

COLUMBUS METROPOLITAN LIBRARY

Request for Proposal

National Media & Thought Leadership Strategy and Execution

Issue Date: April 29, 2026

RFP Number: CML #26-008

Issued by:

Procurement Department
96 S. Grant Ave.
Columbus, OH 43215

Deadline for Submittal:

May 21, 2026
No later than 12:00 PM NOON EST



REQUEST FOR PROPOSAL COVER SHEET

The Columbus Metropolitan Library (CML or Library or Owner) is issuing this Request for Proposal (RFP) for National Media & Thought Leadership Strategy and Execution. The RFP Identification Number is **CML #26-008**.

Proposals must be received by the Procurement staff at the Columbus Metropolitan Library via email to procurement@columbuslibrary.org **no later than 12:00 pm on May 21, 2026 EST**. Any Proposals (“Proposals”) arriving after 12:00 pm will be marked late and will receive no consideration for selection to provide the specified services. The Library reserves the right to waive any defect or technicality in any proposal received or to eliminate any firm that submits an incomplete or inadequate proposal or that is not responsive to the requirements of the RFP.

All questions or requests for clarification must be submitted to in writing via email to procurement@columbuslibrary.org no later than 5:00 pm, **May 11, 2026**. All questions will be answered in the form of an addendum and posted on the “Doing Business With Us” webpage of the Library’s website at www.columbuslibrary.org/doing-business. Library responses will be posted on or before **May 15, 2026**.

Respondents are responsible for accessing, reviewing, and acknowledging any addenda in accordance with this RFP prior to submitting a Proposal. CML shall not be held liable for technical or other issues or obstructions.

The Respondent declares to have read and understood and agrees to be bound by all the instructions, terms, conditions and specifications of this RFP and agrees to fulfill the requirements of any contract (Contract) for which it is selected to provide the specified services at the prices proposed.

The Respondent certifies, by signature affixed to this Request for Proposal Cover Sheet, that the information provided by it in response to the RFP, including certified statements, is accurate and complete. By submitting a response to this Request for Proposal, the Proposer acknowledges that it complies with applicable federal, state, and local laws and regulations.

Federal Taxpayer Identification Number (TIN)		
Name of Person Signing the Proposal (Please print or type)	Title	
Proposer Name		
Mailing address		
City	State	ZIP
Telephone		
Contact Person		
E-mail address		
Authorized Signature (Original signature or DocuSign accepted)		

THIS FORM MUST BE SIGNED AND SUBMITTED WITH THE PROPOSAL.



INTRODUCTION & REQUIREMENTS

SUMMARY

Columbus Metropolitan Library (CML) is seeking proposals from qualified communications, public relations, and marketing firms to develop and execute a national media and thought leadership strategy that will position the Library for its next phase of growth and impact.

This effort will be conducted in parallel with the development and launch of CML's new Strategic Plan, anticipated in May/June 2026, as well as a refreshed brand identity. Together, these initiatives represent a significant opportunity to more proactively and intentionally tell the story of CML's impact, innovation, and leadership.

CML has a strong track record of local media engagement and is responsive to inbound national opportunities. However, the Library seeks to elevate its national profile through a more strategic, proactive approach to storytelling, media relations, and thought leadership.

The objective of this engagement is to develop a comprehensive national media and thought leadership strategy that:

- Positions Columbus Metropolitan Library as a leading voice in the future of public libraries and community impact.
- Elevates awareness of CML's services, innovations, and outcomes among national audiences.
- Connects and amplifies key organizational initiatives, including capital investments, brand evolution, and strategic direction.
- Establishes CML leadership as credible and visible contributors to relevant national conversations.

The firm selected will be responsible for Strategy Development (Planning Phase) and may also support Strategy Implementation (Execution Phase), ensuring that recommendations are actionable, practical, and sustainable for CML's internal Marketing & Communications team.

SCOPE OF WORK

Proposer is required to have the ability to provide the following services, at a minimum:

National Media & Thought Leadership Strategy (Planning Phase)

- Develop a comprehensive national media and thought leadership strategy that positions CML as a model for innovation, access, and community impact.

- Define a clear and compelling narrative framework that connects CML's capital investments, brand evolution, and strategic priorities into a cohesive story.
- Identify and articulate three to five (3-5) core story platforms supported by proof points, customer stories, and measurable outcomes.
- Conduct a national medial landscape assessment, identifying priority outlets, journalists, and platforms aligned with CML's story and target audiences.
- Identify through leadership opportunities, including but not limited to:
 - Contributed articles and op-eds
 - Speaking engagements and conferences
 - Industry and cross-sector partnerships
- Develop an executive visibility strategy, including recommendations for positioning CML leadership as subject matter experts.
- Provide a proactive media engagement approach, including recommended news hooks, timely angles, and opportunities tied to relevant trends and moments.
- Deliver a prioritized roadmap outlining recommended activities, sequencing, and expected outcomes over a six (6) to twelve (12) month period.

Media Relations & Thought Leadership Execution (Optional/Phase 2)

- Based on the approved strategy, support execution of national media outreach and thought leadership initiatives.
- Develop and refine media materials, including pitch narratives, press materials, and contributed content.
- Conduct proactive outreach to target national media outlets, journalists, and platforms.
- Support placement of thought leadership content, including op-eds, interviews, feature stories, and speaking opportunities.
- Collaborate closely with CML's internal Marketing & Communications team to ensure alignment and knowledge transfer.
- Track, measure and report on media placements, reach, and overall impact relative to defined goals.

Strategy Deliverables (Planning Phase)

The selected firm will provide the following deliverables:

- Narrative and messaging framework, including core story platforms and supporting proof points.
- National media landscape assessment and periodized target media list.
- Thought leadership strategy and opportunity map.
- Executive visibility and positioning recommendations.
- Sample story pitches, media angles, or concept outlines.
- Six (6) to twelve (12) month roadmap with prioritized actions, timing, and expected outcomes.



- Playbook and guidance for internal execution by CML staff.

Execution Deliverables (If Applicable)

- Media outreach and engagement aligned with the approved strategy.
- Development of pitches, press materials, and contributed content.
- Secured media placements and thought leadership opportunities.
- Regular reporting on outreach efforts, placements, and performance.
- Ongoing strategic counsel and optimization recommendations.

Collaboration and Implementation

- Collaborate closely with CML staff throughout the engagement to ensure alignment, transparency, and feasibility.
- Ensure that all strategies and recommendations are practical, scalable, and executable by CML's in-house Marketing & Communications team.
- Provide knowledge transfer, tools, and guidance to build internal capability and confidence in executing media and thought leadership efforts.

PROPOSAL SUBMISSION INSTRUCTIONS

By submitting a Proposal, the Proposer acknowledges that they have reviewed and will comply with all specifications and attachments included in the proposal documents. No allowance may be made for any error or negligence of the Proposer.

PROPOSAL SUBMISSION REQUIREMENTS

1. Proposals must present a straightforward, concise description of the Proposer's capabilities and provide sufficient information to demonstrate their ability to perform all requirements of this RFP.
2. Proposals should prioritize adherence to RFP instructions, responsiveness to requirements, completeness, and clarity, while minimizing extraneous marketing materials.
3. All costs associated with preparing the Proposal are the sole responsibility of the Proposer and may not be charged to the Library.
4. The Proposer must address all requirements in the RFP. All Proposals must be emailed to procurement@columbuslibrary.org with the Proposal Identification



Number CML #26-008, the title, and the Proposer's name in both the email subject line and file names.

5. Each Proposer must submit both a Technical Proposal and a Cost Proposal, provided as two separate files, one for the Technical Proposal and one for the Cost Proposal.
 - a) The Technical Proposal file must be clearly marked "**CML #26-008- Technical Proposal**".
 - b) The Cost Proposal package must be clearly marked "**CML #26-008 – Cost Proposal**".

IMPORTANT: Technical Proposals must not contain cost or pricing information.

Technical Proposal Requirements:

To facilitate the comparison of Proposals, Technical Proposals shall be organized into the following marked or tabbed sections:

1. Table of Contents listing all sections.
2. Optional - Executive-level summary of the proposed solution(s)
3. **Cover Letter** - The Proposer shall submit a cover letter on company letterhead that includes the following:
 - a) The signature of an individual authorized to legally bind the Proposer to the scope of work and financial obligations outlined in the Proposal.
 - b) A statement confirming the Proposal will remain valid for 90 days.
 - c) A brief summary of the Proposal and the Proposer's qualifications to meet the requirements of this RFP, including:
 - i) The names of individuals involved in preparing the Proposal and their relationship with the Proposer.
 - ii) The name, address, and telephone number of the primary contact for Proposal-related inquiries.
4. **Project Management, Staffing, and Firm Qualifications:**
 - a) **Statement of Firm Qualifications:** Each Proposal shall include a Statement of Firm Qualifications that describes the Proposer's experience, capabilities, and organizational background. At a minimum, this section must include the following:
 - i) Overview of the firm, including relevant experience in national media relations and thought leadership

- ii) A summary of the Proposer’s qualifications, core competencies, and specific capabilities relevant to the requested services, including a description of products and services offered.
 - iii) A brief overview of the company, including its history, number of years in business, ownership structure (public or private), size and organizational composition, and approximate number of customers served.
 - iv) A description of the Proposer’s geographic areas of operation, relevant professional affiliations, and any alliances or strategic partnerships.
- b) **Project Overview (“Work Plan”)**: The Work Plan shall provide a detailed explanation of how the Proposer will deliver all aspects of the Project. It must clearly describe the approach for providing each required service identified in this RFP, including, but not limited to, the Scope of Services. At a minimum, it should include:
- i) Description of approach to developing media and thought leadership strategies
 - ii) Relevant case studies or examples of similar work, particularly with mission-driven, public sector, or complex organizations.
 - iii) Detailed timeline and work plan.
- c) **Description of Services and Staffing (“Staffing Plan”) and Equipment:** The Proposer shall submit a description of its proposed staffing and/or equipment plan for the CML project. At a minimum, this section must include the following:
- i) A summary of the proposed project team, identifying each team member assigned to the project, their role (by location, as applicable), and a brief description of relevant experience, certifications, skills, and abilities.
 - ii) Disclosure of any publicly available adverse information within the five (5) years preceding the Proposal due date, including, but not limited to, lawsuits, judgments, liens, bankruptcies, claims, or any debarment by the State of Ohio, any Ohio county, or other governmental entity.
- d) **Subcontractor Use:** Identification of any proposed Subcontractors, if applicable. CML reserves the right to reject any Subcontractor not identified in the Proposer’s response.
5. Three (3) references for projects similar to that outlined in the specifications completed within three (3) years of the date of the RFP submission, particularly with mission-driven, public sector, or complex organizations.



6. **Signed and completed Cover Sheet**
7. **Appendix B – Acknowledgment of Addenda Form completed.**
8. **Appendix C - Small and Emerging Business Enterprise Form completed.**
9. W-9 Form
10. The Offeror must provide a Certificate of Insurance (“COI”) with coverage per the terms provided herein and list CML as an Additional Insured. Waiver of Subrogation shall also apply and be indicated on the COI.
11. A list of all assumptions and exceptions to the specifications outlined in the RFP.
12. Include any additional information or documentation that, while not specifically requested in this RFP, may be relevant and beneficial to the project.

Cost Proposal Requirements:

Please include the completed Appendix A – Price Proposal Form in full.

Include the fee structure for the Planning and Execution phases. Evaluation will consider the clarity and completeness of the cost proposal, the alignment of proposed costs with the Scope of Work, and the overall value offered, which may not necessarily be the lowest cost.

ADDITIONAL INFORMATION

1. **Addenda** - Any addenda to this RFP will be posted on the Columbus Metropolitan Library’s website at: www.columbuslibrary.org/about/doing-business. Proposers are responsible for reviewing and incorporating all information contained in any issued addenda.
2. **Invoicing and Payment** - Proper and complete invoices will be paid within thirty (30) days of receipt. Invoices must itemize the services provided, include service dates and detailed costs, and be submitted on company letterhead to the email address specified in the Library’s purchase order. Refer to the Terms and Conditions for additional payment requirements.
3. **Time References** - All times referenced in this RFP are Columbus, Ohio local time.
4. **Tax-Exempt Status** - Columbus Metropolitan Library is a tax-exempt entity.
5. **Proposal Evaluation** - Submission of a Proposal constitutes acknowledgment that subjective criteria may be used in the evaluation process. The award will be given to the responsive and responsible Proposer whose submission is determined to be most advantageous to the Library. While price is an important factor, it will not be the sole determining factor.



TIMELINE

PRE-PROPOSAL MEETING

A pre-proposal meeting will be held on **May 7, 2026, at 2:00 PM ET**, using the online Microsoft Teams Platform. Although the pre-proposal meeting is not mandatory, attendance by any prospective Proposer is encouraged. Interested Proposers should send email addresses of those who wish to attend the meeting by RSVP to procurement@columbuslibrary.org. An edited and annotated summary of the Pre-Proposal meeting will be published in the form of an addendum to the solicitation and will be available on the Doing Business With Us page of the Columbus Metropolitan Library website, <https://www.columbuslibrary.org/doing-business/>

Each Proposer will be deemed to have actual knowledge of all information provided or discussed at the pre-proposal submission meeting.

QUESTIONS

All questions regarding this RFP must be sent to procurement@columbuslibrary.org and must reference the RFP Identification Number and title of the RFP no later than 5:00 p.m. on **May 11, 2026**. CML will post written responses to all properly received questions on or before **May 15, 2026**.

Answers to all questions will be documented and posted on the “Doing Business with Us” page of the Library’s Web site at www.columbuslibrary.org/about/doing-business.

PROJECTED TIMELINE

The projected timeline for this RFP process is provided below. The Library may, at its sole discretion, modify the schedule as necessary to allow for a thorough and complete analysis of responses.

Activity	Target Completion Date
Issuance of RFP Inquiry Period Begins	April 29, 2026
Virtual Pre-Proposal Meeting	May 7, 2026 at 2:00 PM
Inquiry Period Ends – Questions Due	May 11, 2026
Final Response to Vendor Questions	May 15, 2026
Due Date	May 21, 2026, 12:00 PM ET



CML reserves the right to modify this schedule at CML’s discretion. Notification of changes in the response due date would be posted on the CML website or as otherwise stated herein. All **times are Eastern Time.**

PROPOSAL EVALUATION

Selection Criteria

Proposals will be evaluated by a selection committee using the criteria outlined in Appendix D – Evaluation Matrix. The Library may request additional information, conduct interviews, or require presentations from one or more proposers as part of the evaluation process. The award will be made to the firm whose proposal is determined to be the most advantageous to the Library, considering all evaluation factors.

CML will form an evaluation committee to review and evaluate proposals. The evaluation criteria are included in Appendix D – Evaluation Matrix. The following criteria weights will be assigned:

- a) Total Cost – 150 Points
- b) Firm experience in national media strategy and thought leadership – 200 Points
- c) Strength and clarity of proposed approach – 150 Points
- d) Translate complex organizational work into compelling narratives – 250 Points
- e) Implementation Timeline Project Management & Schedule – 100 Points
- f) Qualification & Experience of the proposed team – 150 Points

Total Allowable Points – 1000 points

CML may request additional information, conduct interviews, or invite any or all Proposers to present an oral presentation on their technical and/or price submission specifics. Proposers will be provided with sufficient notice to prepare.

Members of the CML evaluation committee may choose to retain their original technical score following the oral presentation or may choose to re-score any or all Proposers following oral presentations. The final score will be collected and recorded by the CML procurement staff.

Evaluation of Proposer’s Proposal:

Members of the CML evaluation committee will utilize a zero (0) to five (5) scale to evaluate each proposal. Members of the evaluation committee will apply the scoring formula outlined below:

Zero	(0)	Unsatisfactory	Does not conform to requirements.
One	(1)	Poor	Conforms to requirements in a limited manner.
Two	(2)	Satisfactory	Generally meets requirements with limitations.
Three	(3)	Good	Meets requirements as written.



Four	(4)	Excellent	Meets and generally exceeds requirements as written.
Five	(5)	Outstanding	Exceeds requirements in all aspects.

Members of the CML evaluation committee will review the completeness and comprehensiveness of all proposals. CML will place emphasis on the quality and comprehensiveness of the proposal, including the understanding of the requirements by the Proposer, Proposer's qualifications, quality of the proposed solution, organizational history and capacity, experience, and references.

Evaluation of Proposer's Cost Proposal:

CML will rank costs on a relative basis to determine the cost score. The Proposer's cost score will be assigned in the following manner:

$$\text{(Lowest Responsive Price Proposal / Cost of Proposer's Proposal Submission)} \times 150 \text{ Points} = \text{Total Cost Score}$$

Example:

$$\text{(Lowest Responsive Price Proposal (\$100,000) / Proposer Proposal Submission (\$110,000))} \times 150 \text{ Points} = 136 \text{ Points (of a possible 150).}$$

The Total Composite Score will be comprised of the Technical Proposal Score + Cost Score which will not exceed 1,000 points.

The final decision will be based on the overall RFP response that is deemed most advantageous to the Library, based on the information provided.

Contract Award

The Library is not, by virtue of issuing this RFP, obligated to enter into a Contract and reserves the right to not issue a Contract as a result of this solicitation.

CML will enter into negotiations with the Proposer with the highest composite score following the final technical scoring by the evaluation committee. The selected Proposer will be invited to negotiate a contract with CML. The contents of the selected proposal, together with the RFP and any formal questions and answers generated during the proposal process, will be incorporated with and made part of the final contract as developed by CML. Should negotiations fail to result in a signed contract within thirty (30) days, CML reserves the right to terminate negotiations and select the Proposer whose proposal is determined to be the next most advantageous to CML.

All Proposer's that respond will receive notification if they have been selected or not.



Standard Contract Terms and Conditions

Contract Components, Entirety, Changes Interpretation

Contract Components: This contract consists of the complete Request for Proposal (RFP), including the Instructions and Interpretations to Proposer, the Contract Terms and Conditions, the Special Contract Terms and Conditions (if any), the specifications, and any written addenda to the RFP; the completed sealed written Proposal, including proper modifications, clarifications and samples; and applicable, valid Columbus Metropolitan Library (CML) purchase orders or other ordering documents (together referred to as the “Contract”). The terms solicitation and Request for Proposal (RFP) have similar meaning and are used interchangeably, where appropriate.

Entire Agreement; Parties to the Contract: This contract is the entire agreement between the individual or entity selected to provide equipment, supplies and/or services on the basis of a Proposal submitted to CML in response to an RFP (referred to as the “Vendor” or the “Contractor” in these Terms and Conditions) and Columbus Metropolitan Library (CML). References to “Vendor” in any of the contract components are deemed to refer to the Vendor or Contractor selected to provide the specified equipment, supplies and/or services that are the subject of the Contract.

Contract Changes: Waivers, Changes or Modifications to this Contract must be made in writing and signed by both parties. If a party to this Contract does not demand strict performance of any item of this Contract, the party has not waived or relinquished any of its rights; the party may at any later time demand strict and complete performance of the term.

Contract Orders: CML will order products, supplies or services under this Contract from the Vendor directly. The Vendor will receive purchase orders electronically.

Subcontracting: The Contractor may not enter into subcontracts for the Work after award without written approval from CML. The Contractor will not need CML’s written approval to subcontract for the purchase of commercial goods that are required for satisfactory completion of the Work. All subcontracts will be at the sole expense of the Contractor unless expressly stated otherwise in the Contract.

CML’s approval of the use of subcontractors does not mean that CML will pay for them. The Contractor will be solely responsible for payment of its subcontractor and any claims of subcontractors for any failure of the Contractor or any of its other subcontractors to meet the performance schedule or performance specifications for the Project in a timely and professional manner. The Contractor will hold CML harmless for and will indemnify CML against any such claims.

The Contractor will assume responsibility for all Deliverables whether it, a subcontractor, or third-party manufacturer produces them as a whole or in part. Further, CML will consider the Contractor to be the sole point of contact with regard to contractual matters, including payment of all charges resulting from the Contract. The Contractor will be fully responsible for any default by a subcontractor, just as if the Contractor itself had defaulted.



If the Contractor uses any subcontractors, each subcontractor must have a written agreement with the Contractor. That written agreement must incorporate this Contract by reference. The agreement must also pass through to the subcontractor all provisions of this Contract that would be fully effective only if they bind both the subcontractor and the Contractor. Among such provisions are the limitations on the Contractor's remedies, the insurance requirements, record-keeping obligations, and audit rights. Some sections of this Contract may limit the need to pass through their requirements to subcontracts to avoid placing cumbersome obligations on minor subcontractors. This exception is applicable only to sections that expressly provide exclusions for small-dollar subcontracts. Should the Contractor fail to pass through any provisions of this Contract to one of its subcontractors and the failure damages CML in any way, the Contractor will indemnify CML for the damage.

Standard Invoice and Payment

Invoice: The Vendor shall submit invoices to Accounts Payable, Finance Department via email at accountspayable@columbuslibrary.org. The invoice must be a proper invoice to receive consideration for payment. A "proper Invoice" is defined as being free of defects, discrepancies, errors or other improprieties. Improper invoices will be returned to the Vendor noting the areas of discrepancy.

Payment: In consideration for the Vendor's performance, CML will pay the Vendor as invoiced. *Payments will be made by electronic funds transfer (EFT).* For all transactions, the Supplier must have a valid W-9 form on file with the Finance Department. The completed form should be included with the Contract or mailed to: Finance Department, Columbus Metropolitan Library, 96 South Grant Avenue, Columbus, Ohio 43215.

Payment Due Date: CML will pay invoices 30 days after it has received an invoice for products, supplies and services it has received and accepted.

Taxes: Columbus Metropolitan Library is exempt from all federal, state and local taxes as CML is part of Franklin County Government and has a 501 nonprofit status.

Term of Contract: This Contract is effective on the date it is fully-executed and will continue until the Project is completed, unless canceled in accordance with the Terms found herein.

Contract Renewal: This Contract may be renewed solely at the discretion of CML for a period of one month. Any further renewals will be by mutual agreement of both parties, as stated herein. The cumulative time of all renewals may not exceed two (2) years.

Delivery

F.O. B. The Place of Destination: Where applicable, the Vendor must provide the products, supplies or services under this Contract F.O.B., the place of delivery/destination, unless otherwise stated. The address of delivery will be specified by the purchase order or other ordering document. Freight will be prepaid and included, unless otherwise stated.



Contract Cancellation; Termination; Remedies

Contract Cancellation: If a Vendor fails to perform any one of its obligations under this Contract, it will be in default, and CML may cancel this Contract in accordance with this section. The cancellation will be effective on the date delineated by CML.

- A. **Contract Performance is Substantially Endangered:** If the Vendor's default is substantial and cannot be cured within a reasonable time, or if CML determines that the performance of the contract is substantially endangered through no fault of CML, CML may cancel this Contract by written notice to the Vendor.
- B. **Cancellation by Unremedied Default:** If a Vendor's default may be cured with a reasonable time, CML will provide written notice to the Vendor specifying the default and the time within which the Vendor must correct the default. If Vendor fails to cure its default in the time required, CML may cancel this Contract by providing written notice to the Vendor. If CML does not give timely notice of default to Vendor, CML has not waived any of its rights or remedies concerning the default.
- C. **Cancellation by Persistent Default:** CML may cancel this Contract by written notice to Vendor for defaults that are cured but persistent. "Persistent" means three or more defaults. After CML has notified Vendor of its third default, CML may cancel this Contract without providing Vendor with an opportunity to cure, if the Vendor defaults a fourth time. CML shall provide written notice of the termination to the Vendor.
- D. **Cancellation for Financial Instability:** To the extent permitted by law, CML may cancel this Contract by written notice to Vendor if a petition in bankruptcy or similar proceedings has been filed by or against the Vendor.

Contract Termination: CML may terminate this Contract for convenience after issuing 30 days written notice to the Vendor.

Remedies for Default:

- A. **Actual Damages.** The Vendor is liable to CML for all actual and direct damages caused by the Vendor's default. CML may buy substitute supplies or services, from a third party, for those that were to be provided by the Vendor, and CML may recover the costs associated with acquiring substitute supplies or service, less any expenses or costs saved by the Vendor's default, from the Vendor.
- B. **Deduction of Damages for Contract Price.** CML may deduct all or any part of the damages resulting from Vendor's default from any part of the price still due on the Contract, after CML has provided prior written notice to Vendor of such default and intent to deduct damages from the Contract Price.

Force Majeure: If CML or Vendor is unable to perform any part of its obligation under this Contract by reason of force majeure, the party is excused from its obligations to the extent that its performance is prevented by force majeure, for the duration of the event. The party must remedy with all reasonable dispatch the cause preventing it from carrying out its obligations under this Contract. The term "force majeure" means without limitation: Acts of God, such as



epidemics, lightning, earthquakes, fires, storms, hurricanes, tornadoes, floods, washouts, droughts, and any other severe weather; explosions; arrests; restraint of government and people; strikes; and any other like events or any other cause that could not be reasonable foreseen in the exercise of ordinary care, and that is beyond the reasonable control of the party.

CML Consent to Assign or Delegate. The Vendor may not assign any of its rights under this contract unless CML consents to the assignment or delegation in writing. Any purported assignment or delegation made without CML's written consent is void.

Indemnification: Vendor will indemnify CML, its employees, members of the Board of Trustees, and its Officers and administrators for any and all claims, damages, lawsuits, costs, judgments, expenses, liabilities that may arise out of, or are related to, the Vendor's performance under this Contract, including the performance by Vendor's employees and agents and any individual or entity for which the Vendor is responsible.

Confidentiality: Vendor may learn of information, documents, data, records and other material that is confidential in the performance of this Contract. Vendor may not disclose any information obtained by it as a result of the Contract without written permission from CML. Vendor must assume that all CML information, documents, data, records or other material are confidential.

Publicity: Vendor and any of its subcontractors may not use or refer to this Contract to promote or solicit Vendor's or subcontractor's supplies or services. Vendor and its subcontractors may not disseminate information regarding this Contract, unless agreed to in writing by CML.

Governing Laws; Severability: The Laws of the State of Ohio govern this Contract, and venue for any dispute will be exclusively with the appropriate court of competent jurisdiction in Franklin County, Ohio. If any provision of the Contract or the application of any provision is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of the Contract will remain in full force and effect to the extent that the remaining provisions continue to make sense.

Workers Compensation: The Vendor shall carry Workers' Compensation Liability Insurance as required by Ohio law for any work to be performed within the State of Ohio. Failure to maintain Workers Compensation Liability Insurance for the duration of the contract and any renewal hereto will be considered a default.

Automobile and General Liability Requirements: During the term of the Contract and any renewal hereto, the Vendor, and any agent of the Vendor, at its sole cost and expense, shall maintain a policy of automobile liability and commercial general liability insurance as described in this clause. Copies of the respective insurance certificates shall be filed with the Procurement Department within seven (7) calendar days after notification by the CML of its selection of the Vendor to provide the specified supplies and/or services. Failure to submit the insurance certificates within the time period will result in the Proposer's Proposal not being considered. Said certificates are subject to the approval of the CML Procurement Manager and shall contain a clause or endorsement providing thirty (30) days prior written notice of cancellation, non-renewal or decrease in coverage will be given to the Procurement Manager.



Failure of the Vendor to maintain this coverage for the duration of the Contract, and any renewals, thereto may be considered a default.

Automobile Liability: Automobile Insurance is required for anyone coming onto CML branches and/or property to deliver goods or perform services using a vehicle, which is owned, leased, hired, or rented by the Vendor. Any Vendor, broker, or subcontractor who will be on CML property, but not delivering goods or performing services, is required to carry Automobile Liability Insurance that complies with the state and federal laws regarding financial responsibility. Automobile liability insurance, including hired, owned, and non-owned vehicles used in connection with the Work, shall have a combined single limit coverage covering personal injury, bodily injury (including death) and property damage of not less than \$2,000,000 per accident.

Commercial General Liability: The Vendor shall maintain insurance coverage with a \$2,000,000 annual aggregate and a \$1,000,000 per occurrence limit for bodily injury, personal injury, wrongful death and property damage. The defense cost shall be outside of the policy limits. Such policy shall designate CML as an Additional Insured, as its interest may appear. The policy shall also be endorsed to include a blanket waiver of subrogation. The certificate shall be endorsed to reflect a per project/per location General Aggregate limit of \$2,000,000. If the Vendor uses an umbrella/excess policy to meet the required limits, it is understood that the policy shall follow from per project/per location basis. It is agreed upon that the Vendor's commercial general liability insurance shall be primary over any other coverage. The Procurement Department reserves the right to approve all policy deductibles and levels of self-insurance retention.

Contract Compliance: The participating CML branches and departments will be responsible for the administration of the Contract and will monitor the Vendor's performance and compliance with the terms, conditions and specifications of the Contract. If a branch or department observes any infraction such shall be documented and conveyed to the Vendor for immediate correction. If the Vendor fails to rectify the infraction, the department/branch will notify the Procurement Department in order to resolve the issues. These terms and conditions will be used by the Procurement Department to resolve the issues.

Warranties: Unless otherwise stated, all supplies shall be new and unused. All products shall carry manufacturer's warranties in addition to implied warranties. The Vendor warrants all supplies to be free from defects in labor, material, and workmanship (manufacturing) and comply with the contract specifications.

ADDITIONAL TERMS:

1. This Contract represents the entire agreement of the parties hereto and may not be amended except in writing signed by both parties.
2. CML is not responsible for any work or services provided by Contractor prior to the issuance of a P.O. by CML.
4. Contractor will supply its own tools and materials.
5. Contractor will make arrangements for EFT (electronic funds transfer).
6. A completed W9 form is required on file with CML prior to CML issuing payment

for services provided by Contractor. The W9 form can be found at: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>. Please fill out the form and return with the signed contract to the Procurement Department of the Columbus Metropolitan Library at 96 S. Grant Avenue, Columbus, OH 43215 or e-mail: procurement@columbuslibrary.org.

OUTREACH AND INCLUSION

Because the Columbus Metropolitan Library (CML) serves a diverse Central Ohio population, CML strongly prefers professional service providers who are certified Small and Emerging Business Enterprises (SEBE) to provide CML with a diverse representative of the central Ohio region in which they will be working and of the customers that CML serves every day. SEBEs are encouraged to respond to this solicitation.

A completed Proposer's Small and Emerging Business (SEBE) Form must accompany the completed Proposal. Please refer to Appendix C, *Small and Emerging Business (SEBE) Form*, to submit or denote omission of participation.

COMPLIANCE WITH APPLICABLE LAWS

By submitting a response to this Request for Proposal, the Proposer acknowledges that it complies with applicable federal, state, and local laws and regulations, including, but not limited to, the following:

Equal Employment Opportunity/Nondiscrimination. The Proposer agrees that if it is awarded a contract that in the hiring of employees for performance of work under the Contract or any subcontract, neither it nor any subcontractor, or any person acting on its behalf or its subcontractor's behalf, by reason of race, creed, sex, disability as defined in Section 4112.01 of the Ohio Revised Code, or color, shall discriminate against any citizen of the state in the employment of labor or workers who are qualified and available to perform work to which the employment relates. The Proposer further agrees that neither it nor any subcontractor or any person on its behalf or on behalf of any subcontractor, in any manner, shall discriminate against or intimidate any employees hired for the performance of the work under the contract on account of race, creed, sex, disability as defined in Section 4112.01 of the Ohio Revised Code, or color.

Ethics Laws. The Proposer represents that it is familiar with all applicable ethics law requirements, including without limitation Sections 102.04 and 3517.13 of the Ohio Revised Code, and certifies that it complies with such requirements.



acting on its behalf or its subcontractor's behalf, by reason of race, creed, sex, disability as defined in Section 4112.01 of the Ohio Revised Code, or color, shall discriminate against any citizen of the state in the employment of labor or workers who are qualified and available to perform work to which the employment relates. The Proposer further agrees that neither it nor any subcontractor or any person on its behalf or on behalf of any subcontractor, in any manner, shall discriminate against or intimidate any employees hired for the performance of the work under the contract on account of race, creed, sex, disability as defined in Section 4112.01 of the Ohio Revised Code, or color.

Ethics Laws. The Proposer represents that it is familiar with all applicable ethics law requirements, including without limitation Sections 102.04 and 3517.13 of the Ohio Revised Code, and certifies that it complies with such requirements.



Appendix A

CML RFP #26-008

National Media & Thought Leadership Strategy and Execution

Price Proposal Form

A. Flat Fee for Services	
B. Reimbursable Expenses (not travel)	
C. Travel Reimbursable Expenses	
D. Other Fees	
TOTAL (Not to Exceed)	

Please describe what is included in each fee listed above:

- A. Flat Fee for Services:

- B. Reimbursable Expenses (not travel):

- C. Travel Reimbursable Expenses:

- D. Other Fees

Notes: _____

- A. You may provide an attachment with additional pricing details if desired.
- B. Do not include pricing in the technical proposal.
- C. CML is a tax-exempt organization.
- D. The Library is not required to purchase any or all items, related services, and stated quantities. The Library reserves the right to negotiate final pricing with the top ranked firm during scope review.



Appendix B

CML RFP #26-008 National Media & Thought Leadership Strategy and Execution Acknowledgment of Addenda

Project Description: National Media & Thought Leadership Strategy and Execution
Instructions: The Proposer must complete Part I or Part II of this form, whichever is applicable, and sign and date this form. This form serves as the respondent's acknowledgment of the receipt of the Addenda to this solicitation, which may have been issued by the CML before the Proposal Due Date and Time.

The respondent must complete Part I or Part II of this form, whichever is applicable, and sign and date this form. This form serves as the respondent's acknowledgment of the receipt of the Addenda to this solicitation, which may have been issued by the CML before the Proposal Due Date and Time.

Part I: Check Box if Applicable:

Listed below are the issue dates for each Addendum received in connection with this solicitation.

Addendum # 1, dated: ____/____/____ Addendum # 2, dated: ____/____/____
Addendum # 3, dated: ____/____/____ Addendum # 4, dated: ____/____/____
Addendum # 5, dated: ____/____/____ Addendum # 6, dated: ____/____/____
Addendum # 7, dated: ____/____/____ Addendum # 8, dated: ____/____/____

Part II: Check Box if Applicable:

NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS COMPETITIVE SEALED BID.

NOTE: THE BIDDER MUST SIGN AND COMPLETE THIS FORM

Company Name: _____

Authorized Representative: _____

Name: _____

Signature: _____

Title: _____

Date: _____

Appendix C

CML #26-008 National Media & Thought Leadership Strategy and Execution

SEBE Form

The CML “Supplier Small and Emerging Business (SEBE) Form” can be found as a separate link located under the link to this RFP on the CML website page “Doing Business With Us”: <https://www.columbuslibrary.org/doing-business/>

Appendix D

CML #26-008 National Media & Thought Leadership Strategy and Execution Evaluation Matrix

<u>Responsiveness Criteria</u>	<u>Criteria Weight</u>	<u>Score (0-5)</u>	<u>Extended Score</u>
Technical Evaluation (85%)			
Firm experience in national media strategy and thought leadership – (20%)	40		
Strength and clarity of Proposed Approach (15%)	30		
Translate complex organizational work into compelling narratives (25%)	50		
Implementation Timeline Project Management & Schedule (10%)	20		
Qualification & Experience of the proposed team (15%)	30		
Criteria Weight	850		
Weighted Technical Score			
Cost Evaluation (15%)	150		
Criteria Weight			
Weighted Cost Score			
Total Composite Score (Weighted Technical Score + Weighted Cost Score)			

Criteria Weight x Score = Extended Score

Members of the evaluation committee will apply the scoring formula outlined here:

Zero (0)	Unsatisfactory	Does not conform to requirements.
One (1)	Poor	Conforms to requirements in a limited manner.
Two (2)	Satisfactory	Generally meets requirements with limitations.
Three (3)	Good	Meets requirements as written.
Four (4)	Excellent	Meets and generally exceeds requirements as written.
Five (5)	Outstanding	Exceeds requirements in all aspects.