



Request for Proposal

Boone County Purchasing
601 E. Walnut Street, Room 209
Columbia, Missouri 65201

Heather Turner, CPPB, Buyer
Phone: (573) 886-4392 Fax: (573) 886-4390
E-mail: hturner@boonecountymo.org

Proposal Number: 01-23JAN06
Commodity Title: **RADIO ADVERTISING SERVICES**

DIRECT PROPOSAL FORMAT OR SUBMISSION QUESTIONS TO THE PURCHASING DEPARTMENT

Proposal Submission & Opening Address and Deadline

Day / Date: **Monday, January 23, 2006**
Time: **1:30 P.M. C.S.T. (No late proposals will be accepted)**
Location / Mail Address: Boone County Purchasing Department
Boone County Johnson Building
601 E. Walnut, Room 209
Columbia, MO 65201
Directions: The Johnson Building is located on the Northeast corner at 6th Street and Walnut Street. Enter the building from the East Side. Wheel chair accessible entrance is available on the West side of the building.

Proposal Contents

1.0: Instructions and General Conditions
2.0: Introduction and General Information
3.0: Specifications
4.0: Proposal Submission Information
5.0: Response Page
Exhibit A: Prior Experience



NOTICE OF REQUEST FOR PROPOSAL

Boone County is accepting Request for Proposals for the following:

RFP 01-23JAN06 Radio Advertising Services

Sealed proposals will be accepted until **1:30 p.m. on Monday, January 23, 2006** in the Boone County Purchasing Office, Boone County Johnson Building, Room 209, 601 E. Walnut Street, Columbia, MO 65201.

Specifications are available in the Purchasing Office and requests for copies may be made by phone (573) 886-4392; fax (573) 886-4390 or e-mail: hturner@boonecountymo.org. Vendors may view Bids, Bid Tabulations, and Bid Awards on the Boone County Web Page at <http://www.showmeboone.com>.

Heather Turner, CPPB
Buyer, Purchasing

Insertion: December 21, 2005
COLUMBIA MISSOURIAN



1. INSTRUCTIONS AND GENERAL CONDITIONS

1.1 **Delivery of Proposals:** Sealed proposals, subject to Instructions and General Conditions of Bidding and any special conditions set forth herein, will be received at the Boone County Purchasing office until the proposal closing date and time indicated herein for furnishing the County with the material and/or supplies, equipment or services as detailed in the following proposal.

- a) **Proposal Closing:** All proposals shall be delivered before 1:30 P.M., C.S.T., on Monday, January 23, 2006 to:
Boone County Purchasing Department
Heather Turner, CPPB, Buyer
601 E. Walnut Street, Room 209
Columbia, Missouri 65201-4460
- b) The County will not accept any proposals received after 1:30 P.M. and shall return such late proposals to the Offeror.
- c) Offerors must submit one (1) original, and four (4) numbered copies of the proposal (total of five). Proposals will be opened publicly in a manner to avoid public disclosure of contents; however, only names of Offerors will be read aloud.
- d) Proposals must be submitted in a sealed envelope identified with the proposal number and date of closing. List the proposal number on the outside of the box or envelope and note "Request for Proposal enclosed."
- e) If you do not care to submit a proposal, please return *Response Page* and note your reason. No fax or electronic transmitted proposals will be accepted.
- f) If you have obtained this proposal document from our Web Page or from a source other than the Boone County Purchasing Department, please check with our office prior to submitting your proposal to ensure that you have a complete package. The Purchasing Department cannot be responsible for providing addenda if we do not have you on our Vendor list for this proposal.

1.2 . **Evaluation of Proposals (Procedure):**

- a) The County will first examine proposals to eliminate those that are clearly non-responsive to the stated requirements. Therefore, Offerors should exercise particular care in reviewing the Proposal Format required for this RFP.

- b) The evaluation committee shall then score all proposals based upon the evaluation factors detailed herein. Upon completion of the scoring, the committee may recommend short listing the proposals that are potentially acceptable.
- c) At this point, the County may request presentations by Offerors, negotiate with Offerors through best and final offers, and conduct detailed reference checks on the short listed offerors.
- d) The County reserves the right to contact any and all references to obtain, without limitation, information regarding the Offeror's performance on previous projects. A uniform sample of references will be checked for each short-listed Offeror.
- e) The County reserves the right to withdraw this RFP at any time and for any reason and to issue such clarifications, modifications, and/or amendments as it may deem appropriate.
- f) Receipt of a proposal by the County or a submission of a proposal to the County offers no rights upon the Offeror nor obligates the County in any manner.
- g) No negotiations, decisions, or actions shall be initiated by any firm as a result of any verbal discussion with any County employee prior to the opening of responses to the Request for Proposal. Boone County reserves the right to select the Offeror which best meets its goals and objectives, needs, fiscal constraints, quality levels and service expectations.

1.3 Ambiguity, Conflict, or Other Errors in the RFP:

- a) If an Offeror discovers any ambiguity, conflict, discrepancy, omission, or other error in the Request for Proposal, they shall immediately notify the Purchasing Department of such error in writing and request modification or clarification of the document. The County will make modifications by issuing a written addendum and will give written notice to all parties who have received this RFP from the County.
- b) The Offeror is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the Request for Proposals prior to submitting the proposal or it shall be waived.
- c) Implied Requirements: Products and services that are not specifically requested in this RFP, but which are necessary to provide the functional capabilities proposed by the Offeror, shall be included in the proposal.
- d) The County will not be liable in any way for any costs incurred by any Offeror in the preparation of their proposal in response to this RFP, nor for the presentation of their proposal and/or participation in any discussions or negotiations.

- 1.4 **Rejection of Proposals:** The right is reserved to accept or reject in whole or in part any or all proposals submitted, to waive technicalities, and to accept the offer the County considers the most advantageous to the County. Further, the County shall reject the proposal of any Offeror that is determined to be non-responsive. The unreasonable failure of an Offeror to promptly supply information in connection with respect to responsibility may be grounds for a determination of non-responsibility.
- 1.5 **Acceptance of Proposals:** The County will accept all proposals that are submitted properly. However, the County reserves the right to request clarifications or corrections to proposals.
- 1.6 **Requests for Clarification of Proposals:** Requests by the Department for clarification of proposals shall be in writing.
- 1.7 **Validity of Proposals:** Offeror should state how many days or months proposals remain valid beyond the 120 days minimum.
- 1.8 **Receipt and Opening of Advertised, Sealed Proposals:** The Offeror(s) and public are invited, but not required, to attend the formal opening of proposals. Offeror(s) names only will be read aloud to the public. No decisions related to an award of a contract or creation of any contractual or lease relationship, or purchase order will be made at the opening.
- a. Information provided in your response will be considered proprietary and will not be divulged during the selection process. Following contract execution, ownership of all data, materials and documentation originated and prepared for the County pursuant to this RFP shall belong exclusively to the County and be subject to public inspection in accordance with the Missouri Sunshine Law. All proposals and tabulation sheets are kept by the County for a period of time established by regulation or statutes after the award is made and are available for inspection at any time during regular working hours.
 - b. Proposals will be opened in the Boone County Purchasing Department on Monday, January 23, 2006 at 1:30 p.m. located at the following address:

Boone County Purchasing Department
Boone County Johnson Building
601 E. Walnut Street, Room 213
Columbia, Missouri 65201

1.9 Withdrawal of Proposals: Proposals may be withdrawn without prejudice any time before the deadline for receipt of proposals. If a mistake or error is discovered by the Offeror or by the County after the proposal opening, the County has the right to call this error to the Offeror's attention and request verifications of the proposal. If the Offeror acknowledges the mistake and requests relief, the County will proceed in the following manner:

- a. **Withdrawal:** Permission to allow an Offeror to withdraw their proposal without prejudice may be given when clear and convincing evidence supports the existence of an error. If there is a significant and obvious disparity between the prices of the lowest Offeror and of the other Offerors, an Offeror may be permitted to withdraw without prejudice, upon submission of evidence that a non-intentional error occurred.

1.10. Contract Award: A contractual agreement will be negotiated with the successful offeror.

1.11. Contract Period: The contract will begin on the date of award and continue through December 31, 2006. It shall be subject to renewal for four (4) additional years, one (1) year at a time. After the completion of the fifth term, this Agreement will continue on a month-to-month basis until either party terminates this Agreement by providing the other party with 30 days prior written notice.

1.12. Pricing: The unit prices for the items identified on the Response Form shall remain fixed for the identified original contract period. If the County exercises the option for renewal, the contractor shall agree that the prices for the items listed on the Response Form shall not increase by more than the maximum percent proposed on the Response Form. If renewal percentages are not provided, then prices during any renewal period shall be the same as during the original contract period.

1.13. Notification of Award: Services are not to begin until receipt of Notification of Award or other notification by the County Purchasing Director to proceed. Performance time and dates are determined solely by the contract and any modification thereto.

1.14. No Guarantee of Quantities: The County of Boone does not guarantee any amount of service under the contract.

1.15. Disputes: Should disputes, alternatives or other disagreements related to the performance of the work herein described arise between the County and the contractor, the parties hereto shall negotiate in good faith in an attempt to resolve same; such negotiation shall be a condition precedent to any remedy at law.

1.16. Conflict of Interest: The offeror certifies that to the best of their knowledge no employee of the County, nor any member thereof, nor any public agency or official effected by this Agreement that results from this RFP, has any pecuniary interest in the

business of the offeror, and that no person associated with the offeror has any interest that would conflict in any manner with the performance of the agreement.

- 1.17. Compliance With Laws:** The contractor shall at all times observe and comply with all Federal, State of Missouri and County ordinances and regulations which may in any manner affect the performance of this Agreement.



2. INTRODUCTION AND GENERAL INFORMATION

2.1 Introduction:

- 2.1.1 This document constitutes a request for competitive, sealed proposals for **Radio Advertising Services**, as set forth herein.
- 2.1.2 Organization – This document, referred to as a Request for Proposal (RFP), is divided into the following parts:
- 1) Instructions and General Conditions
 - 2) Introduction and General Information
 - 3) Specifications
 - 4) Proposal Submission Information
 - 5) Response Page
 - 6) Exhibit A – Prior Experience

2.2. Guideline for Written Questions:

- 2.2.1 All questions regarding this Request for Proposal shall be submitted in writing no later than 5:00 p.m. on Thursday, January 5, 2006. All questions must be mailed, faxed or e-mailed to the attention of Heather Turner, CPPB, Buyer, Boone County Purchasing. No verbal responses to questions will be given prior to or following the pre-proposal conference. All such questions will be answered in writing, and such answers will be provided to all parties having obtained a Request for Proposal packet.

- a. Heather Turner, CPPB
Buyer, Purchasing
601 E. Walnut Street, Room 209
Columbia, Missouri 65201
Phone: (573) 886-4392
Fax: (573) 886-4390
E-mail: hturner@boonecountymo.org



3. SPECIFICATIONS

3.1 Scope of Services:

- 3.1.1. The purpose of this Request for Proposal is to enter into a contract with a qualified firm for the provision of **Radio Advertising Services** for the County of Boone – Missouri.
- 3.1.2. The contractor must develop a radio advertisement for the Boone County Human Resources Department which must include employee of the quarter recognition as well as a list of open positions and how to apply for them.
- 3.1.3. The contractor's radio advertisement shall be broadcast for one (1) week during each quarter for a total of four (4) weeks out of the year. The contractor shall broadcast a total of 132 ads during the year, split evenly among the four (4) weeks.
 - a. Each ad shall be approximately 60 seconds in length.
 - b. The ads shall run on a Saturday, Sunday, and Monday and be split evenly among the 24 hours of each day.
- 3.1.4. The following dates are the anticipated 2006 dates for the ads to be run, however the County requires flexibility with these dates in case some adjustments need to be made throughout the year.
 - January 28-30 (subject to change based upon award of this RFP)
 - April 29-May 1
 - July 29-31
 - October 27-29
- 3.1.5. The contractor must contact the Boone County Human Resources Department two to three weeks prior to the ad run date to obtain the Employee of the Quarter information.
- 3.1.6. The contractor must obtain permission from the Human Resources Department prior to contacting the Employee of the Quarter directly.

- 3.1.7. Once the contractor obtains the information from the Human Resources Department, the contractor shall be responsible for scheduling an interview time which is conducive to the Employee of the Quarter's schedule.
- 3.1.8. The contractor shall conduct a brief taped interview with the Employee of the Quarter with questions such as employee's name, position, department, how long the employee has worked for the County, and why the employee enjoys working for the County.
- 3.1.9. The contractor must contact the Human Resources Department during the week prior to the run dates in order to obtain open position information.
- 3.1.10. The contractor must obtain approval of the ads from a Human Resources designee prior to the run date.
- 3.1.11. The contractor must submit run times (via fax or email) to the Human Resources Department prior to the end of business on the Friday before the ads are set to run.
- 3.1.12. The contractor shall provide two (2) electronic (cassette tape or CD) copies of each ad to the Boone County Human Resource Department.

3.2 Contractual Obligations

- 3.2.1. **Contract Duration** - The contract shall be effective from the date of issuance through December 31, 2006. This contract is subject to renewal annually for four (4) additional one (1) year periods following expiration of the first contract period. In the event the contract is renewed, pricing shall not be increased by more than the percentages outlined on the Pricing Page.
- 3.2.2. **Contract Extension** - The Purchasing Director may exercise the option to extend the contract on a month to month basis for a maximum of six (6) months from the date of termination if it is deemed to be in the best interest of Boone County.
- 3.2.3. **Contract Documents** - The successful Offeror(s) shall be obligated to enter into a written contract with the County within 30 days of award on contract forms provided by the County. If Offerors desire to contract under their own written agreement, any such proposed agreement shall be submitted in blank with their proposal. The County reserves the right to modify any proposed form agreement or withdraw its award to a successful Offeror if any proposed agreement contains terms and conditions inconsistent with its bid or are unacceptable to county legal counsel.

3.3 Exceptions to the RFP

- 3.3.1. It is anticipated that Offerors may find instances where the proposed services may not be consistent with specifications contained in this RFP. Inability to meet any specified requirement must be stated and thoroughly explained. Acceptance of the exceptions will be completely at the discretion of Boone County.

3.4 Termination for Default: The County may, by written notice, terminate this contract in whole or in part for failure of the Contractor to perform any of the provisions thereof. In such event, the Contractor shall be liable for damages, including the excess cost of re-procuring similar supplies or services; provided, that if (a) it is determined for any reason that the Contractor was not in default or, (b) the Contractor's failure to perform is beyond his or his subcontractor's control, fault or negligence, the termination shall be deemed to be a termination for convenience. Termination shall be effective ten (10) days from the Contractor's receipt of notice.

3.5 Estimated Quantities: The estimated quantities indicated in this Request for Proposal represent anticipated requirements only and are not purchased hereby, nor is the owner obligated in any way to purchase the quantities shown. The right is reserved to exceed or diminish these estimates or to omit any one or more items if desired.

3.6 Statement of Qualifications

- 3.6.1. **Organizational and staff experience:** Offerors must describe their qualifications and experience to perform the work described in this RFP. Information about experience should include direct work with employment advertising. Include resumes of key staff who would work directly with the County, including the anticipated time commitment of the specific person/people who will be performing the service requested herein.
- 3.6.2. **References:** Submit three references from current corporate customers, preferably governments similar in size to the County of Boone. Provide complete contact information.



4. PROPOSAL SUBMISSION INFORMATION

4.1 Submission of Proposals

4.1.1 When submitting a proposal, the Offeror should include the **original and four (4), numbered, additional copies**.

a. The Offeror shall submit the proposal to:

Boone County Purchasing Department
Attn: Heather Turner, CPPB, Buyer
601 E. Walnut Street, Room 209
Columbia, MO 65201

b. The proposals must be delivered no later than 1:30 p.m. on January 23, 2006. Proposals will not be accepted after this date and time.

4.1.2 To facilitate the evaluation process, the Offeror is encouraged to organize their proposal into distinctive sections that correspond with the individual evaluation categories described herein.

a. Each distinctive section should be titled with each individual evaluation category and all material related to that category should be included therein.

b. The signed response page from the original RFP and all signed amendments should be placed at the beginning of the proposal.

c. The Proposal must, at a minimum, address all mandatory and desired services, equipment, materials, etc. Responses must fully describe how the service will be performed.

4.1.3 The Offeror is cautioned that it is the Offeror's sole responsibility to submit information related to the evaluation categories, and that the County is under no obligation to solicit such information if it is not included with the proposal. The Offeror's failure to submit such information may cause an adverse impact on the evaluation of the proposal.

4.1.4 Offeror's Contacts: Offerors and their agents (including subcontractors, employees, consultants, or anyone else acting on their behalf) must direct all of their questions or

comments regarding the RFP, the evaluation, etc. to the buyer of record indicated on the first page of this RFP. Offerors and their agents may not contact any County employee other than the buyer of record regarding any of these matters during the solicitation and evaluation process. Inappropriate contacts are grounds for suspension and/or exclusion from specific procurements. Offerors and their agents who have questions regarding this matter should contact the buyer of record.

4.2 Competitive Negotiation of Proposals: The Offeror is advised that under the provisions of this Request for Proposal, the County reserves the right to conduct negotiations of the proposals received or to award a contract without negotiations. If such negotiations are conducted, the following conditions shall apply:

- 4.2.1 Negotiations may be conducted in person, in writing, or by telephone.
- 4.2.2 Negotiations will only be conducted with potentially acceptable proposals. The County reserves the right to limit negotiations to those proposals, which received the highest rankings during the initial evaluation phase.
- 4.2.3 Terms, conditions, prices, methodology, or other features of the Offeror's proposal may be subject to negotiation and subsequent revision. As part of the negotiations, the Offeror may be required to submit supporting financial, pricing and other data in order to allow a detailed evaluation of the feasibility, reasonableness, and acceptability of the proposal.
- 4.2.4 The mandatory requirements of the Request for Proposal shall not be negotiable and shall remain unchanged unless the County determines that a change in such requirements is in the best interest of the entities.

4.3 Evaluation and Award Process

- 4.3.1 After determining a responsible Offeror and a responsive proposal through the determination that the proposal satisfies the mandatory requirements stated in the Request for Proposal, the evaluator(s) shall use both objective analysis and subjective judgment in conducting a comparative assessment of the proposal in accordance with the evaluation criteria stated below:
 - a. **Method of Performance**
 - b. **Experience/Expertise of Offeror**
 - c. **Cost**
- 4.3.2 After an initial evaluation process, a question and answer interview may be conducted with the Offeror, if deemed necessary by the County. In addition, the Offeror may be asked to make an oral presentation of their proposal to the evaluation team at a designated Boone County location. Attendance cost shall be at the Offeror's expense. All arrangements and scheduling will be coordinated by the County.

4.4 Evaluation of Experience and Reliability

- 4.4.1 Experience and reliability of the Offeror's organization are considered subjectively in the evaluation process. Therefore, the Offeror is advised to submit any information, which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.
- 4.4.2 The Offeror should provide the following information related to previous and current services/contracts performed by the Offeror's organization and any proposed subcontractors which are similar to the requirements of this RFP (This information may be shown on the form attached as Exhibit A to this RFP or in a similar manner):
 - a. Name, address, and telephone number of client/contracting agency and a representative of that client/agency who may be contacted for verification of all information submitted;
 - b. Dates and locations of the service/contract; and
 - c. A brief, written description of the specific prior services performed, including the average daily number of participants served, and requirements thereof.
- 4.4.3. The offeror must provide adequate financial information with their proposal showing financial stability and capability to perform the requirements of this request for proposal.
- 4.4.4. The Offeror should submit a copy of all licenses, certifications, accreditation, and/or permits, which may be required by state, federal, and/or local law, statute, or regulation in the course of conduct of the Offeror's business. If not submitted with the proposal, the County reserves the right to request and obtain a copy of any license or certification required to perform the defined services prior to contract award.

4.5 Evaluation of Method of Performance

- 4.5.1. Proposals will be subjectively evaluated based on the Offeror's distinctive plan for performing the requirements of the RFP. Therefore, the Offeror should present a written narrative, which demonstrates the method or manner in which the Offeror proposes to satisfy these requirements. The language of the narrative should be straightforward and limited to facts, solutions to problems, and plans of action. In addition, the offeror must address the following items in their method of performance:
 - 4.5.1.1. Compliance with Section 3 – Offerors shall describe how each specification within Section 3 of this Request for Proposal will be addressed with the system proposed. All items in the RFP must be responded to as thoroughly as possible. Unclear, ambiguous statements such as “all reasonable effort to provide”, etc., must be avoided. Failure to address any of the requirements may subject the response to rejection and/or misinterpretation. The offeror may not refer solely to sales literature as a response.

4.5.1.2. The offeror must address the following in their proposal:

- Submit a creative employment advertising campaign.
- Submit listener demographics and total listeners for each station proposed.
- Describe the flexibility of ad placement. What are the offeror's policies on ad postponement?

Telephone: _____ Fax: _____

Federal Tax ID (or Social Security #): _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

Note: This form must be signed. All signatures must be original and not photocopies.



EXHIBIT A

PRIOR EXPERIENCE

(References of similar services for governmental agencies are preferred)

1. Prior Services Performed for:

Company Name:

Address:

Contact Name:

Telephone Number:

Date of Contract:

Length of Contract:

Description of Prior Services (include dates):

2. Prior Services Performed for:

Company Name:

Address:

Contact Name:

Telephone Number:

Date of Contract:

Length of Contract:

Description of Prior Services (include dates):

3. Prior Services Performed for:

Company Name:

Address:

Contact Name:

Telephone Number:

Date of Contract:

Length of Contract:

Description of Prior Services (include dates):