



OREGON VOLUNTEER FIREFIGHTERS ASSOCIATION

REQUEST FOR PROPOSALS For GRANT ADMINISTRATION

RFP No. 001-0810

Date Due: November 3, 2008

Time Due: 4:00pm

SUBMIT PROPOSALS TO:

Genoa Ingram
Executive Director
Oregon Volunteer Firefighters Association

Via Mail or Email

1284 Court Street NE
Salem, OR 97301

genoa@ovfa.org

Advertisement

**Oregon Volunteer Firefighters Association
RFP No. 001-0810
REQUEST FOR PROPOSALS**

Oregon Volunteer Firefighters Association is interested in partnering with an administrator to develop media advertisements to promote volunteer firefighter recruitment. The OVFA invites qualified individuals or firms to submit proposals based upon the Duties contained in the RFP. The intent is to select one firm to provide the requested services.

Sealed Proposals, in writing, or via email will be received by: November 3, 2008, OVFA, Genoa Ingram, 1284 Court Street NE, Salem, OR, 97301 or genoa@ovfa.org until 4:00pm. Facsimile transmitted proposals will not be accepted. Late proposals will be kept by the Association, but not considered for award.

The complete Request for Proposal is on file with and may be obtained from: OVFA, Genoa Ingram, 1284 Court Street NE, Salem, OR, 97301 or genoa@ovfa.org

The Association's programs, services, employment opportunities, and volunteer positions are open to all persons without regard to race, religion, color, national origin, sex, age, marital status, handicap, or political affiliation.

**SECTION I
GENERAL INFORMATION**

I-1 Request for Proposal

The Oregon Volunteer Firefighters Association invites qualified individuals or firms to submit proposals to provide grant administrative assistance as described in the specifications set forth in this Request for Proposal (RFP).

I-2 Compliance with Rules

Bidders responding to this RFP must follow the procedures and requirements stated within this RFP. Except as otherwise provided in this RFP, Oregon Administrative Rules Chapter 137, Division 47 shall be used as a guide in both the process and selection. Adherence to these rules and the procedures and requirements of this RFP will ensure a fair and objective analysis of your proposal. Failure to comply with or complete any part of this RFP may result in rejection of your proposal.

I-3 Schedule of Request for Proposal Events

RFP Advertised	<u>October 27, 2008</u>
Proposal Due	<u>November 3, 2008</u>
Selection of Administrator	<u>November 8, 2008</u>
Notice of Intent to Award	<u>Week of November 10, 2008</u>

Dates are approximate and subject to change.

I-4 Official Contacts

Questions regarding the scope of services must be directed to:

Genoa Ingram
Executive Director
OVFA
1284 Court Street NE, Salem, OR 97301
Phone: (503) 581-2011
FAX: (503) 364-9919
E-Mail: genoa@ovfa.org

Bidders with questions regarding the RFP process may call Genoa Ingram at 503-581-2011.

I-5 Proposal Due Date

Four copies of the proposal must be delivered to Genoa Ingram, 1284 Court Street NE, Salem, OR, 97301, no later than October 31, 2008, by 4:00pm. Late proposals will be kept by the Association, but not considered for award. Proposals must be sealed and clearly addressed and marked with the RFP number and title.

I-6 Proposal Withdrawal

Any proposal may be withdrawn at any time before the "Proposal Due" date and time, by providing a written request for the withdrawal of the proposal to the issuing office. A duly authorized representative of the firm shall execute the request. Withdrawal of a proposal will not prejudice the right of the bidder to file a new proposal.

I-8 Solicitation Protest

A person may protest or request a change of a solicitation provision, evaluation criteria, scope of work, specification or contract term no later than seven calendar days prior to the proposal due date. No protest of the selection of a consultant or award of a contract because of a solicitation provision, evaluation criteria, and scope of work, specification or contract term will be considered after such time. The protest or request for change shall include the reason for the protest or change, any proposed language, and why the proposed language would benefit the Association. The Association shall consider the protest or request for change and may reject the protest or request for change, issue an addendum or cancel the RFP. The protest must be submitted to the same location as listed above.

I-9 Addenda

The Association may modify the RFP at any time prior to the RFP due date, by issuance of a written addendum to all bidders who are participating in the process at the time the addendum is issued. Addenda will be numbered consecutively. Verbal modifications to the RFP specifications shall not be binding upon the Association.

I-10 Cancellation, Delay or Suspension of Solicitation; Rejection of Proposals

The Association may cancel, delay or suspend this solicitation if in the best interest of the Association as determined by the Association. The Association may reject any or all proposals, in whole or in part, if in the best interest of the Association as determined by the Association.

I-11 Irregularities

The Association reserves the right to waive any non-material irregularities or information in the RFP or in any proposal.

I-12 Multiple Contracts

One firm will be selected to provide all services.

I-13 Incurred Costs

The Association is not liable for any costs incurred by a bidder in the preparation and/or presentation of a proposal.

I-14 Ownership of Documents

Any material submitted by a bidder shall become the property of the Association. Materials submitted after a contract is signed will be subject to the ownership provision of the executed contract.

I-15 Confidentiality of Information

All information and data furnished to the bidder by the Association and all other documents to which the bidder's employees have access during the preparation and submittal of the proposal shall be treated as confidential to the Association. Any oral or written disclosure to unauthorized individuals is prohibited.

I-16 Equal Opportunity Policy For Contractors

The OVFA requires all Bidders to comply with federal equal opportunity polices.

SECTION II PROPOSAL FORM AND CONTENT

II-1 Proposal Submittal

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the bidder's capabilities to satisfy the requirements of the RFP, and should be easily reproducible. Emphasis should be on completeness and clarity of content and cost effectiveness of the proposal.

All pages of the proposal must be numbered consecutively. The proposal shall not exceed 10 pages in length. The proposal must be organized in accordance with the list of proposal contents.

Bidders are encouraged to improve upon the tasks, work items, or other elements described in this RFP. However, prior to basing a proposal on those improvements, bidders should check with the Association's manager to ensure that the Association views the changes as desirable improvements.

II-2 Proposal Form and Content

Bidders should include the following items in their proposals. All items must fall within the maximum page count.

1. Letter of Transmittal

All proposals must include a cover letter addressed to: Genoa Ingram, Executive Director and signed by a duly constituted official legally authorized to bind the applicant to both its proposal and cost schedule. The cover letter must include name, address, and telephone number of the bidder submitting the Proposal and the name, title, address, telephone number, FAX number and email address of the person, or persons to contact whom are authorized to represent the bidder and to whom correspondence should be directed.

2. Table of Contents

Include a clear identification of the material by section and by page number.

3. Executive Summary

The bidder may use this section to introduce the Proposal or to summarize the key provisions of the Proposal.

4. Statement of Understanding

The bidder shall include a detailed statement of understanding of the project.

5. Project Team and Qualifications

- a. Provide a statement of experience of the Firm, Project Manager and Project Team with work of a similar nature, including references of former clients.
- b. Describe in detail how you intend to manage the media program on behalf of the OFVA.

The bidder's cost schedule shall be submitted at the same time and at the same location as the proposal.

All costs are to be contained in this section. For each project element, include a cost and state a grand total for all project elements. This section shall also include payment terms required for services rendered.

The cost schedule shall include:

1. Bidder's fee for which the requested work will be done, broken down as follows:
 - a. Out-of pocket costs.
 - b. Proposed or preferred schedule of billing dates.
 - c. The method used to charge for any special requests, reports, or broadening of the scope of the work beyond that described in this RFP.

SECTION III EVALUATION OF PROPOSALS

III-1 Evaluation Criteria

Written proposals will be evaluated based on the following criteria:

1. Qualification Criteria – 40%

Minimum Qualifications

The firm must be legally qualified in the State of Oregon to practice the work for which consideration is requested.

Key Personnel Qualifications

Qualification of the Firm, Project Leader and Project Team members for the type of services required.

Previous experience with similar projects.

Established relationships within the fire service as well as with professionals within media production industry.

2. Project Understanding/Approach/Schedule – 30%

Understanding of Project

Demonstration of a full understanding of the work to be performed.
Demonstration of a clear understanding of key project milestone dates.
Demonstration of the key deliverables required by the project.

Approach to the Project

Description of project approach to completing the work.
Resources and capability to ensure completion within the timelines given.

Schedule for the Project

Estimate of the number of hours to be devoted to project.
Work plan and schedule.
Ability to meet deadlines.

Project specific evaluation criteria described in Section IV.

3. Cost Schedule - 30%

Proposals will be evaluated on the proposed monetary value to the Association. Please note that the proposed monetary benefit is one factor in determining the successful bidder; however, it is balanced against the other criteria.

III-2 Clarifications

The Association reserves the right to seek clarification of each proposal submitted. The Association also reserves the right to require other evidence of technical, managerial, financial, or other abilities prior to selection.

III-3 Interviews

Respondents to the RFP may be invited to an interview with the Association's Selection Committee and, if so, will be contacted regarding time and location of the interview to take place.

III-4 Method of Selection

A selection committee will evaluate each submitted proposal to determine the responsible bidder whose proposal the Association determines to be the most advantageous to the Association based on the evaluation process and evaluation criteria outlined in this RFP.

III-5 Notice of Intent to Award

Upon completion of the evaluation process, the selection committee will advise the bidders of its number one selection.

III-6 Agreement

The successful bidder agrees to enter into a contract with the Association the week of November 10, 2008.

General Statement of Duties:

1. Administer a grant on behalf of the OVFA for the purpose of funding a media campaign to increase volunteer firefighter recruitment.
2. Under the oversight of the OVFA Board of Directors, produce or cause to be produced media spots for television and Internet to increase volunteer firefighter recruitment. The OVFA Board of Directors shall make all final decisions regarding production, including oversight of scripts, commercial review, and copyright retention. The OVFA shall retain sole and final ownership and control of all final products which shall not be used for any other purpose unless authorized by the OVFA.
3. Maintain an accurate accounting of revenues and expenditures, including day-to-day transactions. Assist OVFA in tracking and reporting revenues and expenditures. Report to the Board the current financial status of the Association at each Board meeting by preparing the necessary financial statements. Assist the CPA in audits and preparing tax forms. Assist the Board in the budgeting process.
4. Provide regular updates on filming and production of media campaign spots. These updates shall be no less frequent than every thirty (30) days.
5. If requested, assist the OVFA in the development of a web-based media recruitment campaign.

Profile

1. Company name submitting the proposal: _____
Name and address of the Administrative Service: _____

Mailing address: _____
Business Phone: _____ Personal Phone: _____
Emergency Phone: _____ Fax Phone: _____

2. How many years has your firm been in business? _____

3. How many non-profit organizations have you administered grants for in the last two years? _____

4. How many personnel are located at the address where our account will be managed? _____

5. Please list personnel that will be directly handling our account. (Please attach resumes to this form if you feel they are pertinent.)

6. Does your firm conduct business in any other states? No Yes
If yes, please list other states: _____

7. What special services does your firm offer that you wish to make us aware of?

8. Please list two client references that you feel have similar exposures to ours:

Client: _____
Phone #: _____
Address: _____

Client: _____
Phone #: _____
Address: _____