated units per task (e.g., brochure, PSA, report, etc.).
 - Services that would be outsourced and the costs associated with outsourcing.
- The Provider is responsible for all costs up to the submitting of the final product for printing. LCJFS shall be responsible for and pay directly the actual cost of printing or airing to the designated publisher or media outlet such as radio or cable television.
 - NOTE: Funding is based upon a reimbursement process for services delivered. Start-up or advanced funding/payments are not available.

PROVIDER SELECTION CRITERIA

Prospective Providers are advised that an offer for a contract may be initiated after a review of the proposal received by LCJFS. Proposals will be reviewed for acceptability with emphasis on various factors according to the type of service to be provided. LCJFS reserves the right to interview any or all Providers upon receipt of a proposal.

All Proposals will be evaluated on the following criteria:

- 1) Proposal costs
- 2) The Provider's qualifications and previous experience in delivery of such services, including qualifications of the Provider's staff and knowledge of Job & Family Services programs and Licking County demographics
- 3) An estimation of the time needed to complete projects listed in this RFP
- 4) That the Proposal does not conflict with any Federal or State regulations
- 5) Previous experience in meeting time lines
- 6) Quality of work and work samples
- 7) References
- 8) Any other pertinent areas as selected by LCJFS

RFP LIMITATIONS

This Request for Proposals does not commit Licking County, Licking County Board of Commissioners, or LCJFS to award a contract or to pay any cost incurred in the preparation of a proposal. Licking County, Licking County Board of Commissioners, and/or, Licking County Job & Family Services reserves the right to accept or reject any or all proposals received, to negotiate services and costs with proposers, and to cancel in part or in entirety this RFP.

All Proposals submitted will remain the property of the County.

This RFP may be cancelled due to a reduction of Federal, State, or Local funds. Contracts awarded shall not be effective beyond December 31, 2016. However, LCJFS reserves the right to renew contracts annually for up to two additional years through December 31, 2018, based on performance and availability of funds.

Contracts may be amended or terminated during this period if there is a change in Federal, State or Agency regulations that apply to the contract; a reduction of Federal, State or Local funds; unsatisfactory performance by the Provider as determined by LCJFS; or upon thirty (30) days written notice by either party.

Issuance of this RFP and subsequent selection of proposals does not imply nor guarantee the availability of funds.

If a contract is awarded, this RFP guideline shall become a part of the contractual agreement.

Questions concerning this RFP may be directed to:

Nathan Keirns
Licking County Department of Job & Family Services
(740) 670-8726
Nathan.Keirns@jfs.ohio.gov
