

RFP 2024-7001
MEDIA SERVICES
ATTACHMENT A: SCOPE OF WORK



Cincinnati Metropolitan Housing Authority is seeking a consultant(s) to provide media services.

1.0 Scope of Work

The consultant shall:

- Respond to media inquiries and provide effective responses
- Respond to the media on behalf of CMHA in writing and a conduct on-camera interviews on behalf of CMHA when requested by TV, radio and newspaper outlets
- Be the spokesperson on behalf of CMHA on all requested interviews
- Write op-eds
- Write and develop speeches for the CEO and other housing authority members
- Scan for negative information on social media posts so CMHA can respond
- Scan for negative agency reviews on outlets like Google and develop responses
- Identify press opportunities that promote CMHA and disseminate via press releases, social media, press conferences and other distribution channels.
- Help develop marketing strategies for CMHA services to vendors and landlords using various outlets
- Boost brand awareness and promote brand image to the public
 - Including the development of social media content
- Post weekly information about CMHA which may include quotes from the Chief Executive Officer on social media
- Post videos of CMHA development, open houses, general CMHA events, etc.
- Develop b-roll footage for CMHA and media outlet use
- The consultant will need to be available 24 hours a day to respond to any and all media inquiries
- The response may be in various forms: written, email or via telephone
- The consultant shall comply with all CDC, local and state guidelines

2.0 Pool of Contractors

2.2 CMHA intends to create a “pool” of Contractors to provide these Services. The Pool will consist of various Contractors which will be available on an as-needed basis to provide the services described in this Scope of Work. The actual number of Pool participants chosen will depend on the number of qualified proposals received.

2.3 Proposers selected to participate in the Pool will be assigned work at the discretion of CMHA based on quality of work, availability, manpower and timeliness and will serve in the Pool for a period of one (1) year with the option, at CMHA’s sole discretion, to extend the contract for up to an additional four years for a maximum

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total of five years. CMHA will attempt to match each assignment to the Pool Participant best suited for a given task. CMHA will also determine the number of assignments any contractor will be assigned at any given time or duration. Selection as a participant of the Pool is not a guaranty of the type or number of tasks for which a participant may be selected. Time is of the essence with regard to Pool Participants' availability for and performance of the assignments.

- 2.4** If a Pool Participant is selected to perform one or more work assignments, CMHA will formally request the Pool Participant to perform such services by executing a purchase order. The Contractor will be notified by CMHA when services are needed. CMHA will provide the scope of work to the contractor before work is to begin. Once the Contractor is notified, the work will be scheduled with CMHA. The services will be completed as scheduled including completing a punch list and final inspection. The purchase orders may be issued at any time during the term of the Pool Agreement and the assignment of work projects will be made solely at the discretion of CMHA.

3.0 Performance Standards

- 3.1** Consultant shall provide a one-hour turnaround alert to CMHA of any/all media requests. Fees will be reduced by 10% if the turnaround exceeds 2 hours.
- 3.2** Consultant shall be available for all CMHA events.
- 3.3** Consultant shall be willing to speak to media on behalf of CMHA with a one-hour notice.
- 3.4** Consultant shall be proficient at development of news releases.
- 3.5** Consultant shall provide speeches, agendas (any requested writing for the CEO) 48-hours before the event.
- 3.6** Consultant shall call or check-in with the CMHA representative who assigned the work within thirty (30) minutes of initial call or notification of need for service and provide estimated time to complete assignment. Failure to adhere to this standard will reduce the fee by 25%. If a contingency exists, Consultant must call the CEO to explain to avoid the penalty.
- 3.7** Contractor will ensure ability to perform all services awarded. A Contractor claiming inability to perform a service due to insufficient staffing is not acceptable. If Contractor is unable to do the work for which they submitted a quote/proposal, the Contractor's contract for that work will be cancelled in whole or that part of the contract will be inactivated and no longer considered for award.
- 3.8** In the event of a schedule conflict, vendors will service CMHA and/or TPS first. Failure to do so will result in the vendor being sent a Notice to Cure to complete the service. If the vendor does not complete the service within the date specified on the Notice, another vendor may be contacted to perform the service. Per Section 2.4 of the General Terms and Conditions, three warnings (Notices) will result in vendor termination. (This situation is avoidable by arranging a schedule with the Property Manager for services.)

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- 3.9** Failure to comply with all of the requirements in the resulting contract and/or the requirements in the purchase order may result in a reduction of the consultant’s fee by 10% for that service
- 3.10** Invoices are to be submitted within two weeks after completion of the service (see *Invoicing* in the General Terms and Conditions). If invoices are submitted late, the amount to be paid shall be reduced:

Number of days to submit invoice to CMHA after completion of work or receipt by CMHA in Yardi (whichever is later)	Performance Deduction from Invoice
<30	0%
>30	30%
>60	50%
>90	75%
>120	100% (No payment)

- 3.11** CMHA may waive the fee reductions at their discretion after discussing extenuating circumstances with the Contractor. Such waiver shall be in writing at the time of the service and may be considered by CMHA in the award of future work under this contract and award of future contracts.

4.0 The Authority’s Motto and Gold Performance Standards

In 2012, the Authority implemented its motto “Being an Asset to Hamilton County” in addition to establishing Gold Performance Standards which consist of the principles and values by which the Agency performs and how our partners, vendors, contractors and consultants are measured. The Gold Performance Standards are:

<i>Respect</i>	<i>Timely</i>	<i>Exceptional</i>	<i>Initiative</i>
<i>Excellent</i>	<i>Quality</i>	<i>Accurate</i>	<i>Integrity</i>
<i>Value</i>	<i>Creativity</i>	<i>Accountability</i>	<i>Professionalism</i>

It is the Authority’s intent that the contractor will also adhere to these standards.

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5.0 Contract Terms

5.1 Contract Term

5.1.1 The Authority intends to enter into a one year contract with the option, at the Authority's sole discretion, to extend four one-year contracts with the successful offeror(s) selected to provide the services.

5.2 Indefinite Quantities Contract (IQC) CMHA does not guarantee any minimum or maximum amount of work as a result of any award ensuing from this RFP, but will reserve the right to award work on an as-needed basis.

5.2.1 Guaranteed Contract Minimum Amount and Not-to-exceed Maximum Amount: As may be further detailed herein, as the ensuing contract will be an Indefinite Quantities Contract (IQC), which, pursuant to HUD regulation, requires CMHA to award the responsive and responsible contractor a Guaranteed Contract Minimum Amount (GCMA) and Not-to-exceed Maximum Contract Amount (NMCA) of work, those required minimum and maximum contract levels are: (a) GCMA: \$100; (b) NMCA: \$75,000 annually. CMHA reserves the right to adjust these amounts, if in its best interest to do so, prior to contract approval.