REQUEST FOR PROPOSAL

For

MARKETING PROMOTIONAL ITEM SERVICES

Oregon Utility Notification Center
(OUNC)
Board of Directors

April- 2019

Table of Contents

INTRODUCTION…… 3

SECTION 1: Background/Objectives……..... 3

SECTION 2: Scope of Work…… 4

SECTION 3: Proposal Instructions…….. 4

SECTION 4: Proposal Evaluation and Vendor Acceptance…….. 6

SECTION 5: Inquiries…… 6

OUNC Professional Services Contract…… Attachment A
Pricing Sheet……. Attachment B

INTRODUCTION

The Oregon Utility Notification Center (OUNC) Board of Directors (Board) is seeking the services of a qualified vendor to provide marketing and promotional services.

This Request for Proposal (RFP) is intended to be used by the Board as a tool to evaluate vendors as to their ability to provide the requested services and to select the successful vendor.

The top vendor(s) through this process may be invited to attend a Board meeting to present their proposal to the Board. The successful vendor at that time will be asked to enter into a contract that will cover a period of three (3) years with the option of two (2), one-year extensions.

SECTION 1: *Background / Objectives*

1.1 BACKGROUND INFORMATION

The Oregon Utility Notification Center (OUNC) is the Oregon state agency that administers Oregon's excavation laws and the statewide toll-free "One-Call" number: 811 or 800-332-2344 (2DIG).

The Governor-appointed Board of Directors serves to administer the OUNC and carries out a variety of public relations and educational programs, such as "Dig Safely" and "Call Before You Dig".

1.2 OBJECTIVES

The OUNC is soliciting proposals from qualified marketing vendors to assist with its marketing and promotional services. The OUNC is seeking a vendor to oversee the OUNC on-line promotional store. The OUNC will retain the right to purchase from other vendors and require the approved Vendor to store, keep inventory and ship products and materials to fulfill on-line orders.

1.3 LENGTH OF CONTRACT

The length of the CONTRACT will be from the date of award, approximately July 15, 2019, and will last for a period of three (3) years, with the option to renew for additional two (2) one-year periods. Total contract not-to-exceed five (5) years.

SECTION 2: *Scope of Work / Requirements*

2.1 SCOPE OF WORK

A. Contractor will develop and manage the web page(s) for the marketing and sale of OUNC on-line promotional content.
B. Contractor agrees to provide cost-effective promotional items for advertising and marketing purposes.
C. Contractor will make every effort to ship in-stock items the same day as requested, or make available for pick up.
D. Contractor agrees to provide monthly reports as requested by OUNC.
E. Contractor agrees to store ordered material by other vendors in their warehouse; along with placing promotional items on the OUNC on-line store and track inventory.
F. Contractor will provide product and/or design/artwork samples when requested.
G. Contractor is required to attend a minimum of two (2) OUNC Board meetings and two (2) Publicity Committee Meetings in a calendar year.

2.2 MINIMUM REQUIREMENTS

Vendor must have a Business License in the State of Oregon.

Vendor must provide:

1. Three (3) references, including work-product examples that demonstrate a minimum of five (5) years' comparable experience in the requested service.
2. Vendor must have an office and dedicated staff located in the State of Oregon or Washington once the contract is executed.
    a. If the Vendor does not propose to have an office in Oregon or Washington, the Vendor must submit information on how they will meet SECTION 2.1 C and G; and SECTION 3.4. F.

OUNC Will Not Provide Workspace For Selected Vendor.

SECTION 3: *Proposal Instructions*

3.1 PROPOSAL SUBMITTAL

Proposals must be received no later than Friday, May 3, 2019 by 5:00 p.m. PST. In addition to the committee receiving your proposal, the top bidding vendor(s) may be asked to present their proposal to the Publicity Committee on Tuesday, June 11, 2019 in Redmond, OR. The location you will be going to is: Eagle Crest Resort 1522 Cline Falls Hwy Redmond, OR 97756. You will be given 20 minutes to present your proposal, and we will notify the appropriate vendors when their company is scheduled for that 20 -minute presentations no later than May 17, 2019.

Proposals must be emailed to: kitty@digsafelyoregon.com

An authorized representative of the vendor shall sign the Proposal and show the name and address of the Vendor. Email shall be plainly marked "Proposal – OUNC Marketing and Promotional Services".

3.2 RIGHT OF AWARD OR REJECTION

Proposals shall specifically stipulate that all terms and conditions contained in this RFP are included in the Proposal and accepted by the vendor. It is understood that the Proposal will become a part of the public file on the matter without obligation to the Board. The Board reserves the right to reject any or all proposals for good cause, in the public best interest.

3.3 INCURRING COSTS

The Board is not liable for any costs incurred by the vendor in the preparation or presentation of the proposal.

3.4 PROPOSAL CONTENT

Proposals shall describe the vendor's qualifications, intended performance for marketing and promotional service activities described in Section 2, and the resources required to perform the activities.

The Proposal must not exceed 10 pages, excluding the required cover sheet. The Proposals must be organized in accordance with the list of Proposals contents as described below.

Each Proposal shall include, at the minimum, the following items:

A) A brief description of your company including corporate structure.

B) The name of the person(s) authorized to represent the Vendor in negotiations and name of key personnel that would be assigned to support the scope or work.

C) Please describe your disaster recovery plan (when your products are destroyed in fire, stolen in warehouse, or lost in the mail etc.)

D) How many distribution centers do you own and where are they located?

E) Describe the capability of storing items in your warehouse until needed by the OUNC. Is your warehouse insured, bonded, climate controlled? Describe your security system.

F) Will you be able to provide same day shipping? What is your ability to ship products on the same day as ordered? Are we available to visit your facility un-announced at any time?

G) Describe your ability to develop and maintain a website for the sale of marketing and promotional materials

H) What is your ability to place logos and provide screen print on any item ordered?

I) Will you be able to provide spec samples and free art samples at no cost prior to ordering?

J) What is your ability to provide detailed reports for any given timeframe?

K) Provide your mark up on material from other vendors. Costs to include: receive, store and ship merchandise purchased from other vendor.

L) What other "added value" services do you offer?

M) How are your costs determined?

   a. Describe your invoicing procedures.

   b. What are your standard payment terms?

N) How are returns handled?

O) How do you differentiate yourselves from the competition?

P) Three (3) references, including work-product examples that demonstrates a minimum of five (5) years' comparable experience in the requested service.

Q) Please indicate your 2018 fiscal year sales revenue.

R) Do you have any bankruptcies, liens, garnishments, judgments against your company in the last five (5) years?

S) Any other pertinent information Vendor wishes to provide.

T) Complete Pricing Sheet (See Attachment B)

SECTION 4: *Proposal Evaluation and Vendor Acceptance*

A OUNC board appointed selection committee will be appointed to evaluate the Proposals received. The Committee will select the top vendors to present their proposals to the Board.

The Proposals will be evaluated on the completeness and quality of content as described in Section 3 and the corresponding evaluation criteria described in this section.

4.1 EVALUATION CRITERIA

The items listed in Section 2.2 are pass/fail criteria. Proposals without the requested information will be considered non-responsive and will not be evaluated.

The evaluation criteria and their respective weighted values depicts what the Board feels is most important. Each proposal will be limited in length and judged as a demonstration of the vendor's capabilities and understanding of the services.

Answers from 3.4 will be reviewed and points will be assigned for Vendor as stated below. (100 points possible) **ADD IN ONLINE STORE ITEM/DESCRIPTION (Is this something we still need to add?)?**

Description	Possible Points
Quality of work and experience with purchasing cost effective advertising and marketing promotional items, special events and other related activities	25
Accessibility/Responsiveness/Flexibility. Vendor can ship in-stock items the same day as requested. Vendor can store ordered material at Vendor's warehouse until orders are received.	25
Demonstration of communication between Vendor's staff and OUNC. Vendor's ability to design artwork, provide invoicing, provide detailed reports and attend meetings as needed.	25
Pricing Sheet	15
Experience with web development and management	10

SECTION 5: ***Inquires***

All questions shall be submitted electronically, no later than April 26, 2019 to:

Kitty Davis, Administrative & Outreach Coordinator – OUNC: at: kitty@digsafelyoregon.com

As appropriate, questions and answers will be provided electronically to all vendors who received the RFP no later than April 30, 2019.