



**COLUMBUS METROPOLITAN
HOUSING AUTHORITY**

Request for Proposal RFP NO.2024-015
Branding & Digital Market Agency of Record

RFP Document

Table of Contents

[Table No. 1]

Section	Description	Page
	Introduction	2
	RFP Information at a Glance	2
1.0	HA'S Reservation of Rights	3
2.0	Scope of Work/Technical Specifications	4
2.1	Program Information	4
2.2	Role	4
2.3	Responsibilities	4
2.4	Expectations	4
2.5	Reporting	5
2.8	General Requirements	5-6
3.0	Proposal Format	6
3.1	Tabbed Proposal Submittal	6-8
3.2	Entry of Proposed Fees	8
3.3	Proposal Submission	9
3.4	Proposer's Responsibilities--Contact With the HA	9
3.5	Pre-proposal Conference	10
3.6	Recap of Attachments	10
4.0	Proposal Evaluation	10
4.1	Evaluation Factors	10-11
4.2	Evaluation Method/Plan	11
4.3	Determination of Top-ranked Proposer	12
5.0	Contract Award	13
5.1	Contract Award Procedure	12
5.2	Contract Conditions	13
5.3	Licensing and Insurance Requirements	13-14
5.4	Right to Negotiate Fees	14
5.5	Contract Services Standards	14
6.0	Additional Considerations	14-16

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

INTRODUCTION

The Columbus Metropolitan Housing Authority (hereinafter, “HA”) is a public entity, formed in 1934 to provide federally subsidized housing and housing assistance to low-income families, in Columbus and Franklin County. CMHA is headed by a President & CEO and is governed by a Board of Commissioners and is subject to the requirements of Title 24 of the Code of Federal Regulations (hereinafter, “CFR”) and CMHA’s procurement policy. The Agency was brought into existence by resolution of the State of Ohio’s Board of Housing on May 8th, 1934. CMHA is a subdivision of the State of Ohio.

Currently, the HA owns and/or manages: (a) 28 multi-family apartment complexes totaling 3,827 units; (b) eight senior complexes, totaling 733 units; and (c) five Service Enriched complexes, totaling 258 units. The HA also administers approximately 13,500 Section 8 Housing Choice Vouchers and manages the HUD Project-Based Rental Assistance contracts covering 81,000 units in Ohio and Washington, D.C. through its subsidiary, Assisted Housing Services Corporation. The HA currently has approximately 88 employees.

In keeping with its mandate to provide efficient and effective services, the HA is now soliciting proposals from qualified, licensed and insured entities to provide the services specified herein to the HA. All proposals submitted in response to this solicitation must conform to all of the requirements and specifications outlined within this document and any designated attachments in its entirety.

RFP INFORMATION AT A GLANCE

[Table No. 2]

HA CONTACT PERSON	Andrea Quinichett Purchasing Manager 614.421.4434 aquinichett@cmhanet.com
HOW TO OBTAIN THE RFP DOCUMENTS ON THE HA WEBSITE	1. Access the cmhanet.com 2. Click on the “Business Opportunities/Section 3” heading 3. Click on the “Purchasing/Open Opportunities” heading If you have any problems in accessing or registering on the system, please call the Purchasing Department at 614.421.4434
PRE-PROPOSAL CONFERENCE	Wednesday September 4 th , 2024 @ 10:00am Join Zoom Meeting https://us02web.zoom.us/j/88343898334?pwd=PjJ3ugH3mbAsYnltP8yarihjbrnRDi.1 Meeting ID: 883 4389 8334 Passcode: 943520
HOW TO FULLY RESPOND TO THIS RFP BY SUBMITTING A PROPOSAL SUBMITTAL	As directed within Section 3.0 of the RFP document, All pricing must be submitted separately, to feeproposal@cmhanet.com . All technical responses must be submitted and received to technicalresponse@cmhanet.com no later than the submittal deadline stated herein (or within any ensuing addendum).
PROPOSAL SUBMITAL RETURN & DEADLINE	Monday September 16 th , 2024, @ 2:00pm Note: The “electronic copy” proposals and financial information must be received by the HA by no later than 2:00pm on this date.
ANTICIPATED APPROVAL BY HA BOARD OF COMMISSIONERS	October, 2024

1.0 HA'S RESERVATION OF RIGHTS:

- 1.1 The HA reserves the right to reject any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed by the HA to be in its best interests.
- 1.2 The HA reserves the right not to award a contract pursuant to this RFP.
- 1.3 The HA reserves the right to terminate a contract awarded pursuant to this RFP, at any time for its convenience upon 30 days written notice to the successful proposer(s).
- 1.4 The HA reserves the right to determine the days, hours and locations that the successful proposer(s) shall provide the services called for in this RFP.
- 1.5 The HA reserves the right to retain all proposals submitted and not permit withdrawal for a period of 60 days subsequent to the deadline for receiving proposals without the written consent of the HA Contracting Officer (CO)/Purchasing Manager.
- 1.6 The HA reserves the right to negotiate the fees proposed by the proposer entity.
- 1.7 The HA reserves the right to reject and not consider any proposal that does not meet the requirements of this RFP, including but not necessarily limited to incomplete proposals and/or proposals offering alternate or non-requested services.
- 1.8 The HA shall have no obligation to compensate any proposer for any costs incurred in responding to this RFP.
- 1.9 The HA shall reserve the right to at any time during the RFP or contract process to prohibit any further participation by a proposer or reject any proposal submitted that does not conform to any of the requirements detailed herein. By accessing the HA website, www.cmhanet.com and downloading this document, each prospective proposer is thereby agreeing to abide by all terms and conditions listed within this document, and further agrees that he/she will inform the Purchasing Manager or designee in writing within 5 days of the discovery of any item listed herein or of any item that is issued thereafter by the HA that he/she feels needs to be addressed. Failure to abide by this time frame shall relieve the HA, but not the prospective proposer, of any responsibility pertaining to such issue.
- 1.10 The HA reserves the right to continue its Resident Services programs at the HA's sole discretion and expense. See Attachment J.
- 1.11 The HA shall pay utility bills for all rental assistance demonstration and public housing units under the terms of an existing contract.
- 1.12 The HA reserves the right to select a single or multiple award contract.
- 1.13 The HA reserves the right to add requirements during the contract period when it is in the best interest of the HA.

SCOPE OF WORK (SOW)/TECHNICAL SPECIFICATIONS (T/S): The HA wishes to procure qualified Branding & Digital Market Agency of Record firms to provide strategic and creative campaign development integrated marketing/branding campaign development, creative development and execution in traditional and non-traditional media, website content strategy and development, and social media strategy and execution. Additional capabilities should include digital video production, e-mail communication management, reporting and analytics data, graphic design, and creative writing with the ability to draft communication quickly and execution that drives the CMHA Brand experience at all touch points.

2.0 Upcoming Branding/Marketing Events for Properties:

- 2.0.1 Aspire:** Launch a targeted campaign showcasing unique features and amenities to attract potential tenants.
- 2.0.2 Refugee Rd.:** Highlight community engagement and support programs in marketing materials.
- 2.0.3 Cobblestone Manor:** Promote special events and enhancements through direct marketing and local outreach.
- 2.0.4 Reynoldsburg Site:** Focus on development updates and upcoming opportunities for potential residents.
- 2.0.5 Country Ridge:** Emphasize the tranquil setting and community aspects in promotional efforts.
- 2.0.6 Westrich:** Showcase modern amenities and convenient location in digital and print media.
- 2.0.7 Broadleigh Lofts:** Market the unique architectural features and urban lifestyle benefits.
- 2.0.8 The Meadows:** Highlight the serene environment and family-friendly features in marketing campaigns.
- 2.0.9 Post Oak Station/Daycare:** Promote childcare services and the convenience of the location through targeted ads.

2.1 Sponsorships/Ads:

- 2.1.1 Classic for Columbus:** Sponsor to enhance community engagement and brand visibility.
- 2.1.2 Ohio Housing Conference:** Advertise to connect with industry professionals and potential clients.
- 2.1.3 Columbus Business First:** Place ads to reach a business-focused audience and increase brand recognition.
- 2.1.4 Stonewall Pride:** Support to demonstrate commitment to diversity and inclusion.
- 2.1.5 Juneteenth:** Advertise to show support for cultural heritage and community involvement.
- 2.1.6 African American Male Wellness Walk:** Sponsor to align with wellness initiatives and community support.
- 2.1.7 Asian Fest:** Promote to connect with the Asian community and showcase inclusivity.

2.2 Public Relations:

- 2.2.1 Press Releases:** Craft and distribute press releases to announce major updates and achievements.

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

- 2.2.2 Responding to Reporters:** Develop clear and concise responses to media inquiries.
 - 2.2.3 Interviews:** Prepare talking points and key messages for interviews to ensure consistent and positive representation.
 - 2.2.4 Talking Points:** Create comprehensive talking points for various PR scenarios.
 - Events:**
 - 2.3.1 CEO Roundtable:** Organize and promote this high-profile event to enhance executive visibility and thought leadership.
 - 2.3.2 Cobblestone Manor Event:** Host special events to engage the community and showcase property features.
 - 2.3.3 Refugee Rd. Event:** Plan and promote events to highlight community support and initiatives.
 - 2.3.4 Reynoldsburg Site Event:** Host events to attract potential residents and showcase site developments.
 - 2.3.5 Westrich Event:** Organize community events to build relationships and enhance property appeal.
 - 2.3.6 Broadleigh Lofts Event:** Plan events to highlight the unique aspects of the property and attract tenants.
 - 2.3.7 Post Oak Station/Daycare Event:** Host events to promote daycare services and community involvement.
 - 2.3.8 Aspire Event:** Organize events to introduce potential residents to the property and its features.
- 2.4 Projects:**
 - 2.4.1 Newsletters:**
 - 2.4.2 The Insider (Board):** Update board members with important organizational news.
 - 2.4.3 Partner:** Share partnership updates and opportunities.
 - 2.4.4 Employee (The Home Page):** Communicate internal news and updates to employees.
 - 2.4.5 Development:** Provide insights into ongoing and upcoming projects.
 - 2.4.6 HR:** Share HR-related updates and policies.
 - 2.4.7 The RISE Center:** Highlight activities and achievements at The RISE Center.

Long Form Videos: Produce 4-6 detailed videos showcasing key properties, developments, or organizational milestones.

Updated Collateral: Revise and refresh marketing materials to ensure they align with current branding and messaging.

3.0 PROPOSAL FORMAT:

- 3.1 Tabbed Proposal Submittal:** The HA intends to retain the successful proposer pursuant to a “Best Value” basis, not a “Low Proposal” basis (“Best Value,” in that the HA will, as detailed within the following Section 4.0, consider factors other than just cost in making the award decision). Therefore, so that the HA can properly evaluate the offers received, all proposals submitted in response to this RFP must be formatted in accordance with the sequence noted following. Each category must be separated by numbered index dividers (which number extends so that each tab can be located without opening the proposal) and labeled with the corresponding tab reference also

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

noted below. None of the proposed services may conflict with any requirement the HA has published herein or has issued by addendum.

[Table No. 3]

RFP Section	Tab No.	Description
3.1.1	1	Form of Proposal: This Form is attached hereto as Attachment A to this RFP document. This 1-page Form must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal.
3.1.2	2	Form HUD-5369-C (8/93), <i>Certifications and Representations of Offerors, Non-Construction Contract</i>: This Form is located on the HA website as an addendum to this RFP document. This 2-page Form must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal.
3.1.2.1	2	Form HUD-5369-A (11/92), <i>Representations, Certifications, and Statements of Proposers, Public and Indian Housing Programs</i>: This Form is located on the the HA website as an addendum to this RFP document. This 4-page Form must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal.
3.1.3	3	Profile of Firm Form: The Profile of Firm Form is attached hereto as Attachment B to this RFP document. This 2-page Form must be fully completed, executed and submitted under this tab as a part of the proposal submittal.
3.1.4	4	Proposed Services: As more fully detailed within Section 2.0, <i>Scope of Proposal/Technical Specifications</i> , of this document, the proposer shall, at a minimum, clearly detail within the information submitted under this tab documentation showing:
3.1.4.1		As detailed within Section 4.1, Evaluation Factor No. 2, The proposer's DEMONSTRATED EXPERIENCE in performing similar work (including insight and approach, ability to develop creative campaigns, qualifications and experience of staff, and experience in branding, website development and social media campaigns. Direct experience in the affordable housing industry is not required, but is seen as a plus).
3.1.4.2		As detailed within Section 4.1, Evaluation Factor No. 3, herein, the proposer's QUALIFICATIONS as demonstrated by required certifications, performance standards, expertise in dealing with Compliance and regulatory certifications
3.1.4.4		As detailed within Section 4.1, Evaluation Factor No. 4, The proposer's MANAGEMENT & STRATGY PLAN AND REPORTING
3.1.4.5		If appropriate, how staff are selected, screened, trained, retained and monitored.
3.1.4.6		The proposed quality control program (if applicable);
3.1.4.7		An explanation and copies of forms that will be used and reports that will be submitted and the method of such reports (i.e. written; fax; internet; etc.);

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

3.1.4.8		A complete description of the products and services the firms provides.
3.1.5	5	Managerial Capacity/Financial Viability: The proposer entity must submit under this tab a concise description of its managerial and financial capacity to deliver the proposed services, including brief professional resumes for the persons identified within areas (5) and (6) of Attachment B, <i>Profile of Firm Form</i> . Such information shall include the proposer's qualifications to provide the services; a description of the background and current organization of the firm and three (3) years of financial statements to include cash flow (Audited financial statements are preferred) <u>or</u> equivalent as approved by the HA <u>prior</u> to submission of the response. If audited financials are not available, tax returns are an acceptable alternative
3.1.6	6	Client Information: The proposer shall submit a listing of former or current clients, including any other Public Housing Authority, for whom the proposer has performed similar or like services to those being proposed herein. The listing shall, at a minimum, include:
3.1.6.1		The client's name;
3.1.6.2		The client's contact name;
3.1.6.3		The client's telephone number;
3.1.6.4		A brief description and scope of the service(s) and the dates the services were provided;
3.1.7	7	Equal Employment Opportunity: The proposer must submit under this tab a copy of its Equal Opportunity Employment Policy.
3.1.8	8	Subcontractor/Joint Venture Information (Optional Item): The proposer shall identify hereunder whether or not he/she intends to use any subcontractors for this job, if awarded, and/or if the proposal is a joint venture with another firm. Please remember that all information required from the proposer under the proceeding tabs must also be included for any major subcontractors (10% or more) or from any joint venture.
3.1.9	9	Other Information (Optional Item): The proposer may include hereunder any other general information that the proposer believes is appropriate to assist the HA in its evaluation.

3.1.11 If no information is to be placed under any of the above noted tabs (especially the "Optional" tabs), please place there under a statement such as "NO INFORMATION IS BEING PLACED UNDER THIS TAB" or "THIS TAB LEFT INTENTIONALLY BLANK." DO NOT eliminate any of the tabs.

3.1.12 **Proposal Submittal Binding Method: (Only one submission method is required)** It is acceptable that the proposer bind the proposal submittals in such a manner that the HA can, if needed, remove the binding (i.e. "comb-type," 3-ring binder; etc.).

3.1.13 **Proposal Submittal Electronic Method: (Preferable method of submission/ PDF)** It is preferable and recommended that The proposer shall submit the all- inclusive technical portion of the response to

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

technicalresponse@cmhanet.com , ensuring that all information requested in Section 3.0 Proposal Format are included. Please be advised that RFPs submitted in a format other than PDF may be rejected by CMHA's firewall. To ensure that your submission is received and considered, please make sure to submit your RFP as a PDF document.

- 3.2 Entry of Proposed Fees:** The proposed fees shall be submitted by the proposer on the provided "Fee Sheet" (Attachment D) The Proposer shall submit this sheet to feeproposal@cmhanet.com. Do not submit, enter or refer to any fees or costs to technicalresponse@cmhanet.com. Any proposer that does so may be rejected without further consideration. A proposer must enter a proposed fee for each item--a "No Proposal" will not be allowed for any item, though a "No Charge" will be allowed for certain items. The proposed fees submitted by each proposer are inclusive of all necessary costs to provide the proposed services not otherwise provided for herein, including, but not limited to: employee costs and benefits; clerical support; overhead; profit; supplies; materials; licensing; insurance; etc. All costs incurred in the preparation of a Proposal and participation in this RFP and negotiation process shall be borne by the proposing firm.

The Columbus Metropolitan Housing Authority
Attention: Andrea Quinichett
Assistant Vice President of Procurement
880 E. 11th Avenue
Columbus, Ohio 43211

The document/file exterior must clearly denote the above noted RFP number and must have the proposer's name and return address. **Proposals received after the published deadline will not be accepted.**

3.3.1 Submission Conditions: DO NOT FOLD OR MAKE ANY ADDITIONAL MARKS, NOTATIONS OR REQUIREMENTS ON THE DOCUMENTS TO BE SUBMITTED! If any such additional marks, notations or requirements are entered on any of the documents that are submitted to the HA by the proposer, such may invalidate that proposal. By accessing the noted website, www.cmhanet.com, registering and downloading these documents, each prospective proposer that does so is thereby agreeing to confirm all notices that the HA delivers to him/her as instructed, and by submitting a proposal, the proposer is thereby agreeing to abide by all terms and conditions published herein and by addendum pertaining to this RFP.

3.3.1.1 Submission Responsibilities: It shall be the responsibility of each proposer to be aware of and to abide by all dates, times, conditions, requirements and specifications set forth within all applicable documents issued by the HA, including the RFP document, the documents listed within this RFP, and any addenda and required attachments submitted by the proposer. By virtue of completing, signing and submitting the completed documents, the proposer is stating his/her agreement to comply with the all conditions and requirements set forth within those documents.

- 3.4 Proposer's Responsibilities--Contact with the HA:** It is the responsibility of the proposer to address all communication and correspondence pertaining to this RFP

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

process to the Purchasing Department or designee only. Proposers must not make inquiry or communicate with any other HA staff member or official (including members of the Board of Commissioners) pertaining to this RFP. Failure to abide by this requirement may cause for the HA to not consider a proposal submittal received from any proposer who may have not abided by this directive.

3.4.1 Addenda: All questions and requests for information must be addressed in writing to the Purchasing Manager or Designee. The Purchasing Manager or designee will respond to all such inquiries in writing by addendum to all prospective proposers (i.e. known firms or individuals that have obtained the RFP Documents). During the RFP solicitation process, the Purchasing Manager or Designee will NOT conduct any *ex parte* conversations that may give one prospective proposer an advantage over other prospective proposers. This does not mean that prospective proposers may not call the Purchasing Manager—it simply means that, other than making replies to direct the prospective proposer where his/her answer has already been issued within the solicitation documents, the Purchasing Manager may not respond to the prospective proposer's inquiries but will direct him/her to submit such inquiry in writing so that the Purchasing Manager may more fairly respond to all prospective proposers in writing by addendum.

3.5 Pre-proposal Conference: The scheduled pre-proposal conference identified on Page 2 of this document is, pursuant to HUD regulation, not mandatory. Typically, such conferences last 1 hour or less, though such is not guaranteed. The purpose of this conference is to assist prospective proposers in having a full understanding of the RFP documents so that he/she feels confident in submitting an appropriate proposal; therefore, at this conference the HA will conduct an overview of the RFP documents, including the attachments. Prospective proposers may also ask questions, though the Purchasing Manager or Designee may require that some such questions are delivered in writing prior to a response. Whereas the purpose of this conference is to review the RFP documents, attendees should bring a copy of the RFP documents to this conference.

3.6.1 General Directions to the Pre-proposal Conference:

Wednesday September 4th, 2024 @ 10:00am

JoinZoomMeeting

<https://us02web.zoom.us/j/88343898334?pwd=PjJ3ugH3mbAsYnltp8yarihjbrnRDi.1>

Meeting ID: 883 4389 8334

Passcode: 943520

4.0 PROPOSAL EVALUATION:

4.1 Evaluation Factors: The following factors will be utilized by the HA to evaluate each proposal submittal received; award of points for each listed factor will be based upon the documentation that the proposer submits within his/her proposal submittal:

[Table No. 7]

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

NO.	MAX POINT VALUE	FACTOR TYPE	FACTOR DESCRIPTION
1	30 points	Objective	The PROPOSED COSTS the proposer proposes to charge the HA to provide Investment Management Services as stated in this RFP and as provided by the Proposer on the Fee Sheet. Fee structure, including management fees, performance-based fees, and any other applicable charges. Fee structure and cost-effectiveness.
2	30 points	Subjective (Technical)	The proposer's DEMONSTRATED EXPERIENCE & CAPACITY in performing similar work (including demonstrated by required certifications, performance standards, expertise in dealing with Compliance and regulatory certifications Performance track record, including insight and approach, ability to develop creative campaigns, qualifications and experience of staff, and experience in branding, website development and social media campaigns. Direct experience in the affordable housing industry is not required, but is seen as a plus)..
3	15 Points	Subjective (Technical)	The proposer's QUALIFICATIONS as demonstrated by required certifications, performance standards, expertise in dealing with property management, public housing and compliance.
4	15 Points	Subjective (Technical)	The proposer's MANAGEMENT & STRATGEY PLAN AND REPORTING (including Details of the firm's team members who will be directly involved in managing CMHA's campaign).
5	10 points	Subjective (Technical)	The OVERALL QUALITY AND PROFESSIONAL APPEARANCE OF THE PROPOSAL SUBMITTED based upon the opinion of the evaluators.
	100 points	100 points	Total Points (other than objective preference points)

4.2 Evaluation Method:

4.2.1 Initial Evaluation for Responsiveness: Each proposal received will first be evaluated for responsiveness (e.g., meets the minimum of the published requirements). The HA reserves the right to reject any proposals deemed by the HA not minimally responsive.

4.2.2 Evaluation Packet for Proposals Deemed Responsive: Internally, an evaluation packet will be prepared for each evaluator, including the following documents:

4.2.2.1 Instructions to Evaluators;

4.2.2.2 Proposal Tabulation Form;

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

4.2.2.3 Written Narrative Justification;

4.2.2.4 Copy of all pertinent RFP documents.

4.2.3 Evaluation Committee: The HA anticipates that it will select a minimum of a five-person committee to evaluate each of the responsive “hard copy” proposals submitted in response to this RFP. PLEASE NOTE: No proposer shall be informed at any time during or after the RFP process as to the identity of any evaluation committee member. As detailed within Section 3.5 of this document, the Purchasing Manager is the only person at the HA that the proposers shall contact pertaining to this RFP. Failure to abide by this requirement may (and most likely will) cause such proposer(s) to be eliminated from consideration for award.

4.2.4 Evaluation: The Purchasing Manager or designee will evaluate and award points pertaining to Evaluation Factors No. 1 (the “Objective” Factor). The appointed evaluation committee, independent of the Purchasing Manager or any other person at the HA, shall evaluate the responsive proposals submitted and award points pertaining to Evaluation Factors No. 2, 3, 4, and 5 (the “Subjective” Factors). Upon final completion of the proposal evaluation process, the evaluation committee will forward the completed evaluations to the Purchasing Manager or designee.

4.2.5 Potential “Competitive Range” or “Best and Finals” Negotiations: The HA reserves the right to, as detailed within Section 7.2.N through Section 7.2.R of HUD Procurement Handbook 7460.8 REV 2, conduct a “Best and Finals” Negotiation, which may include oral interviews, with all firms deemed to be in the competitive range. Any firm deemed not to be in the competitive range shall be notified of such in writing by the HA in a timely manner as possible, but in any case within no longer than 10 days after the beginning of such negotiations with the firms deemed to be in the competitive range.

4.3 Determination of Top-ranked Proposer: Typically, the subjective points awarded by the evaluation committee will be combined with the objective points awarded by the CO to determine the final rankings, which is typically forwarded by the CO to the President & CEO for approval.

4.3.2.1 Ties: In the case of a tie in points awarded, the award shall be decided as detailed within Section 6.12.C of HUD Procurement Handbook 7460.8 REV 2, by “drawing lots or other random means of selection.”

4.3.2.2 Minimum Evaluation Results: To be considered to receive an award a proposer must receive a total calculated average of at least 70 points (of the 100 total possible points detailed within Section 4.1 herein).

4.3.3 Award Recommendation: It is anticipated that the final rankings will be forwarded to the HA Board of Commissioners (BOC) at a regularly scheduled board meeting for approval. The HA BOC will then make its determination

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

as to whether or not to follow the evaluation committee's recommendation. Contract price negotiations may, at the HA's option, be conducted prior to or after the BOC approval.

4.3.4 Notice of Results of Evaluation: If an award is completed, all proposers will receive by e-mail a Notice of Results of Evaluation. Such notice shall inform all proposers of:

4.3.4.1 Which proposer received the award;

4.3.4.2 Where each proposer placed in the process as a result of the evaluation of the proposals received;

4.3.4.3 The cost or financial offers received from each proposer;

4.3.5 Restrictions: All persons having familial (including in-laws) and/or employment relationships (past or current) with principals and/or employees of a proposer entity will be excluded from participation on the HA evaluation committee. Similarly, all persons having ownership interest in and/or contract with a proposer entity will be excluded from participation on the HA evaluation committee.

5.0 CONTRACT AWARD:

5.1 Contract Award Procedure: If a contract is awarded pursuant to this RFP, the following detailed procedures will be followed:

5.1.1 By completing, executing and submitting the Form of Proposal, Attachment A, the "proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the HA, either in hard copy or on the noted HA website, www.cmhanet.com". Accordingly, the HA has no responsibility to conduct after the submittal deadline any negotiations pertaining to the contract clauses already published.

5.2 Contract Conditions: The following provisions are considered mandatory conditions of any contract award made by the HA pursuant to this RFP:

5.2.1 Contract Form: The HA is not obligated to contract on the successful proposer's form when a HA form is available, and by submitting a proposal the successful proposer agrees to do so (please note that the HA reserves the right to amend this form as the HA deems necessary). However, the HA will during the RFP process (prior to the submittal deadline) consider any contract clauses that the proposer wishes to include therein and submits in writing a request for the HA to do so; but the failure of the HA to include such clauses does not give the successful proposer the right to refuse to execute the HA's contract form. It is the responsibility of each prospective proposer to notify the HA, in writing, prior to submitting a proposal, of any contract clause that he/she is not willing to include in the final executed contract and abide by. The HA will consider and respond to such written correspondence, and if the prospective proposer is not willing to abide by

REQUEST FOR PROPOSALS (RFP) NO. 2024-015

Branding & Digital Market Agency of Record

the HA's response (decision), then that prospective proposer shall be deemed ineligible to submit a proposal.

5.2.1.1 Please note that the HA has no legal right or ability to (and will not) at any time negotiate any clauses contained within ANY of the HUD forms included as a part of this RFP.

5.2.2 Assignment of Personnel: The HA shall retain the right to demand and receive a change in personnel assigned to the work if the HA believes that such change is in the best interest of the HA and the completion of the contracted work.

5.2.3 Unauthorized Sub-Contracting Prohibited: The successful proposer shall not assign any right, nor delegate any duty for the work proposed pursuant to this RFP (including, but not limited to, selling or transferring the contract) without the prior written consent of the Purchasing Manager or designee. Any purported assignment of interest or delegation of duty, without the prior written consent of the Purchasing Manager or designee shall be void and may result in the cancellation of the contract with the HA, or may result in the full or partial forfeiture of funds paid to the successful proposer as a result of the proposed contract; either as determined by the Purchasing Manager or designee.

5.2.4 Assignment: The HA reserves the right to award to more than one (1) qualified respondent to perform the services described herein.

5.2.5 Contract Period: The HA anticipates that it will initially award a contract for the period of 1 years, with options to renew for four (4) one (1) year contracts not to exceed five (5) years to be established after Board approval and the award is declared.

5.3 Licensing and Insurance Requirements: Prior to award (but not as a part of the proposal submission) the *successful proposer* will be required to provide:

5.3.1 An original certificate evidencing the proposer's current industrial (worker's compensation) insurance carrier and coverage amount;

5.3.2 State of Ohio Real Estate Brokers License is required

5.3.3 An original certificate evidencing General Liability coverage, naming the HA as an additional insured, together with the appropriate endorsement to said policy reflecting the addition of the HA as an additional insured under said policy (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000, together with damage to premises and fire damage of \$50,000 and medical expenses any one person of \$5,000);

5.3.4 An original certificate showing the proposer's professional liability and/or "errors and omissions" coverage (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000);

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

- 5.3.5** An original certificate showing the proposer's automobile insurance coverage in a combined single limit of \$1,000,000. For every vehicle utilized during the term of this program, when not owned by the entity, each vehicle must have evidence of automobile insurance coverage with limits of no less than \$50,000/\$100,000 and medical pay of \$5,000.
- 5.3.6** If applicable, a copy of the proposer's license issued by the State of Ohio licensing authority allowing the proposer to provide the services detailed herein.
- 5.3.7** The requested related information shall also be entered where provided for on the Profile of Firm Form (DO NOT ATTACH SUBMIT COPIES WITHIN THE PROPOSAL SUBMITTAL--we will garner the necessary certificates from the successful proposer prior to contract execution).

5.4 Right To Negotiate Final Fees: The HA shall retain the right to negotiate the amount of fees that are paid to the successful proposer, meaning the fees proposed by the top-rated proposer may, at the HA's options, be the basis for the beginning of negotiations. Such negotiations shall begin after the HA has chosen a top-rated proposer. If such negotiations are not, in the opinion of the Purchasing Department or designee successfully concluded within 5 business days, the HA shall retain the right to end such negotiations and begin negotiations with the next-rated proposer.

5.5 Contract Service Standards: All work performed pursuant to this RFP must conform and comply with all applicable local, state and federal codes, statutes, laws and regulations.

6.0 ADDITIONAL CONSIDERATIONS:

6.1 Required Permits and Licenses: Unless otherwise stated in the RFP documents, all Federal, State or local permits and licenses which may be required to provide the services ensuing from any award of this RFP, whether or not they are known to either the HA or the proposers at the time of the proposal submittal deadline or the award, shall be the sole responsibility of the successful Proposer and all offers submitted by the Proposer shall reflect all costs required by the successful Proposer to procure and provide such necessary permits or licenses.

6.2 Taxes: All persons doing business with the HA are hereby made aware that the HA is exempt from paying Ohio State Sales and Use Taxes and Federal Exercise Taxes. A letter of Tax Exemption will be provided upon request.

6.3 Official, Agent and Employees of THE HA Not Personally Liable: It is agreed by and between the parties hereto that in no event shall any official, officer, employee, or agent of the HA in any way be personally liable or responsible for any covenant or agreement herein contained whether expressed or implied, nor for any statement, representation or warranty made herein or in any connection with this agreement.

6.4 Termination: Any contract resulting from this RFP may be terminated under the following conditions:

- 6.4.1 By mutual consent of both parties, and
- 6.4.2 **Termination For Cause:** As detailed within Clause No. 3 of Form HUD-5370-C (10/2006), *General Conditions for Non-Construction Contracts, Section I - (Within or without Maintenance Work)*, attached hereto:
 - 6.4.2.1 The HA may terminate any and all contracts for default at any time in whole or in part, if the contractor fails to perform any of the provisions of any contract, so fails to pursue the work as to endanger performance in accordance with the terms of the RFP or any resulting contracts, and after receipt of written notice from the HA, fails to correct such failures within seven (7) days or such other period as the HA may authorize or require.
 - 6.4.2.1.1 Upon receipt of a notice of termination issued from the HA, the Contractor shall immediately cease all activities under any contract resulting from this RFP, unless expressly directed otherwise by the HA in the notice of termination.
 - 6.4.2.1.2 The HA may terminate any contract resulting from this RFP in whole or in part, if funding is reduced, or is not obtained and continued at levels sufficient to allow for the expenditure.
- 6.4.3 **Termination For Convenience:** In the sole discretion of the HA, the HA may terminate any and all contracts resulting from this RFP in whole or part upon thirty (30) days prior notice to the Contractor when it is determined to be in the best interest of the HA.
- 6.4.4 The rights and remedies of the HA provided under this section are not exclusive and are in addition to any other rights and remedies provided by law or under any contract.
- 6.4.5 In the event the resulting contract from this RFP is terminated for any reason, or upon its expiration, the HA shall retain ownership of all work products including deliverables, source and object code, microcode, software licenses, and documentation in whatever form that may exist. In addition to any other provision, the Contractor shall transfer title and deliver to the HA any partially completed work products, deliverables, source and object code, or documentation that the Contractor has produced or acquired in the performance of any resulting contract.

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

FORM OF PROPOSAL (Attachment A)
--

(This Form must be fully completed and placed under Tab No. 1 of the “hard copy” tabbed proposal submittal.)

Instructions: Unless otherwise specifically required, the items listed below must be completed and included in the proposal submittal. Please complete this form by marking an “X,” where provided, to verify that the referenced completed form or information has been included within the “hard copy” proposal submittal submitted by the proposer.

X=ITEM INCLUDED	SUBMITTAL ITEMS <i>(Four copies of each proposal, including one with original signatures)</i>	
<input type="checkbox"/>	Tab 1	Form of Proposal (Attachment A)
<input type="checkbox"/>	Tab 2	Form HUD-5369-C (located on THE HA website) Form HUD-5369-B (located on THE HA website) Form HUD-5369-A (located on THE HA website)
<input type="checkbox"/>	Tab 3	Proposer’s Certification & Profile of Firm Form (Attachment B)
<input type="checkbox"/>	Tab 4	Proposed Services
<input type="checkbox"/>	Tab 5	Managerial Capacity/Financial Viability/Resumes
<input type="checkbox"/>	Tab 6	Client Information
<input type="checkbox"/>	Tab 7	Equal Employment Opportunity Statement
<input type="checkbox"/>	Tab 8	Subcontractor/Joint Venture Information (Optional)
<input type="checkbox"/>	Tab 9	Other Information (Optional)

PROPOSER’S STATEMENT

The undersigned proposer hereby states that by completing and submitting this Form and all other documents within this proposal submittal, he/she is verifying that all information provided herein is, to the best of his/her knowledge, true and accurate, and that if the HA discovers that any information entered herein to be false, such shall entitle the HA to not consider or make award or to cancel any award with the undersigned party. Further, by completing and submitting the proposal submittal, and by entering and submitting the costs where provided within the noted Proposal Fee Sheet, the undersigned proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the HA, either in hard copy or on the noted HA website, www.cmhanet.com, including an agreement to execute an Agreement and/or Contract. Pursuant to all RFP Documents, this Form of Proposal, and all attachments, and pursuant to all completed Documents submitted, including these forms and all attachments, the undersigned proposes to supply the HA with the services described herein for the fee(s) entered within the areas provided within the noted Proposal Fee Sheet pertaining to this RFP.

Signature

Date

Printed Name

Company

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

RFP 2024-015: PROFILE OF FIRM FORM
(Attachment B)

(This Form must be fully completed and placed under Tab No. 3 of the "hard copy" tabbed proposal submittal.)

(1) Prime___ Joint Venture/ Partner___ Sub-contractor___ (This form must be completed by and for each).

(2) Name of Firm:_____ Telephone:_____ Fax: _____

(3) Street Address, City, State, Zip:_____

(4) Please attached a brief biography/resume of the company, including the following information:
(a) Year Firm Established; (b) Year Firm Established in (Jurisdiction); (c) Former Name and Year Established (if applicable); (d) Name of Parent Company and Date Acquired (if applicable).

(5) Identify Principals/Partners in Firm (Provide resumes for each under Tab No. 3):

NAME	TITLE	% OF OWNERSHIP

(6) Identify the individual(s) that will act as project manager and any other supervisory personnel that will work on project; please submit under Tab No. 3 a brief resume for each. (Do not duplicate any resumes required above):

NAME	TITLE

(7) Identify the rate in which employees are paid:

POSITION WITHIN ORGANIZATION	MANNER OF PAY (HOURLY/COMMISSION, OTHER)

(8) Proposer Diversity Statement: You must circle all of the following that apply to the ownership of this firm and enter where provided the correct percentage (%) of ownership of each:

☐ Caucasian ☐ Public-Held ☐ Government ☐ Non-Profit
American (Male) Corporation Agency Organization
_____ % _____ % _____ % _____ %

Resident- (RBE), Minority- (MBE), or Woman-Owned (WBE) Business Enterprise (Qualifies by virtue of 51% or more ownership and active management by one or more of the following:

☐ Resident- ☐ African ☐ **Native ☐ Hispanic ☐ Asian/Pacific ☐ Hasidic ☐ Asian/Indian
Owned* American American American American Jew American
_____ % _____ % _____ % _____ % _____ % _____ % _____ %

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

☐ Woman-Owned (MBE) _____% ☐ Woman-Owned (Caucasian) _____% ☐ Disabled Veteran _____% ☐ Other (Specify): _____%

WMBE Certification Number: _____ Certified by (Agency): _____

(9) Federal Tax ID No.: _____

(10) Columbus, Ohio Business License No.: _____

(11) State of _____ License Type and No.: _____

(12) Worker's Compensation Insurance Carrier: _____
Policy No.: _____ Expiration Date: _____

(13) General Liability Insurance Carrier: _____
Policy No. _____ Expiration Date: _____

(14) Professional Liability Insurance Carrier: _____
Policy No. _____ Expiration Date: _____

(15) Debarred Statement: Has this firm, or any principal(s) ever been debarred from providing any services by the Federal Government, any state government, the State of _____, or any local government agency within or without the State of _____? Yes ☐ No ☐
If "Yes," please attach a full detailed explanation, including dates, circumstances and current status.

(16) Disclosure Statement: Does this firm or any principals thereof have any current, past personal or professional relationship with any Commissioner or Officer of the HA? Yes ☐ No ☐
If "Yes," please attach a full detailed explanation, including dates, circumstances and current status.

(17) Non-Collusive Affidavit: The undersigned party submitting this proposal hereby certifies that such proposal is genuine and not collusive and that said proposer entity has not colluded, conspired, connived or agreed, directly or indirectly, with any proposer or person, to put in a sham proposal or to refrain from proposing, and has not in any manner, directly or indirectly sought by agreement or collusion, or communication or conference, with any person, to fix the proposal price of affiant or of any other proposer, to fix overhead, profit or cost element of said proposal price, or that of any other proposer or to secure any advantage against the HA or any person interested in the proposed contract; and that all statements in said proposal are true.

(18) Verification Statement: The undersigned proposer hereby states that by completing and submitting this form he/she is verifying that all information provided herein is, to the best of his/her knowledge, true and accurate, and agrees that if the HA discovers that any information entered herein is false, that shall entitle the HA to not consider nor make award or to cancel any award with the undersigned party.

Signature

Date

Printed Name

Company

ATTACHMENT C: INSTRUCTIONS FOR BIDDERS/PROPOSERS

SPECIAL CONDITION

Special conditions included in the specifications shall take precedence over any provisions stipulated hereunder.

SIGNATURE REQUIRED

Any page format in which proposal pricing is stated must be signed in ink followed by the person's signature printed or typewritten. If the proposer is a firm or corporation, insert the corporate name followed by the signature and title of a person authorized to sign said proposal.

PRINCIPALS, PARTNERSHIPS OR PROPRIETORS

All proposers are required to attach to the proposal packet a list of all principals, partners or proprietors of the company along with the appropriate title and/or position of each person.

TAXES

The HA is tax exempt. The successful proposer will be furnished an exemption certificate if needed.

PRICING

Proposers are to quote firm prices unless otherwise noted in the specifications. In case of a discrepancy in computing the amount of the proposal, the UNIT PRICE quoted will govern. In the event of a conflict between the price in numbers and the price in words, the price IN WORDS WILL CONTROL.

ACCEPTANCE AND REJECTION

This proposal will be accepted or rejected within a period of sixty (60) days from the proposal opening date. The HA reserves the right to reject any and all proposals, to waive technicalities, and to request a re-quote on the required materials and/or services. If more than one item is listed, prices shall be quoted on each unit. However, each item shall be considered a separate proposal and the HA reserves the right to award a contract on each item separately proposed, or on all items as a whole or any combination thereof. Proposers whose proposal is made on an "all or none" basis must clearly state such fact in the proposal.

WITHDRAWAL OF PROPOSALS

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

Proposers may withdraw their proposals at any time prior to the time specified in the advertisement as the closing time for the receipt of proposals.

SUBMISSION OF PROPOSAL

Proposals must be submitted on the attached proposal page unless otherwise noted in the specifications. Blank spaces in the proposal must be completed and the phraseology is not to be changed. Any additional conditions, limitations, or provisions attached to the proposal may result in its rejection. It is important that all pages be in proper sequence. If the vendor does not wish to propose, the proposal should be so marked.

Proposals received prior to the time of the opening will be securely kept, unopened. No proposal received after the specified time will be considered except under the following conditions: if a proposal arrives by mail, date & time stamped prior to the deadline of the opening/deadline, but before award is made, and it is shown to the satisfaction of the awarding officer that late arrival was due solely to delay in the mails, such proposals will be received and considered. No responsibility will attach to an officer for the premature opening of a proposal not properly addressed and identified.

Proposals must be submitted in a sealed envelope and clearly state the Proposer's Name, Address, RFP number and RFP Submittal deadline date.

CHANGES AND ADDENDA TO PROPOSAL DOCUMENTS

Each change or addendum issued in relation to this proposal document will be on file in the office of the Purchasing Department no less than five (5) working days prior to the scheduled proposal closing. In addition, to the extent possible, copies will be mailed to each person registered as having received a set of proposal documents. Total proposal or specific item cancellations may be issued later than the time specified above.

DELIVERY

Time will be of the essence for any orders placed as a result of this proposal. Purchaser reserves the right to cancel such orders, or any part thereof, without obligation if delivery is not made within the time(s) specified. Delivery shall be made 8:00 a.m. to 4:00 p.m. Monday through Friday to the destination shown on the proposal.

QUALITY

Unless otherwise stated by the proposer the proposal will be considered as being in strict accordance with the specifications outlined in the Proposal Document.

Reference to a particular trade, manufacturer's catalog or model number is made for descriptive purposes to guide the proposer in interpreting the requirements of the HA. They should not be construed as excluding proposals on other types of materials, equipment and supplies. However, the proposer, if awarded a contract, will be required to furnish the

REQUEST FOR PROPOSALS (RFP) NO. 2024-015
Branding & Digital Market Agency of Record

particular item referred to in the specifications or description unless a departure or substitution is clearly noted and described in the proposal. "Or Equal" substitutions will be reviewed by the HA for approval.

SAMPLES

Samples, when requested, must be furnished free of expense and, if not destroyed, will upon request be returned at the proposer's expense.

INELIGIBLE PROPOSERS

The HA is prohibited from making any awards to contractors, subcontractors or firms who are on lists of those ineligible to receive awards from the United States, as furnished periodically by HUD. The current list of ineligible firms is available for inspection by prospective proposers at the offices of the HA.

The HA is required to procure contracts only with responsible contractors, i.e. those who have the technical and financial competence to perform and who have a satisfactory record of integrity. Before awarding a contract the HA will review the proposed contractor's ability to perform the contract successfully, considering factors such as the contractor's integrity, record of past performance, and financial and technical resources.

AWARD OF CONTRACT

The contract will be awarded to the responsible proposer (s) submitting the best value and other evaluating factors complying with the conditions of the Request for Proposal (RFP).

All specifications and proposal documents become a binding part of the contract.

PERFORMANCE BOND

All proposers will be required to furnish a performance bond for any service/construction proposals exceeding \$50,000. The performance bond of 100% of the full amount of the contract, which secures the faithful performance of the contract, must be furnished within 14 days of contract award. No exceptions will be granted without prior written permission of the HA. Failure of the successful proposer to comply shall constitute a default. The HA may either award the contract to the next reasonable proposer or re-advertise for proposals; and the HA may charge against the proposer the difference between the amount of the proposal and the amount for which the contract for the work is subsequently executed.

SUBCONTRACTORS

The contractor shall not contract with any proposed subcontractor who has not been accepted by The HA. The contractor shall notify The HA in writing the name of each proposed subcontractor. The acceptance or any objection shall be expressed in writing by The HA within ten (10) working days after receipt of said request. The HA may, without claim for extra cost by the contractor, disapprove any subcontractor for cause on the basis of its own determination or, because the contractor is listed as ineligible to receive awards of contracts for the United States on a current list or lists furnished by HUD.

CANCELLATION

The HA reserves the right to monitor and evaluate the performance of a vendor, pursuant to this proposal, on a regular basis. Either The HA or the vendor may terminate this contract upon a material violation of the terms herein, as noted in Section 6.4 of the RFP document.

PRE-PROPOSAL CONFERENCE

Where advisable or in the Authority's interest a Pre-Proposal Conference will be conducted for all proposers as specified in the proposal advertisement (time and location). This conference shall be for clarification of procedures and requirements connected with the preparation of responsive proposals only.

This part of the page was intentionally left blank.

MINORITY AND FEMALE BUSINESS ENTERPRISE POLICY

As policy, the Columbus Metropolitan Housing Authority (The HA) will aggressively seek to contract with minority and/or female business enterprises for at least twenty percent (20%) of its annual dollar expenditures for construction, development and supply of goods and services. Initially, The HA will seek to meet this goal by expanding and improving its contacts with appropriate minority and/or female business enterprises, so that more responsive proposals and competitive quotations can be solicited and received from such business enterprises. The HA will, therefore, compile and maintain a master list of minority and female business enterprises (categorized and referenced by types of businesses) and related non-profit or service organizations. These businesses and specific groups will be kept informed, through outreach activities, regarding general and specific business opportunities with The HA. Formal bidding through public advertisements will also be paid for or sponsored by The HA with minority press and media as well as the major Columbus newspaper. Training sessions, focusing on both The HA's general business practices and specific construction jobs or purchasing transactions, will also be conducted for the benefit of minority and/or female business enterprises on a regular basis. Actual contract awards for construction and purchasing will be recorded and monitored for minority and/or female business enterprise participation, and selected proposers will be expected to achieve their minority and/or female business enterprise commitments. Implementation duties for this policy will be delegated to the Minority Business/Contract Compliance Officer (for development activities) and the Purchasing Agent (for procurement activities), under the general supervision of the President\CEO.

ATTACHMENT D: PROPOSAL FEE SHEET

Function	Hourly Rate	Estimated Hours
1. Marketing Events for Properties	\$_____	\$_____
2. Sponsorships/Ads	\$_____	\$_____
3. Public Relations	\$_____	\$_____
4. Planned Events	\$_____	\$_____
5. Projects & Newsletters	\$_____	\$_____
6. Video editing/delivery	\$_____	\$_____

***Note:** Please be advised that CMHA does not cover trip and travel expenses.

All other expenses must be approved by Executive Team

SECTION 3 STATEMENT

Are you claiming a Section 3 business preference? YES___ or NO___.

PROPOSER'S STATEMENT

The undersigned proposer hereby states that by completing and submitting this Form and all other documents within this proposal submittal, he/she is verifying that all information provided herein is, to the best of his/her knowledge, true and accurate, and that if the HA discovers that any information entered herein to be false, such shall entitle the HA to not consider or make award or to cancel any award with the undersigned party. Further, by completing and submitting the proposal submittal, and by entering and submitting the costs where provided within the noted Proposal Fee Sheet, the undersigned proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the HA, either in hard copy or on the noted HA website, www.cmhanet.com, including an agreement to execute an Agreement and/or Contract. Pursuant to all RFP Documents, this Form of Proposal, and all attachments, and pursuant to all completed Documents submitted, including these forms and all attachments, the undersigned proposes to supply the HA with the services described herein for the fee(s) entered within the areas provided within the noted Proposal Fee Sheet pertaining to this RFP.

_____ Signature	_____ Date	_____ Printed Name	_____ Company
--------------------	---------------	-----------------------	------------------

Attachment E: Proposer's Certification

By signing below, Proposer certifies that the following statements are true and correct:

1. He/she has fully authority to bind Proposer and that no member of Proposer's organization is disbarred, suspended or otherwise prohibited from contracting with any federal, state or local agency, and the individual or business entity named in this proposal is eligible to receive the specified payment and acknowledges that this Contract may be terminated and payment may be withheld if this certification is inaccurate.
2. Proposer proposes to furnish and deliver all items, for which proposals were provided herein, as specified in the proposal, in accordance with the terms, conditions, and specifications embodied herein, all of which terms, conditions, and specifications are hereby accepted and made a part of this proposal, all materials and supplies, which are described on the proposal worksheets herein and opposite of which prices have been entered, at the price or prices quoted, subject to valid price reductions as hereafter defined, as ordered for delivery, by THE HA.
3. Proposer agrees that this proposal shall remain open and valid for at least a period of sixty (60) days from the date of the proposal opening, or as may be specified herein, and that this proposal shall constitute an offer, which, if accepted by THE HA and subject to the terms and conditions of such acceptance, shall result in a contract between THE HA and the undersigned Proposer.
4. He/she has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with this proposal.
5. Proposer, (the firm, corporation, partnership, or institution represented by the Proposer), or anyone acting for such firm, corporation or institution has not violated the antitrust laws of the State of Ohio or the Federal Antitrust laws, nor communicated directly or indirectly this proposal to any competitor or any other person engaged in such line of business.
6. Proposer has not received compensation for participation in the preparation of the specifications for this solicitation.

SIGNED: _____ Date _____

PRINT NAME: _____

PRINT COMPANY NAME: _____

COMPANY PHONE: _____ FAX: _____

E-MAIL ADDRESS: _____

Attachment F: HUD FORMS

5369-A Representations, Certifications, and Other Statement of Bidders

Public and Indian Housing Programs

<https://cmhanet.com/Content/Documents/5369-A.pdf>

5369-B Instructions to Offerors Non-Construction

<https://www.hud.gov/sites/documents/5369-B.PDF>

5369-C (8/93), Certifications & Representations of Offerors

Non-Construction Contract

<http://www.hud.gov/offices/cpo/forms/hud5369c.pdf>

5370-C Sections I & II General Conditions for Non-Construction Contracts,

(With or without Maintenance Work)

<http://www.hud.gov/offices/adm/hudclips/forms/files/5370-C1.pdf>

<https://www.hud.gov/sites/dfiles/OCHCO/documents/5370-C2.pdf>

Section 3 Business Certification Form

<https://cmhanet.com/Content/Documents/Section3BusinessCertificationForm.pdf>

5370 General Conditions for Construction Contracts - Public Housing Programs

<https://cmhanet.com/Content/Documents/5370.pdf>

5370-EZ General Contract Conditions for Small Construction/Development Contracts

<https://cmhanet.com/Content/Documents/5370-EZ.pdf>

Section 3 Business Certification Form

<https://cmhanet.com/Content/Documents/Section3BusinessCertificationForm.pdf>

This part of the page was intentionally left blank.