

## ***Purchasing & Contracting Department***

November 1, 2011

### **Request for Proposals Media Services**

**RFP #11-0034-7**

Dear Proposer:

Chatham County is accepting proposals and statements of qualifications for a company to provide multiple types of Media Service for Conservation and Recycling Campaigns. This proposal will result in an annual contract with four (4) automatic renewal options.

The scope of work includes but is not limited to following campaigns:

1) **Resource Center Shredding & Recycle throughout April (Events)  
5 Week March-April Campaign:**

<u>Days</u>	<u>Time</u>	<u>Spot Total</u>
M-F	6a-10a/Sat 7a-9a	25X/per campaign period
M-F	4p-7p	10X/per campaign period
M-F	6a-7p	30X/per campaign period
M-Su	8p-11p	10X/per campaign period

2) **Water & Energy Conservation Campaign  
2 Weeks per month (8 Weeks Total) May-August:**

M-F	M-F 6a-10a/Sat 7a-9a	32X/per campaign period
M-F	6a-7p	44X/per campaign period
M-F	8p-11p	16X/per campaign period

3) **November Identity Safe Recycling Day 2 Week Campaign:**

<u>Days</u>	<u>Time</u>	<u>Spot Total</u>
M-F	6a-11a/Sat 7a-9a	12X/per campaign period
M-F	4p-7p	6X/per campaign period
M-F	6a-7p	16X/per campaign period

M-Su 8p-11p

4X/per campaign period

4) **Holiday Campaign 2 Weeks per month (4 Weeks Total) November-December:**

<u>Days</u>	<u>Time</u>	<u>Spot Total</u>
M-F	M-F 6a-11a/Sat 7a-9a	12X/per campaign period
M-F	6a-7p	16X/per campaign period
M-F	8p-11p	8X/per campaign period

5) Broadcast company to provide monthly .com service. In addition to highlighting and promoting local green initiatives during the month of April and one week fixed position corner peel promoting Resource Center Shredding day/events and other educational events.

6) Elaborate on your company's additional media promoting services.

Proposals shall include your experience and qualifications to perform media services.

The broadcast company must possess the following skills and experience:

- 1) A least 10 years of professional media production experience.
- 2) Able to provide multiple creative views.
- 3) Must provide data on viewers based on Nielsen rating most recent book May to November. Provide cost per 1000 (CPM) of adults 18+ years.
- 4) Must have at least three (3) references of which services have previously or currently is being provided.

Proposals shall be evaluated on the following criteria:

1. Experience and qualifications of company
2. Schedule for completion of work.
3. Proposed fee, lump sum to include any and all costs submitted on the attached fee proposal form.
4. References

**Proposal Format:** Proposals shall be submitted in the following format and include the following information.

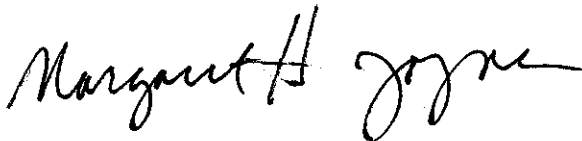
- a) Experience and Qualifications or Certifications of the proposer
- b) Fee Proposals signed by responsible party
- c) References
- d) Forms

Questions concerning this Request for Proposal should be directed to Robin Maurer at 912-790-1623.

Proposals shall be marked **RFP#11-0034-7 Media Services. Two (2) Copies** of your proposal is due in the Purchasing Department, 1117 Eisenhower Drive, Suite C, Savannah, Georgia 31406 prior to 2:00pm local time, November 17, 2011.

We would appreciate a response from your firm.

Sincerely,

A handwritten signature in black ink, appearing to read "Margaret H. Joyner". The signature is written in a cursive style with a large, stylized initial "M".

Margaret H. Joyner  
Purchasing Agent

**FEE PROPOSAL FORM**  
**RFP. NO. 11-0034-7**  
**MEDIA SERVICE FOR CONSERVATION AND RECYCLING CAMPAIGNS**

I have read and understand the requirements of this proposal, RFP No. P11-0016-7, and agree to provide the required services in accordance with this proposal, and all other attachments, exhibits, etc. I agree to furnish the Services as describe in the RFP for the fee listed below. I understand that the County will not be responsible for the reimbursement of any costs not specifically set forth in this proposal. In addition, the County reserves the right to accept any part or all of the fee schedule and to negotiate any charges contained herein unless qualified otherwise.

PROPOSAL FEE: \_\_\_\_\_ /Per Year

FIRM NAME: \_\_\_\_\_

PROPOSER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FAX NUMBER: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

BUSINESS TAX CERTIFICATE/LICENSE NUMBER: \_\_\_\_\_

CITY/COUNTY/STATE: \_\_\_\_\_

MINORITY BUSINESS ENTERPRISE? \_\_\_\_\_ /YES \_\_\_\_\_ /NO

MINORITY CLASSIFICATION: \_\_\_\_\_

**Attachment A**

**DRUG FREE WORKPLACE CERTIFICATION**

The undersigned certifies that the provisions of Code Sections 50-24-1 through 50-24-6 of the Official Code to Georgia Annotated, related to the Drug Free Workplace have been complied with in full.

1. A drug-free workplace will be provided for the employees during the performance of the contract; and;
2. Each sub-contractor under the direction of the Contractor shall secure the following written certification:

\_\_\_\_\_ (Contractor) certifies to Chatham County that a drug-free workplace will be provided for the employees during the performance of this contract known as MEDIA SERVICES pursuant to paragraph (7), of subsection (B) of Code Section 50-24-

- 3 Also, the undersigned further certifies that he/she will not engage in the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the contract.

\_\_\_\_\_  
CONTRACTOR:

\_\_\_\_\_  
DATE:

\_\_\_\_\_  
NOTARY:

\_\_\_\_\_  
DATE:

**Attachment B**

**PROMISE OF NON-DISCRIMINATION STATEMENT**

Know All Men By These Presents, that I (We), \_\_\_\_\_  
Name Title Name of Bidder

(herein after "Company") in consideration of the privilege to bid/or propose on the following Chatham

County project procurement (MEDIA SERVICES), hereby consent, covenant and agree as follows:

1. No person shall be excluded from participation in, denied the benefit of or otherwise discriminated against on the basis of race, color, national origin or gender in connection with the bid submitted to Chatham County or the performance of the contract resulting therefrom;
2. That it is and shall be the policy of this Company to provide equal opportunity to all business persons seeking to contract or otherwise interested with the Company, including those companies owned and controlled by racial minorities, and women;
3. In connection herewith, I (We) acknowledge and warrant that this Company has been made aware of, understands and agrees to take affirmative action to provide minority and women owned companies with the maximum practicable opportunities to do business with this Company on this contract;
4. That the promises of non-discrimination as made and set forth herein shall be continuing throughout the duration of this contract with Chatham County;
5. That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made a part of and incorporated by reference in the contract which this Company may be awarded;
6. That the failure of this Company to satisfactorily discharge any of the promises of non-discrimination as made and set forth above may constitute a material breach of contract entitling the County to declare the contract in default and to exercise appropriate remedies including but not limited to termination of the contract.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Attachment C

### DISCLOSURE OF RESPONSIBILITY STATEMENT

Failure to complete and return this information will result in your bid/offer/proposal being disqualified from further competition as non-responsive.

1. List any convictions of any person, subsidiary, or affiliate of the company, arising out of obtaining, or attempting to obtain a public or private contract or subcontract, or in the performance of such contract or subcontract.

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2. List any indictments or convictions of any person, subsidiary, or affiliate of this company for this company for offenses such as embezzlement, theft, fraudulent schemes, etc. or any other offenses indicating a lack of business integrity or business honesty which affects the responsibility of the contractor.

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3. List any convictions or civil judgments under states or federal antitrust statutes.

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4. List any violations of contract provisions such as knowingly (without good cause) to perform, or unsatisfactory performance, in accordance with the specifications of a contract.

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5. List any prior suspensions or debarments by any governmental agency.

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6. List any contracts not completed on time.

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7. List any penalties imposed for time delays and/or quality of materials and workmanship.

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8. List any documented violations of federal or any state labor laws, regulations, or standards, occupational safety and health rules.

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\_\_\_\_\_, as \_\_\_\_\_  
Name of individual Title & Authority

of \_\_\_\_\_, declare under oath that

Company Name \_\_\_\_\_

the above statements, including any supplemental responses attached hereto, are true.

\_\_\_\_\_  
Signature

State of \_\_\_\_\_

County of \_\_\_\_\_

Subscribed and sworn to before me on this \_\_\_\_\_ day of \_\_\_\_\_

20\_\_ by \_\_\_\_\_ representing him/herself to be

\_\_\_\_\_ of the company named herein.

\_\_\_\_\_  
Notary Public

My Commission expires:

\_\_\_\_\_

Resident State:

\_\_\_\_\_



**Attachment D**

**CONTRACTOR AFFIDAVIT AND AGREEMENT**

Employment Eligibility Verification

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Savannah has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the City of Savannah, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. 13-10-91 on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Savannah at the time the subcontractor(s) is retained to perform such service.

\_\_\_\_\_  
EEV / Basic Pilot Program\* User Identification Number

BY:

\_\_\_\_\_  
Contractor Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Authorized Officer or Agent  
Agent

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent

\_\_\_\_\_  
Title of Authorized Officer or Agent of Contractor

\*As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "EEV / Basic Pilot Program" operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

**Attachment E**

**Systematic Alien Verification for Entitlements (SAVE)  
Affidavit Verifying Status for Chatham County Benefit Application**

By executing this affidavit under oath, as an applicant for a Chatham County, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my bid for a Chatham County contract for \_\_\_\_\_ . [Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

1.) \_\_\_\_\_ I am a citizen of the United States.

**OR**

2.) \_\_\_\_\_ I am a legal permanent resident 18 years of age or older.

**OR**

3.) \_\_\_\_\_ I am an otherwise qualified alien (8 § USC 1641) or non-immigrant under the Federal Immigration and Nationality Act (8 USC 1101 et seq.) 18 years of age or older and lawfully present in the United States.\*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Signature of Applicant:

Date

Printed Name:

SUBSCRIBED AND SWORN

BEFORE ME ON THIS THE \_\_\_\_\_  
DAY OF \_\_\_\_\_, 20\_\_\_\_

\*

\_\_\_\_\_  
Alien Registration number for non-citizens.

Notary Public

My Commission Expires: